



NATURE CONSERVANCY CANADA   
CONSERVATION DE LA NATURE CANADA 

YOUNG LIONS   
COMPETITIONS

# DO YOU HAVE THE WILLPOWER?

## Land Acknowledgement

We acknowledge that the land we competed in this competition on is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit.



There is  
NO Planet B

# TARGET MARKET

A25-30 who believe **climate change** is  
the biggest threat to civilization<sup>1</sup>



50%<sup>1</sup>

Medium/Heavy  
Console Gamers



49% M<sup>1</sup>  
51% F<sup>1</sup>

Gaming is for  
everyone



# INSIGHT

## They're Armchair Activists

looking for low-involvement ways to be engaged with causes they believe in<sup>1</sup>

**60%**

do not want responsibility and  
**would rather be told what to do<sup>1</sup>**

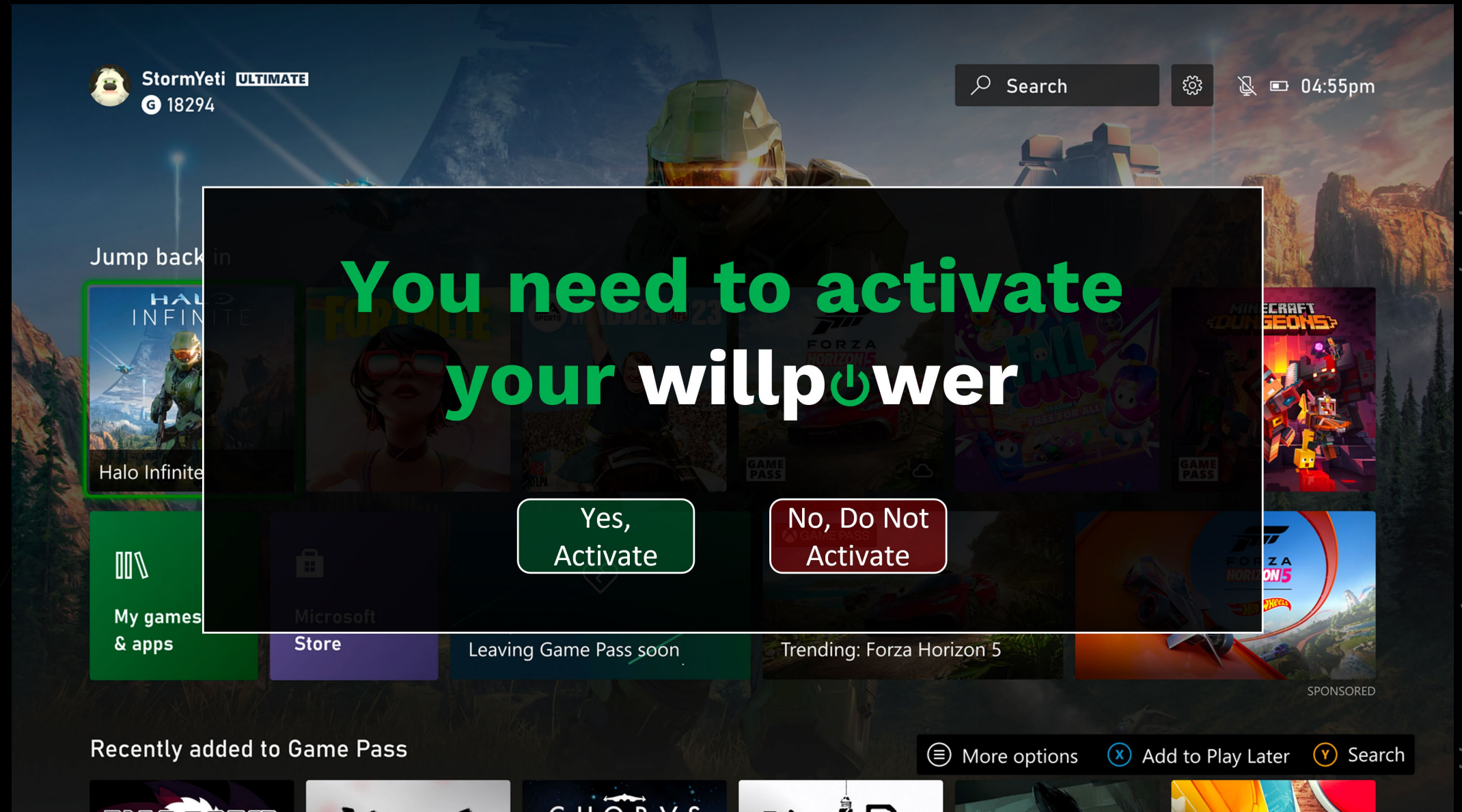




# OUR BIG IDEA

A low-involvement decision making permanent change

We're going to **tell** gaming console users to activate their willpower with a single click.





