



MISS NATURE

NATURE pretends to be a woman.

CAMPAIGN SUMMARY

Holding a beauty pageant for “Natural Beauty” on social media.

Entrants post their daily lifestyle in nature to the social media; for example, their favorite organic food of mountains or seafood that they usually eat, scenery around their home, and animals they live together. Using those beautiful lifestyles, they compete to each other and ask people to vote. (1 like is counted as 1 vote.)

After a while, suddenly [all of the entrants vanish from the pictures, and only backgrounds remain](#). However, new posts with no woman will appear one after the other.

Finally, CI reveals that the real entrants for this competition were nature around us, and nature was promoting their own values.

People will find out that our beautiful daily life is built on the blessings of nature.

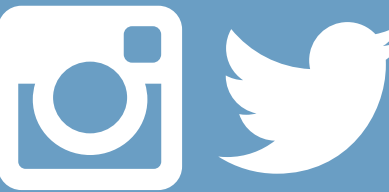
A woman with long, wavy hair, seen from behind, stands in a field of tall grass. She is wearing a bright yellow, strapless dress. The background is a soft-focus landscape with a body of water and distant trees under a warm, orange-hued sky, suggesting a sunset or sunrise. The overall mood is serene and contemplative.

CREATIVE INSIGHT

Most people do not pay attention to the environmental issues; on the other hand, most people, including both of men and women, [have interests in beautiful women](#).

To engage Singaporeans and the people in Asia-Pacific and to garner their “likes” , CI creates a platform, where women compete on the beauty, and tell how human needs the blessings of nature to thrive.

WHAT IS THE SOLUTION?



NATURE pretends to be a woman.

MISS *NATURE*

Holding a beauty pageant for “Natural Beauty” . **The entrants of the contest are actually nature objects such as a mountain, a river, and ocean.**

However, on the social media, the entrants pretend to be beautiful women.

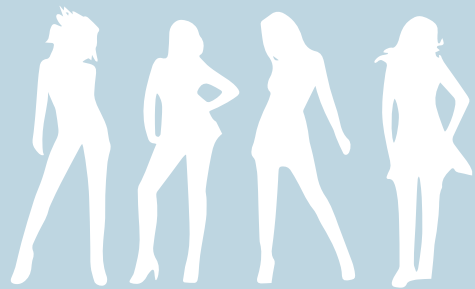
*This campaign can gather sponsors, such as a camera manufacture like actual beauty pageants, because it can be a CSR activity for sponsor companies. That's why we can add an extra budget to CI's original budget.

The social media we are going to use is Instagram and Twitter. These platforms users love topics about food and beauty through visual communication and spreading those topics. By utilizing this user behavior, we will successfully draw targets' attention and seamlessly engage the targets.

HOW DOES IT WORK?

