

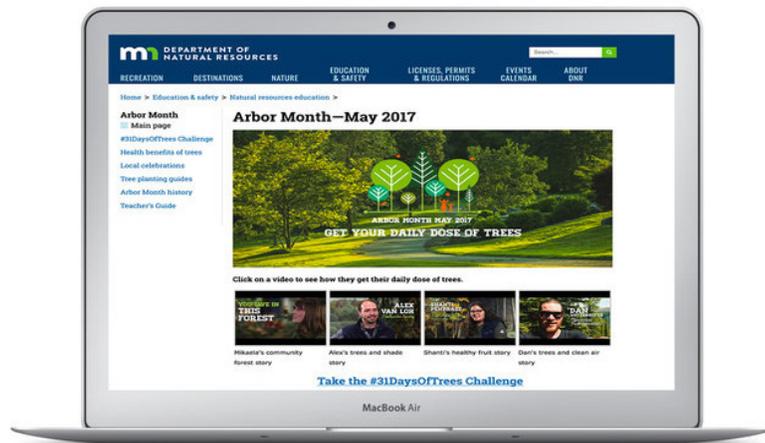
Case Study Minnesota Department of Natural Resources

A Daily Dose of Trees

PR and Marketing Campaign for Arbor Month

GOALS

In our first year's campaign, the goals were based on garnering publicity and securing placements, interviews and video clips in the local print and broadcast media. In our second year, **MP+G** introduced social media to the mix and helped deliver the DNR's first social media marketing campaign. In our third year, our goal was to focus on getting millennials to engage in the Arbor Month message.



OBJECTIVES

Develop a targeted social media campaign to millennial Minnesotans to create awareness of the DNR Arbor Month key messages featuring the health benefits of trees by promoting participation in a 31-days of trees challenge.



MNDNR #31 DaysOfTrees Challenge Social Media Campaign

A PRESCRIPTION FOR SUCCESS

MP+G developed a targeted social media campaign that included memes and video clips for Facebook and Twitter, and advertisements for Facebook and Instagram. The videos focused on stories from millennials about how trees have improved their health. The **#31DaysOfTrees campaign** challenged millennials to experience trees each day in May. Participants were tracked on social media and entered a drawing to win prizes.

CLIENT

MN Department of Natural Resources works with citizens to conserve and manage the state's natural resources, to provide outdoor recreation opportunities, and to provide for commercial uses of natural resources in a way that creates a sustainable quality of life.



GET YOUR DAILY DOSE OF TREES

for a healthy you and me

DELIVERABLES

- Detailed communications plan
- Celebratory theme graphic + tagline
- Imaginative infographic poster (endorsed by the MN Department of Health)
- Targeted media relations campaign—pitches, press releases, media kits
- Spot-on social media campaign
- Dynamic video series
- Facebook, Twitter, Instagram memes + ads
- Effective hashtag
- User-centric landing page
- Event banners
- State Fair display banner
- Comprehensive project analytics summary

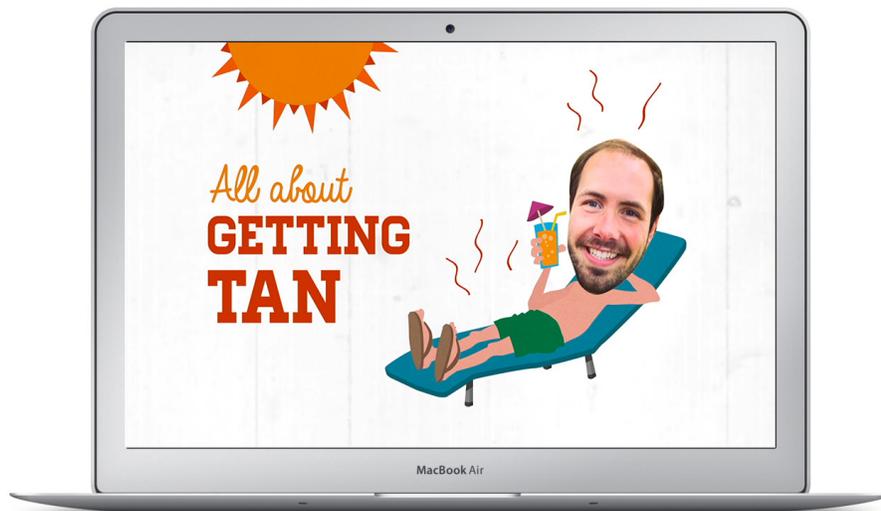
A WINNING PROGNOSIS

"MP+G helped bring the "Get Your Daily Dose of Trees" Arbor Month campaign to a new level. They understood our millennial target audience and how to capture their attention. Their testimonial videos of other millennials talking about how trees have improved their health was effective and engaging. MP+G went beyond expectation to keep the campaign on track, moving forward, focused, and successful. I recommend using MP&G to help with your marketing campaign."

Jennifer Teegarden
Forestry Outreach Specialist
MN DEPARTMENT OF NATURAL RESOURCES

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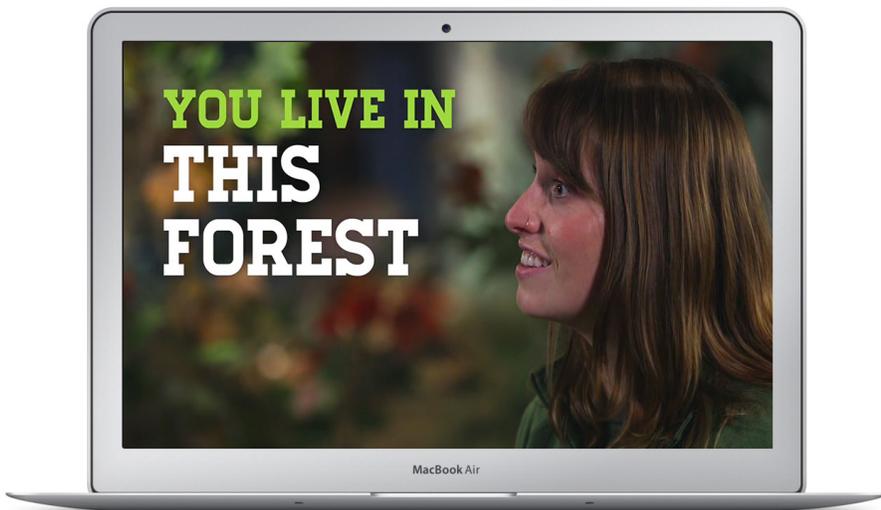
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HEALTHY RESULTS

The “Daily Dose of Trees for a Healthy You and Me” campaign exceeded expectations and was so successful, the DNR agreed with **MP+G** to repeat the same concept the following year.

The next year, **MP+G’s** strategic placement of social media ads over six weeks used a limited budget to make **577,000 impressions** resulting in **5,023 clicks** and **15,000 video views; increased page likes by 114;** and **900 entries** for the 31-day challenge. Impressive numbers for a government agency’s first-ever social media campaign.



Left: MN DNR’s dynamic video series. Personal “importance of trees” stories told by millennials working in environmental professions gives the 31-day challenge an engaging edge.

ABOUT THE CREATIVE TEAM



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*A rare designer who is the whole package – brand savvy, thorough, passionate, and focused on the end result. Her astute marketing sense belies the fact that she is a true artist. Grand Ciel and MP+G have been making grand campaigns together since 2011 including environmental awareness campaigns for Blue Thumb - Planting for Clean Water, Metro Blooms, and the MN Department of Natural Resources Arbor Month campaigns. **Web:** grandciel.com*