



YOUNG LIONS COMPETITIONS

22-26 JUNE 2026

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RE:WILD DESIGN BRIEF

Design a flexible visual identity and shareable live-event installation for Re:wild that makes the wild world unmissable and inspires people to join the movement.

Background

Rewild is a global conservation organization that brings people together to protect and restore nature at the scale and speed we need in the places most at risk.

We do this because the solutions to many of the world's most urgent challenges like climate change, biodiversity loss, and threats to human health, already exist in nature.

Founded by a group of renowned conservation scientists together with actor and environmentalist Leonardo DiCaprio, Re:wild works in more than 90 countries, with over 600 partners, prioritizing the protection of irreplaceable areas for biodiversity in Biodiversity Hotspots¹ worldwide on land and in the ocean. Their work benefits more than 30,000 species.

Alongside Indigenous Peoples, local communities, scientists, governments, NGOs and corporate partners, Re:wild helps scale proven conservation solutions where nature needs us most.

Our forests, grasslands, peatlands, rivers and lakes, coral reefs, mangroves, seagrasses and other natural ecosystems do not merely provide a home for Earth's plants, animals and fungi, they provide a liveable planet for all life, including each of us — generating clean air and fresh water, protecting our health, and providing an abundance of food and medicines. And they do this for free—but only if we give them the chance.

Life on Earth is an intricate web where every thread matters. At Re:wild, we protect and restore species on the brink of extinction (referred to as Critically Endangered, Endangered

¹ Biodiversity Hotspots are wild places that are both: (a) home to a wealth of endemic species, and (b) threatened by human activities like habitat destruction, pollution, and climate change. Scientists estimate that half of all plant and vertebrate species are found only within these hotspots.



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or Extinct in the Wild), because healthy wildlife means healthy ecosystems—and a healthier planet for all of us.

We are also leading a new era of exploration through our Search for Lost Species — a global effort to rediscover and protect species that haven't been documented by scientists for 10 years or more, sometimes more than 100 years. We've identified more than 4,300 species of plants, animals and fungi that remain lost to science in the hopes that they can be rediscovered and protected.

The challenge

Design a flexible visual identity and shareable installation for Re:wild at live events, like music festivals, that inspire people to join the movement.

Live events are powered by the wild – the air, the grass, the food, the weather, the materials, the landscapes, and the living systems around us. But at festivals and cultural gatherings, nature is usually treated as the backdrop. Re:wild wants to make the wild world, its places and/or species, the headline act.

Create a distinctive Re:wild design system anchored by a physical “wild encounter”: a visual moment people want to step into, photograph/take selfies, share and act on. The work should bring Re:wild's mission to life through identity, spatial design, signage, social assets and a clear QR sign-up journey.

The design must have enough stopping power to compete with the spectacle of a live event, enough flexibility to travel across locations (perhaps with local conservation stories), and enough emotional pull to turn a passing photo moment into a new Re:wild supporter.

Installation example for reference: [Lollapalooza page](#) (Re:wild x Lollapalooza, 2024)

Target audience



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Primary: Music festival-goers

Primarily Gen Z and young Millennials, approximately 14–45. They attend music festivals, concerts and cultural events not just to watch, but to belong: they dress for the moment, move through the space with friends, gather near food stalls, queue for bathrooms, discover brand and partner experiences, and are constantly on the look out for moments worth photographing and sharing.

They are socially aware, visually literate, and highly fluent in digital culture. They are drawn to experiences that feel joyful, surprising, beautiful, and worth sharing with friends.

Secondary: Artists, performers, speakers and VIPs

Re:wild considers every musician at music festivals a potential ambassador or funder for Re:wild. Many artists are nature lovers and may be open to showing their support by being photographed in a Re:wild designed space and sharing it with their audiences. For this audience, the design should feel elevated, culturally relevant, and worthy of appearing on an artist's social channels.

Insight

At live music festivals, everyone is looking for the thing that says: "I was here." The outfit, the performance, the friends, the unexpected moment - all become proof of belonging.

The wild world is also there: under their feet, in the trees, in their food, in the heat & rain, in the landscape, and in the species fighting to survive beyond the event gates or those species who may even have roamed in this festival location hundreds of years ago.

But nature is often invisible because it is treated as the setting, not the story.

Re:wild can make nature the moment people want as their proof. A designed encounter that says not only "I was here," but "I stand with the wild."

