September 13th 2021

My Trees

Copywriting and Branding Audit by Jack Goodson

Brand Presentation

What stood out to me

"Many struggle to overcome the intention–action gap". – Page 5

A formula jumps out to me...

Environmental Action = Marketing = Satisfying People's Needs

Getting customers to take the plunge at the end of a marketing funnel is an identical problem to getting people to engage in climate action.

Problem

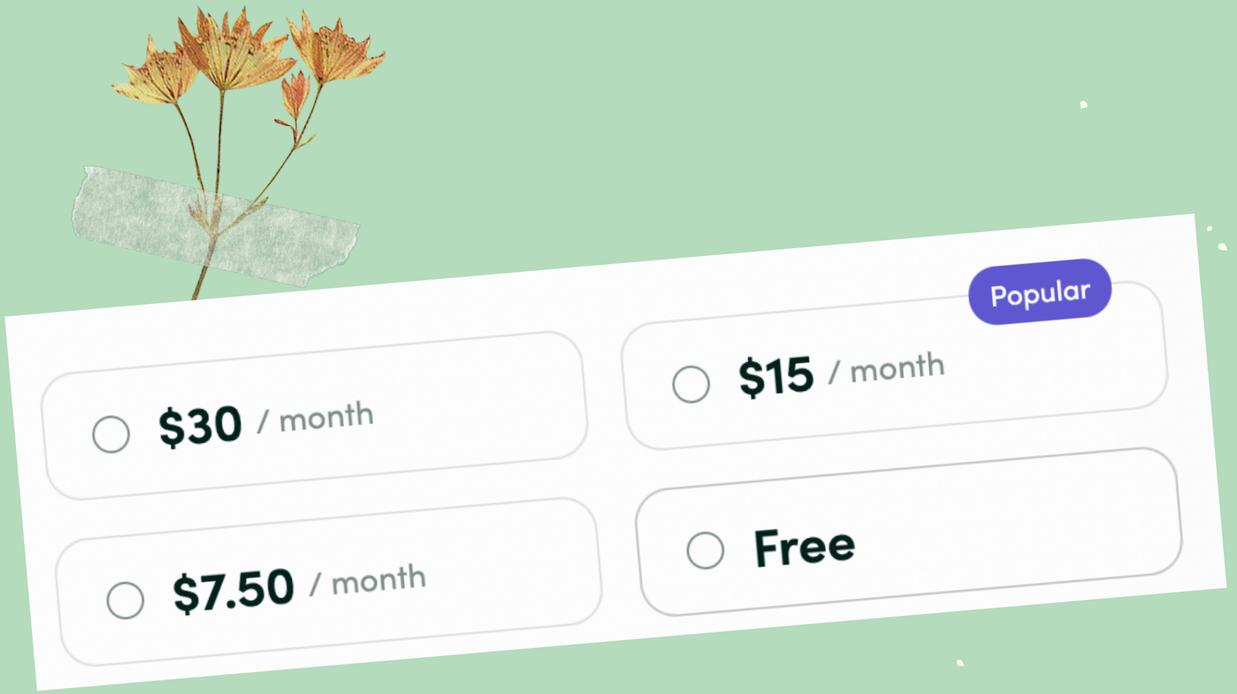
The price–point is too high

Solution

Let's get flexible
– Offer a custom amount to pay each month. This encourages user interaction & gamfies already

Let's get low
– Offer a very low starting point –– why not $1? Make it spare-change-friendly. MyTrees' audience needs to be brought on board as easily as possible – let's make things simpleee

Let's get creative
– Offer alternative ways to spread the seeds. Share a post and save a tree. People can save the world in different ways. Ius, conversation is money. Sometimes talking-the-talk is as good as walking-the-walk



Brand Guidelines

What stood out to me

That's a whole lotta words!

