

The only natural resource of Singapore is its people.
Not water. Not land. Not trees. Not flowers. Not nature.

So how do we get Singaporeans to Like a page they've never heard of,
and care for something they don't really have?

Let's make use of digital to "take" nature away from them, and get them to realise its importance,
before it's really gone. Because once they're gone, we're gone.

Then, using social media, we grow our community of like-minded Singaporeans,
and educate them on how our collective efforts can change the world.

This is

#NATUREFORLIFE

IT'S HUMAN NATURE TO ONLY MISS SOMETHING WHEN IT'S GONE.

As Singaporeans and as humans, we take nature for granted, every day.
But we cannot afford to let that happen, when we need it for life.

How can we demonstrate this **offline problem**, using an **online medium**?

#NATUREFORLIFE 🌳

An awakening digital & social media campaign that gets Singaporeans to start thinking about the importance of nature in our lives, and get behind Conservation International Singapore and their causes.

Chosen platforms, technology and tools, and why:



EMOJIS

92% of people online use emojis. Plus, Singaporeans spend over 7 hours online every day.

That's a lot of emojis, and a lot of screen time away from the real world. But that also makes it the perfect avenue for us to get their full attention.



FACEBOOK

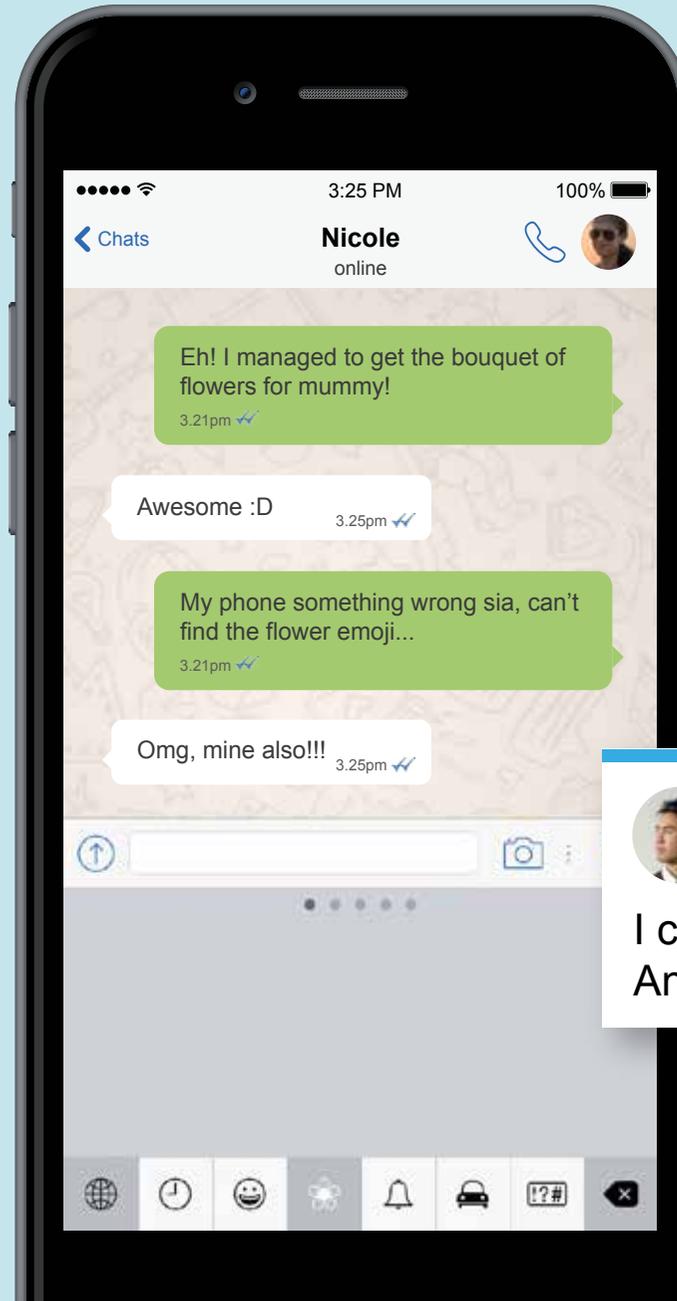
Most popular social media network in Singapore with a 43% penetration rate.



