

A young woman wearing a light-colored hijab and a dark jacket is the central focus. She is holding a large cardboard sign with the letters 'S.O.S.' drawn on it. The 'S' on the left is red, the 'O' in the middle is a blue and green globe, and the 'S' on the right is red. In the background, other protesters are visible, some holding signs with words like 'CLIMATE CHANGE', 'JUSTICE', and 'WALK'. The scene is outdoors with trees and a bright sky.

BRIEF

You asked us to...

Raises awareness of the Jane Goodall Institute of Canada



Empower young people to create positive change



TARGET AUDIENCE

Gen Z Canadians who care about...

Animals,
people
& the environment

OBJECTIVE

To inspire Gen Z to participate in community-led conservation

Nearly **37%** of Canadian youth report that climate change is actively impacting their daily mental health.

Human Insight /

We aren't just *observing* the environment; we are *part* of it. Our nervous systems are literally plugged into the local ecosystem.

WHAT IF...

The treatment for climate anxiety is the same treatment for *climate change*?

PHARMA-SEEDS

IDEA

The Jane Goodall Institute of Canada is creating biodegradable prescription bottles filled with native plant seeds.



Let's address climate anxiety by treating the root cause: **restoring the environment.**



The trees at Piknic Électronik were just 'prescribed' for eco-dread deficiency and honestly, same.

PHASE 1: PRESCRIBED NATURE (TEASE)

In cities across the nation, the Jane Goodall Institute of Canada is taking over the "urban jungle," wrapping everything from hotel shrubbery to massive park trees in giant, 4-foot-tall prescription bottles.

By medicalizing the landscape, we intercept the target at their most overstimulated.

Whether it's the iconic oaks on **UBC's Main Mall** prescribed for 'Carbon Catastrophizing Complex' OR the dancefloor-shading canopies at **Piknic Électronik** labeled for 'Eco-Dread Deficiency'.



DailyHive

UBC Main Mall oaks are being medicalized by the Jane Goodall Institute to treat climate anxiety

NARCITY

The Jane Goodall Institute is 'medicating' Canadian cities and the labels are calling us all out



blog TO

People are losing it over these giant 4-foot prescription bottles appearing on trees across Toronto

PHASE 2: TREE-SCRIPTIONS (LAUNCH)

Once the nation is asking why, the Jane Goodall Institute of Canada will launch the "Pharma-seeds" treatment: prescription bottles filled with various plant seeds.

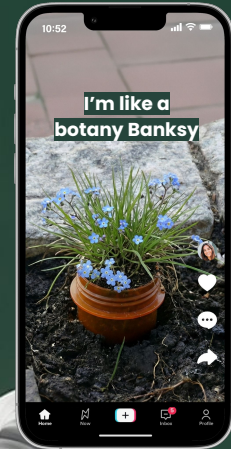
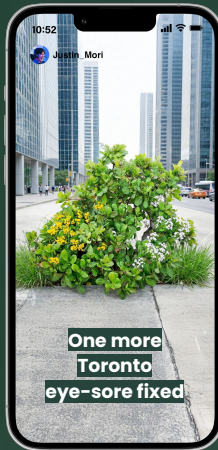
Our Brand Ambassadors will intercept the target at our key city hotspots.

To receive the biodegradable prescription, users simply provide an email for a *Seed-for-Sign-up* exchange.

This seamless data-capture turns a handout into a membership, allowing the Institute to share eco-info and even recruit new volunteers for future initiatives.