Justice, integrity, fairness, sincere, consistent, courage, bravery, optimism, hopeful, positive, light-hearted, inclusive, accepting, transparent, honest, youth, connection, quirky, inquisitive, likable, cheeky, playful, passionate, knowledgeable, committed, inspiring, confident, guidance, entertaining, activists, proactive, disruptive, provocative, human, real

Problem

It's hard to follow through on all these areas

Solution

Become the brevity you admire
– Reduce your values down to their core:
Transparent, Open, Optimistic

Follow through on your tones
– You want the cheek, but it seems you've turned the other cheek – the brand seems passive in addressing issues
– Why call-out people when you can call-on people? Build bridges with like-minded individuals
– Ditch the negative – you're an optimistic brand that has a 1/3rd of news content focused on the bad

Stay consistent

Brand Guidelines

What stood out to me

Suggestions

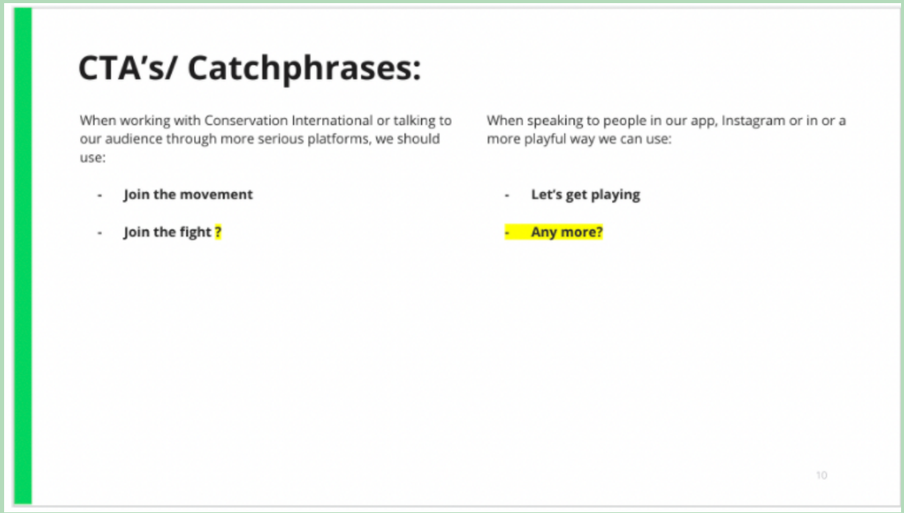
<u>Separate the tones but don't separate the values!</u>

MyTrees needs a united front. Is it play or is it power?

These are hard to make coexist. However, one way is to...

- Go for sayings that are playful yet action-oriented. They are easily modified by punctuation, not prose: For example

1. Professional -- "Let's get down to earth."
2. Playful -- "Let's get down to earth!"



CTA's/ Catchphrases:

When working with Conservation International or talking to our audience through more serious platforms, we should use:

- **Join the movement**
- **Join the fight ?**

When speaking to people in our app, Instagram or in or a more playful way we can use:

- **Let's get playing**
- **Any more?**

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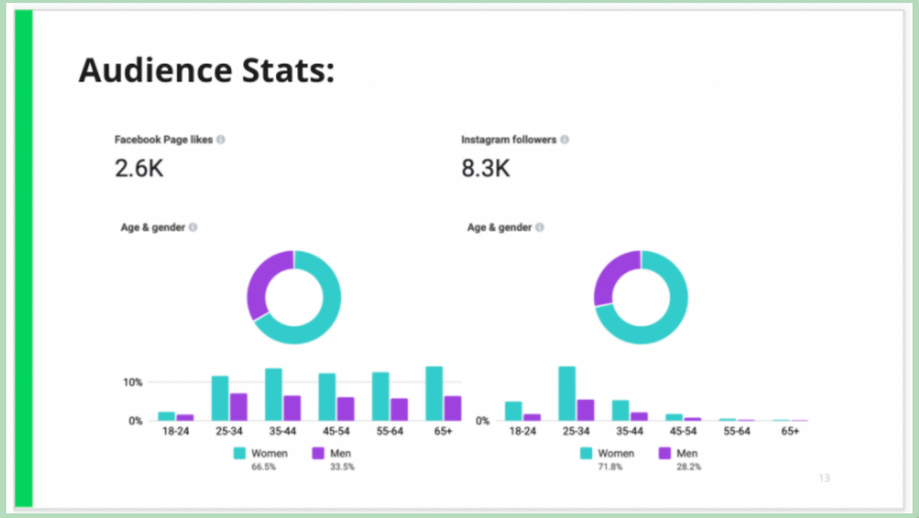
Brand Guidelines

