

My Nature Moments

Nature Conservancy Canada

YOUNG LIONS
COMPETITIONS 



NATURE
CONSERVANCY
CANADA

<https://www.natureconservancy.ca/en/>

The audience



- ◆ Adults from 25 to 30 years old
- ◆ Eco-anxious
- ◆ Are not inclined to make donations
- ◆ Love to do outdoor activities (camping, hiking, etc.)
- ◆ Social media is very important for them
 - ◇ It's their biggest source of day-to-day influence



The (human) problem :

Real progress in the environmental cause seems to have slowed down because the target audience does not know how to help.

Insight

- *People don't see how their action can be meaningful.*
- *Therefore, they don't donate because they can't relate directly to the cause.*

What if there was a way to highlight how meaningful their donation is by showing the emotional link between concrete actions and your most memorable moment of the last year?

The solution

Showing how meaningful and important the preservation of the Canadian nature is in our day to day.

By remembering all of the beautiful moments shared collectively in nature.

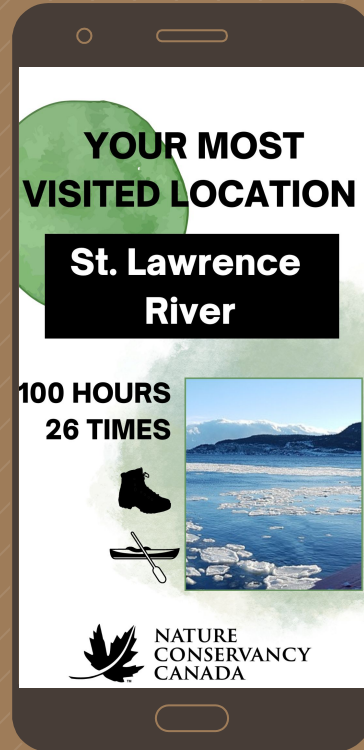
The Big Idea - My Nature Moments

The official end-of-year outdoor recap



- An artificial intelligence that gathers your best adventures and most memorable outdoor experiences of the past year.
- Simply link your NCC account with your Google Photos / iCloud account and let the A.I. create your custom photo album. By creating this album, you instantly become a part of the NCC community.
- When the A.I. creates a photo album of your moments in nature, it allows you to make a personal emotional connection between the importance of preservation and your memories.

My Nature Moments



The best outdoor memories of your past year will be found on the first screen of My Nature Moments.

Stats will then be provided such as :

- ❖ Most visited outdoor location
- ❖ Number of hours in this place
- ❖ Most practiced activity

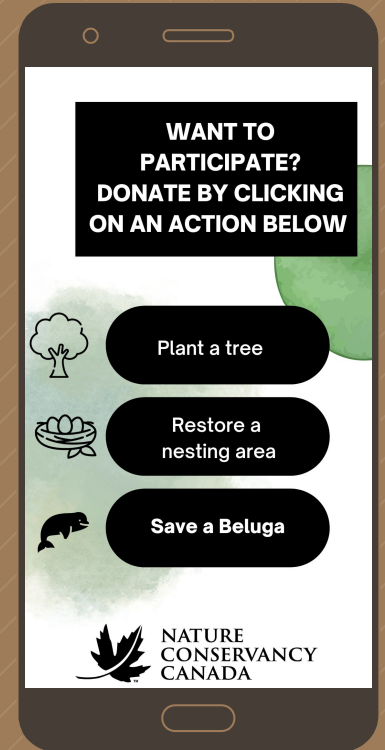
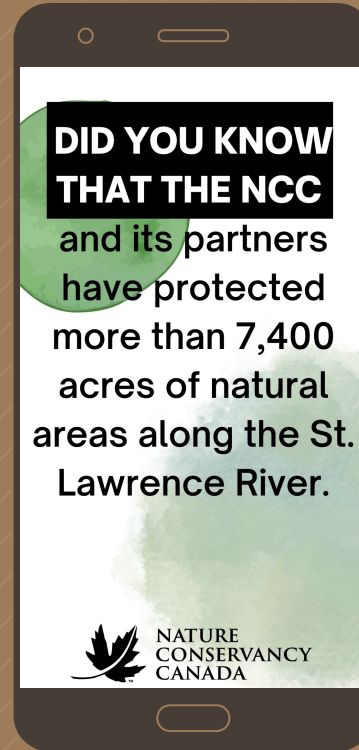
My Nature Moments

My Nature Moments also includes information about NCC projects near your favorite locations.

It's an easy way for the foundation to educate the general population about their actions in the community to preserve the environment.

