



Campaign Name:

#TipYourTrees

Summary and Creative Insight:

With the recent transition to digital payments, we've seen what's been labeled as tip creeping: a rise in tip requests on items you may not have ever tipped on before. We've grown accustomed to tipping everyone for everything. So let's get in on the action by encouraging Canadians to tip one of the hardest working living things in the world: **trees**.

Solution:

Let's rebrand making donations for the environment into *tipping* the environment for all that it does. Whether it's the air that you breathe, or the sun that's blocked out by its leaves, demonstrate your appreciation for their services by leaving a tip.

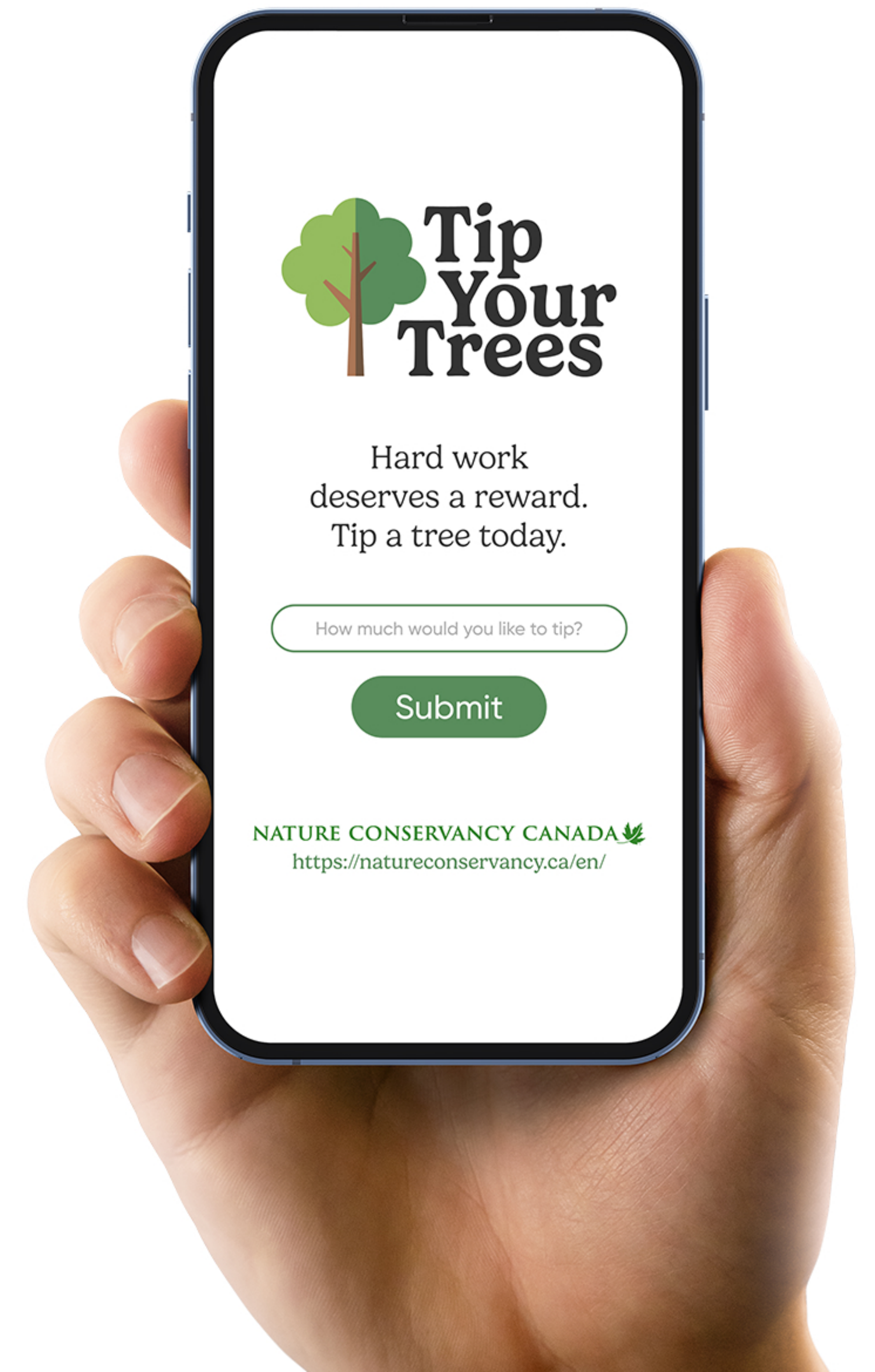
How it Works:

On Earth Day, let's turn trees into digital tip jars for the environment. We'll create bespoke posters on trees in popular areas, promoting the services they provide along with QR codes for easy tipping.