What stood out to me

Suggestions

<u>That's quite the diverse audience!</u>

– Help the audience who has come to you. Speak of a female-future that is linked to climate-change
– Analysis of conversion from Instagram followers compared to Facebook ones would be a great way to know which age-bracket is actually using the app and not just viewing posts. From here, a funnel strategy can be implemented that redirects users to different landing pages with copy tailored to them

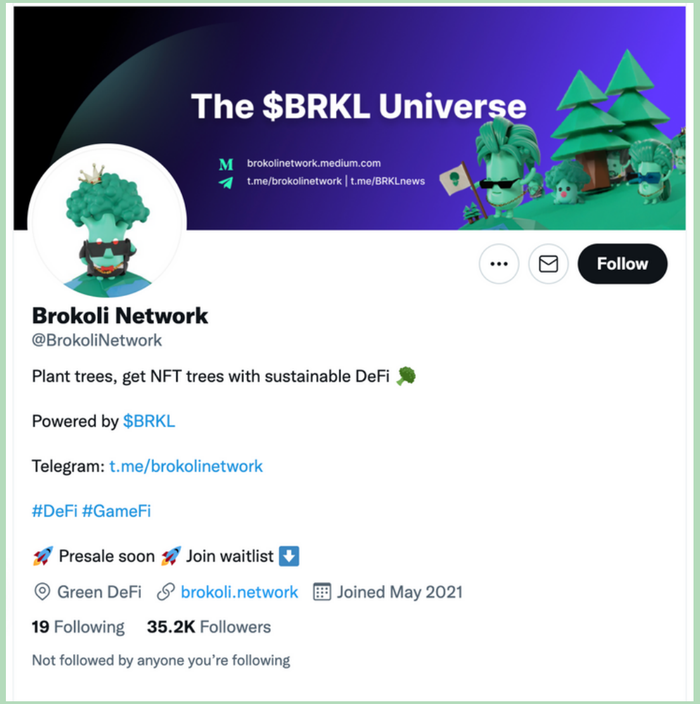


Competitors

Beyond the direct

The Brokoli Network

– Green money is what sells
– Forward-thinkers are found in diverse places – they engage with audiences who area already thinking about the future of the world... then they add to it



