



Jane Goodall Institute
Canada



**YOUNG LIONS
COMPETITIONS**

**THE
FINAL**



AUDIENCE

- Gen Z men and women
- Eco-activists
 - Environmentally-conscious
 - Animal welfare enthusiasts
 - Socially engaged and/or fans of Jane Goodall
- Their attention has shifted from traditional media to social and digital.

For Gen Z, the biggest obstacle to saving the planet isn't a lack of heart, it's **the friction of effort**. 54% of them admit that "too much effort" is the main reason they don't act.



INSIGHT

Demonstrate that even a small fraction can trigger a massive impact.

HUMANS SHARE 99% OF THEIR DNA WITH CHIMPANZEES.
IT'S THE FINAL 1% THAT MAKES THE DIFFERENCE.

1% might look insignificant, but it's the tipping point.

THE BIG IDEA

THE
FINAL 1%



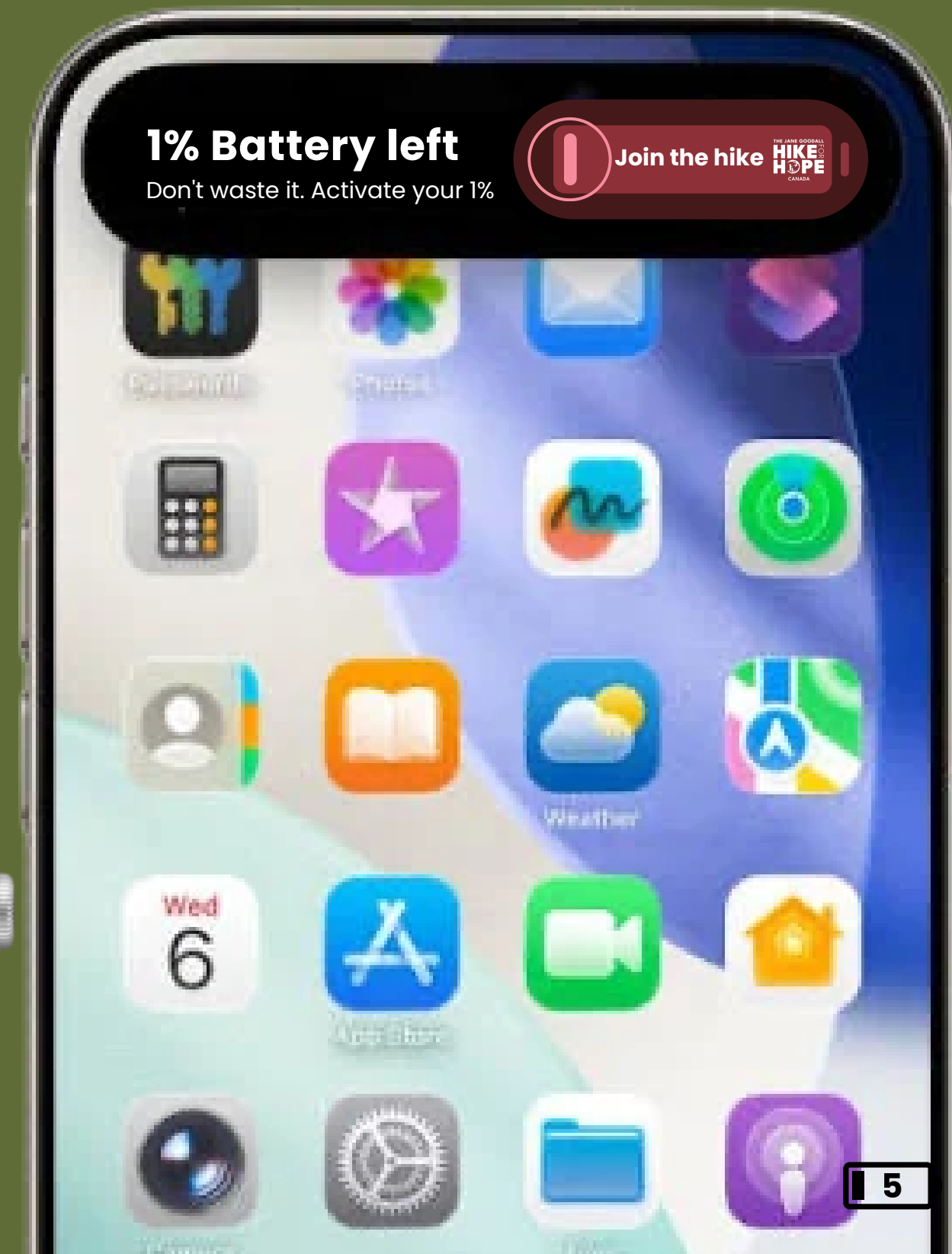
Using Gen Z's drive for constant connection to demonstrate that while 1% might seem minor, it's the essential link that **changes everything**.