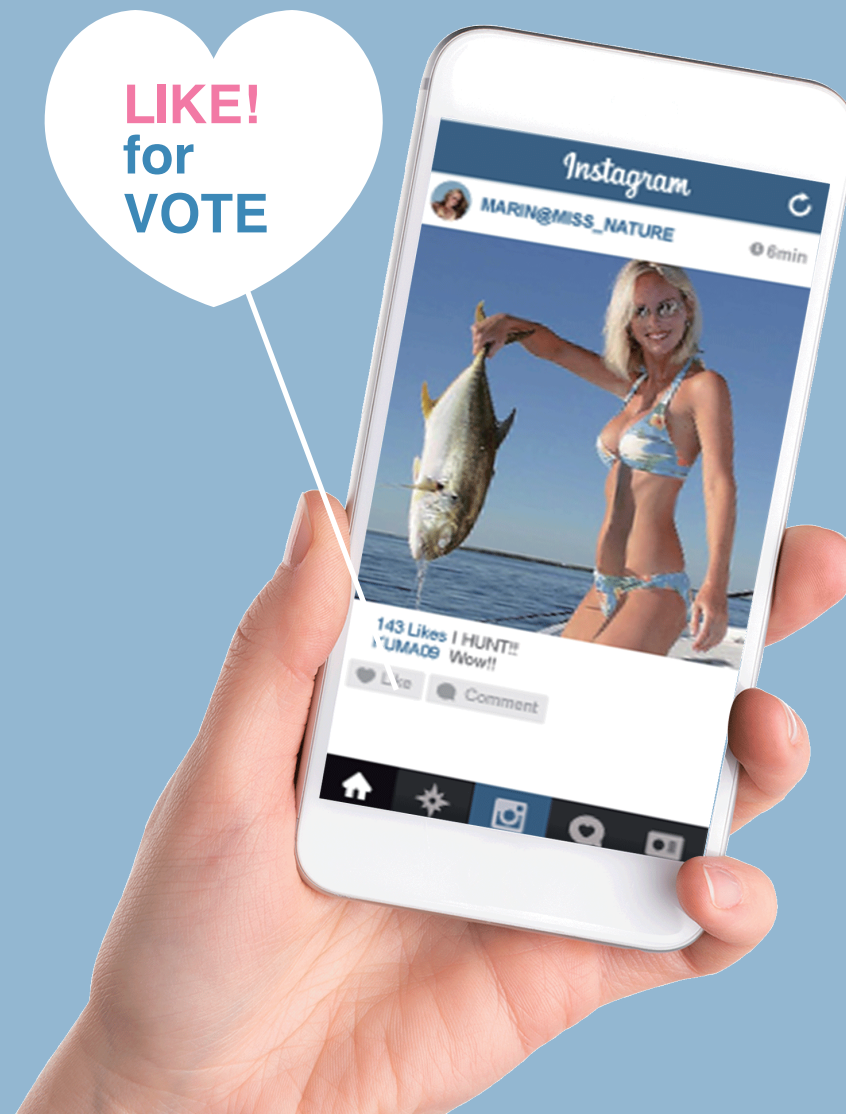
1

MISS *NATURE*



For the first of all, CI creates the contest' s official web site and accounts on Instagram and other social media, and then creates entrant accounts as well as the contest' s account. The entrants are related to actual nature places.

2



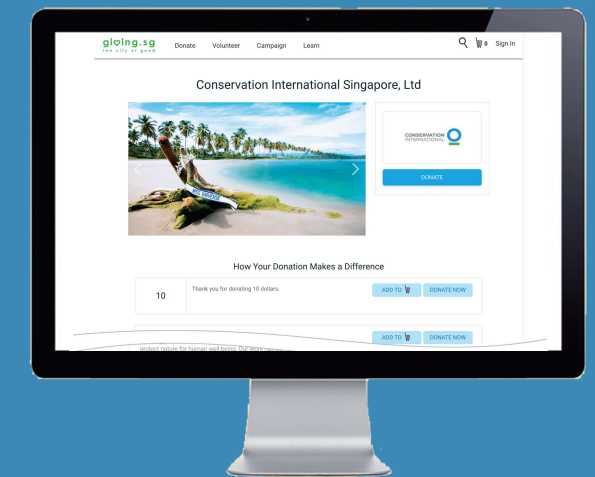
Entrant accounts post attracting nature contents individually and collect votes by garnering “LIKES” . Audiences will follow the accounts to see newer posts.

3



After a while, the all women on the pictures, which entrants posted, vanish suddenly. However, the new pictures without women are continually posted. When people get confused, CI reveals that **the actual entrants were nature itself** and nature were talking to the people through social media to tell wonderfulness of nature.

4



Finally the message is shown on the nature pictures, which was once the backgrounds of beautiful woman. That says, **“There is nature behind the beautiful life. That’ s not for some special people but also for all of us.”** Then audiences will be led to fundraising campaign to conserve nature and be encouraged to benefit from nature.

Instagram



ANNA@MISS_NATURE

6min



164 Likes

#Singapore #Mountain #MISSNATURE

yeah70

So beautifuuuuul!!!

Like

Comment












Instagram



ANNA@MISS_NATURE

6min



177 Likes

#MISSNATURE www.giving.sg/conservation.


shin_G


Where r u!!?

Like

Comment













The woman vanished.
Then reveals the
entrant was nature.