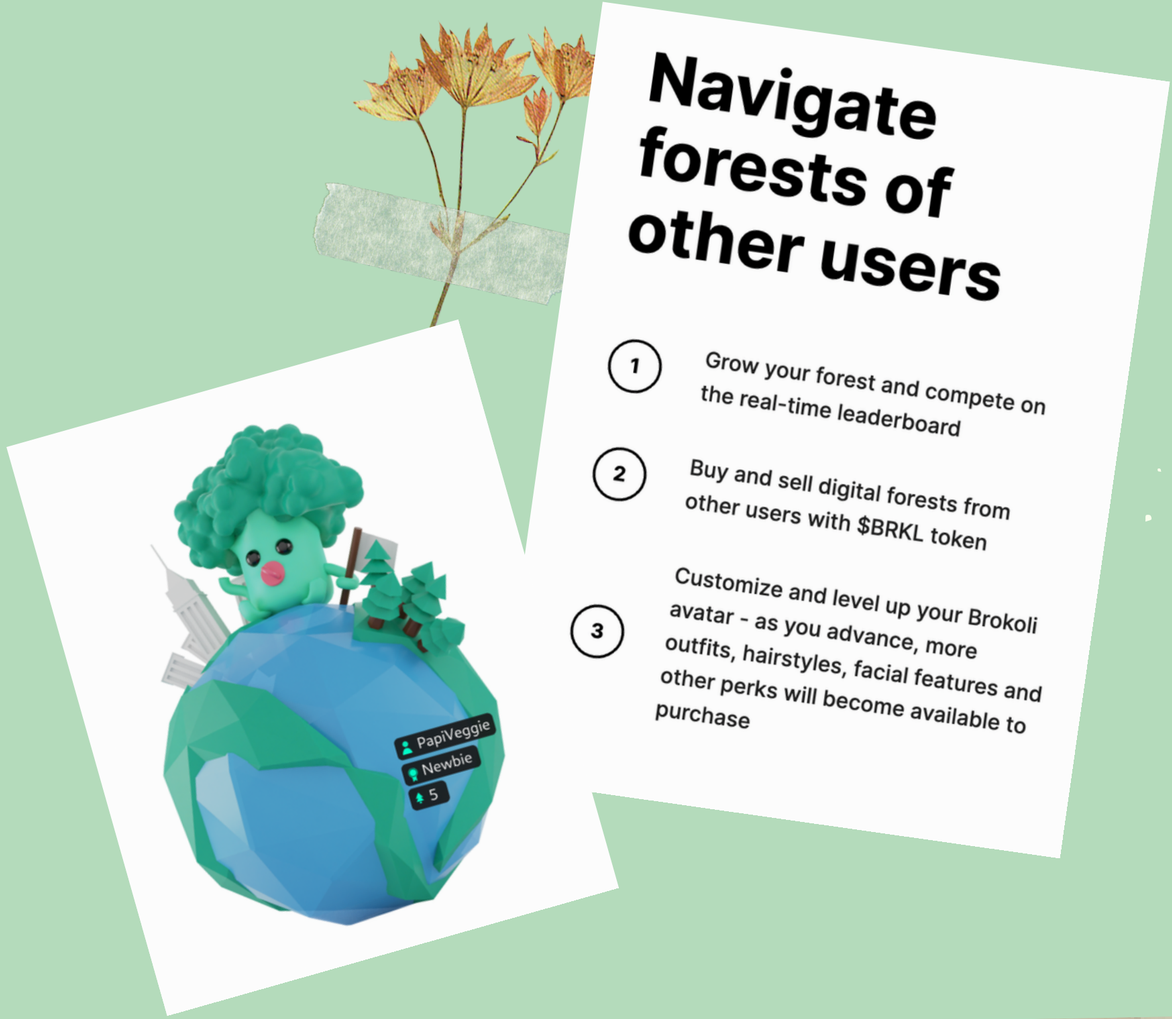
Problem

How does MyTree compete?

Solution

Double-down on your values
– You're for the non-extreme XR, make sure to harness how they behave
– You're not going currently going to attract the crypto audience
– Make that MyTrees from head-to-toe

Adopt. Adapt. But first, Gamify!
– Check out this tweet. It showcases a tiered system of ranks people can progress through as they use the Brokoli network more and more. Always keep upselling!
– Facebook for the elders/wisers, Discord for the youth? Just a thought
– Make it playful in the digital space. You have every tree and animal at your disposal. Customistation is king!



The App

On the Apple App Store page, I was a little confused...

To me, the first sentence and the last sentence are vital. I will focus on them –

The App

The first sentence: "MyTrees turns your daily climate positive actions into real trees and rewards you for it."

– I don't know what "daily climate positive actions" means. Does it mean this app counts how much plastic I recycle?
– Let's go punchier. Playful. Upfront. Breathe brevity
– "MyTrees rewards you for saving trees."
– "MyTrees rewards you for saving trees with your fingertips."
– "MyTrees makes saving trees simple."