Once "prescribed," users can plant their bottles wherever they see fit: **Simply make space, then place.**

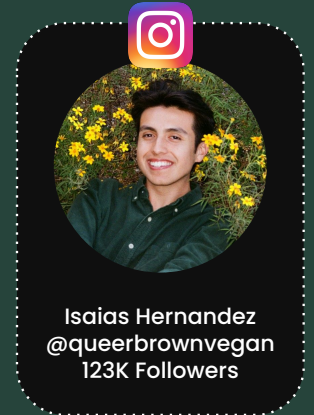
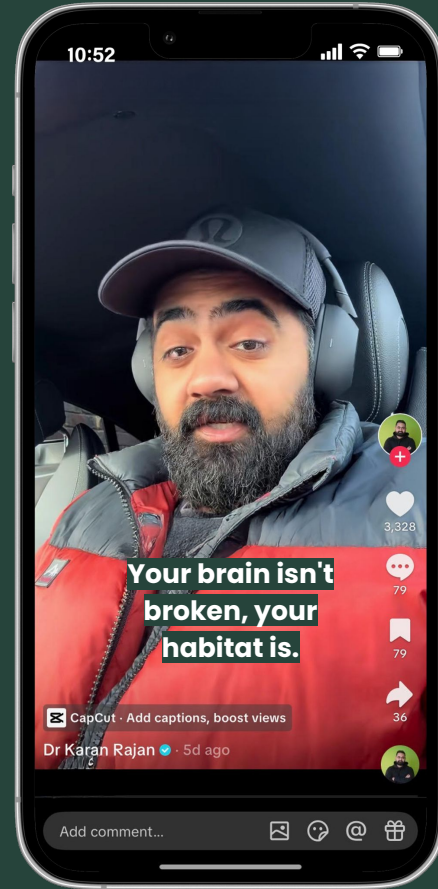
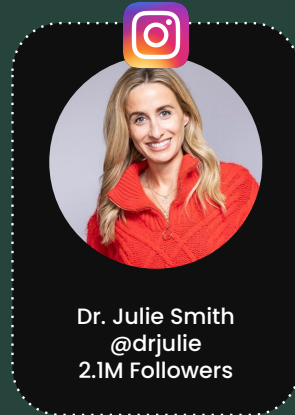
We will drive massive **UGC** as these new "Guerilla Gardeners" take urban reforestation into their own soil-covered hands.



PHASE 3: INFLUENCER SEEDING (AMPLIFY)

We're partnering with a network of content creators, from Pharmacists to Doctors, to validate the biological link between habitat health and mental regulation.

These trusted voices will trade traditional clinical advice for *Eco-Prescriptions*, sharing their own reforestation journeys to normalize the shift from chemical numbing to environmental action.



PHASE 4: THE FARM-ACY (SUSTAIN)

To make the treatment permanent, we will partner with **major pharmacy chains** across Canada to stock Pharma-seeds in the Over-the-Counter aisles.

By placing our seed bottles alongside traditional supplements, we turn a viral movement into a **legitimate healthcare staple**, ensuring every Canadian has easy access to the habitat cure.

THE GLOBE AND MAIL*

From Aisle 4 to the Forest Floor: Why Canadian Pharmacies are Now Prescribing Wildflowers for Climate Dread.



Pharma-seeds go retail: How a guerilla gardening stunt became the most important drop in Canadian healthcare.



We went to Rexall to buy the Jane Goodall 'Pharma-seeds' and the pharmacist actually explained the soil-serotonin link.



The 'Pharma-seed' Phenomenon: How a Viral Stunt Became Canada's Most Popular Over-the-Counter Mental Health Treatment.

WHY IT *WORKS*

1

Lasting Impact

This isn't just temporary campaign; it's a living legacy. Every seed planted ensures the conversation literally keeps growing well into the future.

2

Real Solutions, Not Platitudes

We move beyond awareness by addressing the root cause of climate anxiety. By putting the solution in their hands, we arm a generation with the tangible knowledge and agency to shift from dread to **Hope in Action**.

3

Strategic Mission Alignment

The campaign directly activates the Jane Goodall Institute's core priorities:

Grow Community-Led Conservation:

Decentralizing reforestation.

Empower Youth Leadership:

Turning eco-anxiety into environmental action.

