

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

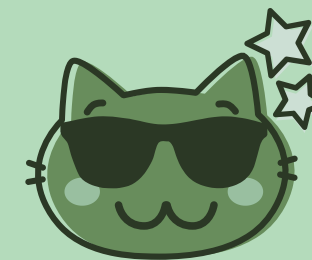
A formula jumps out to me...

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 & gamifies 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 simple

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. Plus, conversation is money. Sometimes talking-the-talk is as good as walking-the-walk



○ **\$30** / month

○ **\$15** / month **Popular**

○ **\$7.50** / month

○ **Free**

# 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

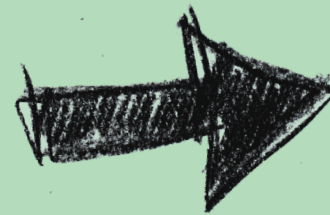
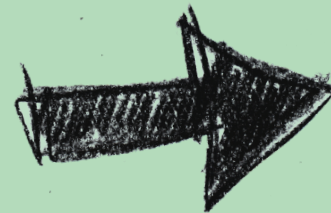
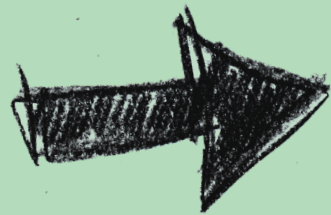
Become the brevity you admire

- 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



## What we're not:

- Over-enthusiastic (!!!)
- Guilt inducing or worthy
- Patronising or militant



Author

MyTrees

nice one !!!!

Like · Reply · 9 w



# Brand Guidelines

What stood out to me

## Suggestions

Separate the tones but don't separate the values!

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?



# Brand Guidelines

What stood out to me

## Suggestions

That's quite the diverse audience!

- 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

### Audience Stats:

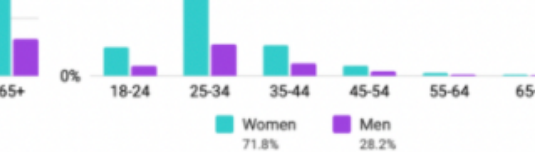
Facebook Page likes  
2.6K

Age & gender



Instagram followers  
8.3K

Age & gender



# Competitors

Beyond the direct

## The Brokoli Network

- Green money is what sells
- Forward-thinkers are found in diverse places - they engage with audiences who are 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. Customisation is king!



## Navigate forests of other users

- 1 Grow your forest and compete on the real-time leaderboard
- 2 Buy and sell digital forests from other users with \$BRKL token
- 3 Customize and level up your Brokoli avatar - as you advance, more outfits, hairstyles, facial features and other perks will become available to purchase

# 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. 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."

## 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!

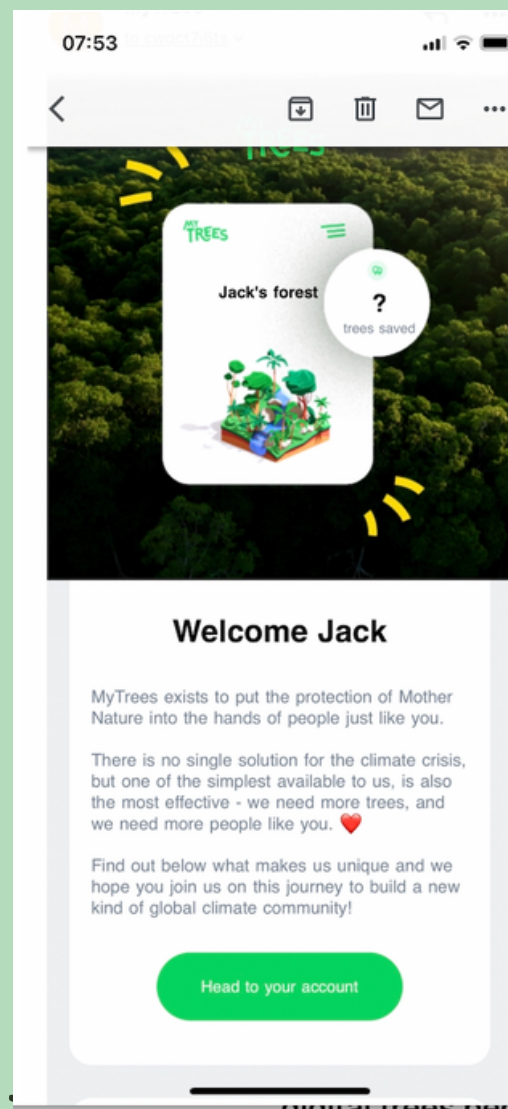
Some examples:

"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."

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

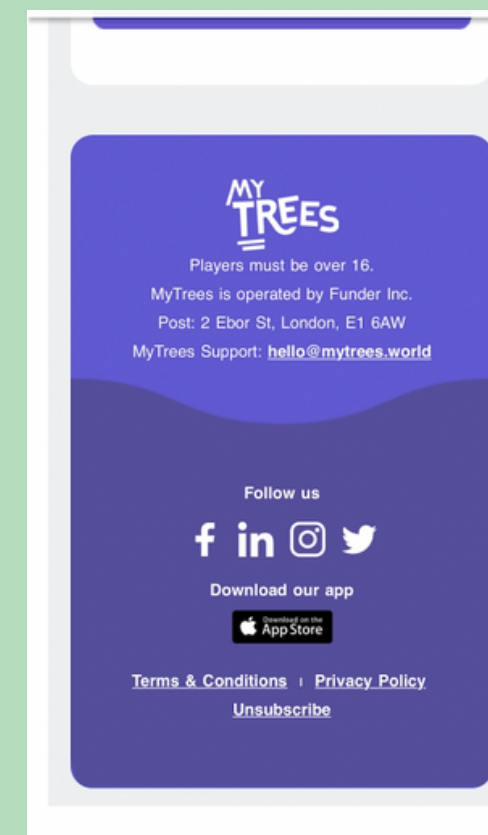
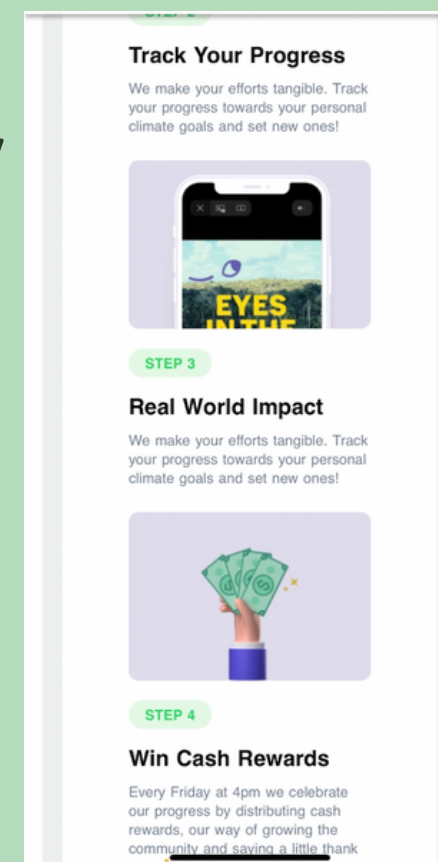
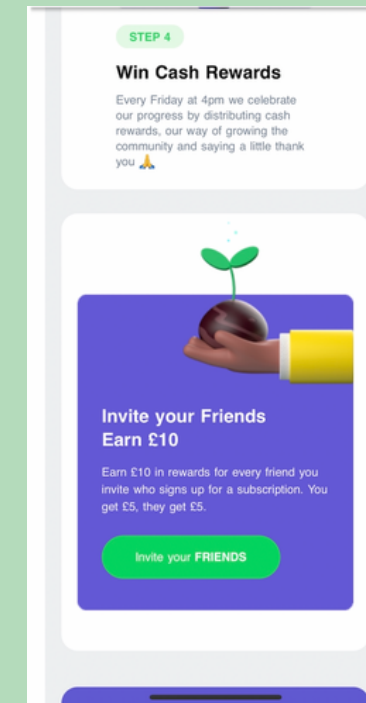
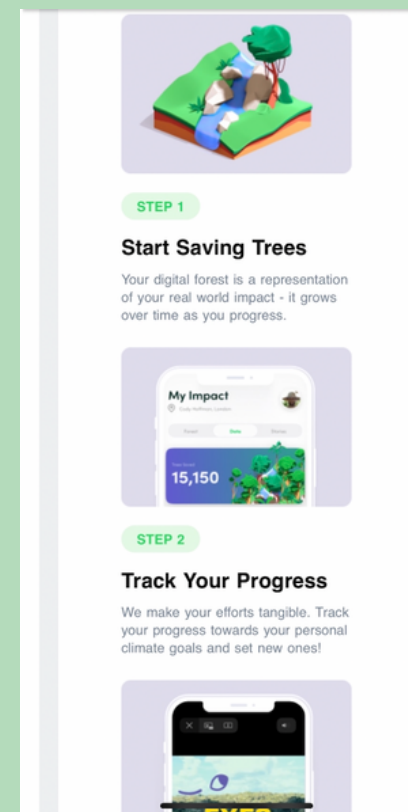
# The Email



