The Nature Conservancy

Group 2:Final Project Presentation

Janieca, Stefan, Shabaj

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



Logo + Tagline variations

Media Placement #1: social media





Instagram







Instagram







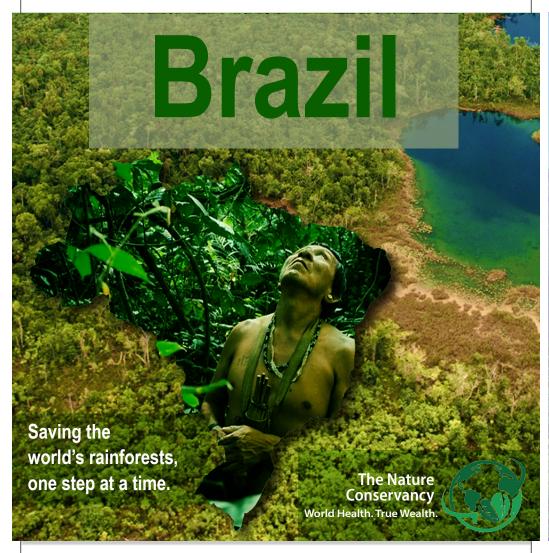


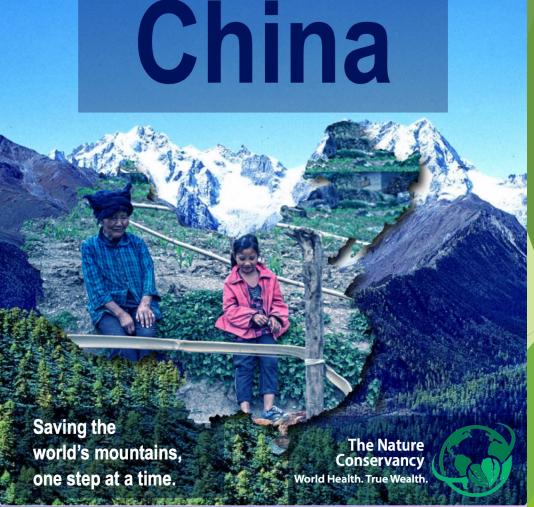
The Nature Conservancy

•••



•••



















Instagram















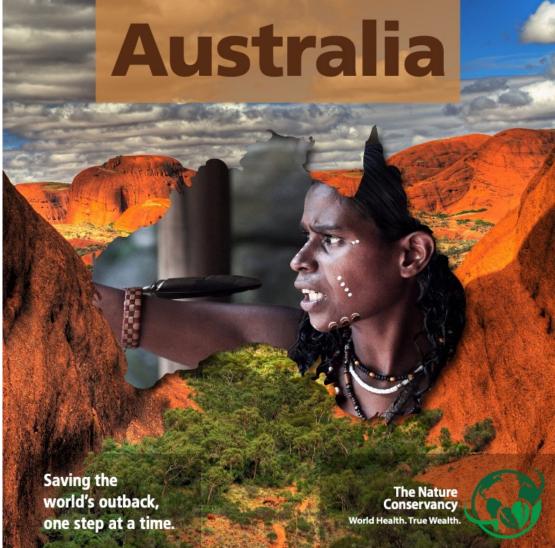
The Nature Conservancy

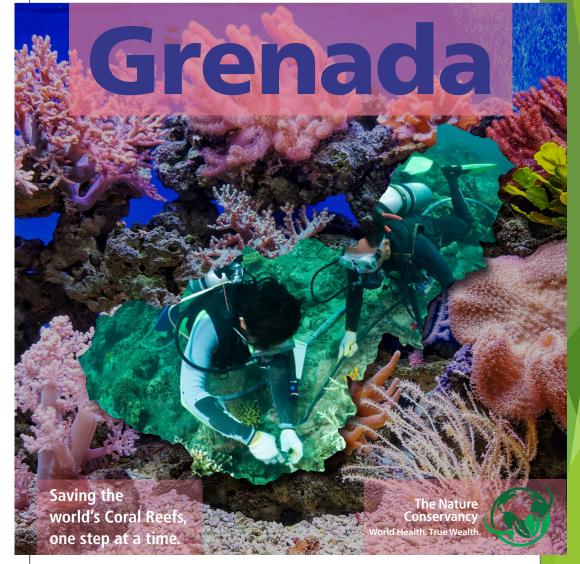
•••



The Nature Conservancy











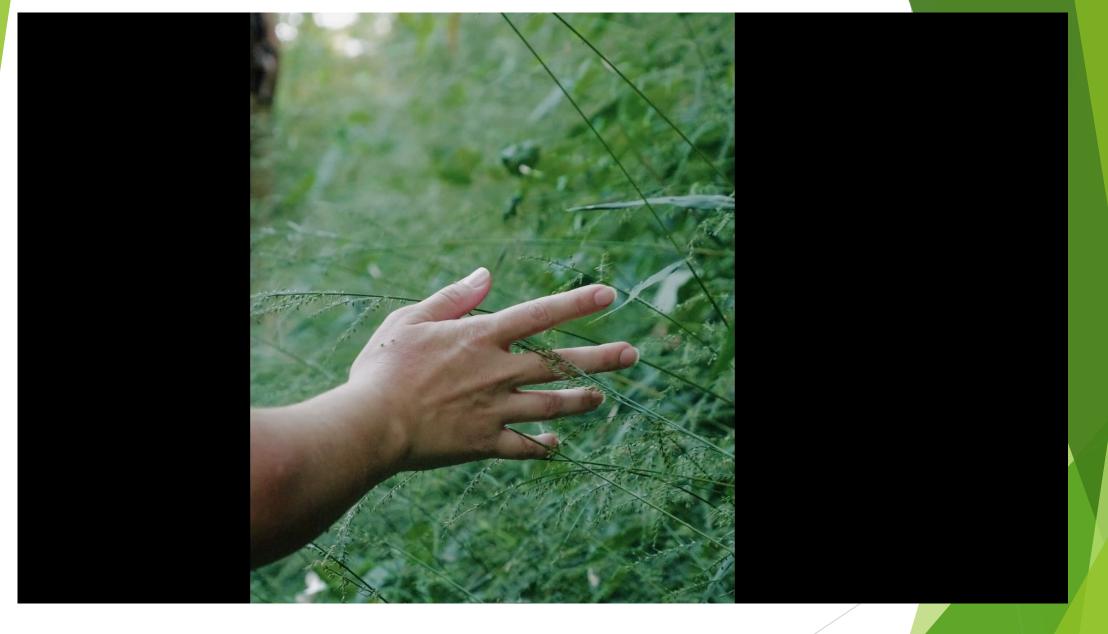












Media placement 2: Video





Media #3: Outdoor Interactive







ENTER YOUR DONATION AMOUNT

\$10

\$25

\$50

\$100

\$150

\$200

\$ Other

Donate



Scan Me Save Me

Tree Name: Oak

Tree Id: 0982