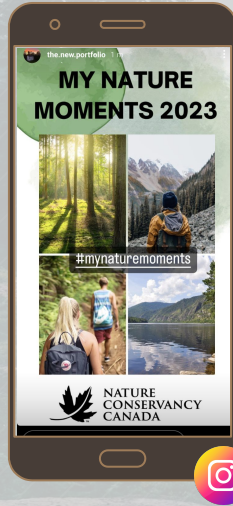
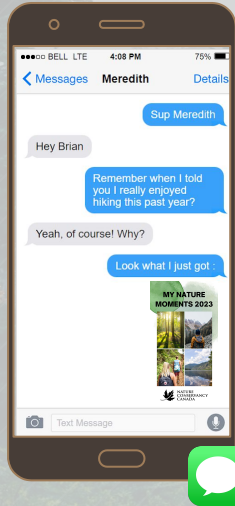
To conclude, the last screen is a simple Call-to-Action to invite users to make a donation in the form of a concrete action.

Each action has a monetary value, but will only be shown on the last donation page on the foundation's website.



How does it become a collective effort ?

Shareable

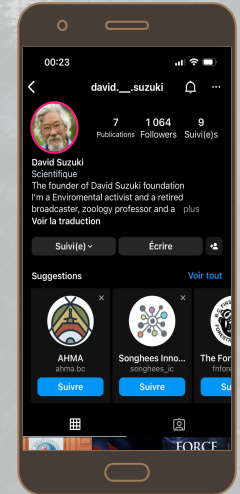
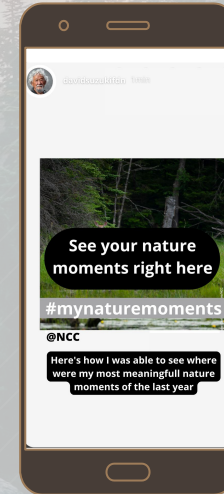


A Marketing Tool

A special format is produced for the outdoor locations and can be used as a marketing creative to attract new visitors.



Influencer



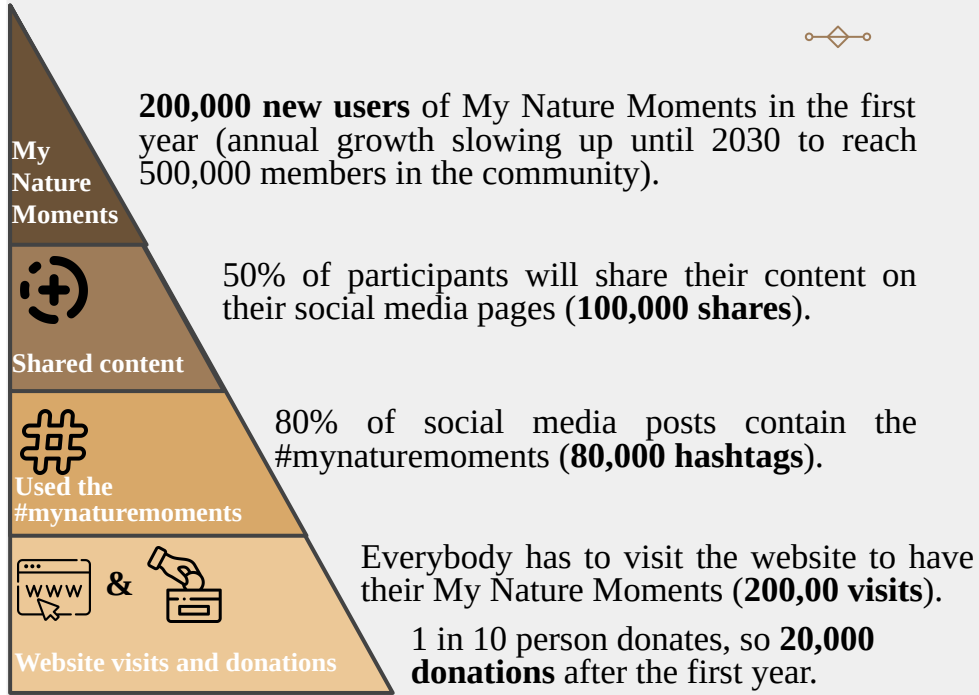
Performances



To promote the new feature
50k\$ A.I. conception
25k\$ influencers

To help promote the results
75k\$ billboards
50k\$ paid social media

Remarketing and donation
reminders
25k\$ personalized newsletters



Summary



Big Idea

My Nature Moments

The official end-of-year outdoor recap



Audience

Adults from 25 to 30 years old who love to do outdoor activities (camping, hiking, etc.)

Social media is very important for them. It's their biggest source of day-to-day influence.

Insight

“Showing the emotional link between concrete actions and your most memorable moment of the last year?”

Collective Effort



Performances

- 20,000 My Nature Moments use
- 100,000 shares on social media
- 80,000 hashtags
- 20,000 donations