# HOW IT WORKS

There is **no incremental financial burden**



CONSOLE SCREEN  
PROMPT:

**“You need to  
activate your  
willpower”**

Yes, Activate

=

**willpower mode will activate**  
Electrical bill will reduce slightly due to energy-savings from the gaming console turning to this new mode when not in use. Savings the user would have otherwise spent on the electricity from staying on standby mode will be reinvested as a small monthly charitable donation paid via console wallet. Contributions are put towards permanent land conservation. **Simple, Easy, Passive, Permanent, & no incremental financial burden.**

No, Do Not  
Activate

=

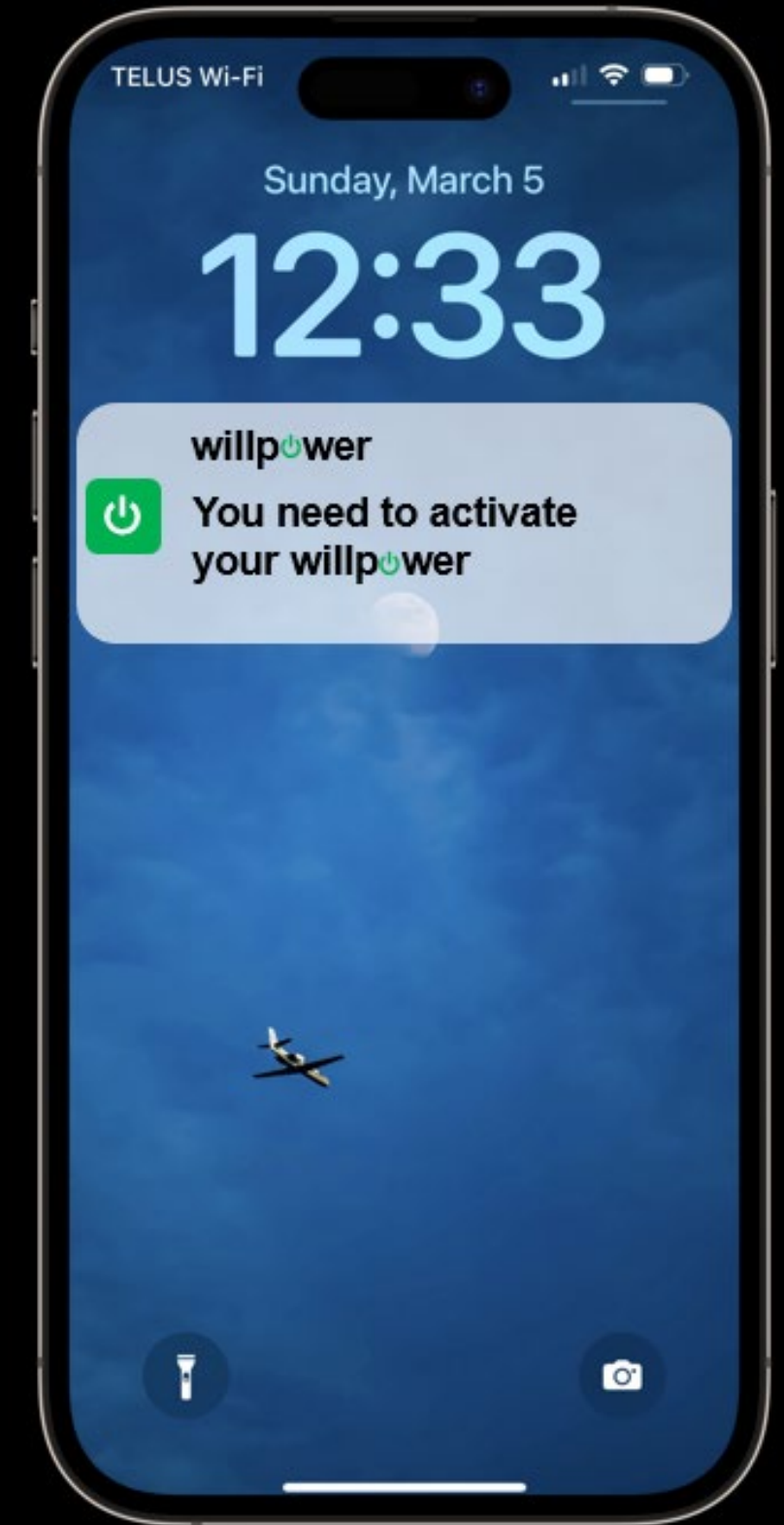
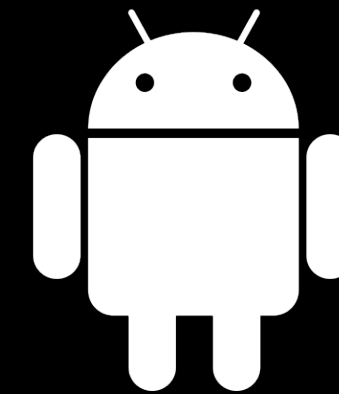
Electrical bill stays the same, no charitable donation

