NATIONAL PARKS OF EUROPE

15:22

National Parks of Europe

Slovenia

Triglav,

A stunning place bursting with idyllic Alpine panoramas, glistening glacial lakes, thick forests and rolling pastures

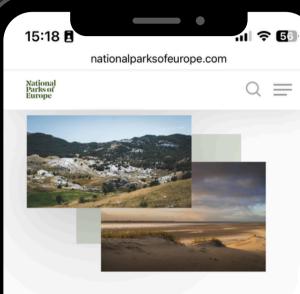
nationalparksofeurope.com

 $Q \equiv$

DISCOVER THIS NATIONAL PARK

National Parks of Europe

HE REAL EUROPE



The National Parks of Europe Initiative

Our goal is simple: Through building the first digital overview of all national parks on the European continent, we aim to encourage local and sustainable travel, promote nature preservation and diversify the outdoors. In doing so, we want to become your alternative, noncommercial guide for truly sustainable travel and help preserve and protect our mational

Brand strategy & copy

PROMOTING SUSTAINABLE TOURISM TO EUROPE'S LAST WILD PLACES

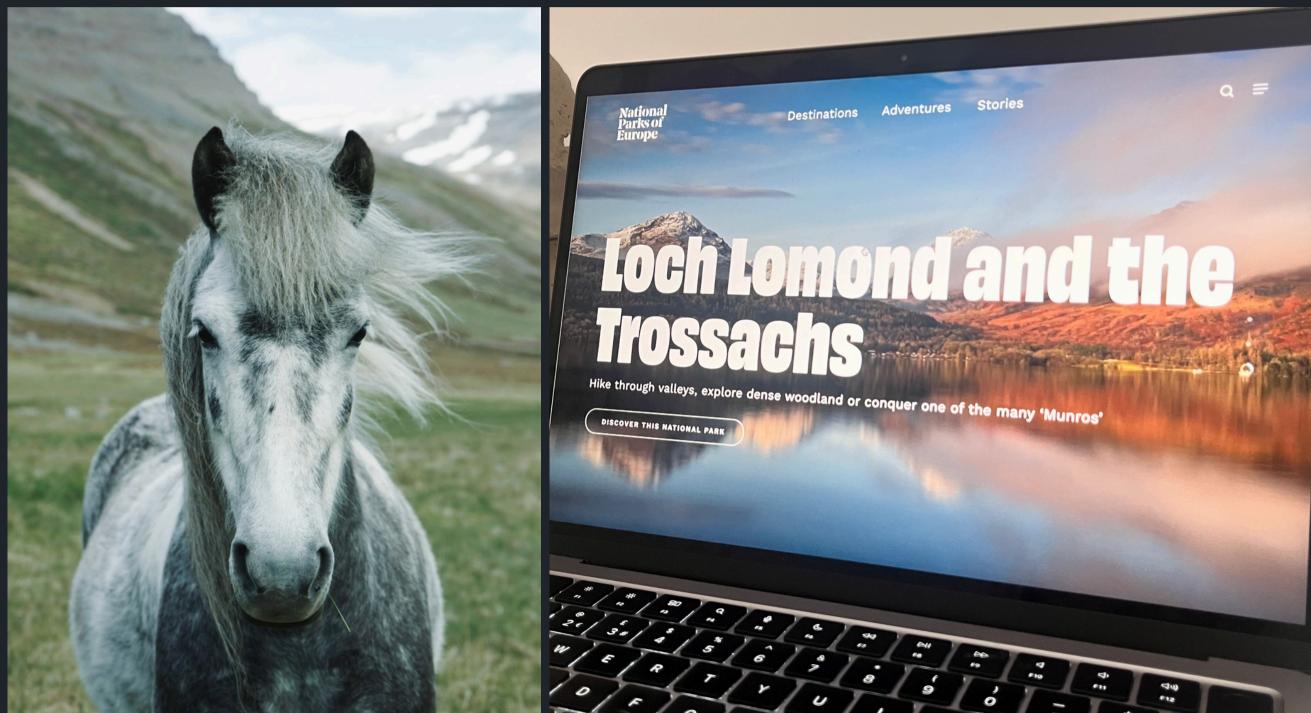
NATIONAL PARKS OF EUROPE

Project Overview

Strategic brand development, copy and content

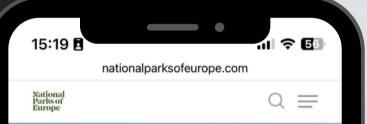
The National Parks of Europe is set to become the online home of every national park on the continent. Working directly with the founder, I brought the vision to life in brand strategy and copy to showcase the beauty of Europe's lasting wild places - one national park at a time.







NATIONAL PARKS OF EUROPE



The best adventures are yours

We want to know all about your latest hikes, rides, kayak trips or climbs in the places

Q

we're so pass sharing our build a com overview of size. If you'v experience i national par details with

I'M GOING ADVENTURI

і јизт дот ADVENTURI



experience nature while playing a crucial role in nmental education and research. They are a truly ndispensable resource for conserving our biodiversity and they contribute to sustainable economic development through tourism.

SOME FACTS

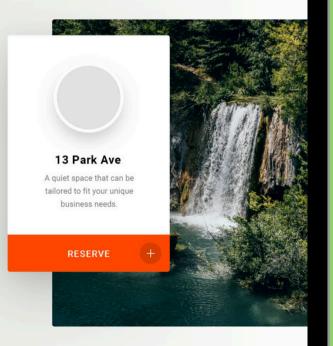
National parks are category II . The first European national park protected areas listed by the IUCN, an extra-special nature reserves are also national

parks.

designation that means not all • Ukraine is home to the most national parks in Europe, followed by Norway and Finland.

was declared in 1909 in Sweden.

In the early 19th century, German Romanticism inspired the idea of placing natural landscapes under special protection in their entirety





BRIEFING & GOAL

The briefing was to be informative and authentic, yet always inspirational in tone.

The goal was to make readers want to book their next big trip the second they landed on the NPE homepage.

Deliverables

Defined look and feel of NPE

Strategically crafted the tone of voice for the organisation, leaning into feelings of adventure, inspiration and wonder.



Wrote all national park packs

Working directly with dozens of national parks, I researched and wrote all promotional packs in order to inform and inspire visits.

Built all investment packs

Together with the founder, I crafted media kits and investment pitches to secure funding from bodies such as the EU.