"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)



**Save trees.  
Fight climate  
change.  
Win cash rewards.**



## **MyTrees**

Actions, Trees, Rewards

Designed for iPhone. Not verified for macOS.



# 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, SCIENCE NEWS, TIME) – make science active in the MyTrees way
- Utilise Reddit – community outreach is vital for such issues. Want a community? Get conversing!

	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagement	
<input type="checkbox"/> <b>Climate change: Planting extra trees will boost rainfall across Europe</b> By <a href="#">Bbc News</a> <span>Journalist</span> <span>NEW</span> Jul 5, 2021 <a href="#">bbc.com</a>	3.7K	320	21	36.5K	33	5	40.5K	
<input type="checkbox"/> <b>Protecting forests slows climate change more than mass-planting trees</b> By <a href="#">Carolyn Wilke</a> Jul 13, 2021 <a href="#">sciencenews.org</a>	13K	1.3K	3	0	7	8	14.3K	
<input type="checkbox"/> <b>We Can Use Trees to Fight Climate Change. Here's How</b> By <a href="#">Jad Daley</a> <span>Journalist</span> <span>NEW</span> Aug 27, 2021 <a href="#">time.com</a>	11.1K	1.2K	0	318	6	0	12.5K	



# 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?

TWITTER BIOS	ACTIONS	FOLLOWERS	TWEETS	LISTED COUNT	SIGNED UP
<b>designmodo @Designmodo</b> Timesaving tools for designers, developers and marketers. Website and Email Builders (NoCode). We plant trees. Curated by @andriano - <a href="https://t.co/8qf6rdrw">https://t.co/8qf6rdrw</a>	<a href="#">FOLLOW</a>	0.2m	15k	6.8k	11 years ago
<b>Jinu - മിനു @JinuTalks</b> @JinuTalks മിനു ജിനു അജി   Gardening   Plant Trees   Save Nature   Green India   @mrgg   @mrgg @mrgg @mrgg @mrgg   <a href="https://t.co/8qf6rdrw">https://t.co/8qf6rdrw</a>	<a href="#">FOLLOW</a>	0.1m	6.4k	19	5 years ago
<b>Victoria Hawtrey @V_Hawtrey</b> Retired. Mother of three. Cambridge University. "The true meaning of life is to plant trees, under whose shade you do not expect to sit" -Nelson Henderson	<a href="#">FOLLOW</a>	64k	0.1m	888	10 years ago
<b>Moments &amp; memories @momentmemori</b> An archive of positivity, peace education, love, nature, and humanity. hash tag #PlantTrees Follow for Quality tweets. YouTube: <a href="https://youtu.be/YDmrrgMs">https://youtu.be/YDmrrgMs</a>	<a href="#">FOLLOW</a>	61k	10k	85	4 years ago
<b>Victor Lledo @victorlledo</b> #Global #GreenWall Facts: Each person has to plant 8 trees a year to become carbon negative... Donate <a href="https://t.co/8qf6rdrw">https://t.co/8qf6rdrw</a>	<a href="#">FOLLOW</a>	60k	904	192	9 years ago
<b>Michael Hall @mhalls5nine</b> Musician and news junkie seeking my daily workout, plant trees water plants move rocks create art grow grass play guitar cause i got the music in me!	<a href="#">FOLLOW</a>	46k	1.1m	2.4k	7 years ago
<b>fenella   patreon @fenellafox</b> buy my nudes plant some trees	<a href="#">FOLLOW</a>	35k	36k	184	11 years ago
<b>Brokoli Network @BrokoliNetwork</b> Plant trees, get NFT trees with sustainable Defi. Powered by 588K, Telegram: <a href="https://t.me/brokolinetwork">https://t.me/brokolinetwork</a> #Defi #GameFi #Presale soon #Join waitlist	<a href="#">FOLLOW</a>	35k	362	27	4 months ago
<b>TreeDefi   The First Eco-Friendly Yield Farm @treedefi</b> The Eco-Friendly Yield Farming community on #BSC. We use swap fees to plant new trees around the globe. <a href="https://t.co/8qf6rdrw">https://t.co/8qf6rdrw</a>	<a href="#">FOLLOW</a>	34k	1.2k	45	6 months ago