Some examples:

"Capture is a carbon footprint tracker that helps you learn more about your carbon emissions and carbon footprint from your daily lifestyle."

"Earth Hero makes acting on climate change easy. It helps you take positive practical action in response to the climate emergency while discovering more satisfying ways to live. Earth Hero connects you to a global movement rising to the interconnected crises of climate change and rapid species loss."

The App

The last sentence: "Together our goal is to build a community of 10m+ people to remove the 5.5bn tons of carbon emissions every year that come from deforestation."

Some examples:

"Through personal change, collective action, and advocacy, together we can rise to the challenge of our age. Join the movement!

Please share ideas on what features you would like to see in future updates - leave a review or reach out directly through the Earth Hero app."

I imagine 3 responses emerging...

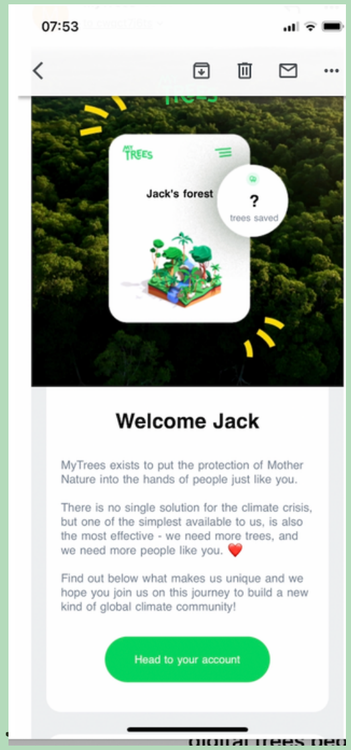
– That's cool. I'm up for that. But... you haven't invited me? Where do I go?!

– That's awesome. Let's cure everything right here, right now. – You've attracted Eco Warrior. (Whoops!)

– That's meh. It's not my goal. Why are they saying it's my goal? I just want to help out a little. I haven't got the energy to save the world... Now I feel guilty!

1. You gotta align your audience with your tone. Try to please many and you end up pleasing none
2. Provide value to the audience. That's a key tenet of MyTrees brand, but the app description is impersonal and talks about what you want to achieve, not what you can provide

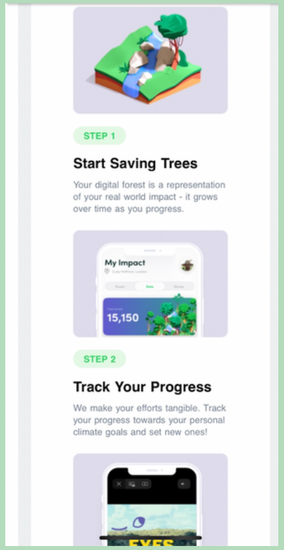
The Email

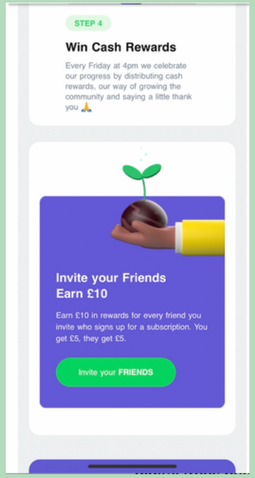


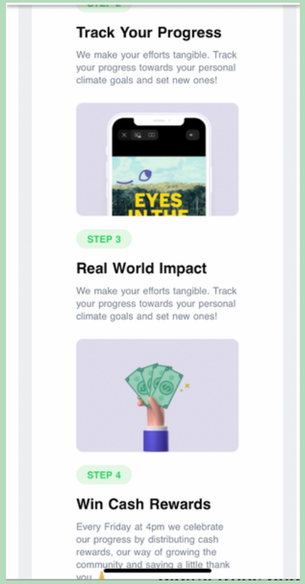
"It's simple. We need more trees. We need more people like you." ❤

