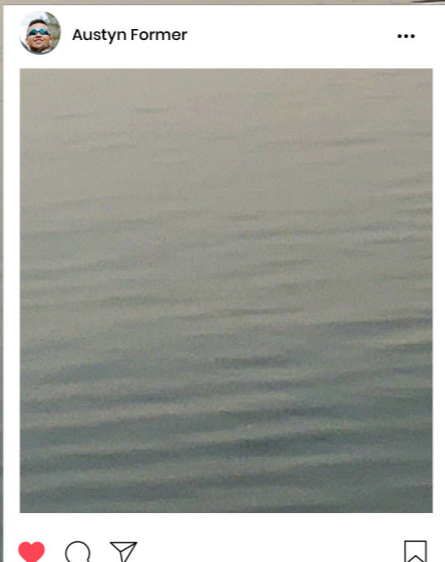
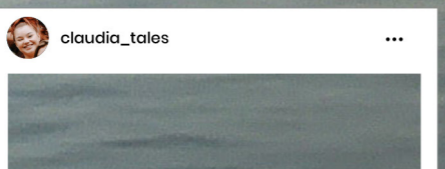
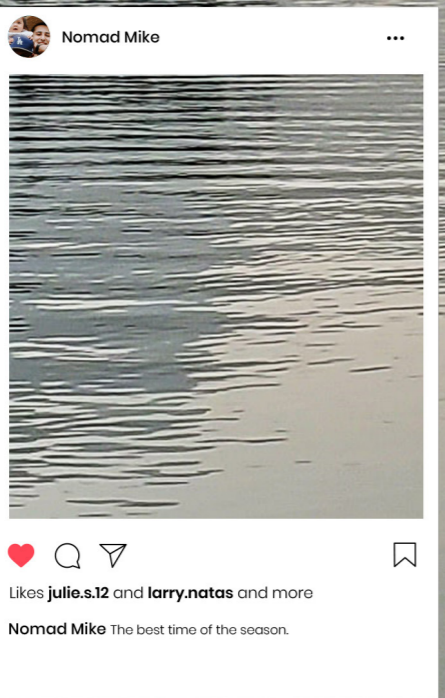
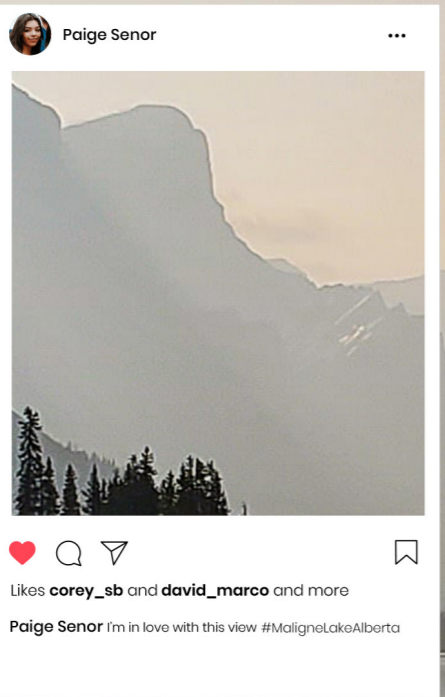
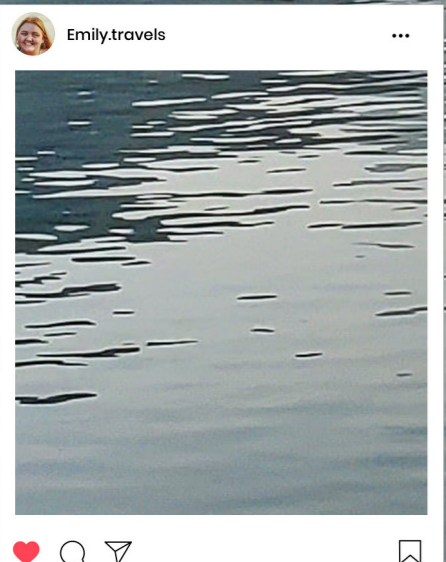
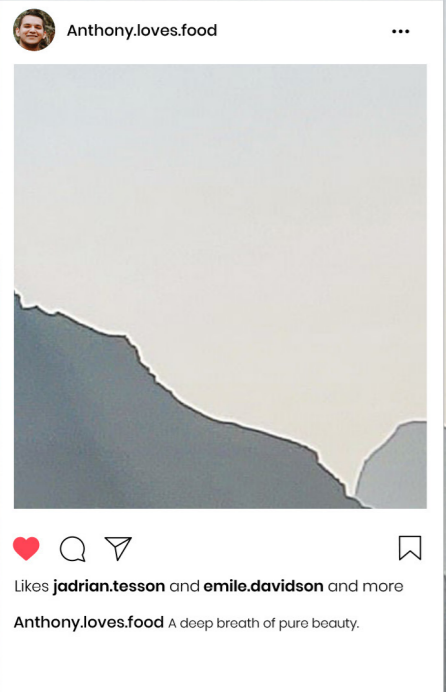


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IDEA & INSIGHT

Our insight is that when something is photographed, we tend to think that it's immortalized. Our audience, the 25 to 30-year-olds, represents the largest Instagram user base in Canada, accounting for 30.6 % of all users (Canada: Instagram users 2022, by age group, Dixon J.). They employ it mostly to post photos or videos of different moments worthy to be shared, like a beautiful Canadian nature landscape. And the fact of being posted on social media makes them feel that they captured it forever. But the truth is that it's been immortalized temporarily, because most of our ecological lands and spaces aren't protected and are at risk to disappear. Strategically, this insight allows us to put into perspective their intentions and what they could do to have a meaningful impact.

It becomes truly relevant for our target, since our visuals show how a landscape is not captured forever from a post on Instagram. As well as giving them an opportunity to become part of something bigger. Supporting the Nature Conservancy of Canada financially means they become a part of a permanent solution to make the Canadian biodiversity that they enjoy so much immortal.

The client brief is addressed by the fact that it shows how to make an impact that will last forever. It also talks directly to the audience, to make sure they feel like they can be a part of the conservation of nature effort and have a meaningful impact.

This idea could become part of a bigger campaign by using different aspects of Instagram and other social media. Videos could be made by juxtaposing users filming landscapes. And some out-of-home could be installed in the notorious point of view of landscapes where people take pictures to develop awareness on the importance of the conservancy.