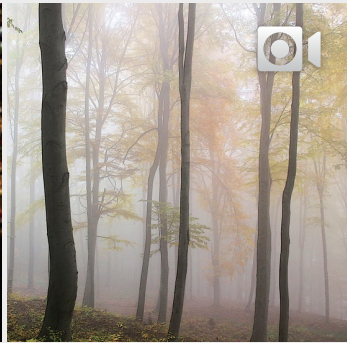
Instagram

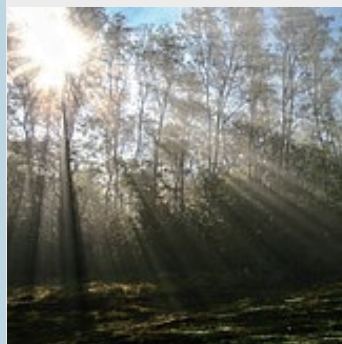
ANNA

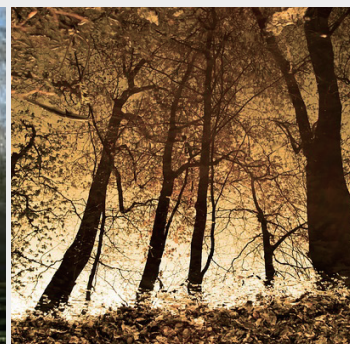
Search users and hashtags




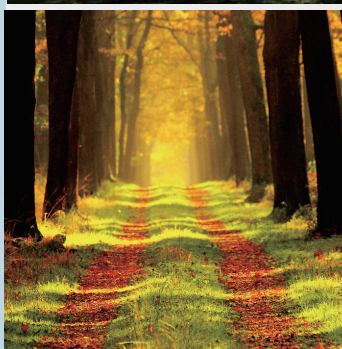


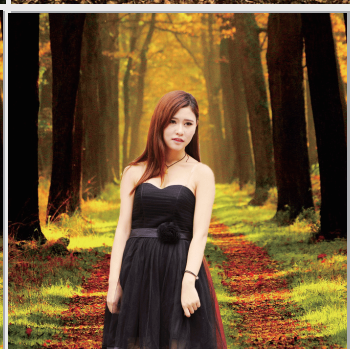


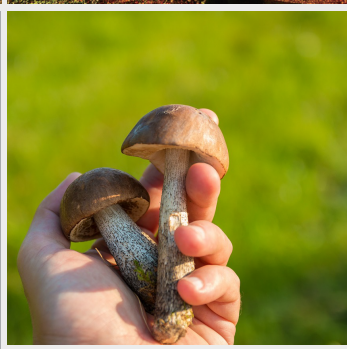

















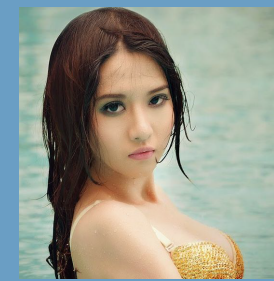
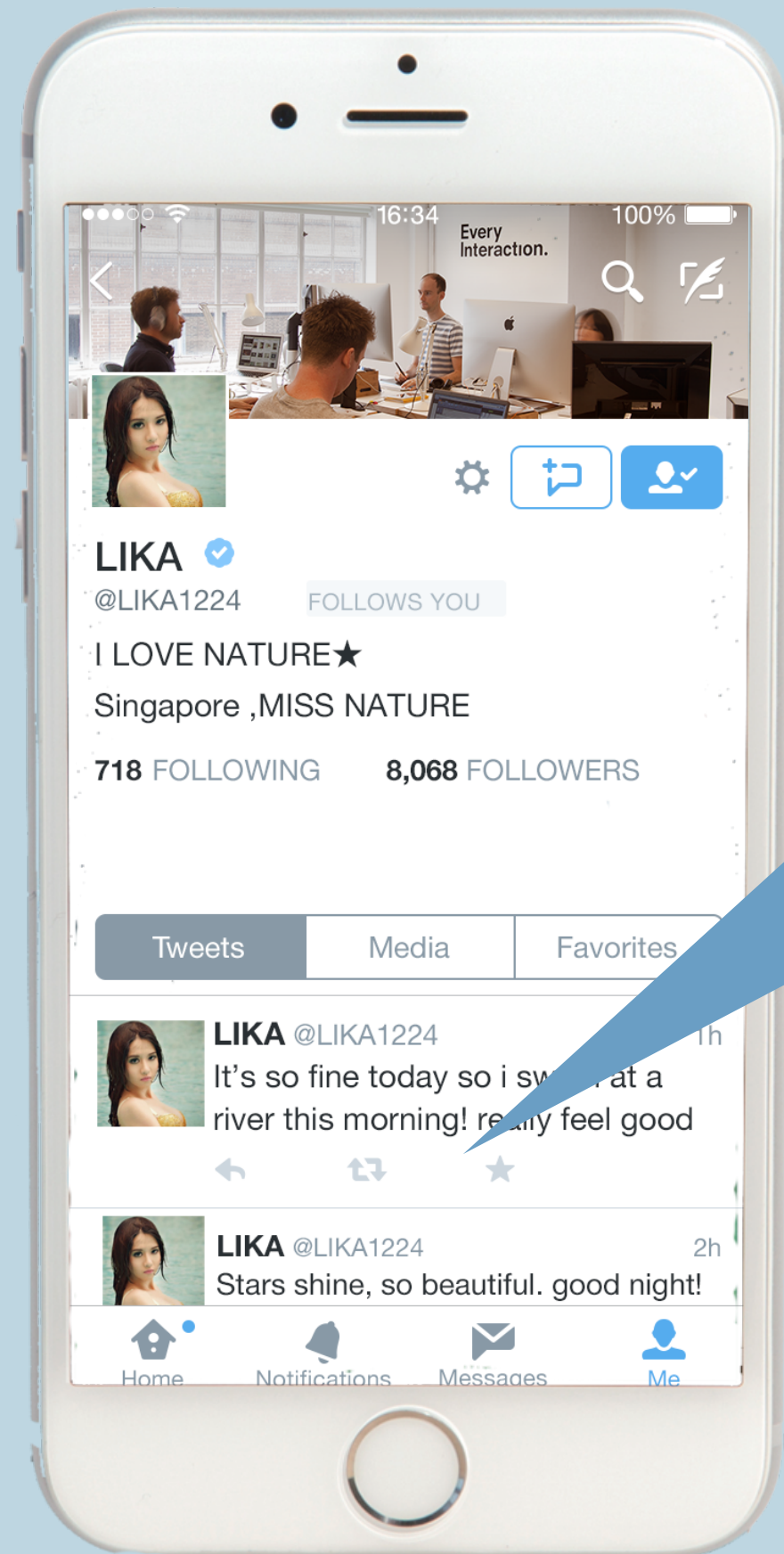