THE INNOVATIVE MEDIA

A strategic collaboration with **Apple** and **Android** to hijack the most stressful notification of the day: **the low battery mode**.

When the phone hits 1%, the usual "low battery" box pops up. The standard warning becomes a clear choice, a built-in "Join the Hike" button that redirects users to the site instantly, before the phone dies.

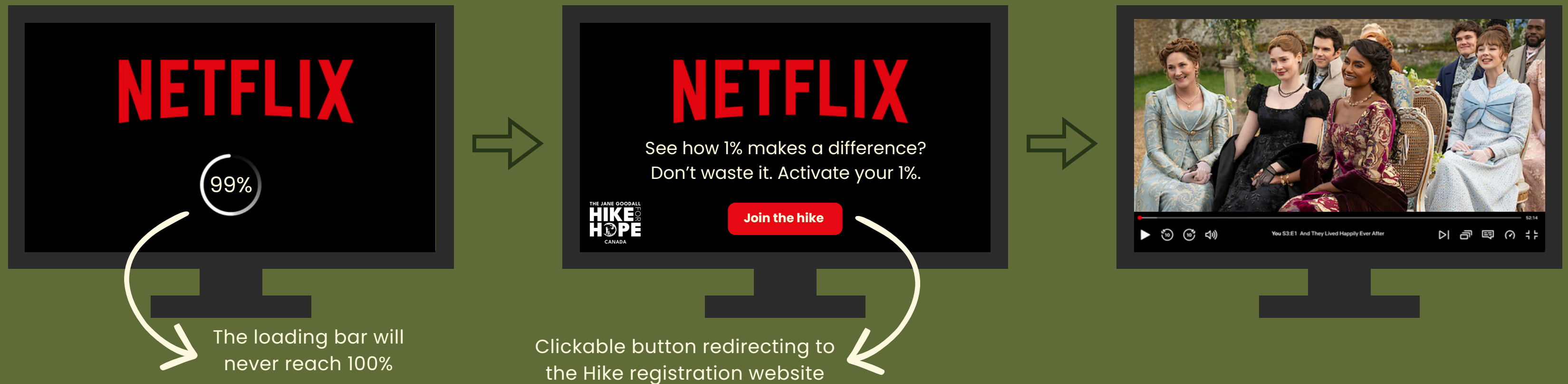
“*Gen Z spends about 7 hours per day on their smartphone.*”



CTV

“47% of consumers expect a web page to load in two seconds or less.”

When Gen Z selects a show to watch, the video is interrupted at 99% to showcase that the last 1% is what really matters.



SOCIAL MEDIA

"68% of Gen Z spend more than 3 hours a day scrolling social media."

Seamlessly interrupt the scroll to showcase that the last 1% is what really matters.



The same principle as CTV



DOOH

“Gen Z over-indexes in the use of public transportation across Canada”

Contextual targeting to connect with Gen Z during their outdoor scroll time throughout their daily transit commute.



BUDGET AND KPI



Awareness



Registrations



Donations

- ➔ 1% notification: 10M impressions | 200k \$
- ➔ Online video: 70M impressions | 200k \$
- ➔ DOOH: 20M Impressions | 100k \$

- ➔ PR and other media : 10M reach



Total of **110M+** impressions | **500k \$**



Bonus: Bold commitment to Canadian media partners

THE FINAL



AUDIENCE:

- ⇒ Gen Z men and women
- ⇒ Environmentally aware, socially engaged, and dedicated to animal welfare
- ⇒ Want maximum impact with **minimal effort**

INSIGHT:

Humans share 99% of their DNA with chimpanzees. It's **the final 1% that makes the difference.**

BIG IDEA:

Using Gen Z's drive for constant connection to demonstrate that while **1%** might seem minor, it **is the essential link that changes everything.**



MEDIA STRATEGY:

Driving a **digital-centric campaign** that leverages Gen Z's thirst for seamless connection, using **the "1% gap" as the ultimate trigger for action.**

BUDGET AND KPI:

- ⇒ Budget of 500,000\$
- ⇒ 110M impressions +
- ⇒ +25% of awareness
- ⇒ 75K registrations
- ⇒ 600,000\$ in donations