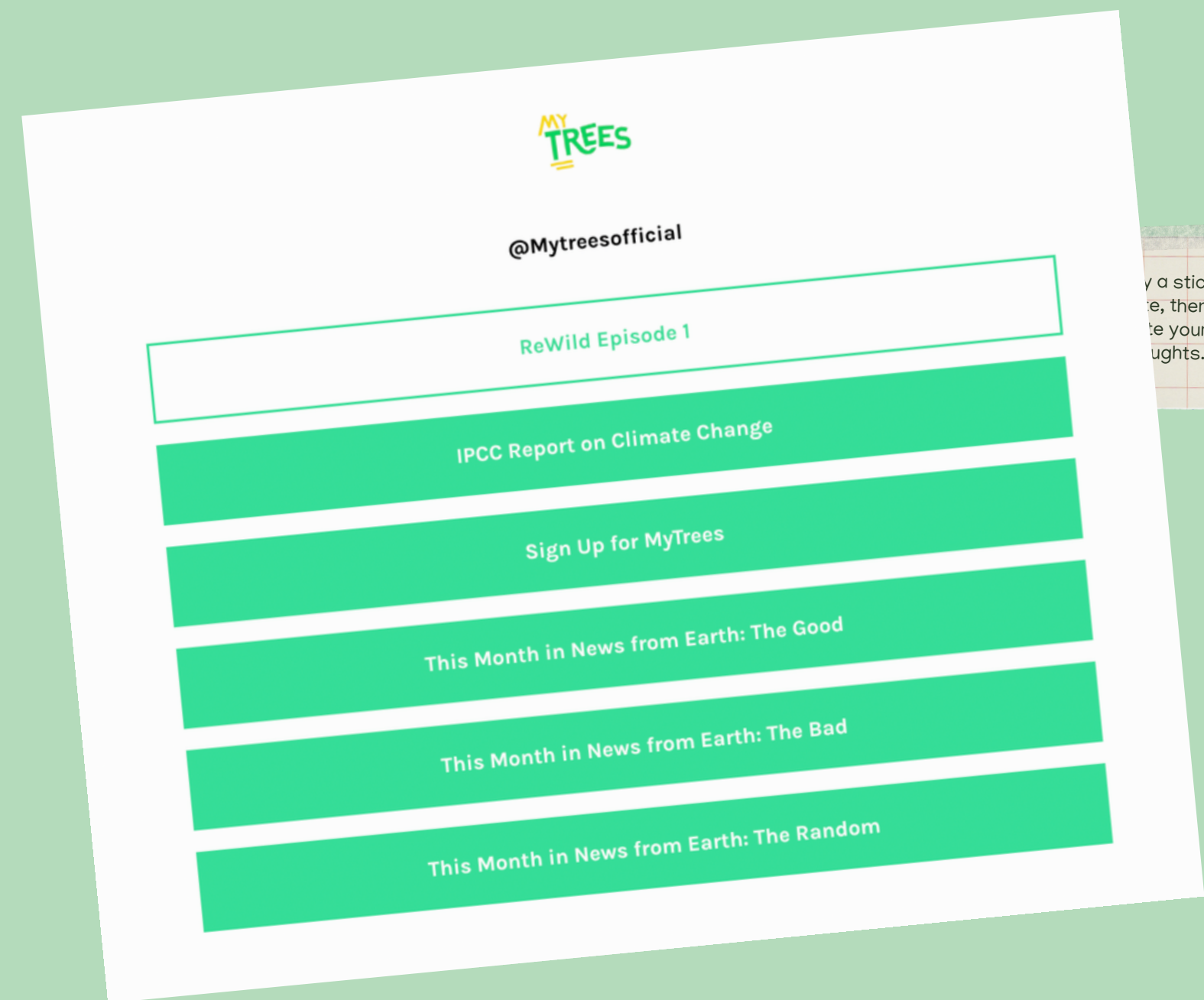
<b>Trees for Cities @TreesforCities</b> Planting trees, greening urban landscapes and growing stronger communities Text TREE to 70560 to donate £6 and plant a tree (txts cost £6+std network msg)	<a href="#">FOLLOW</a>	33k	10k
<b>tentree @tentree</b> Earth-First Lifestyle Apparel You buy one item, we plant ten trees Over 50 million trees planted	<a href="#">FOLLOW</a>	23k	7.9k
<b>Dallas Arboretum @dallasarboretum</b> 66 acres of spectacular display gardens that showcase incredible seasonal flowers, trees and plant collections in a serene setting on White Rock Lake, #Dallas.	<a href="#">FOLLOW</a>	21k	8.9k
<b>Sarah Q. Eaglesfield @zenxv</b> Growing the Alteo BEP20 token Creator of the NFTree. Let's plant 1 BILLION trees by 2030!	<a href="#">FOLLOW</a>	21k	4.8k
<b>siren @mermaid_daisy</b> behavioral specialist/ clean the seas save the bees plant more trees and don't be creepy	<a href="#">FOLLOW</a>	16k	0.2m
