



# CTPB 2020 Messages

## Memories

### REAL CHRISTMAS TREES CAN HELP END A DIFFICULT YEAR WITH GOOD MEMORIES.

- Real Christmas trees are special; they create memorable experiences and they literally smell like Christmas.
- In a recent survey<sup>1</sup> of more than 2,000 adults in the U.S., a majority of respondents (72%) said it's important to purposefully create good memories.
  - In addition, 86% agree that it's possible to make good memories even during bad times.
  - » Physically, people want to make their home a more pleasant place (84%) and emotionally, they want to make this Christmas more memorable (82%) and make it the best Christmas for their kids (78%).
  - » More than half (61%) said the pandemic has increased their desire to spend money on experiences rather than things.
  - » And more than three-quarters (76%) said they think of real Christmas trees as an experience (as opposed to just a product) and as “special,” (as opposed to “normal”).
  - By comparison, fewer feel the same way about artificial trees.
  - In fact, nearly a quarter of respondents put up an artificial tree or no tree at all last year, yet said that they are more likely to put up a real Christmas tree this year.
  - Many explained that their switch to a real Christmas tree is a response to the pandemic and a resulting desire to add more cheer to their Christmas as they close out 2020.
- Best of all, going to pick out a real Christmas tree is an event that creates family memories every year.

## Environment

### REAL CHRISTMAS TREES ARE A GOOD CHOICE FOR THE ENVIRONMENT, TOO.

- Real Christmas trees come from the earth and return to the earth; they are biodegradable, so they can be recycled or reused for mulch.
- Real Christmas trees are grown to be harvested, just like pumpkins for Halloween or salad ingredients for dinner. There's no harm in taking them home.
- In fact, research shows that real trees are *much friendlier to the environment compared to artificial trees*. Artificial trees have three times the impact on climate change and resource depletion.<sup>2</sup>
- For every real Christmas tree farmers harvest, they plant at least one new tree.

## Call-to-Action

### VISIT [ITSCHRISTMASKEEPITREAL.COM](https://www.itschristmaskeepitreal.com) TO LEARN MORE.

- Enter your zip code to find a real Christmas tree near you.
  - » Our interactive map and search filters can help you find a real Christmas tree no matter where you live or like to shop:
    - Choose and Cut
    - Garden Centers
    - Seasonal Lots
    - General Retailers
    - Home Improvement Stores
  - » Don't want to go out to shop? You can even buy a real Christmas tree online.
  - » Buying a real Christmas tree is a way to support local businesses, organizations, and their workers who have been impacted during the pandemic.
- Use our visual tree guide for a close-up look at the 20 most popular types of real Christmas trees.

<sup>1</sup> ABOUT THE MARKETING RESEARCH SURVEY: TRUE Global Intelligence, the in-house research practice of FleishmanHillard, fielded a survey of 2,019 Americans adults ages 21 to 49 years from July 6th to July 10th, 2020. All respondents to the survey celebrate or observe Christmas and either decide or share in the decision of whether and what kind of Christmas tree to put up in their home each year or influence their home's decisionmaker. The survey has a margin of error of  $\pm 2.2\%$  and higher for subgroups.

<sup>2</sup> Comparative Life Cycle Assessment of an Artificial Christmas Tree and a Natural Christmas Tree; Ellipsos, Montreal, Quebec, 2009; pages 6 & 8.