**Gaming console energy-saving capabilities currently exist. A simple energy-savings calculation and a prompt for users to opt-in, and voila: **instant-donations!****

# SCALABILITY GOES FAR BEYOND GAMING CONSOLES



SAMSUNG





# MEDIA SUPPORT

## Aim to use net-zero media vendors who offer the below digital solutions

### Partner with console gaming influencers

Add custom CTAs during their livestreams on YouTube & Twitch apps to prompt users to **also activate willpower mode on their own devices**



\$450k

### Amplify the activation

Custom content & PR releases

\$50k



Microsoft's 'carbon aware' updates feature begins rolling out on Xbox consoles



# MEDIA SUPPORT CONT'D

## Gaming console **store checkouts** are a **free** medium for media

Aim for incremental donations by asking game buyers to **“round up”** their purchase

**ROUND UP YOUR WILLPOWER CONTRIBUTION**

Round up your purchase today, and donate to **permanently** protecting biodiversity and limiting climate impact in Canada.

CA\$40.18	<b>CA\$45.18</b>	CA\$50.18
CA\$55.18	CA\$60.18	CA\$65.18

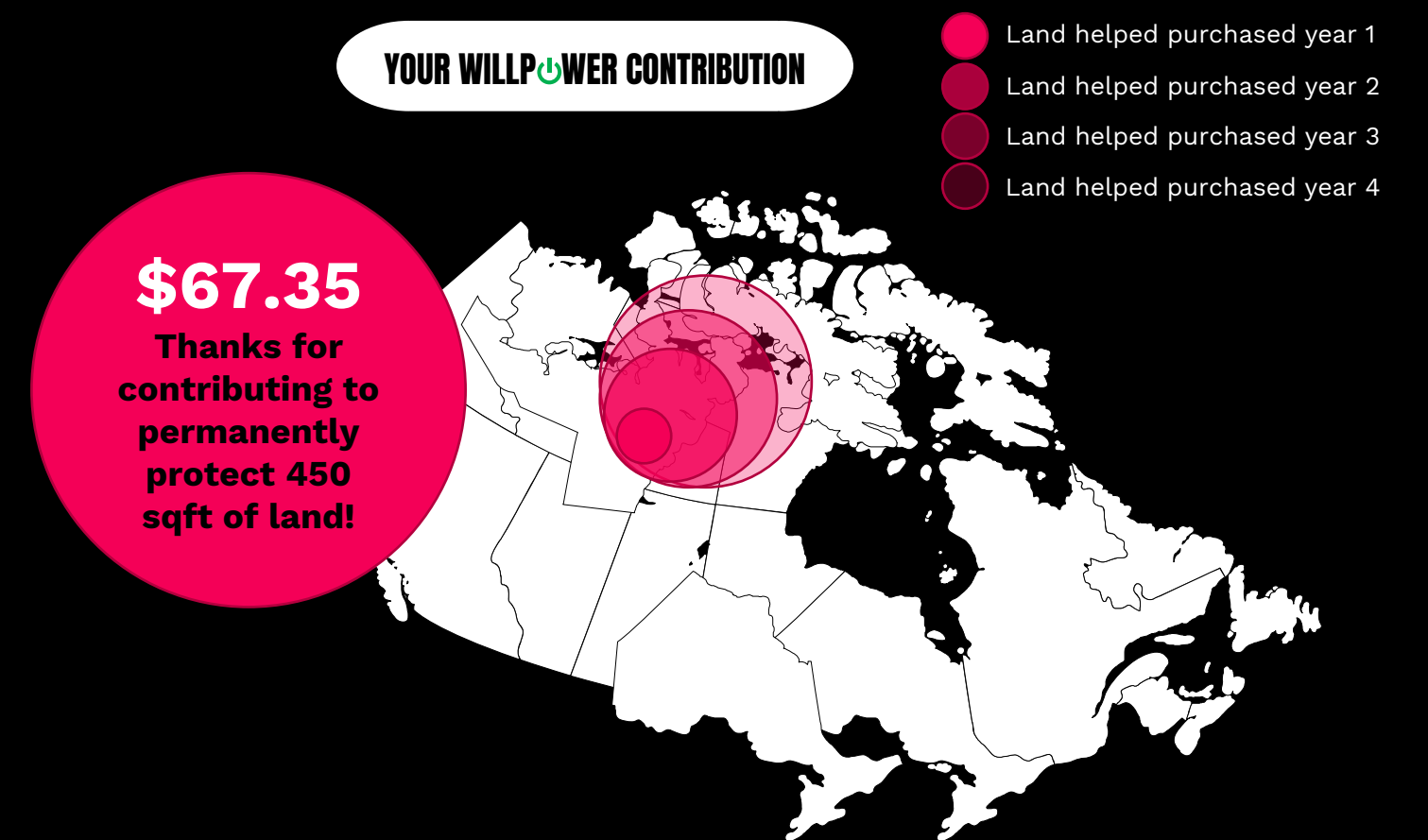
CA\$

Suggested Price