<b>AJIT SINGH PUNDIR @ajitsinghpundir</b> Supreme Court Lawyer, Respect #Nature Love farming #Horticulture Fight #GlobalWarming #PlantTrees #SaveForests Stand for #HumanRights	<a href="#">FOLLOW</a>	15k	0.2m
<b>Bryan (read pinned tweet) @BryanWinsAgain</b> Buy one of my sunflowers below (or pinned tweet) and I will plant 10 TREES! Help me pay for college!	<a href="#">FOLLOW</a>	14k	66k
<b>DutchGreen @DGB_earth</b> Our goal is to plant 3 trillion trees. DGB uses free market forces and the access to capital needed to rapidly accelerate #reforestation of Earth.	<a href="#">FOLLOW</a>	12k	471
<b>One Tree Planted @onetreeplanted</b> We're a 501(c)(3) nonprofit focused on global #reforestation. We plant #trees! \$1 = 1 tree one-for-one business partnerships Every tree matters	<a href="#">FOLLOW</a>	12k	14k
<b>LOVE SCIENCE @jernzyjean</b> #RESIST trump #SCIENCE #FridaysStrikesForClimate, @GretaThunberg Stop Man Made Co2/Methane Emissions, GLOBAL WARMING IS REAL, PLANT TREES	<a href="#">FOLLOW</a>	12k	39k