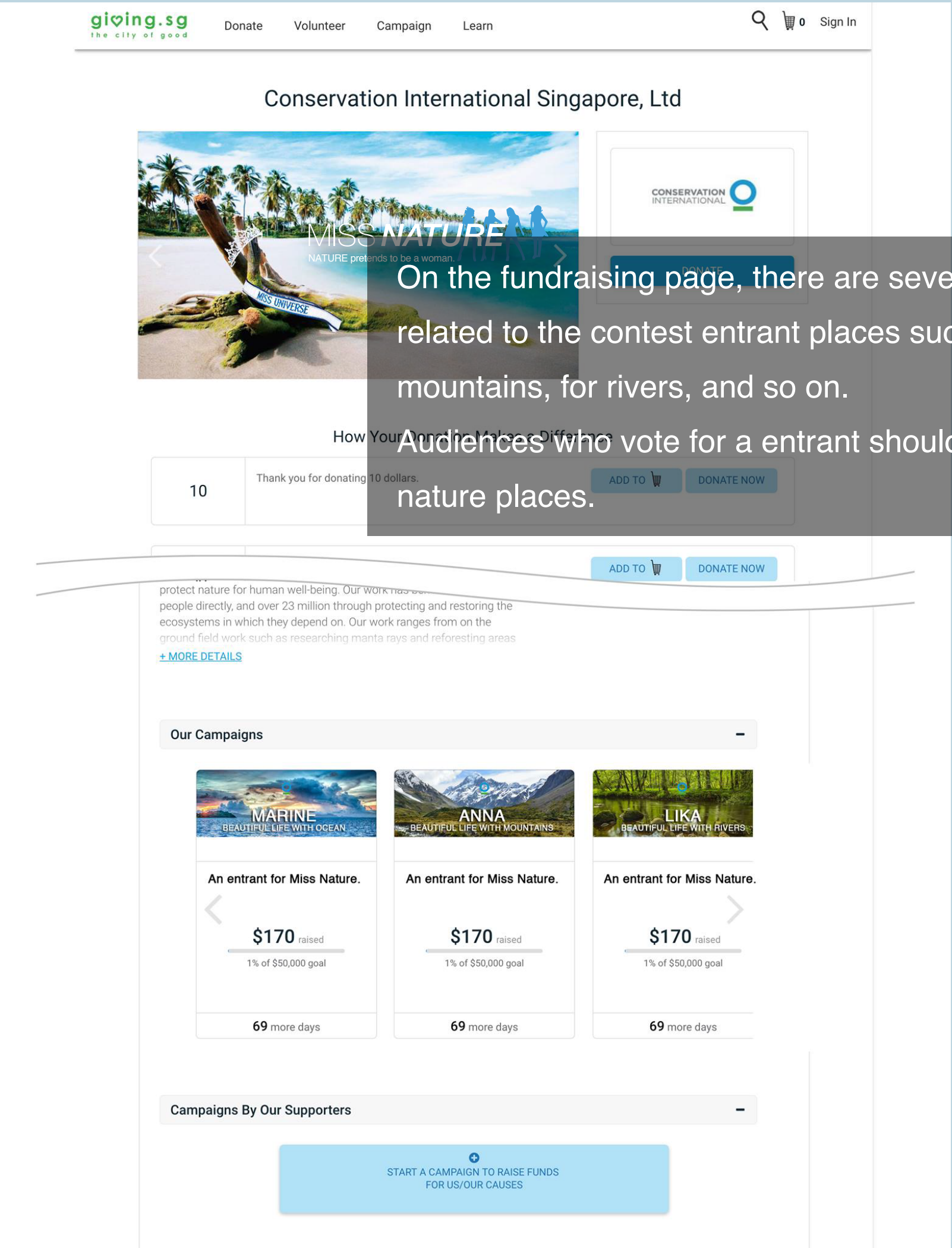