INSTAGRAM

2nd most popular social media network in Singapore.

What would you do if we removed nature from your digital life?



PHASE 1 PR STUNT - BYE BYE EMOJIS

Collaborating with Apple and Samsung, we launch an attention-grabbing PR stunt — discreetly removing all nature emojis from the keyboards of Singaporeans.



melvinnn

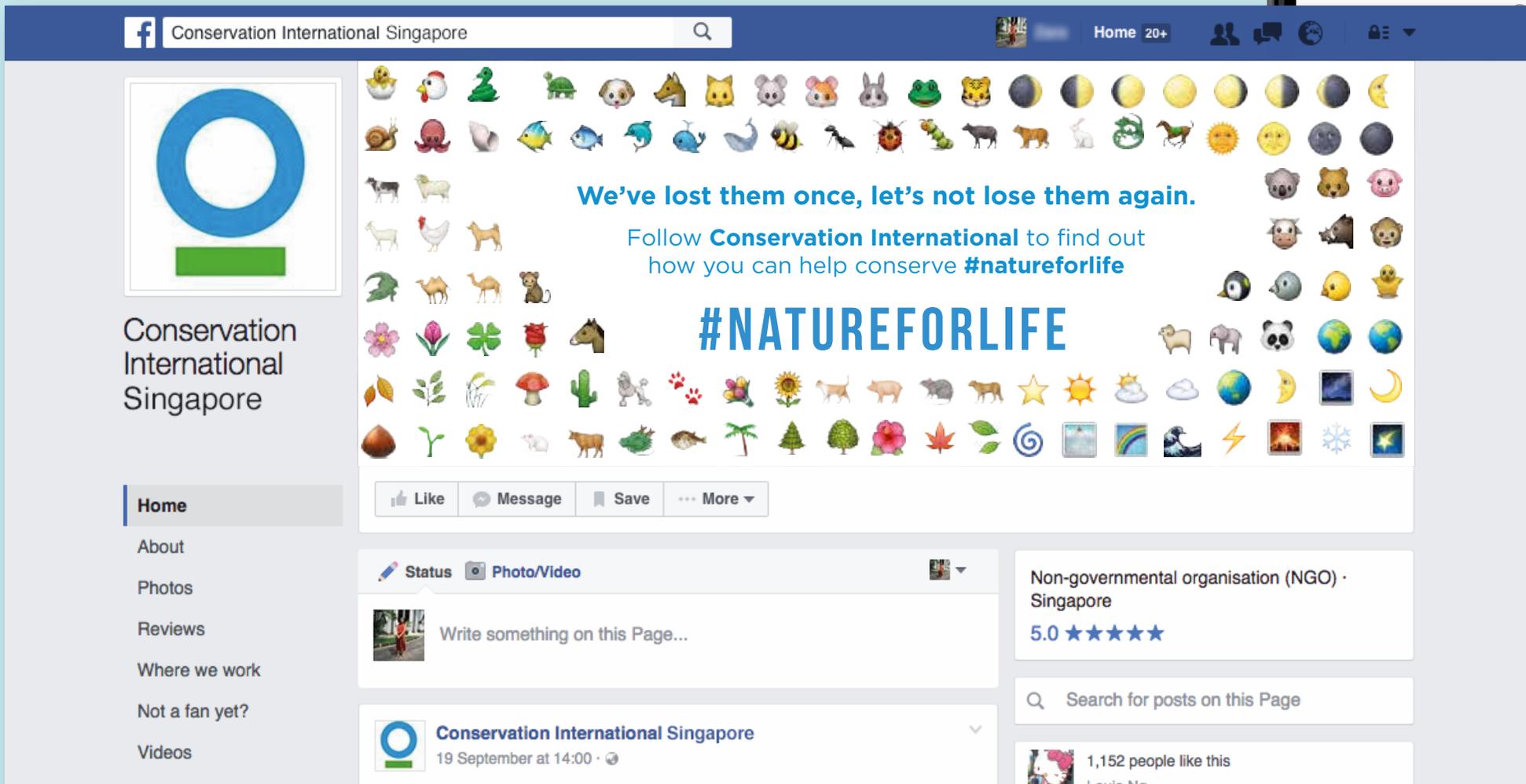
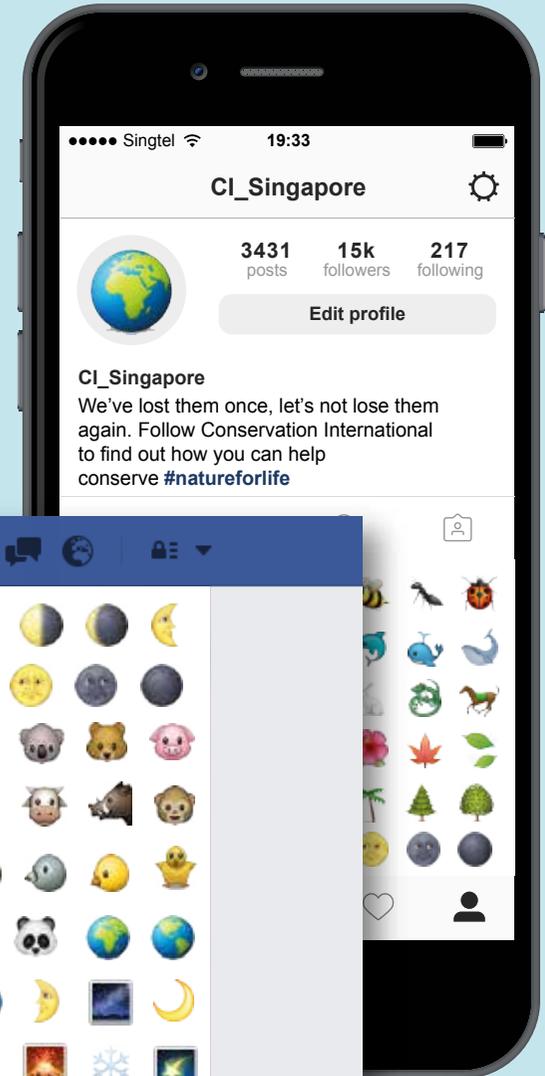
@melvinnn



