**Growing a Global Forest: Ant Financial, Alipay, and the Ant Forest Case**

We will discuss this case in class on Monday, 10/9, so please come to class prepared it. Please analyze the following issues in preparing this case:

1. How did the Ant Forest benefit Ant Financial and Alipay? How might the Ant Forest, as a CSR initiative, increase the popularity of the Alipay app? How does the Ant Forest contribute to the success of Ant Financial?
2. What consumer needs does the Ant Forest program address? What made the Ant Forest mini-app so popular? What made the customer experience of the Ant Forest so compelling to consumers? What consumer behavior principles and frameworks help to explain why the Ant Forest program was so popular and compelling?
3. To what extent does the Ant Forest change attitudes? How does it change attitudes? To what extent does the Ant Forest change behaviors? How does it change behaviors?
4. What could be done to improve the Ant Forest program? What could be done to make the Ant Forest even more compelling to consumers in the future? What could be done to encourage even more attitude and behavior change?