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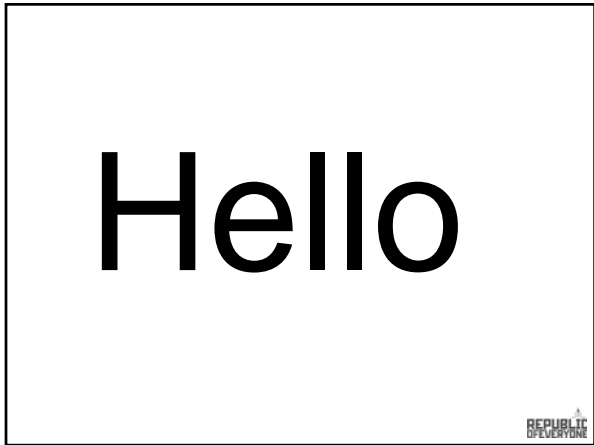
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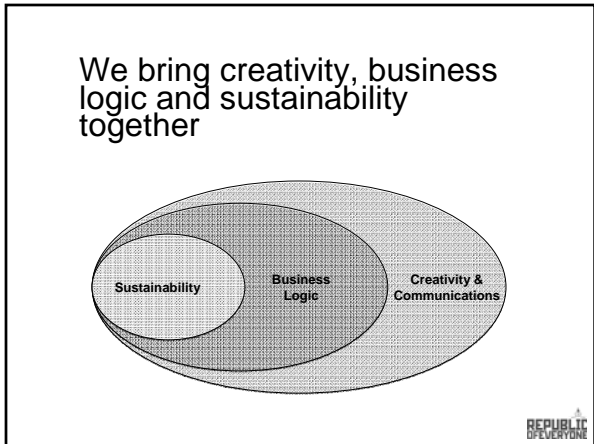
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Why are we here?

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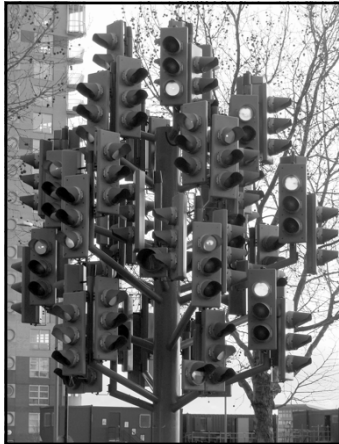
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Sustainable energy supply is a complicated subject

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Marketing communications is about simplifying a complicated message

REPUBLIC  
OF EVERYONE

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REPUBLIC  
OF EVERYONE

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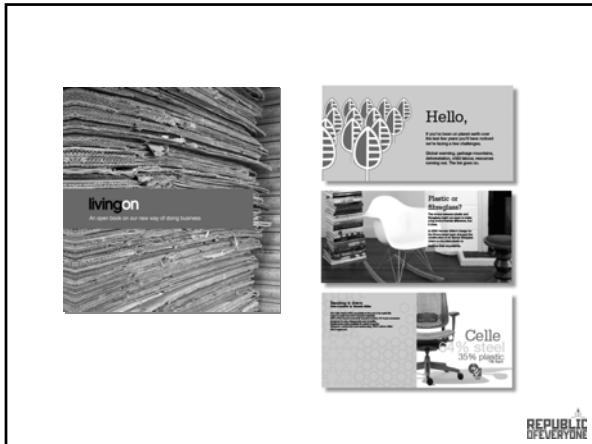
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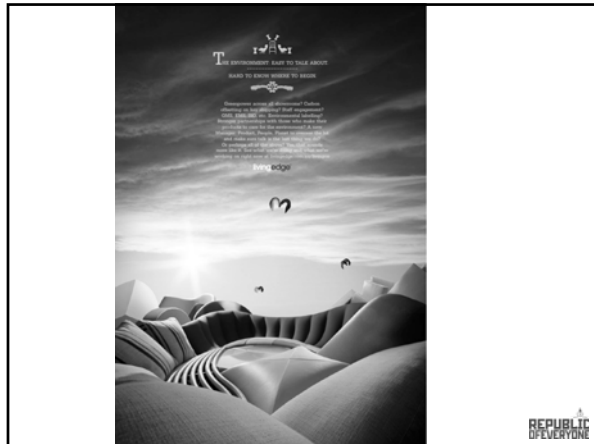
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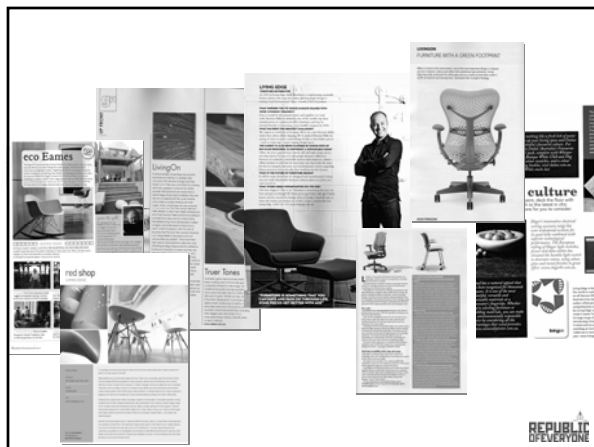
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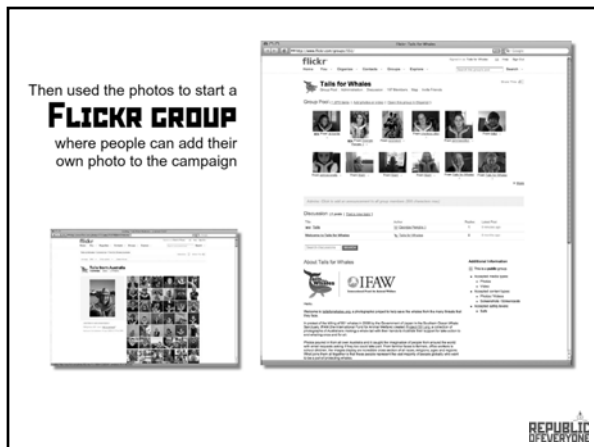
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This year the Japanese Government killed 551 whales in the Southern Ocean

Your photos will help us stop them killing more

Create a whale tail and upload it to [tailforwhales.org](http://tailforwhales.org)






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**NATIONAL GEOGRAPHIC CHANNEL HD**




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Of course, some blogs are more important than others. These three alone represent a monthly readership of over 10 million.

REPUBLIC OF EVERYONE

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REPUBLIC OF EVERYONE

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At which point we launched the global website

**TAILSFORWHALES.ORG**

REPUBLIC OF EVERYONE

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## MEANWHILE, BACK IN AUSTRALIA

we took the photos and put them into a whale sized book to give to Kevin Rudd as a petition from the Australian people. That's one more chance to get the media excited about the issue.

REPUBLIC OF EVERYONE

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### Three things to take away

- A clear objective
- Easy to understand single minded message brought to life creatively
- Right message, right people, right time

REPUBLIC OF EVERYONE

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