







## THE DEFORESTATION DEFENCE

ONTEXT

Canada's diverse forests are being logged and developed, or replaced with monocultures. But Gen Z and Millennials are at the forefront of fighting to keep our natural lands. They're outspoken on deforestation and climate issues, and they vote with their dollar whenever they can.

NSIGHT

For Gen Z and Millenials, these efforts feel irrelevant or reversible. But the NCC doesn't just seek to undo what's been done. We make permanent change to stop it from being done again.

DEA

We're showing how a simple donation to the NCC stops deforestation in its tracks, and helps to conserve Canadian nature forever. The idea that all it takes to permanently save Canadian nature is your donations can be carried on through multiple executions and across platforms using similarly striking comparisons and language.

