

CONSERVATION INTERNATIONAL PRESENTS

# NATURE IS SPEAKING

CONSERVATION  
INTERNATIONAL

Singapore



## CHALLENGE

Conservation International has created Nature Is Speaking, a thought-provoking series of short films, inviting people to listen to the voice of Nature.

As we have yet to establish a social media presence in Singapore, locals are not familiar with either Conservation International or Nature Is Speaking.

Given an extremely limited budget, how can we get more people to watch the films and join the conservation conversation?



I've been here for over 4.5 billion years.



## INSIGHT

Most of us know conservation is important. We simply forget or ignore Nature's signs at times. We don't listen often enough.

That's why we need to give Nature a louder voice. So Nature can speak up for itself and direct people's attention towards conservation.





## SOLUTION

We create a social media personality for Nature, speaking in a style that the Internet is familiar with, while staying true to the brand personality established by Conservation International and Nature Is Speaking.






## HOW DOES IT WORK?


Thought-provoking messages are presented in a style inspired by Internet memes, highly shareable content that could take the digital world by storm.


This social media campaign should drive people to watch the films, while being engaging enough to take on a life of its own.





## EXAMPLE 1 – FACEBOOK

 **IAMNATURE**  
23 minutes ago · 🌐

  
**BEFORE CLOUD COMPUTING  
BECAME A THING, MY CLOUDS  
HELPED LIFE BECOME A THING**  
#IAMNATURE




 Like  Comment  Share

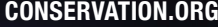
 **IAMNATURE**  
23 minutes ago · 🌐


  
**IF YOU KEEP FEEDING ME PLASTIC  
I MIGHT JUST THROW UP ON YOU**  
#IAMNATURE






 Like  Comment  Share

 **IAMNATURE**  
23 minutes ago · 🌐

  
**I'VE ALWAYS TRANSFERRED  
DATA WIRELESSLY**  
#IAMNATURE



 Like  Comment  Share



## EXAMPLE 2 - TWITTER

The screenshot shows a Twitter profile for the account @IAMNATURE. The header features a large banner image of a lush green forest with a river, overlaid with the text "I PROVIDE BREATHTAKING VIEWS AS WELL AS THE AIR YOU BREATHE #IAMNATURE" and the website "CONSERVATION.ORG". Below the banner, the profile picture is a small image of the Earth. The bio reads "IAMNATURE @IAMNATURE Listen to me at NatureIsSpeaking.org". The statistics bar shows 781 tweets, 62 photos/videos, 164 following, 277 followers, and 24 favorites. The "Tweets" tab is selected, showing a tweet from 1 hour ago. The tweet content includes the text "#IAMNATURE I'VE BEEN TWEETING FOR MILLIONS OF YEARS BEFORE YOU" and a photo of four colorful parrots perched on a branch. The tweet has 310 retweets, 23 replies, and 89 likes. A "View more photos" link is visible at the bottom right of the tweet.

