



YOUNG LIONS COMPETITIONS

16-20 JUNE 2025

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BEE:WILD DIGITAL BRIEF

Gen Z, let's make wild bees the next big (but lasting) thing! Turn your feed into a buzzworthy movement to save the planet's tiniest heroes.

Background

Bee:wild is a global awareness and fundraising campaign dedicated to protecting and restoring pollinator populations and their habitats through conservation, education, research and advocacy. Working in coalition with scientists, purpose-driven brands 'powered by pollen', non-profit organisations, grassroots initiatives and celebrity and digital influencers, our mission is to create a world where pollinators thrive, securing biodiversity and food systems for future generations.

Bee:wild is a campaign of Re:wild – a global conservation organisation founded by a group of renowned conservation scientists together with Leonardo DiCaprio and combining more than 35 years of conservation impact.

The challenge

How can Gen Z make wild bees famous?

We need a digital campaign that:

- educates Gen Z about wild bees (not honeybees!) and their critical role in food systems (1 in 3 bites of food), ecosystems and everyday products (like fruit, vegetables, cotton, perfume, cosmetics, timber/paper and medicine)
- sparks a viral trend around year-round gardening for pollinators and pesticide-free choices



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- turns Gen Z into advocates who drive collective action, inspiring others to join the movement.

Key ask: Create a digital idea that's bold and shareable and leverages Gen Z's power to turn niche causes into global sensations.

Target audience

Gen Z (ages 15–25):

- **Digital natives:** Active on TikTok, Instagram, YouTube.
- **Values:** Climate justice, individuality, authenticity and peer-led movements.
- **Living situations:** Renters, students, urban dwellers with limited outdoor space (balconies/window sills) but influence parents (have gardens).
- **Psychographics:** Crave purpose, distrust institutions, and want to 'hack' systemic change. Believe in collective action provoking long-term change.

Insight

Gen Z will protect what they *love*, not just what they're told to save. They may not yet know much about wild bees (most people only think honeybees, honey and hives), but when they recognise that these wild species exist in their own neighbourhoods and that they have the individual and collective power to save them, then they'll start a revolution in rewilding for pollinators and people to thrive!

Realising that saving the planet may start for most people with saving their morning smoothie, their Sunday brunch, their wardrobe, their favourite skincare or perfume and nature within their very own neighbourhoods, Gen Z will rewrite the narrative by making wild bees iconic –



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combining education with actionable coolness (collective action).

(Individual action counts, but most people participate when they feel their action is part of a movement bigger than themselves. So by motivating family, friends, neighbourhoods and communities to participate, we can truly save wild bees in cities and countryside all over the world.)

Strategy

- **Light education through virality:** Use bite-sized, shocking facts (e.g., “No wild bees = no avocado toast”) paired with bold visuals.
- **Bring people in – this is one wild species each one of us can individually and collectively save.** Every balcony, backyard, park, university campus counts. The theory is that if I can bring the bees back to my part of the world and motivate others to do the same, then together, we can save our wild bees.
- **Gamify action:** Maybe think of challenges (planting bee-friendly seeds, guerrilla gardening, or snapping pesticide-free grocery hauls).
- **Leverage influencers:** Think about partnering with celebrity talent (who are keen to help out for free), eco-creators, meme pages, and artists to co-create content.
- **Reward participation:** User-generated content features, badges or engagement from celebrities that provoke their followers to participate.

Key message

Wild bees run the world. Save them, and you save everything. #BringTheBuzzBack

Your balcony/backyard/local park, TikTok feed or shopping choices can literally bring the buzz back.



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Personality

- **Tone:** Bold, exciting, hopeful, irreverent, irresistible and empowering.
- **Vibes:** Think Greta Thunberg meets Billie Eilish with a bit of Mr Beast thrown in –authentic, edgy and unapologetically urgent but fun, energetic and change-worthy on a personal to global level.

Campaign dos and don'ts

DO:

- Focus on **wild bees** (not honeybees).
- Use **native or bee-friendly plants** and **urban rewilding** as key themes.
- Highlight **simple actions** (e.g., “Buy pesticide-free fruit and veg. Plant bee-friendly plants and watch these diverse and beautiful wild bees return to your space. Share your wild bees with the world. Monitor them on citizen science apps like iNaturalist”).
- Incorporate humour and **wow stats** (e.g., “Bees contribute US\$150bn to the economy”).

DON'T:

- Use doom-and-gloom messaging.
- Confuse wild bees with honeybees.
- Overcomplicate the ask.



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Competition submission requirements

Each team will be submitting a digital case board format entry that showcases their digital campaign. This must include:

1. **A digital presentation image** (jpg/jpeg) – a visual overview of your work, concisely summarising the brief.
2. **A four-part written submission** – to give more context to your work. This includes:
 - a. **Background** (150-word limit) – situation, brief and objectives
 - b. **Creative idea and insight** (150-word limit) – describing the innovations in the work and potential of the idea for industry impact
 - c. **Strategy** (150-word limit) – explain the data gathering and target audience (including consumer demographics, individuals and organisations), approach and relevancy.
 - d. **Execution** (150-word limit) – explain the implementation, timeline, placement and scale.
3. **OPTIONAL:** digital supporting content – a maximum of 3 digital uploads that may support your entry in the Jury room. Only include if it is necessary and relevant.