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Creative Brief: *Wild Takes: Nature's Unfiltered Truth.*

BRAND/CLIENT: National Parks Conservation Association (NPCA)

Founded in 1919, NPCA protects and defends America's national parks from environmental, developmental, and policy threats. Their organization's goal is ensuring they, national parks, remain wild and thriving for future generations.

WHAT ARE WE TRYING TO ACCOMPLISH?

This campaign aims to reintroduce NPCA to a younger audience by using humor, sarcasm, and bold personality to make conservation feel relevant, engaging, and culturally fluent.

We want to transform NPCA from a “serious, older-skewing nonprofit” into a **fresh, meme-capable brand** that speaks Gen Z's language without diluting the seriousness of environmental threats.

The goal is to **make park protection feel fun, urgent, and impossible to ignore.**

WHO ARE WE TRYING TO INFLUENCE?

Gen Z and young Millennials (ages 18–35) who:

- Love nature content but dislike traditional nonprofit messaging
- Prefer humor over guilt-driven activism
- Are online more than they are outdoors
- Engage most with brands that break rules and lean into personality
- Are environmentally anxious but overwhelmed by doom narratives

This is an audience that responds to **authenticity, irony, bold visuals, and confidence**

TARGET AUDIENCE DEMOGRAPHICS:

- **Age:** 18–35
- **Location:** Urban and suburban youth
- **Income:** Students & early-career adults
- **Interests:** National parks, photo dumps, activism, memes, TikTok, humor
- **Behaviors:**
 - Shares content that is entertaining *and* meaningful
 - Skeptical of traditional institutions
 - Gravitate toward bold, rebellious brand voices
 - Uses humor to cope with serious topics

WHAT DO THEY THINK NOW?

After reviewing social media and reddit on the organization...

- They didn't know of the organization
- Didn't realize the parks need protection, or the intensity of the issues.
- Developers impact on the parks
- Nonprofits feel boring or sad
- They don't know how to help
- Desensitized from the news.

Insight:

- They love nature, but they're unaware of the threats or who protects it.
- Traditional messaging pushes them away while humor pulls them in.

WHAT DO WE WANT THEM TO THINK?

“NPCA is funny, bold, and seriously protecting the parks I care about.”

We want the audience to feel that NPCA:

- Actually gets them
- represents their values
- makes activism accessible and fun
- is the rebellious defender of nature's wildness

WHY SHOULD THEY THINK THIS WAY?

Because **nature is facing real threats** (extraction, pollution, wildfires, habitat loss, federal funding cuts, etc.) and NPCA fights these battles every day as a non-profit.

But communicating this through fear or guilt does NOT work on Gen Z.

- 1. Humor breaks through apathy.**
- 2. Sarcasm highlights absurdity.**
- 3. Memes make the issue more shareable and impactful.**

“Wild Takes” an idea taken from “Hot Takes,” uses exaggerated, sarcastic “opinions” from nature to call out real environmental problems in a way that is:

- Honest
- Approachable
- Attention-grabbing
- Culturally relevant

The sarcasm *exposes* seriousness while it doesn't hide it.

HOW WILL THIS BE COMMUNICATED?

Creative Tactics:

- Meme-style headlines and sub-headlines when needed.
 - Ex: WILD TAKE: Maybe stop drilling holes in me??
- Nature giving POV commentary on threats
- Visual contrasts
 - untouched landscapes vs. destruction imagery from human impact
- Humor paired directly with factual context
- Short, image driven, with humor. Keep it short and simple. Big takeaways.

Media Channels:

- TikTok, IG Reels, Snapchat stories, YouTube Shorts
- Meme carousels (social media)
- Campus posters
- Out-of-home (Billboard and Bus-Stops)
 - Suburban and urban areas
- NPCA website and social media accounts

STONE OF COMMUNICATION

Bold. Sarcastic. Humorous. Wild. Honest. Rebellious.

- This tone ensures the campaign is attention-grabbing *without trivializing the issues*.
- The humor is the hook; the conservation message is the impact.

BRAND ATTRIBUTES DRIVING THE CAMPAIGN

Existing NPCA Attributes

- Protective
- Knowledgeable
- Respected
- Mission-driven
- Historic credibility

Attributes Elevated for This Campaign

- Wild, fearless, and humorous
- Anti-corporate and anti-federal cutting
- Authentic and energetic
- Youthful and iconic

These updated traits reposition NPCA as a **culturally current guardian of nature**.

NORTH STAR:

“Nature has wild truths — and NPCA is here to defend them.”

#WILDTAKES

THEME / MESSAGE RUNNING THROUGH THE CAMPAIGN

Mother Nature has some Wild Takes. And she’s right.

WHAT STORY ARE WE TELLING?

Nature is the original wild icon. Known for being beautiful, chaotic, and fierce while constantly under pressure from human interference such as development political policies and climate disasters.

This campaign gives a platform to what NPCA is doing to help the national parks and what issues the non-profit is facing at the federal and local levels.

We are educating about the reality of the impact of current policy issues and giving a call to action to learn more and to help the nonprofit through donation and advocacy.

WHAT IS THE GOAL OF THE CAMPAIGN?

1. Increase awareness of NPCA among Gen Z and millennial audiences, as previously the nonprofit has focused on older generations.
2. Build a shareable, meme-driven brand identity, making the issue approachable.
3. Turn viewers into participant and advocates for current environmental issues in the United States.
4. Reposition NPCA as an iconic, culturally fluent conservation leader.
5. Make environmental protection feel powerful, fun, and socially relevant to uprising generations.