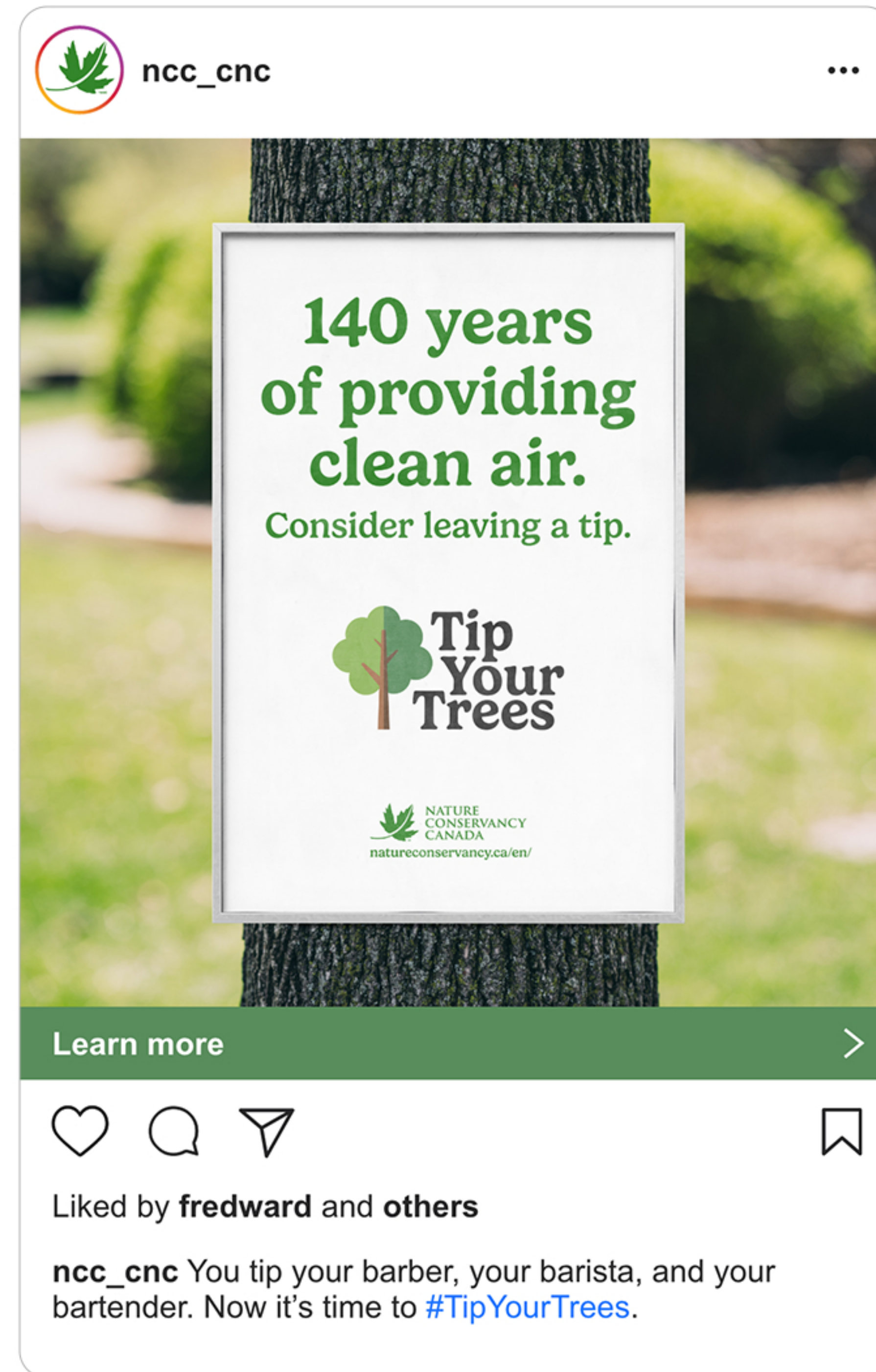
How it Works:

On Earth Day, let's turn trees into digital tip jars for the environment. We'll create bespoke posters on trees in popular areas, promoting the services they provide along with QR codes for easy tipping.





Social Media



Sponsored Instagram posts celebrating the services provided by trees.



User generated content shared after submitting your tip online