



Bear Tracks for *Hope*



Jane Goodall Institute
Canada

INSIGHT - The real, tangible steps we take together are more powerful than what we can hope for on our own.

BRAND CONNECTION - Whether it's an ecosystem of species relying on each other, the beloved Kraft Bears that foster togetherness, or our relationships with our community, it's best when we **Stick Together**.

IDEA - The iconic Kraft Bears disappear from their jar, only leaving Bear Tracks behind to rally Canadians to follow their footsteps on the *Hike for Hope* to support wildlife conservation.



HOW IT WORKS

- LTO Bear Track jars available in-store and online with proceeds of every jar sold donated to JGIC
- Bears will only return 'home' on the jar once the donation goal is reached
- Garner attention via scannable Bear Tracks (with QR codes) seeded across Canada to learn more about *Hike for Hope* & conservation tips from Jane
- The Kraft Bears pop up live in various cities during the hike weekend - find their location via CrowdChange





Idea

Bear Tracks for Hope –The iconic Kraft Bears disappear from their jar, only leaving Bear Tracks behind to rally Canadians to follow their footsteps on the *Hike for Hope* to support wildlife conservation. This disruptive act shows the powerful impact of taking a step together towards achieving a larger, shared goal.

Business Objective

- **Drive awareness of the Jane Goodall Institute of Canada via *Hike for Hope***
 - Grow JGIC's awareness by +7pts by end of year
 - ~21% awareness
 - Drive 20 million earned media impressions
- **Secure hike participation**
 - Achieve 250k participant sign-ups
- **Convert hike participation to advocacy & donations**
 - Achieve \$1.3MM in fundraising
 - Social sharing & UGC to foster engagement

Brand Connection

Whether it's an ecosystem of species relying on each other, the beloved Kraft Bears that foster togetherness, or our relationships with our community, it's best when we *Stick Together*.

Jane Goodall believed that to improve wildlife, we must improve the lives of the people and communities who share their habitat (Globe & Mail, 2026).

The Kraft Bears have constantly shared their space on the jar, celebrating togetherness.

Target

Environmentally conscious Zillennials living in urban centers (21-35).

- Values transparency & is cautious to avoid organizations that greenwash or aren't honest about where their donations go
- Feels distant from the wildlife they aspire to support due to city living
- Experience the *paradox of choice* with unlimited causes to support and worry about not making a meaningful difference despite their best effort

Insight

Brand Truth - Togetherness	
The Kraft Bears stand for connection & bringing Canadians together.	
Insight - Steps Together>Alone	
The real, tangible steps taken together are more powerful than what we can hope to achieve on our own.	
Human Truth - Hyper-Independence	Cause Truth - Overwhelm
In an individualistic culture, we're raised to think everyone for themselves. However, when it comes to wildlife conservation; it feels impossible to solve alone.	There are so many causes I wish to support but I'm not sure how to prioritize where my efforts will make the most meaningful impact.

Benefit

Just like the Kraft Bears, we're better when we **Stick Together** as a community, and with our surrounding wildlife. Audiences will derive that steps taken together compound over time to drive meaningful impact. They will feel closer to their community & part of something bigger than themselves.

Reasons To Believe

- The focus on small steps makes action feel attainable vs overwhelming
- Community drives a sense of accountability when working towards a shared goal
- Disrupting the bears inspires Canadians to band together for action

GET/WHO/TO/BY

- **GET** - Environmentally conscious city-dwelling Millennials (21-35)
- **WHO** - Care about wildlife conservation but feel the small action they take doesn't make a big enough difference
- **TO** - Join the Kraft Peanut Butter bears & their community on the *Hike for Hope*
- **BY** - Demonstrating that the steps we take together can have a seismic impact on wildlife conservation.

Disclosure

*AI used on presentation slide to add paw prints to a jar brand asset & paw print trail