I PROVIDE BREATHTAKING VIEWS  
AS WELL AS THE AIR YOU BREATHE  
#IAMNATURE  
CONSERVATION.ORG

TWEETS 781 PHOTOS/VIDEOS 62 FOLLOWING 164 FOLLOWERS 277 FAVORITES 24 VIEW Lists

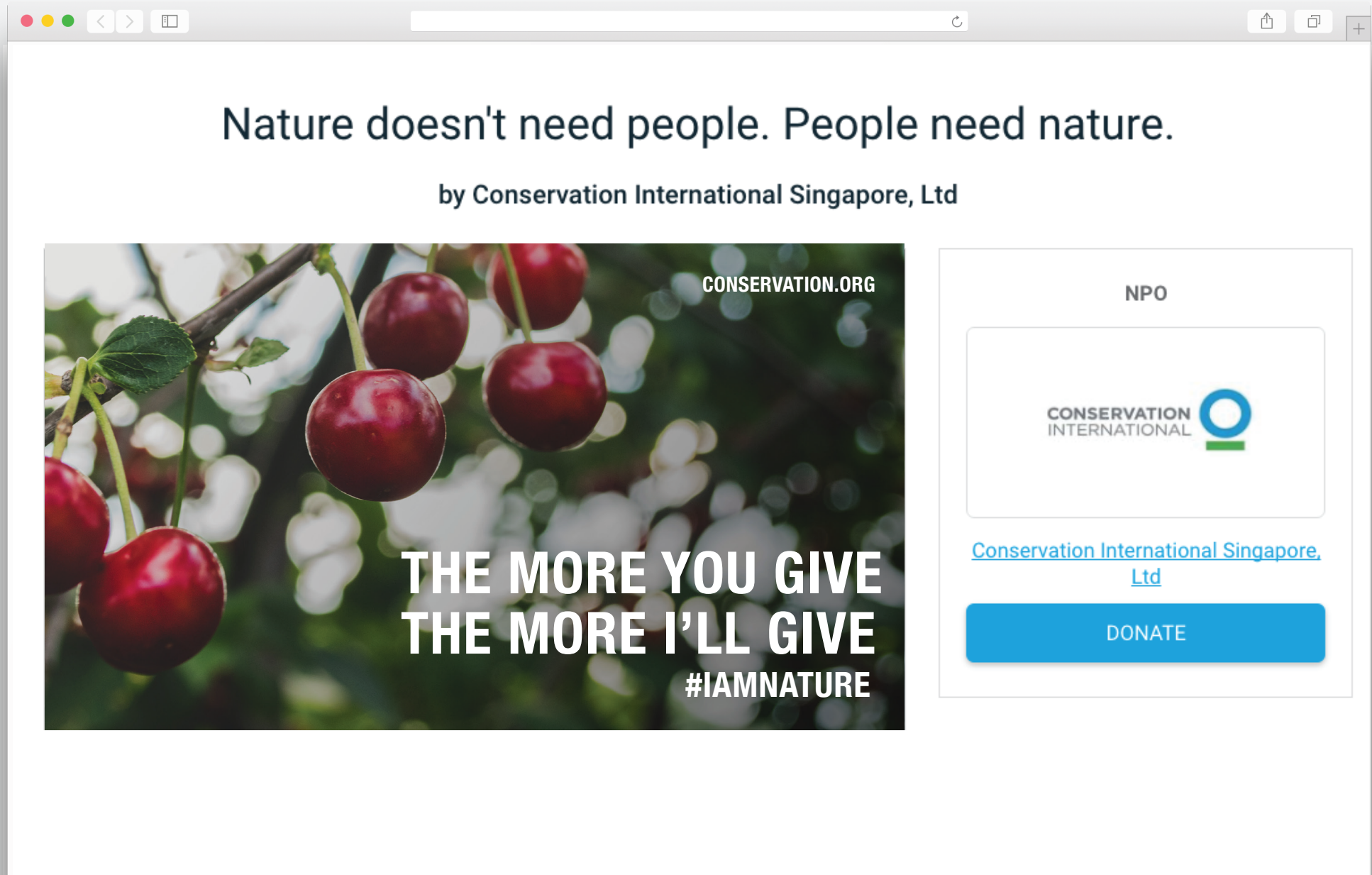
Tweets Tweets and replies

1h ago

#IAMNATURE CONSERVATION.ORG  
I'VE BEEN TWEETING  
FOR MILLIONS OF YEARS  
BEFORE YOU

310 23 89 ... View more photos

## EXAMPLE 3 – GIVING.SG



## TIMELINE EXAMPLES

JANUARY

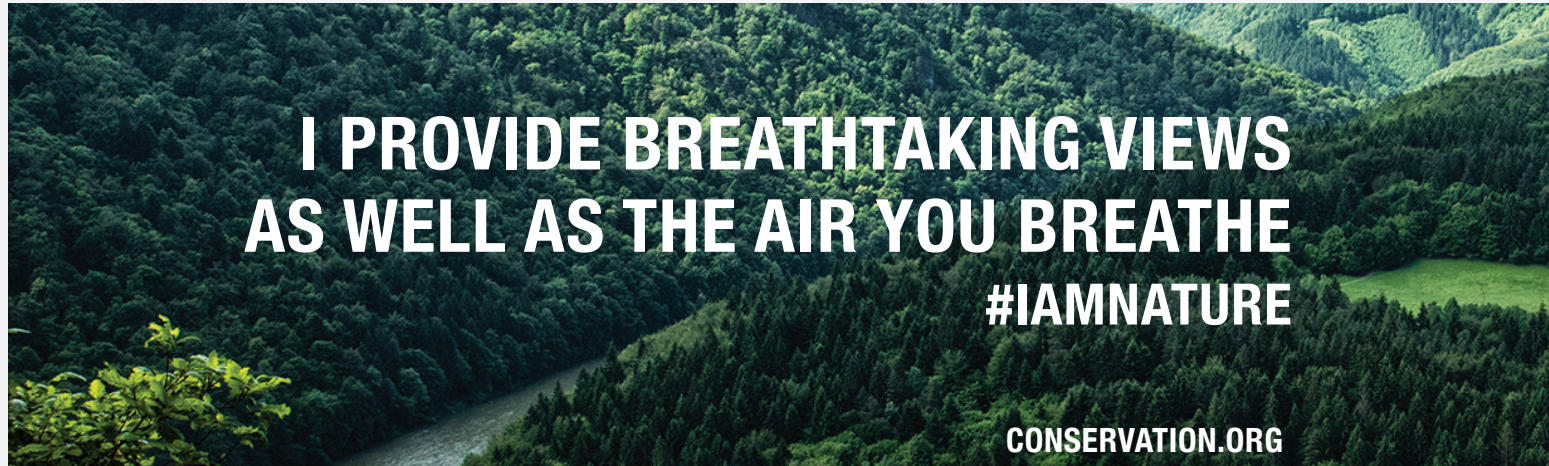
Q&A

DECEMBER



Our posts are tailored and scheduled for different occasions throughout the year. This is supported by other content such as Q&A posts, as well as calls for fans to create and submit their own ideas. To further extend our reach, Nature's social media personality can also begin to interact with other social media users through personalised messages, comments, retweets, likes and more.





# #IAMNATURE

