



YOUNG LIONS COMPETITIONS

16-20 JUNE 2025

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BEE:WILD PRINT BRIEF

Use creativity to make wild bees famous – because saving the planet starts with the smallest heroes.

Background

Bee:wild is a global engagement 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

When asked what they know about bees, most people think only of honeybees, their hives and the delicious honey they make. In this narrative, wild bees, their alarming decline and the critical role they play in pollination and safeguarding biodiversity are woefully overlooked. Very few people know that honeybees only account for 12 species out of more than 20,000 bee species recorded in the world today. The rest are wild bees – native to the place they are found and either living in small colonies or as solitary bees. Unlike other animal species in the wild, each one of us has the power to bring the buzz of wild bees back to our geographical space, be



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it a balcony, rooftop, street, town, city or countryside, and in so doing, together, we can save the world. Individual action and collective purpose.

We need a print ad that:

1. **educates:** Honeybees are just a fraction of the story. Showing wild bees are essential. Highlight their irreplaceable role in life: food, medicine, ecosystems, etc.
2. **activates:** Inspire immediate, personal action (planting, ditching pesticides, building habitats).
3. **arrests:** Stop audiences mid-scroll with bold visuals, wit or provocative facts. Think: *"No wild bees = no smoothies, avocados, or 1 in 3 bites of food"*

Key ask: Create a print ad for magazines and/or billboards that Gen Z shares, mayors champion, and gardeners pin to their sheds.

Target audience

EVERYONE, EVERYWHERE

- **Gen Z activists:** Culture drivers. Trendsetters. Change-makers. They want action, not talk.
- **Urban dwellers:** Balcony gardeners, guerrilla planters, rewilding DIYers, and city mayors.
- **Global citizens:** People who care about climate change and the natural world – they just don't know enough about wild bees to champion them.

Insight

Humans protect what they love – but nobody loves what they don't know.

Most people think "bees = honeybees + honey". Wild bees – 20,000 species strong – are



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invisible heroes. Yet their decline means collapsing food systems, barren cities, and a beige diet. The antidote? Show wild bees as essential, relatable, and saveable through small acts.

Strategy

“Small creatures, big impact”

Position wild bees as the unsung VIPs of life. Use shocking contrasts (e.g. “Your morning smoothie needs 12 wild bees”) and empower audiences with simple, viral actions:

- **Educate:** Contrast wild bees’ value (“US\$150bn to the global economy”) with their fragility (“1 pesticide spray = 1000 bees confused”). Give wild bees the credit they deserve: 130 fruits and vegetables, cotton, timber and paper, certain perfume and cosmetics, some medicines (pain relief), etc.
- **Activate:** Turn everyday spaces into bee havens – no yard required.

Key Message

“No wild bees? No us. Plant. Protect. Bring the buzz back.”

Personality

- **Tone:** Bold, hopeful, witty. Think David Attenborough meets Greta Thunberg.
- **Visuals:** Vibrant, high-contrast imagery
- **Attitude:** Authentic, edgy and unapologetically urgent *or* fun, energetic and empowering. No doom – just “*You* can fix this”.



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Campaign dos and don'ts

DO

- Focus on **wild bees** (not honeybees).
- Use jaw-dropping **stats**.
- Include a **clear CTA** (not in these exact words): “Plant native flowers”, “Join Bee:wild”, or “Build a bee hotel”. “Eat pesticide-free fruit and veg”.
- Incorporate the **Bee:wild logo and tagline** “Bring the buzz back”.

DON'T

- Use clichés (hives, honeycombs).
- Depict bees as cartoonish or “cute”.
- Overwhelm with text – think visual storytelling.

Competition submission requirements

Each team will be submitting the following for the print competition:

1. **Digital proof** – the digital version of the original advertisement or execution, exactly as it would run.
2. **A three-part written submission** – to give more context about the work. This includes:
 - a. **Background** (150-word limit) – situation, brief and objectives
 - b. **Creative idea** (150-word limit) – how the idea was designed to earn attention from the target audience.
 - c. **Strategy and insight** (250-word limit) – explain the strategy and insight behind the work, including target audience and how the ad answers the brief.
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.