I can't find any tree or plant emoji on my phone!
Anyone got the same problem??

PHASE 2 LAUNCH OF CI ON FACEBOOK AND INSTAGRAM

As the missing nature emojis gain traction online and people begin to sit up and take notice, we launch Conservation International Singapore's Facebook and Instagram accounts, and bring the nature emojis back to life.

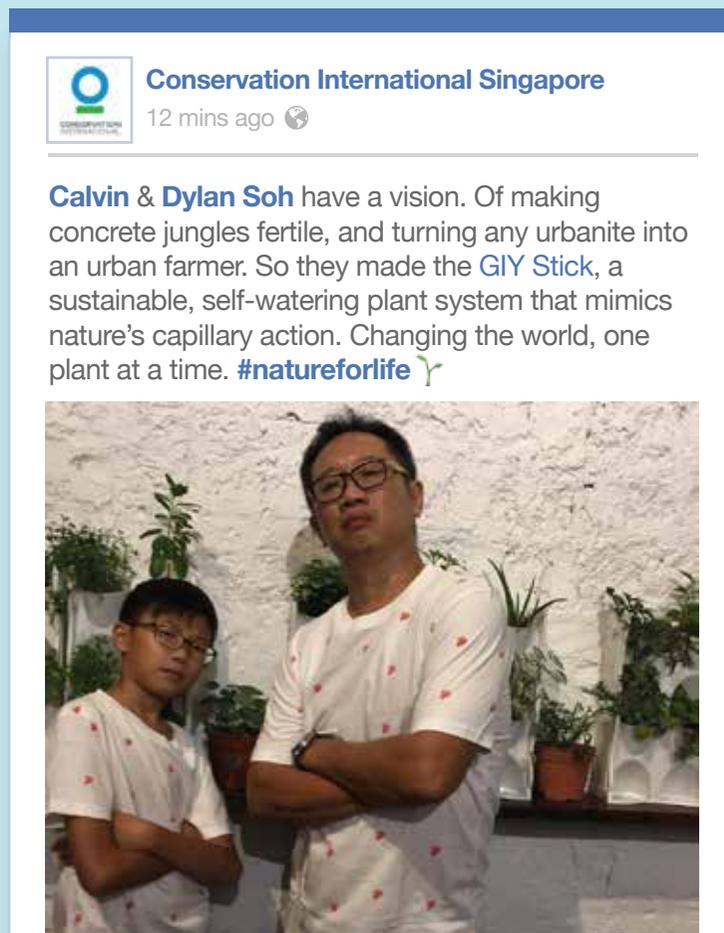


PHASE 3 SUSTENANCE VIA CONTENT

“Nature For Life” works two ways — a rallying cry (“I am a nature lover for life”), and a sobering fact: Nature is crucial to sustain human life on earth. These 2 points form the pillars of our content strategy, to constantly engage and educate our community.

SOCIAL ENGAGEMENT

Inspiring features on everyday Singaporeans who are conservation role models; who have chosen #natureforlife. Because Singaporeans aren’t the sort to listen to celebs like Julia Roberts — we need to see fellow Singaporeans doing it first.



SCIENTIFIC EDUCATION

Using existing assets and data, we create eye-catching, bite-sized social posts to constantly remind us of the importance of nature in our lives.



HOW THE #NATUREFORLIFE CAMPAIGN CAN EXTEND TO FUNDRAISING EFFORTS

giving.sg the city of good

Donate Volunteer Campaign Learn

Search 0 Sign In

No donation is too small to conserve our home. Together, we can ensure #NatureForLife.

DID YOU KNOW?
OCEAN PLANTS PRODUCE ALMOST HALF OF ALL THE OXYGEN THAT WE BREATHE.

