

CREATIVE BRIEF

CLIENT: Appalachian Trail Conservancy

PRODUCT: "Back to Nature" Campaign

DATE: June 2, 2021

WRITER: Rebecca Schmaeling

BUSINESS OBJECTIVE ☐ Awareness ☒ Action ☐ Attitude

BUSINESS PROBLEM

Visits to the Appalachian Trail are decreasing and the client wants to increase visits.

PRODUCT PROFILE

The "Back to Nature" campaign encourages families to visit the Appalachian Trail through advertising and a new series of free, age-appropriate nature classes for children and families.

TARGET PROFILE

All genders, ages 30 - 50, parents of all incomes, worried about their children's level of activity, live within a one hour drive of an entry to the Appalachian Trail.

Tim and Jim have 3 boys, ages 10-15. They feel like their sons are constantly playing with their electronics and don't get enough exercise. They are also busy - they both work - and struggle to think of fun, outdoor activities to do as a family on weekends. They have only ever thought about the Appalachian Trail as an option for "extreme hikers" who hike the entire trail.

TARGET PROBLEM

When we were kids, we played outside all the time. We want to instill a love of the outdoors in our children but they get bored easily, and we don't have much time to plan activities. There aren't any Boy Scout troops in our neighborhood, but we want our kids to have at least some basic outdoor skills.

TARGET SOLUTION

"Advertising will convince parents to take their children hiking on the Appalachian Trail because it will help them connect to nature and each other."

SOLUTION SUPPORT

Health – Improve your children's mental and physical health through outdoor exercise.

Connection – Help your children connect with nature and each other.

Education – Learn about nature, hiking, and survival skills through free classes.

SOLUTION ALTERNATIVES

Local parks/playgrounds

Amusement parks

Zoos/Aquariums

BRAND IDENTITY

Healing, wholesome, nature, family

MANDATORIES

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Programs will run from May - October 2022

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