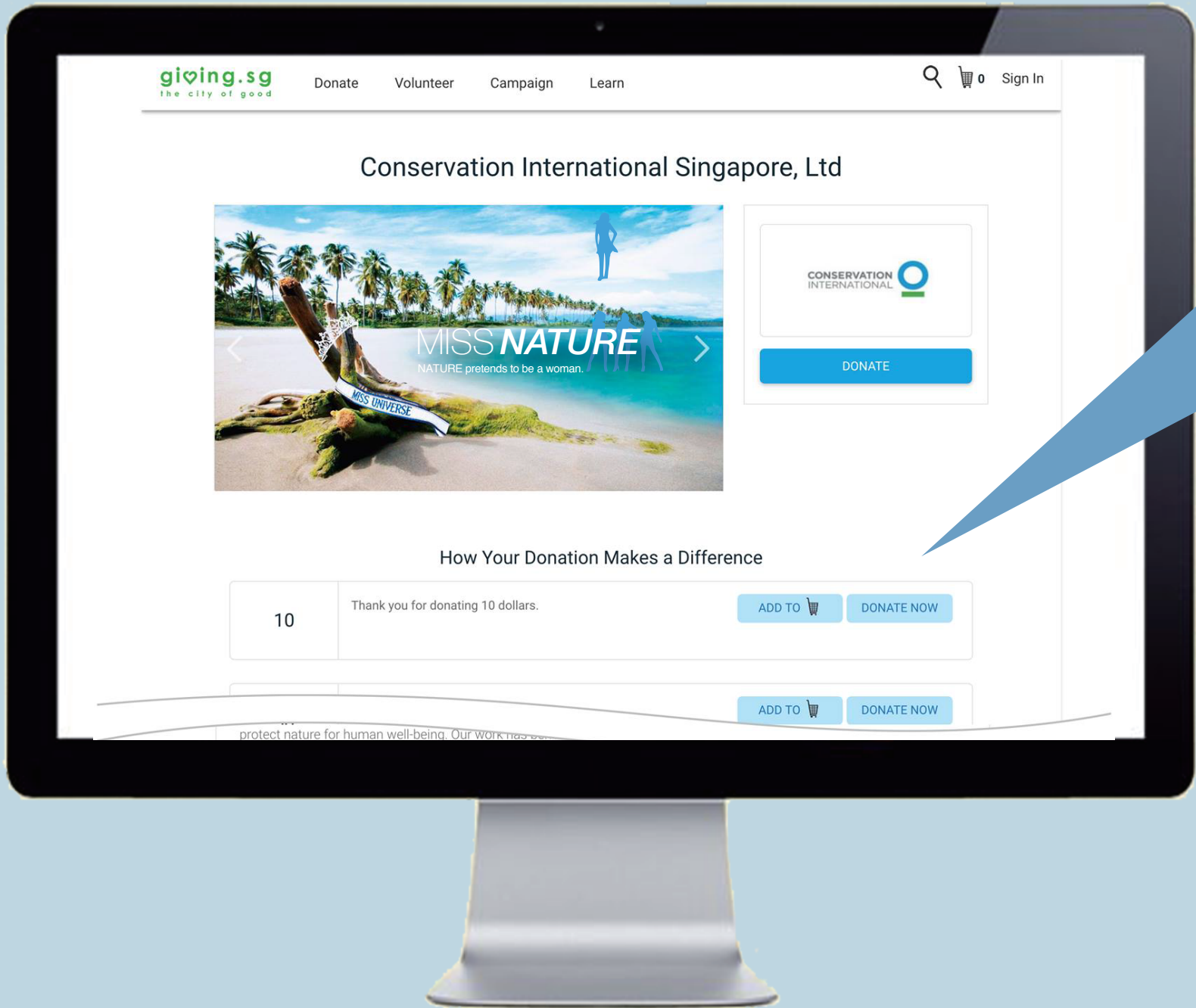
LIKA @LIKA1224

