VIRTUALLY PROTECT NATURE

CAMPAIGN NAME AND SUMMARY

MILLENNIALS AND GEN Z KNOW THE IMPORTANCE OF PROTECTING THEIR DIGITAL DATA AND ALSO KNOW HOW CRITICAL IT IS THAT WE PROTECT THE PLANET. LET'S ALLOW THEM TO DO BOTH AT ONCE.

PARTNERING WITH A POPULAR VPN PROVIDER, WE'LL CREATE THE FIRST VPN THAT VIRTUALLY PROTECTS NATURE. THE VIRTUAL 'PROTECTION' NETWORK WILL CONTINUE TO OFFER DIGITAL PROTECTION FOR USERS' DEVICES BY ROUTING THEM THROUGH ONE OF SEVERAL SERVERS VIRTUALLY LINKED TO THE LAND PROTECTED BY THE NATURE CONSERVANCY OF CANADA.

A PORTION OF THE MONTHLY SUBSCRIPTION FEE FOR THE VPN WILL BE GIVEN TO THE NATURE CONSERVANCY OF CANADA, BOOSTING THEIR MONTHLY DONATIONS.

PROTECTION FOR MACHINES AND NATURE ALIKE.

INSIGHT

THE AVERAGE CANADIAN IS MORE LIKELY TO TAKE DIRECT ACTION TO PROTECT THEIR OWN DIGITAL PRIVACY THAN THEY ARE TO PROTECT NATURE.

THAT'S WHY MILLIONS USE A VPN. IN FACT, 20% OF ALL CANADIANS USE ONE - WITH THE VAST MAJORITY UNDER 35. WHAT IF WE COULD SPREAD A MESSAGE THROUGH THEIR VPN AND INSPIRE THEM TO PROTECT MORE THAN JUST THEIR DIGITAL SELVES?

SOLUTION

TO GAIN AWARENESS FOR THE NATURE CONSERVANCY OF CANADA'S CAUSE AND TO DRIVE DONATIONS, WE'LL PARTNER WITH A POPULAR VPN PROVIDER TO CREATE THE FIRST VPN THAT VIRTUALLY PROTECTS NATURE. THIS 'VIRTUAL PROTECTION NETWORK' WILL OPERATE LIKE A NORMAL VPN BY PROTECTING YOUR DATA, BUT WILL DO SO BY ROUTING THE USER THROUGH ONE OF SEVERAL PRIVATE SERVERS VIRTUALLY LINKED TO NCC'S CONSERVATIONS AND BARRING THEIR NAME.

ADDITIONALLY, TO ACTIVELY FUND THE LASTING PROTECTION OF CANADIAN NATURE, A PORTION OF THE MONTHLY SUBSCRIPTION FEE WILL GO TO THE NATURE CONSERVANCY OF CANADA IN ORDER TO PROVIDE ONGOING PROTECTION FOR CANADA'S NATURAL WORLD.

WE'LL TAKE OVER THE VPN PROVIDER'S HOME PAGE AND DRIVE USERS THERE USING:

- PAID SEARCH RESULTS ON GOOGLE TO TARGET ANYONE SEARCHING FOR A VPN
- TARGETED SOCIAL ADS ON REDDIT TO SPEAK TO OUR DEMOGRAPHIC WHO DON'T YET HAVE A VPN
- ENCOURAGE USERS TO SHARE THEIR EXPERIENCE WITH THEIR SOCIAL NETWORKS

HOW IT WORKS

A TRADITIONAL VPN (VIRTUAL PRIVACY NETWORK) WORKS BY ROUTING YOUR INTERNET CONNECTION THROUGH A PRIVATE SERVER RATHER THAN YOUR INTERNET SERVICE PROVIDER IN ORDER TO PROTECT YOUR DATA. THESE SERVERS ARE LINKED EITHER PHYSICALLY OR VIRTUALLY TO A PIECE OF LAND. FOR THIS SERVICE, VPN PROVIDERS WILL CHARGE A LOW MONTHLY FEE.

OUR VIRTUAL 'PROTECTION' NETWORK WILL WORK IN A SIMILAR WAY BY REROUTING YOUR INTERNET CONNECTION THROUGH ONE OF SEVERAL SERVERS VIRTUALLY LINKED TO NCC'S CONSERVATION. IT WILL ALSO CREATE LASTING PROTECTION FOR CANADIAN NATURE AS A PORTION OF THE MONTHLY SUBSCRIPTION FEE IS GIVEN TO THE NATURE CONSERVANCY OF CANADA.

WITH MILLIONS OF YOUNG CANADIANS USING A VPN WE'LL BE ABLE TO TARGET OUR AUDIENCE AS THEY BROWSE FOR A VPN OR BY ENTICING THEM TO SWITCH. IN THIS WAY, WE WILL NOT ONLY GET THEM INVOLVED BUT CAN EVEN CONVINCE A TRADITIONALLY MONEY-CONSCIOUS GROUP TO BECOME MONTHLY DONORS.







VIRTUALLY PROTECT NATURE NATURE

WHEN YOU PROTECT NATURE, NATURE CAN PROTECT YOU TOO.

PARTNERING WITH A POPULAR VPN PROVIDER, WE'LL CREATE THE FIRST VPN THAT VIRTUALLY PROTECTS NATURE. THE VIRTUAL 'PROTECTION' NETWORK WILL OFFER DIGITAL PROTECTION TO USERS BY ROUTING THEM THROUGH ONE OF SEVERAL SERVERS VIRTUALLY LINKED TO THE LAND PROTECTED BY THE NATURE CONSERVANCY OF CANADA.

A PORTION OF THE MONTHLY SUBSCRIPTION FEE WILL BE GIVEN TO THE NATURE CONSERVANCY OF CANADA, BOOSTING THEIR MONTHLY DONATIONS AND OFFERING PROTECTION FOR MACHINES AND NATURE ALIKE.

INSIGHT

THE AVERAGE CANADIAN IS MORE LIKELY TO TAKE ACTION TO PROTECT THEIR OWN DIGITAL PRIVACY THAN THEY ARE TO PROTECT NATURE.
THAT'S WHY MILLIONS USE A VPN.

BACKGROUND

A VPN (VIRTUAL PRIVACY NETWORK) WORKS BY ROUTING YOUR INTERNET CONNECTION THROUGH A PRIVATE SERVER RATHER THAN YOUR INTERNET SERVICE PROVIDER TO PROTECT YOUR DIGITAL PRIVACY. THESE SERVERS ARE LINKED EITHER PHYSICALLY OR VIRTUALLY TO A PIECE OF LAND. PROVIDERS CHARGE A MONTHLY FEE FOR THIS SERVICE.



