

CREATIVE BRIEF: ARBOR DAY FOUNDATION

Challenge.

The world has lost 1 billion acres of forest since 1990, and specifically 5.6 million acres in America has been burned so far this year. The goal for Arbor Day Foundation and the Biden Administration is to plant 500,000,000 trees over the next five years (Arbor Day Foundation, PBS).

Situation/SWOT Analysis.

Strengths- lots of big-name companies as partners helping as well as the Biden Administration, strong website, humans and forests have a strong relationship, trees can help save our planet (cleaner water and air, absorbs carbon, helps climate change, helps 9 of 17 global goals) (Arbor Day Foundation).

Weaknesses- have a big goal to take on because the backlog of acres is a lot (PBS), costs a lot of money, challenges with where to plant the trees

Opportunities- new potential partnerships, new messaging strategy, and potentially reaching a larger audience

Threats- climate change, wildfires, political division in America, people who don't believe in climate change

Target audience. Demographics/psychographics

Large companies for potential partners, the upper middle class, younger generation age 20-35, those interested in activism, western states, Democrats, environmentalists, People who want to make an impact

Insight into target audience.

The younger generation cares about sustainability a lot more than the older generations. This audience wants to know that they are making a difference and contributing and makes them feel better about themselves. This card could be played when trying to persuade emotionally in the strategy.

Unique Selling Proposition.

You should partner with or donate to Arbor Day Foundation because it has the presidential administration on its side and needs as much help as possible to help save our planet.

Gap Analysis:

The audience does not know how crucial of a problem reforestation is for our world and especially for America. We want the audience to understand the problem at hand, how this is the best thing to donate to right now, and how it benefits 9 out of 17 of our global goals (Arbor Day Foundation).

Strategy: If you truly care about the planet, join #teamtrees

Assignment/Advertising Medium.

1. Have the partners of the foundation promote to their audiences because this will expand the overall audience and in result will help to reach Arbor Day's goal.
2. Make a social media plan because the younger generation tends to care more about the environment and the younger generation gets most of their news and information from social media etc. (use the #teamtrees)
3. Throw an event to educate and encourage people about the cause.

Tone of the ad:

Optimistic
Urgent
Inspirational
Ambitious
Educated
Persuading

Things to Consider. Leaning into the emotional aspect could definitely help reach the goal.

Sources:

Arbor Day Foundation. (n.d.). *Corporate partnerships*. Corporate Partnerships | Meeting global challenges with corporate might. Retrieved August 31, 2022, from <https://www.arborday.org/partnerships/>

Arbor Day Foundation. (n.d.). *Replanting our forests*. Replanting Our Nation's Forests at [arborday.org](https://www.arborday.org). Retrieved August 31, 2022, from <https://www.arborday.org/programs/replanting/>

Brown, M. (2022, July 25). *U.S. announces reforestation effort to combat destructive wildfires*. PBS. Retrieved August 31, 2022, from <https://www.pbs.org/newshour/nation/u-s-announces-reforestation-effort-to-combat-destructive-wildfires>

Authors Note:

This draft would definitely benefit from a peer review or two. It has been a while since I have written a creative brief, but I did adequate research and I feel like I am on the right path! I haven't written a creative brief other than on a PowerPoint, so I am sure that this one needs some tweaks with the details as well as with APA format. I think the strategy needs some work and I feel like I need to identify the key problem, key insight, and that will help my strategy. It may be a bit broad right now.

Help me with my citing please! Also, I want to make sure that my creative brief has synergy, and everything works well together and makes sense