It's so fine today! really good day to swim in a river!!



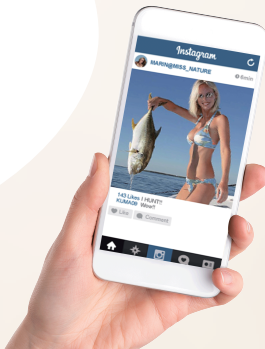
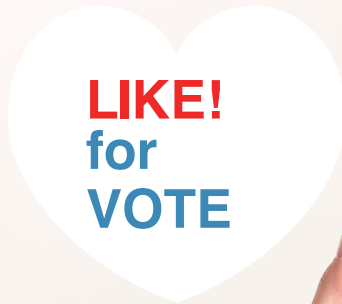
After the woman vanished, it leads audiences to the fundraising page as same as Instagram accounts.

Fundraising page

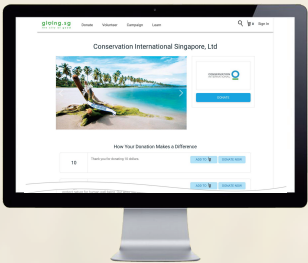


On the fundraising page, there are several projects each related to the contest entrant places such as for ocean, for mountains, for rivers, and so on. Audiences who vote for a entrant should feel closer to those nature places.

MISS *NATURE* Calender



Posting by entrants
& voting



Reveal the truth
and messaging
Lead to fundrasing page



Open the Natural Beauty Pageant



The women vanish
and nature appears

Start conservation program for around the award winning area.
Reporting the progress of the conservation program through the social media account.



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MISS UNIVERSE

OCEAN

@MARINE

