

NATIONAL TRUST

BROWNSEA ISLAND ALTERNATIVE GUIDE



BRIEF

The National Trust required a young person's guide to Brownsea Island. We were asked to create a piece of literature that would grab attention and act as an alternative to the traditional National Trust literature.

This job was won via a post seen on LinkedIn, a new method of pitching that we'd not previously experienced. Over 70 design agencies submitted a pitch online!

SOLUTION

Working closely with Unlocked, a youth charity based in Bournemouth, it was our job to run and oversee this detailed project. Through workshops we established what exactly 14-18 year olds wanted to pick up when walking onto Brownsea Island. From these meetings we developed a strong brand using the island's resident red squirrel as our visual hook. Taking a music festival theme, we created a VIP style lanyard with a pouch for a starburst map, guiding the user around the island.