



# NATURE TELEVISION

## SUMMARY

As of 2022, internet users worldwide spend 2 hours and 45 minutes on social media.<sup>1</sup> Go touch some grass they'll say. However, access to the outdoors and positive encouragement to explore isn't always available.

NTV: Nature Television aims to take the lands of the NCC and make them accessible via a live stream hiking adventure on Twitch. Users will explore the mountains in BC or the prairies in Saskatchewan through the power of NCC volunteer-driven streams. After 45 minutes of streaming, users will be told it's time to get offline in order to **find some green and explore beyond the screen** to reconnect with nature. A QR code will be available leading to the NCC website, giving users the option to donate, volunteer, or browse the NCC destinations.

## CREATIVE INSIGHT

Positive encouragement to explore the outdoors from social media can help lessen screen time, build community, and lead to a stronger connection between young adults and the importance of conservation.

## SOLUTION

Users will watch the NCC volunteer-led hikes on Twitch to discover a plethora of NCC destinations. After 45 minutes, the stream will stop and tell users they've been streaming for too long, prompting them to **find some green and explore beyond the screen** with a QR code that leads to the NCC website enabling them to explore NCC destinations, volunteer, or donate. Users can also donate directly on the live stream using the twitch Charity tool.

Through Twitch and its subsequent linked Reddit threads, users can engage with a community of outdoor enthusiasts who are passionate about celebrating and conserving Canada's green spaces.

Sponsored Instagram ads will bring users to the Twitch stream with the NTV campaign: find some green and explore beyond the screen.

## HOW THIS WILL WORK

The NTV live stream provides insight into green spaces that may have otherwise been inaccessible for some Canadians. With this new vantage point and the community forums, users will be reminded of the importance of conserving Canada's green spaces and where to find them. It's time to reconnect with nature.

### REFERENCE:

1. S. DIXON (AUGUST 22, 2022). DAILY TIME SPENT ON SOCIAL NETWORKING BY INTERNET USERS WORLDWIDE FROM 2012 TO 2022 [INFOGRAPHIC]. STATISTA. [HTTPS://WWW.STATISTA.COM/STATISTICS/433871/DAILY-SOCIAL-MEDIA-USAGE-WORLDWIDE/](https://www.statista.com/statistics/433871/daily-social-media-usage-worldwide/)