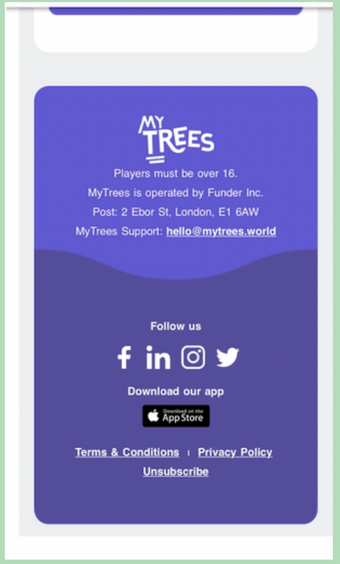
Join us on the journey to build a new type of global climate community!

BUTTON: Let's get growing! / Plant your first tree









Website

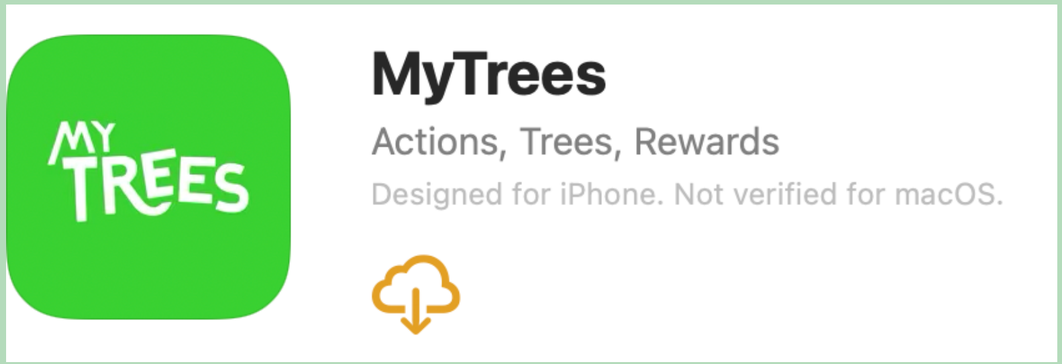
Alignment is needed.

A full-stop says "stay and fight"

A comma says "read-on and watch"

Which does MyTrees want?

(Also, "Cash" is a tad strong)



Website

Let's get the tones in order

"How it Works" becomes "How does it Work?"
– Reflect the question people want answering
– Become an authority figure through helping people out, not by saying "this is how things are"

"It's as easy as 1, 2, 3..." becomes "It's easy 1, 2, Tree / "
– Where's the word play 'at?

