



YOUNG LIONS COMPETITIONS

Help WWF expand their digital goods portfolio by proposing three new creative designs.



The Challenge

World Wildlife Fund (WWF-US) offers plush, apparel, and more as a way to thank its donors under the sub-brand WWFGifts. Donations are used in support of WWF's global conservation efforts, and the item provides a tangible way to show one's support. While there is demonstrated success in this model, there are several limiting and costly operational complexities like supply chain challenges and reliance on delivery services during the December holiday rush. Therefore, WWF is looking into ways to tap into the digital good market which don't share those limitations, and make that a greater part of its fundraising portfolio.

Target Audience

The "typical" donor is white, affluent, in her late 50s, works from home, and views herself as an advocate for animals and nature. WWF wants to expand that donor base to get gen z and millennials to donate and share these digital goods with friends and family. The organization also aims to be more inclusive, especially of Hispanic, Black, and Asian audiences.

Insight

Everyone of us has a favorite animal. You can both support conservation and share animal-themed artwork that resonates with you.



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Strategy

WWF is interested in stunning digital assets that could be used as the thank you-item for donations. It can either build expand current offerings such as [Gift Cards](#) or downloadable PDFs ([example](#)), or be an entirely new digital offering.

Key Message

When you donate through WWFGifts, you help create a safer world for wildlife, protect amazing places, and build a future where people live in harmony with nature.

Support to the Brief

- For 60 years, WWF has been protecting the future of nature.
- WWF works in nearly 100 countries and is supported by 1.3 million members in the United States and more than 5 million members globally. Your donation provides general support and makes you a member.
- 82% of WWF's spending is directed to worldwide conservation activities.
- List of Iconic Species:
<https://gifts.worldwildlife.org/gift-center/gifts/Species-Adoptions.aspx?sort=1>
- + Logos

Personality

As a person, WWF would be a courageous leader, with a heavy focus on integrity, respect, and collaboration. You can learn more about our values here:
<https://www.worldwildlife.org/pages/our-values>



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Campaign Dos and Don'ts

DO leverage/allude to a variety of compelling digital mediums in your design system.

DO prioritize popular/iconic species. While niche animals can be referenced, they shouldn't be the sole focus of your campaign.

DON'T anthropomorphize animals. WWF is a science-based organization and is very unlikely to run a campaign in which animals are talking or engaging in other human-like behaviors.

DON'T use retail language like "shop/buy/discount." WWF is a nonprofit organization and offers items as a thank-you for donating. The primary focus is the gift one makes to conservation. Secondary is the item they receive.

Specific Creative Deliverables

Teams will be required to create a design in response to a brief given by the Competition Partner. Each team will be submitting an A3 format design entry that showcases their design. This must include:

1. A landing page mockup that focuses on donations and digital thank you items.
2. Three examples of digital items, how they will work, and how they are promoted.

A two-part written submission

- Explain how your design system fits the brief (250 words)
- Describe how WWFGifts would evolve through your design (250 words)