## CREATIVE INSIGHT

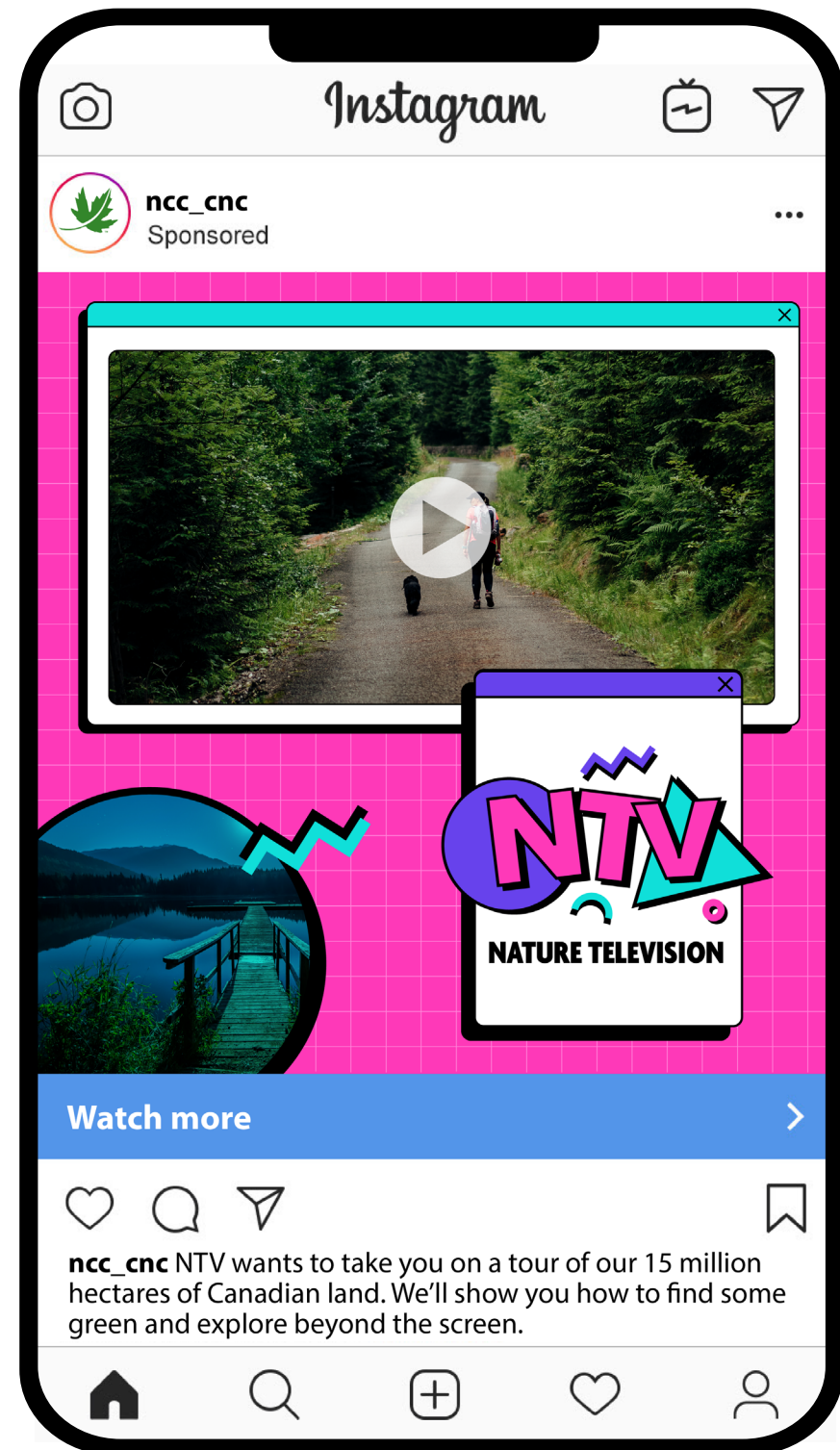
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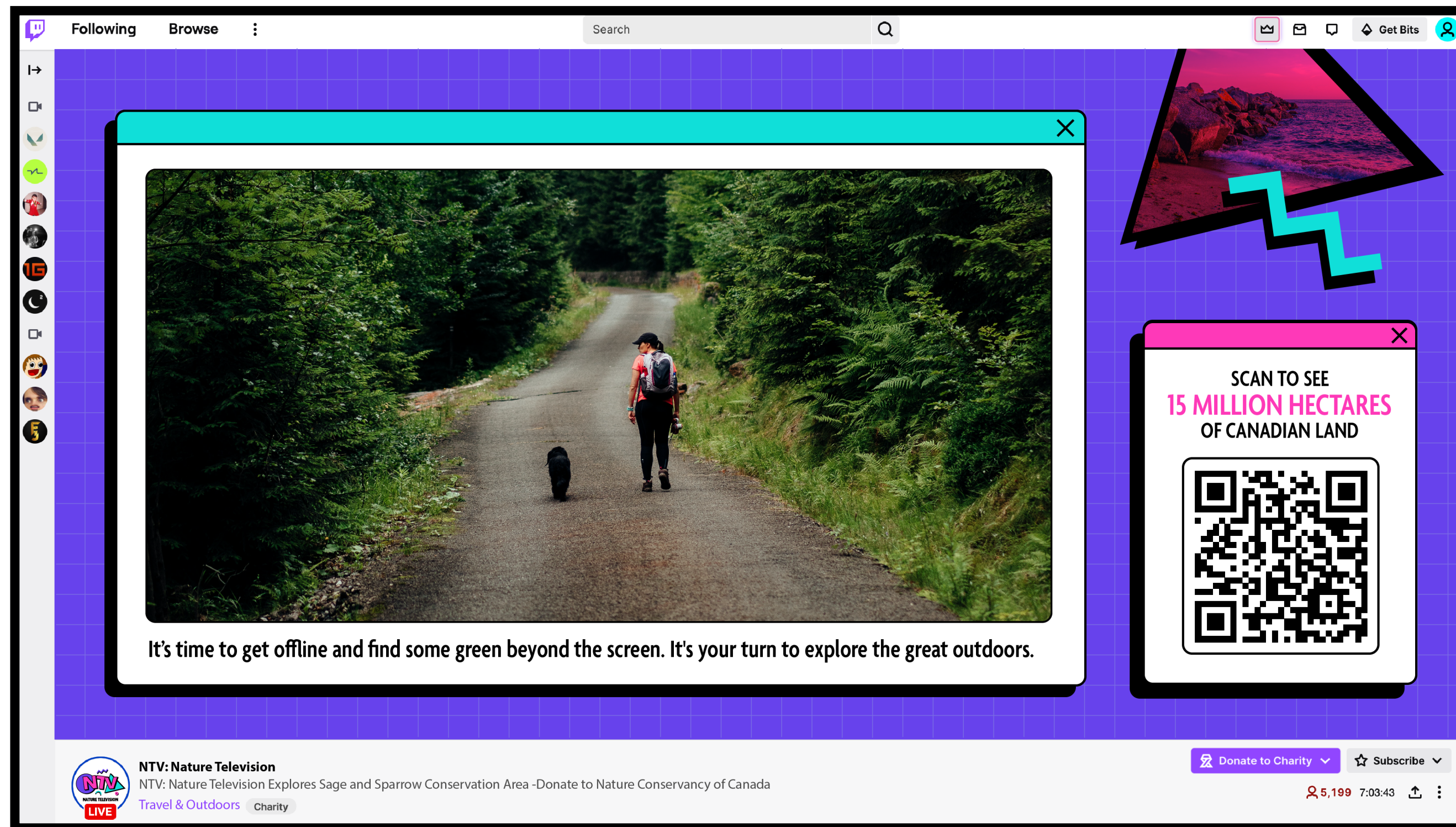
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