# LinkTree

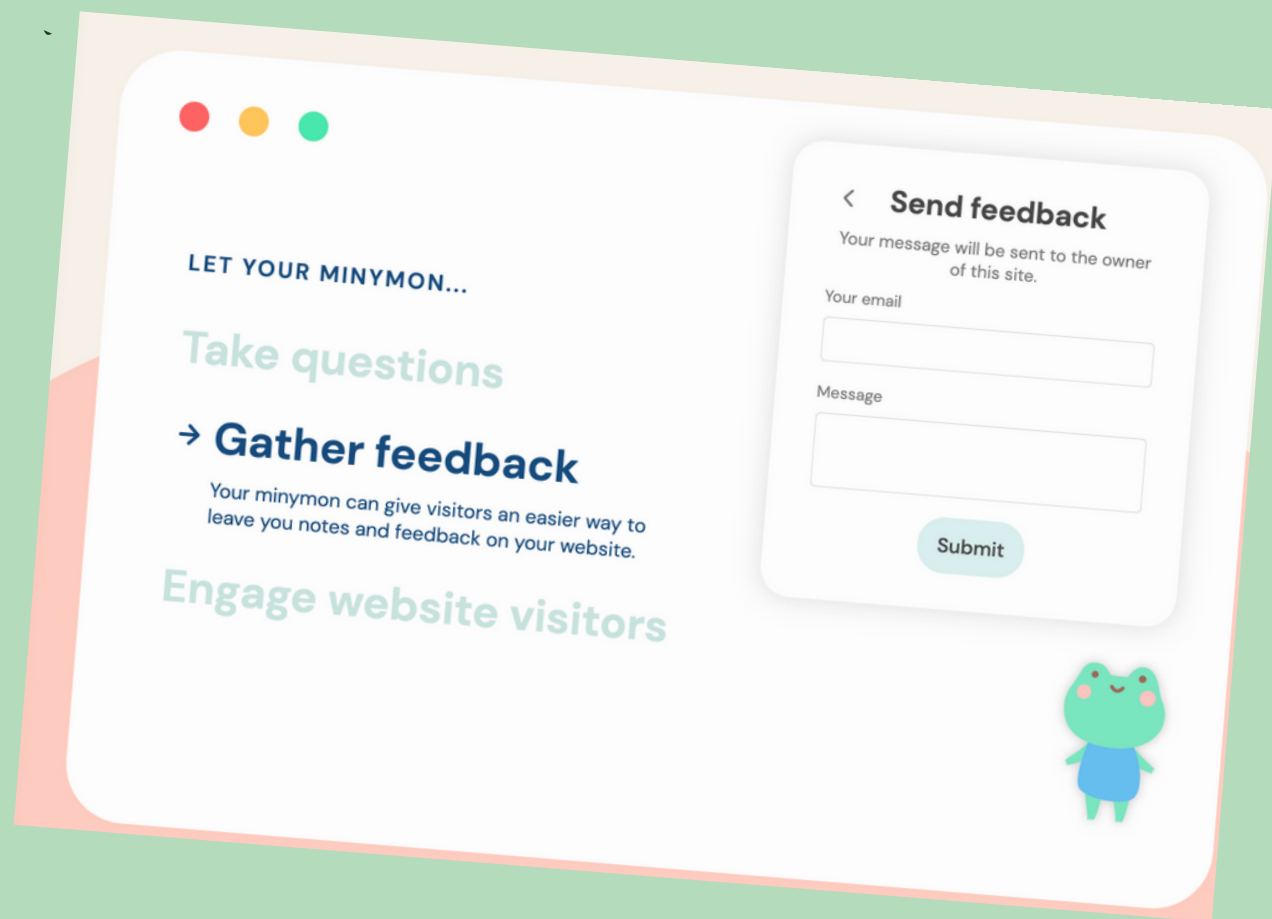
My initial drive for clicking on this link was to find a download or website link. Sadly, I'm not given the option for these!

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!)