Advance Jane's Legacy:

Authentic storytelling for a new generation.

CAMPAIGN TIMELINE: *FROM SEED TO SHELF*

Pre-Launch: **Planning & Cultivation (Weeks 1-2)**

Finalize Partnerships: Secure JGIC Brand Ambassadors and confirm initial pharmacy pilot locations.

Prep the "Pharmacy": Finalize the landing page and manufacture the 4ft Rx mystery bottles.

Media Embargo: Pre-brief select outlets on the JGIC mission behind the upcoming stunt.

Phase 1 & 2: **The Mystery & Reveal (Week 3)**

The Takeover: 4ft Rx bottles appear at UBC, Piknic Électronik, and Urban areas.

The Activation: BAs launch the Seed-for-Sign-up exchange.

Earned Media: Reveal headlines hit as the JGIC takes ownership of the "Prescribed Nature" movement.

Phase 3: **Creator & Community Amplification (Week 4)**

Med-Tok Launch: Influencers post their Eco-Prescriptions.

UGC Wave: Guerilla Gardeners post their first planting videos using #PharmaSeeds.

Traffic Surge: Social buzz drives massive email capture for the JGIC volunteer database.

Phase 4: **The OTC Rollout (Month 2+)**

National Expansion: Pharma-seeds hit the retail aisles of major Canadian pharmacy chains.

The "Refill": Email follow-ups sent to sign-ups with local planting guides and volunteer invites.

Creative Idea and Potential for Industry Impact

The **Pharma-seeds** campaign is an immersive intervention addressing the paralyzing climate anxiety felt by young Canadians. Led by the **Jane Goodall Institute of Canada**, the campaign medicalizes the "urban jungle" by replacing traditional pills with native plant seeds in biodegradable prescription bottles. This shifts the narrative from chemical numbing to ecological action. By introducing Social Prescribing at scale, we are moving reforestation directly into the pharmacy aisle. The result is a new category of retail healthcare: one where personal wellness is tied directly to habitat restoration.

PR Strategy

The campaign targets **Gen Z and Young Millennials** who are shut-down by eco-dread. This demographic often feels powerless against climate change; the strategy is to change this mindset by providing tangible agency through 'Guerilla Gardening.'

To reach this audience, the PR strategy combines earned media, social engagement, and direct interaction. Local outlets like BlogTO, MTLBlog, and Daily Hive drive initial mystery, while youth-culture platforms like Complex Canada and Vice Canada amplify the moment. The campaign follows a strategic emotional arc: (Phase 1) sparks curiosity as giant Rx bottles appear at overstimulation hotspots like UBC, Piknic Électronik and other urban areas. (Phase 2) reveals the Institute's role, where a "Seed-for-Sign-up" exchange builds a high-intent volunteer database. (Phase 3) uses influencers, including Pharmacists and Doctors, to validate the link between mental health and habitat health. (Phase 4) culminates in a national pharmacy rollout, ensuring a lasting conversation on 'The Habitat Cure'. This integrated approach drives emotional engagement while shifting the national healthcare dialogue toward environmental restoration.

Execution

The two-month execution is implemented in four phases to maximize national scale. Phase 1 (Week 3) launches the "Prescribed Nature" mystery, wrapping 4-foot Rx bottles around trees at UBC's Main Mall, Parc Jean-Drapeau and other urban areas to spark viral speculation.

Phase 2 (Week 4) introduces Brand Ambassadors who facilitate a seamless data-capture exchange, trading emails for seed vials. During this stage, major outlets like CBC and The Globe and Mail are briefed to reveal the Institute's mission.

Phase 3 (Month 2) activates a network of Canadian health influencers to share their eco-prescriptions driving a massive UGC wave. Phase 4 scales the project by integrating seed bottles into the OTC aisles of major pharmacy chains. This transition from stunt to system allows the Jane Goodall Institute to grow its community-led conservation efforts and empower youth leadership well into the future.