**Checkout**

## YoY donation tracking available on console home page

Track how much land the console owner has helped **permanently** turn into **protected** conservation land







# MEASUREMENT



Each opt-in user will redirect approximately **\$6 in energy-savings\*** from their electricity bill to permanently protect biodiversity and limit climate impact in Canada.

## PASSIVE DONATIONS

520k opt-ins x \$.50 savings redirected monthly x 12 months = **\$3,120,000 / year**

## ACTIVE DONATIONS

0.05% Conversion Rate x Avg Round Up \$.50 x 3,000,000 monthly transactions

\$75,000 monthly = **\$900,000 / year**

## COMMUNITY MEMBERS

Brief Members Goal: 500k

Members Achieved Through Campaign: **520k from gaming alone**



Notes: this assumes \$.50 of energy savings each month

Paid Impressions: **13MM**

Paid Impressions: **6.7MM**

Earned Impressions: **1.7MM**

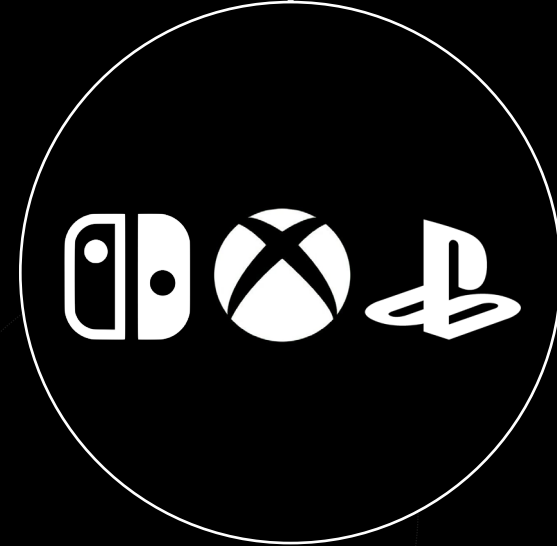
# SUMMARY



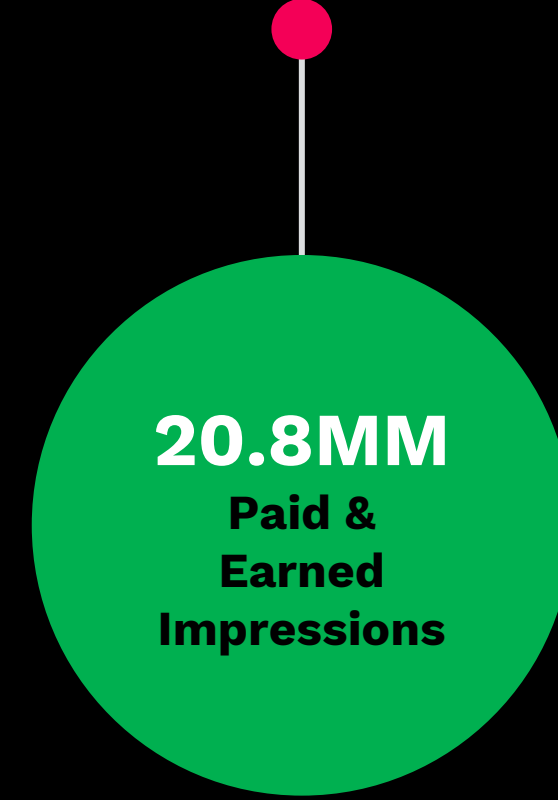
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**They're Armchair Activists** who would rather be told what to do



You need to activate your **willpower**  
**No incremental financial burden.**



Set to achieve all targets set out in the brief