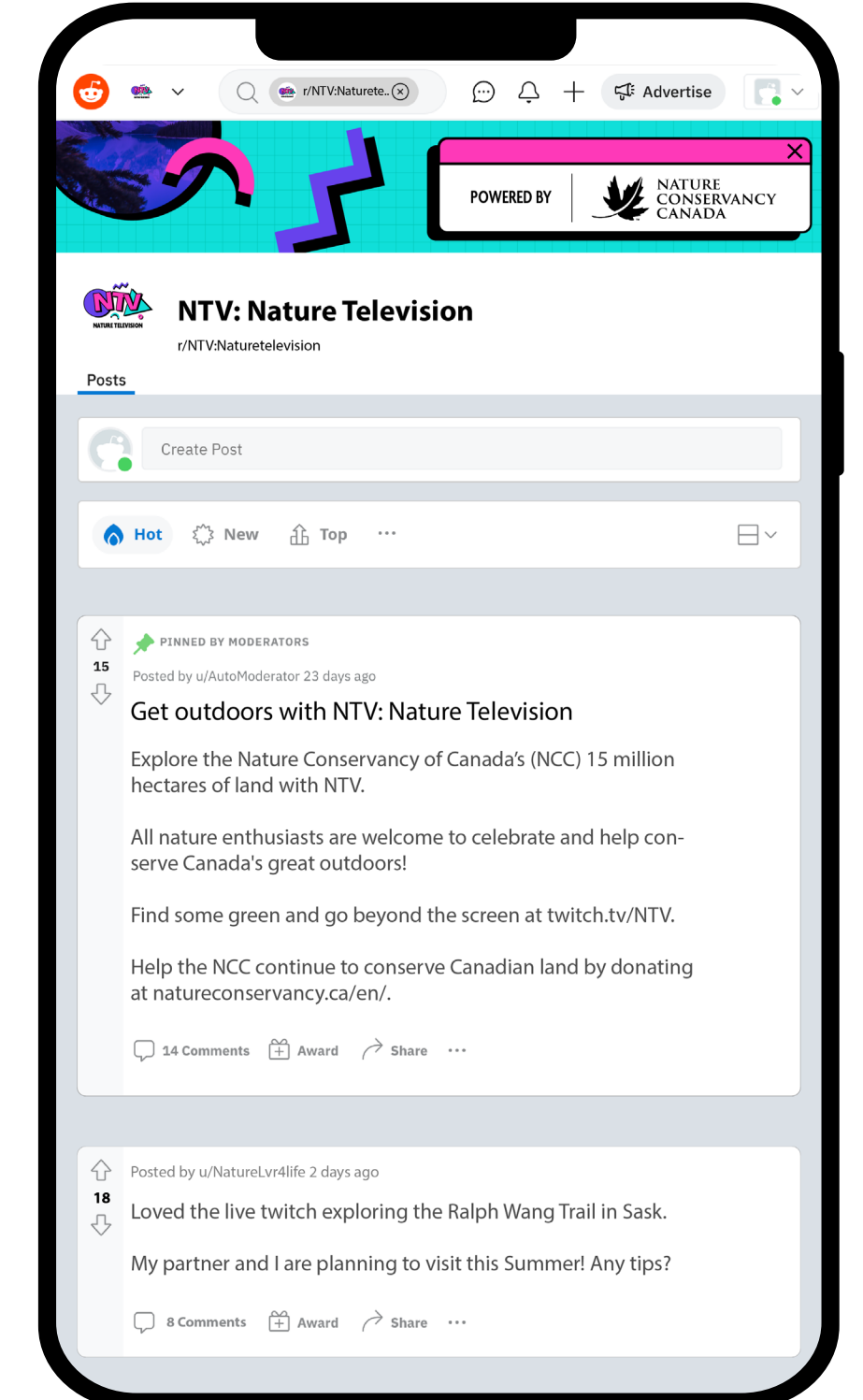
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**INSTAGRAM ADS**



**TWITCH STREAM**



**REDDIT COMMUNITY**

POWERED BY

