

Group 2: Final Project Presentation

The Nature
Conservancy



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Branding Foundation

Brand: The Nature Conservancy

Objective: to appeal to the target audience on a personal level, to invoke of hope and encourage global community.

New Target Audience: Gen Z/Millennials, students, working people, people who are naturists or concerned about global health.

Tone of voice: informed, empowered, uplifting, optimistic and caring

Brand personality: colorful, engaging, humanitarian

Tag line: World health is true wealth.

The Nature Conservancy

World Health. True Wealth.



Logo + Tagline

The Nature
Conservancy



World Health.
True Wealth.

The Nature
Conservancy



World Health.
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The Nature
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Logo + Tagline variations

Media Placement #1: social media





Instagram



The Nature Conservancy



Brazil

Saving the world's rainforests, one step at a time.

The Nature Conservancy
World Health. True Wealth.



Instagram



The Nature Conservancy



China

Saving the world's mountains, one step at a time.

The Nature Conservancy
World Health. True Wealth.





Instagram



The Nature Conservancy



Australia



Saving the world's outback, one step at a time.

The Nature Conservancy
World Health. True Wealth.



Instagram



The Nature Conservancy



Grenada



Saving the world's Coral Reefs, one step at a time.

The Nature Conservancy
World Health. True Wealth.





Media placement 2: Video



Media #3: Outdoor Interactive



The Nature Conservancy



Help Support Our Mission

Donate to Save Trees Worldwide

ENTER YOUR DONATION AMOUNT

\$10

\$25

\$50

\$100

\$150

\$200

\$ Other

Donate



Scan Me Save Me

Tree Name : Oak

Tree Id : 0982