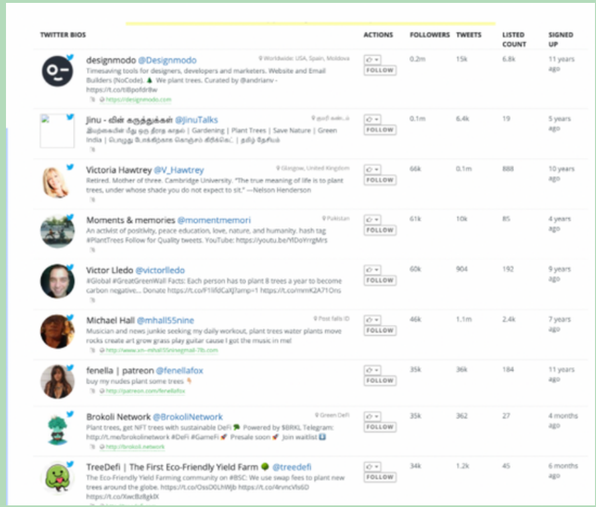
Some Data

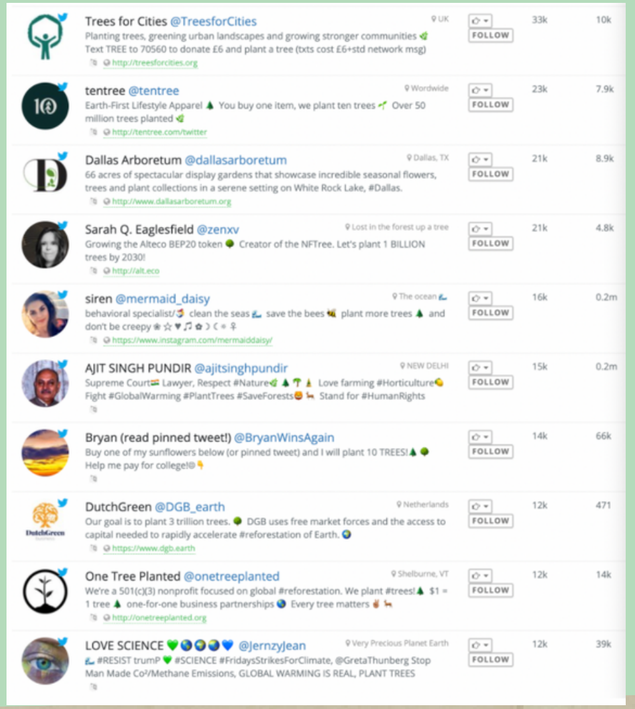
Some suggestions from the Data:

– Let's get blogging! Find what's on topic and get typing
– People like science (BBC, SCIENCENEWS, TIME) – make science active in the MyTrees way
– Utilise Reddit – community outreach is vital for such issues. Want a community? Get conversing!

Twitter

Continuing the stream of "Community"...
– Here's a selection of Twitter users who are engaged with saving trees
– Outreach is a step away – everyone wants to get on board, you've just got to let them know!
– Follow their audience and "borrow them" -- what do you do better?





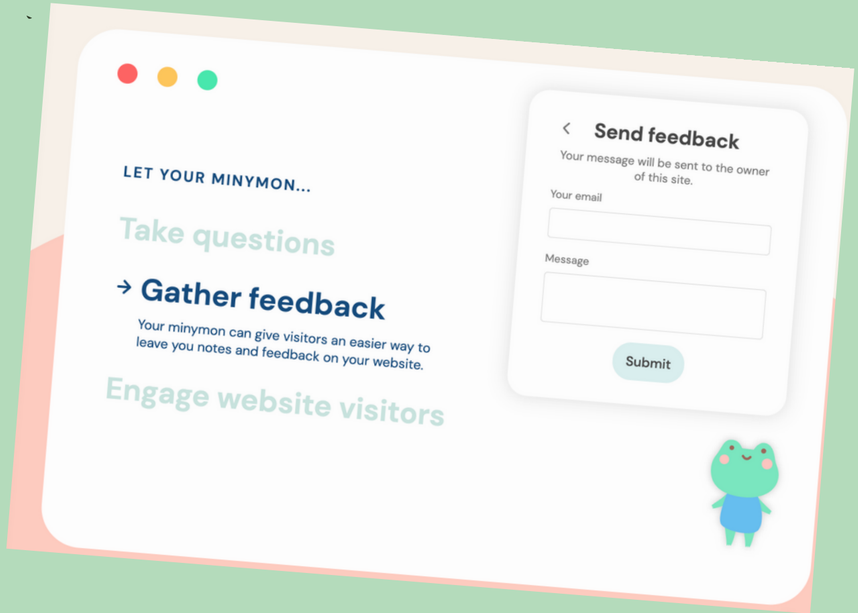
LinkTree

My initial drive for clicking on this link was to find a download or website link. Sadly, I'm not given the option for these!

At least... not with breathless brevity!

– Put the sign-up at the top. Motivate those who already lack motivation. Make it easy. Make it simple: "Click To Save Your First Tree!"
– The reversed saying of "I can't see the trees for the woods" comes to life – it's all a bit of green blur!

Random Suggestions



Minymon
Make things playful with some website pets!

Become Open, Honest, & Transparent
"The skies are the window to the soul"

More to come!

(I promise I'm not bluffing!)