



ENERGY FOR GOOD | ENERGY FOR ALL

BRAND CONNECTION:

CLIF empowers Canadians to thrive in life's active moments through sustained energy from **community**, **nature**, and a tasty CLIF Bar.

JGIC empowers Canadians to connect with **nature** and build **communities** to create a world where animals, people, and the environment thrive together.

THE INSIGHT:

Young Canadians want to do good for the environment but lack the **community** and **motivation** to make a meaningful impact due to systemic barriers and the pressures of everyday life.

THE IDEA:

CLIF will reimagine its iconic climber pack with a **limited-edition energy bar** inspired by Jane Goodall's legacy to promote the inaugural Hike for Hope.

Young Canadians will come together, fueled by our bar, to hike and fundraise under **#TeamCLIF** – all energized to do good.

THE BAR:

100% of net profits from every bar will go to the JGIC.

Diverse young Canadians and Jane on the Hike for Hope, looking towards the future. Reinforces importance of **collective action**.

Clear **call to action** for consumers to join the Hike for Hope

Sustainably-sourced African ingredients honouring Jane's legacy



THE JOURNEY:

1. ENERGY FOR THE CAUSE

Purchase a Goodall Granola CLIF Bar and sign up for the hike via QR code on the back of pack.

2. ENERGY FOR THE COMMUNITY

Connect with fellow hikers at CLIF-sponsored community events before the big day.

3. ENERGY FOR THE HIKE

Hike with your community on Sep 26-27 with CLIF x JGIC shirts and Goodall Granola CLIF Bars.

4. ENERGY FOR THE FUTURE

Stay involved after the hike through future conservation activities including trail walks and park cleanups.

IDEA

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BUSINESS OBJECTIVE

<ul style="list-style-type: none"> - Affirm CLIF as the premier source of purposeful energy for active Canadians - Reinforce fundamental brand values by supporting conservation efforts that benefit the planet - +0.05 HHP - +0.1 market share 	<ul style="list-style-type: none"> - Raise mass awareness for Hike for Hope and community-led conservation - Encourage Canadians to sign up, raise funds for JGIC and complete the hike - Establish a Year 1 foundation for sustained growth of the event that scales year over year

Success Metrics:

- Awareness: 1.5M+ reach
- Participation: 100,000 signups
- Fundraising: \$5M donated to JGIC



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TARGET

Environmentally conscious, physically active, socially engaged Canadians (M/F 20-45)

- Worries about effects of climate change on the environment and its inhabitants
- Wants change but doesn't believe individual actions can make a difference
- Admires Jane Goodall and her work but unaware of her institute's mission
- Enjoys outdoor activities such as hiking and running

INSIGHT

Human Truth: Young Canadians often lack the energy and motivation to go about their day-to-day.

Category Truth: Young Canadians know about the environmental crisis and Jane Goodall, but don't know how to make a tangible impact.

Insight: Young Canadians want to do good for the environment but lack the community and motivation to make a meaningful impact due to systemic barriers and the pressures of everyday life.

Brand Truth: CLIF Bars give young Canadians sustained energy while also ensuring they're contributing towards a sustainable future.



BENEFIT

With the support of CLIF, young Canadians will be energized to take collective action, join the Hike for Hope, and help build a world where animals, people, and the environment can thrive together.

RTBs

Brand Credibility: As the #1 Energy Bar with a track record of sustainable practices, organically sourced ingredients, and nonprofit partnerships, CLIF has garnered the trust of Canadians seeking social good, and energy for life's active moments.

Reduces Barriers: Through #TeamCLIF community events and purchase triggered donations, this partnership helps young Canadians overcome misconceptions that individual actions can't create environmental change.

Honours Jane's Legacy: The new pack design portrays Jane as an approachable folkhero whose belief in community-led conservation still resonates with young Canadians today.

GET/WHO/TO/BY

GET: Active and socially engaged Gen Z and Millennial Canadians

WHO: Want to take environmental action but don't know how

TO: Engage with their communities and sign up for the Hike for Hope

BY: Purchasing Goodall Granola CLIF Bars and joining #TeamCLIF