#NATUREFORLIFE

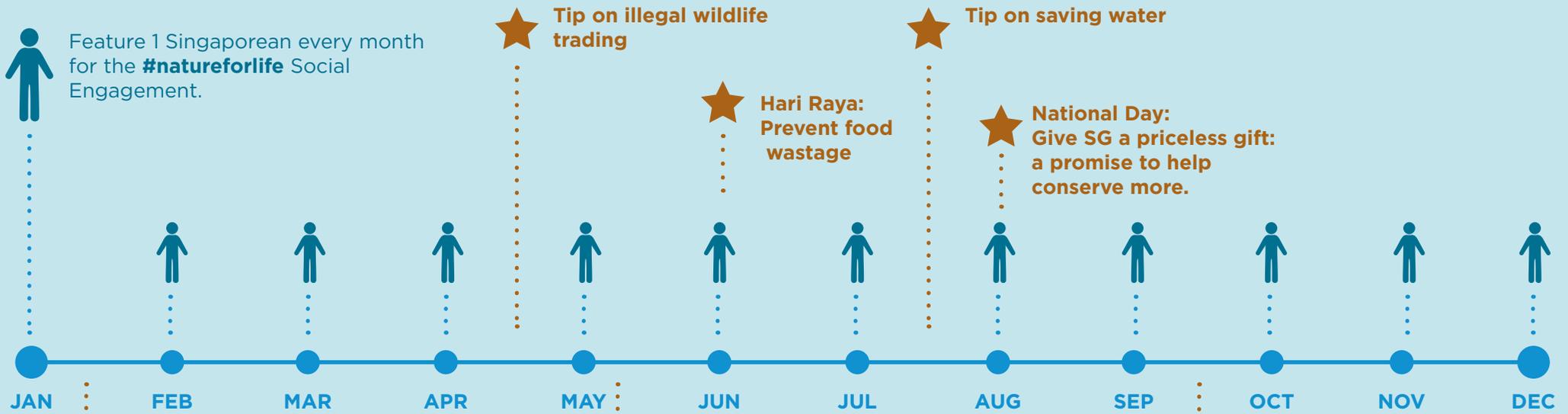
CONSERVATION INTERNATIONAL

DONATE

See how your donation helps #NatureForLife.

10	\$10 can help stop illegal wildlife trading 🐟	ADD TO CART	DONATE NOW
50	\$50 can help save 100 trees 🌳	ADD TO CART	DONATE NOW
100	\$100 can help provide a village with clean water 💧	ADD TO CART	DONATE NOW

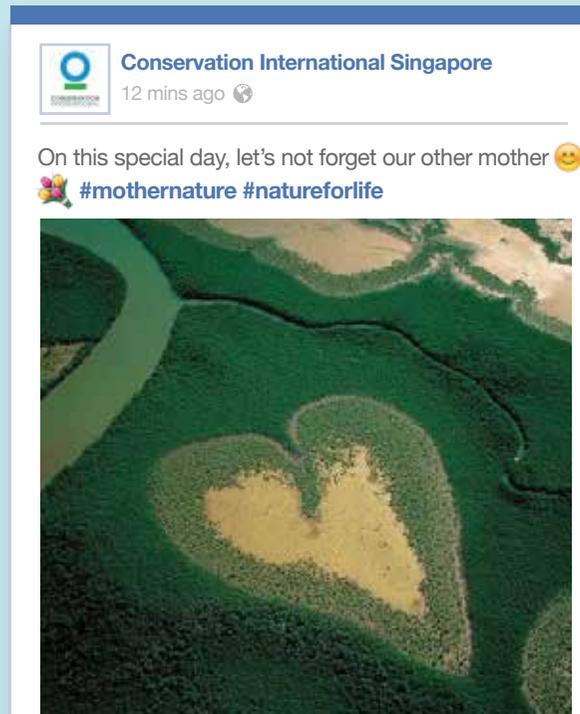
HOW THE #NATUREFORLIFE CAMPAIGN CAN BE ADAPTED TO AN ENTIRE CALENDAR OF EVENTS



★ Conservation tips on how to support #NatureForLife, even on special occasions throughout the year. These tips can cover the entire range of causes.

CNY: Reuse red packets

★
Mother's Day



★ **Tip on illegal climate change**

★
Christmas: Ditch the wrapping paper!

#NATUREFORLIFE

CAMPAIGN FLOW

PHASE 1

Tease with PR stunt:
BYE BYE EMOJIS

PHASE 2

Launch CI Singapore's Facebook
and Instagram pages

PHASE 3

Sustain, raise funds and build online
community via Social Engagement
and Scientific Education

WHY THIS WORKS

- NATURE FOR LIFE is timeless and scalable
- In line with CI's tone of voice: People-first, optimistic, non-sensationalist, and backed by facts and science.
- Demonstrates the tagline "people need nature to thrive" in a way that's relatable and understandable
- Effective - Attract the right followers with the right interests. Any campaign can get 15k followers with a sensational hook. But we want to do it the right way — build an authentic, long-lasting community of like-minded Singaporeans, who truly care about making a change.

A NOTE ON BUDGET

US\$1,500 for a campaign, 2 launch plans and a content calendar of events is unrealistic and represents what is wrong with the ad industry today.

That's why we chose not to stick to it too closely.

We believe that if something's worth doing, it's worth doing well.