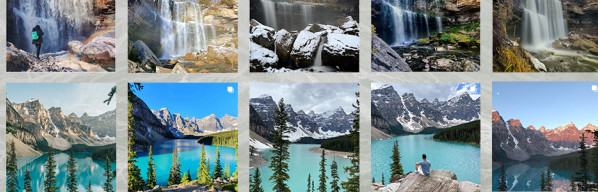


# PAY-PER-VIEWPOINT

Turning Canada's breathtaking locations into donations.



## Creative Insight

Every year, young millennials travel from all over the world to visit specific natural Canadian landmarks and their viewpoints to not only experience and see their beauty in person, but also to capture the exact same popular and iconic photo they've seen online.

## Solution

We're going to turn the moment when young millennials capture "the photo" of these natural landmarks into an effortless way to capture donations for Nature Conservancy Canada.

To do so, we'll partner with Instagram and leverage their image recognition technology. Since most photos are taken from the exact same spots, we can easily train Instagram's machine-learning software to detect iconic Canadian landmarks through the in-app camera. Then, whenever someone goes to capture them, it'll recognize it and trigger a **branded donation prompt**. With just a tap, they can then learn about the lasting impacts being made to conserve nature and donate to help protect beautiful locations, like the one they're currently admiring.

Once they've donated, we'll also encourage them to use an interactive IG sticker to influence and rally their followers to help support and donate, further spreading the word about NCC.

## How Does it Work?

We're capturing an engaged audience in a moment when they're most likely to appreciate and want to help preserve the natural wonder they're looking at.

On top of that, by partnering with Instagram, we're tapping into a massive community of people who love nature and post pictures of it all the time.

Pay-Per-Viewpoint can now remain a permanent tool at landmarks, to help make a permanent difference coast to coast.

## 01 / Capture Iconic Landmark

# PAY-PER-VIEWPOINT

Turning Canada's breathtaking locations into donations.

### Problem

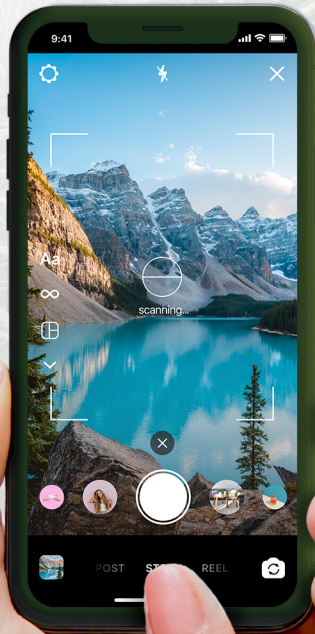
Young millennials are environmentally conscious and want to help preserve and support nature, but aren't sure how to help or make a lasting impact.

### Creative Insight

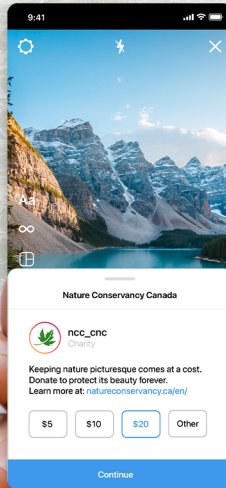
Every year, young millennials travel from all over the world to visit specific natural Canadian landmarks and their viewpoints to not only experience and see their beauty in person, but also to capture the exact same popular and iconic photo they've seen online.

### Solution

Using Instagram's image recognition technology, we're going to turn every photo captured of iconic Canadian landmarks into an effortless way to capture donations for Nature Conservancy Canada.



## 02 / Trigger Donation Prompt



## 03 / IG Sticker to Rally Others

