

## One liner. Brief in a tweet.

*EcoTree has a breakthrough and unique model to incentivise and financially reward individuals & companies for supporting sustainable forestry & tree-planting. While we get a 100% “Wow” effect once the concept is understood, we miss **explaining what EcoTree does in one simple, impactful key visual**. We are looking for the teams to create a **'hook'** for people to get curious and willing to hear more.*

## Background

Having discovered the successful Danish bottle recycling system back in 2014, where one bottle recycled equals a cash payout, four friends visiting from France had got inspired to create EcoTree. To them, it was a logic approach that in order to preserve the common good, a rewarding approach is much more effective than a punitive one. Buying a tree with EcoTree has then become a profitable investment, both for the person who buys it and for the environment.

Since then, EcoTree, B-Corp™ certified, has become a pioneering provider of Nature-Based Solutions in Europe, allowing individuals and companies to commit to the environment by supporting reforestation and ecosystem restoration projects in Europe. EcoTree partners up with individuals, companies and organisations to help anyone turning their good intentions for a greener planet into profitable action, with an act as simple as buying a tree. But at EcoTree, we don't just plant trees. We grow forests and restore ecosystems and support biodiversity in the process. We've planted and currently manage 1,7 million trees in Europe on behalf of 76.000+ individuals and 1.500+ companies. We also provide high quality, ethical and verified carbon credits, to support companies achieving their carbon neutrality goals. More insights on [eco tree.green](https://ecotree.green).

## The Challenge

The EcoTree concept of tree-ownership delivers both tangible environmental benefits (such as carbon sequestration and biodiversity restoration) AND the perspective of a financial gain, and we often try to nail it by saying that “Forests can thrive AND provide at the same time”. To date, this model is still very unique and systematically gets a high level of enthusiasm once explained and understood (both with individuals and with companies). But so far, whether it's on our website, our commercial slide decks, our brand videos ([here](#) or [this one](#) from the World Economic forum), etc. we always need an explainer to get our audience to the “Wow” effect. The challenge will be to explain

what EcoTree does in one key visual. More specifically, the teams are expected to create a “hook”-visual for people to get curious, to want to learn more about the company, click through to the website, and be exposed to the longer-form content that lives there.

## **Target Audience**

Individuals (B2C segment). More specifically:

1. Climate-conscious individuals (80%)
2. Nature lovers & forest connoisseurs (20%) In terms of persona, we

are primarily targeting:

- Urbans (missing connection to Nature)
- Male (50%) & female (50%)
- 25-55 years old
- Middle- & upper-classes

*What's a rational and emotional benefit we can offer: EcoTree is here to close the gap between good intentions and concrete actions, and make it easy for individuals to actually make a difference for climate and nature.*

## **Insight**

EcoTree offers THE way to turn all the good intentions and awareness out there into tangible and immediate climate action, with the additional incentive of a financial gain. With EcoTree, we can do the planet, and ourselves, a real favor!

## **Strategy**

We are looking for a KV that will stop people in their tracks and will make them want to find out more. They need to feel like this is a “not to be missed opportunity”. We can tap into the FOMO effect here and make them want to join after seeing the KV and reading up more on the website.

We usually communicate with our B2C audience through the below channels:

- PR (media/journalists)
- SoMe (Instagram, Facebook, LinkedIn)
- Our website & it's blog section
- Our newsletters
- Our active customer care (chat, emails, etc.)

So we would expect to kick-off a PRINT visual that would possibly fit all channels above.

## Key Message

“Forest can thrive AND provide at the same time”.

## Personality

See below:



## Brand Personality Spectrum



## Our 3 Brand Voice Principles

	Key elements	Voice traits
<b>We're Seriously Optimistic</b>	We're experts who don't take ourselves too seriously. We sprinkle a light layer of positivity over our expertise to engage and activate our community. Our content is enjoyable to read and offers solutions.	Playful, without making light of serious issues. Optimistic, never shaming. Warm and likeable experts in the field. Cuddly like a tree!
<b>We're Honest &amp; Real</b>	We're not a miracle solution, we just do our small part. As experts in the field, our claims are never exaggerated but based on data, knowledge and experience. Our content is real and trustworthy and we are visible in it.	Humble. Never in your face. Not afraid to answer difficult questions and tell the whole story. Corporate blah is banished! We use impactful real images that show the best of ourselves!
<b>We're Friendly</b>	We're building a community and want "you" to join our movement. Our product offering is exciting, simple and available to everyone. Our copy reflects this simplicity and inclusion.	Simplicity is key! Complex ideas are clear, sentences short. We get to the point. Accessible, welcoming. "You" are part of the "We".

## Campaign Do's and Don'ts

- No mentioned of religious, political and/or societal (LGBT+, anti-racism, etc.) references; we want to stay exclusively focused on Nature in our messages
- We clearly want to be seen as distinct from the vast amount of fairly questionable and poorly-impactful tree-planting solutions available on the market
- The communication needs to be positive and not focusing on negative emotions e.g. "The world is going under...".
- Please do remember about the copyrights usage e.g. not using famous people/brands as we don't have the intention to buy out rights for their image.

## **Specific Deliverables**

We aim for one-fits-it-all PRINT visual, non-animated, duplicable in various print formats to fit the 4 communication channels mentioned previously