Strategy



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The design should balance **the wow-factor, action, and shareability.**

It should:

- Create instant stopping power in a visually crowded live-event environment
- Make the wild world feel present, exciting, urgent, beautiful, and culturally relevant
- Encourage people to photograph themselves within or alongside the design
- Make the sign-up action feel like a desirable and natural next step or even better, a necessity, not an interruption
- Work across physical and digital touchpoints
- Be flexible enough to adapt across different event locations/cities, species, local conservation partners and Re:wild campaigns
- If tapping into festival sponsors / brands for your concept, avoid implying that Re:wild tacitly or explicitly “approves” or “certifies” the company or brands. The design should not feel like a corporate sustainability badge or a seal of approval nor, from the other perspective, judge their negative impact on Earth. Re:wild is not asking teams to judge whether a company is good or bad. The opportunity is to design a movement-building moment that invites people in.

Design mandates

- A shareable hero festival installation or spatial design moment
- A simple visual identity system showing how the idea comes to life through colour, typography, imagery and graphic language



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- A clear QR/sign-up mechanic integrated into the design (capturing emails or mobile phone numbers)
- One or two supporting touchpoints that help the idea travel, such as signage, a social post, artist/VIP photo moment, sticker, wristband, or digital filter.

Key message

Make the wild world the headline act.

CTA: Step in. Scan. Join Re:wild.

Personality

Characteristics: one-of-kind, force of nature, memorable, meaningful but fun!

Attitude: Nature as headliner, not homework.

Tone: Awe without doom. Urgency without guilt. Youthful without trying too hard.

Look and feel: Raw, alive, bold, sensorial, high-contrast, social-first and unmistakably Re:wild.

Campaign dos and don'ts

Do

- Create a memorable visual identity and physical design idea with strong stopping power
- Make the design instantly photographable and shareable



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- Ensure the sign-up mechanic is clear, visible, and easy to understand (captures emails or mobile phone numbers)
- Think about how the idea travels across different event locations and local nature stories
- Consider materials, scale, production practicality, and sustainability
- Make the work feel unmistakably Re:wild
- Use clear, accessible design that works in a busy outdoor festival environment
- Create a design system that can extend into social and digital content.

Don't

- Create a badge, seal, certification mark or endorsement system that suggests that Re:wild is approving or shaming sponsors. It is about stopping festival go-ers in their tracks and inviting people into action.
- Use inaccessible text, low-contrast colours, or overly complicated layouts
- Hide the QR code or make the call to action feel secondary
- Rely on generic green imagery, clichés, or vague sustainability symbols
- Make the experience purely decorative without a clear sign-up journey
- Lecture, shame, or overwhelm festivalgoers
- Create something so complex or expensive that it could not realistically travel across festivals.

Competition submission requirements

Teams must submit the following:



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1. **A digital presentation image** (jpg/jpeg) – a concise visual overview of the work in A3, digital case-board style.
2. **A three-part written submission including:**
 - a. **Background** (150-word limit) – situation, brief, objectives, budget, project scale and volume.
 - b. **Creative idea** (150-word limit)– brand relevance, target audience e.g. consumer demographic, individuals or organisations
 - c. **Execution** (150-word limit) – design elements and their integration, choice of campaign elements, approach and scale.
3. **Title of the concept** – Teams must create a name for their Re:wild festival concept
4. **OPTIONAL - digital supporting content** – any additional visuals to aid Jury understanding.

END OF BRIEF



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APPENDIX

Our Philosophy

Re:wild's philosophy is that conservation should appear in places where people already gather – music, art, film festivals and other cultural and sporting events which bring people together, in an inspiring rather than preachy way. By embedding conservation, and a connection to wildlife and wild spaces, into mainstream culture, they seek to grow their movement, attracting support from audiences beyond environmentally minded people.

Re:wild believes in the convening power of music and are building a portfolio of music festivals and live events with whom to partner and engage audiences in the places where culture, community, and self-expression come alive.

For example, in 2023, Re:wild signed a partnership with Lollapalooza Music Festivals to reach millions of people across the world in the US, Chile, Argentina, Brazil, Germany, France, and India. At these festivals, Re:wild celebrates local conservation organisations, shares active campaigns, and invites audiences to become part of the movement. In Chicago, Re:wild captured festival go-ers attention through an interactive Re:wild Your Fridge experience and in France and Germany, a large-scale wildflower bee installation revealed the beauty and importance of wild bees. In Brazil, festival goers had the chance to meet Indigenous malorca and celebrate the cultures of native Amazonian tribes.

Ultimately, Re:wild's goal at any music festival or live event is simple: inspire festivalgoers to sign up, share their email addresses or mobile phone numbers, and join a movement that turns enthusiasm for nature into meaningful action.

Re:wild believes that great design will stop audiences in their tracks and reach millions of people with conservation messages.