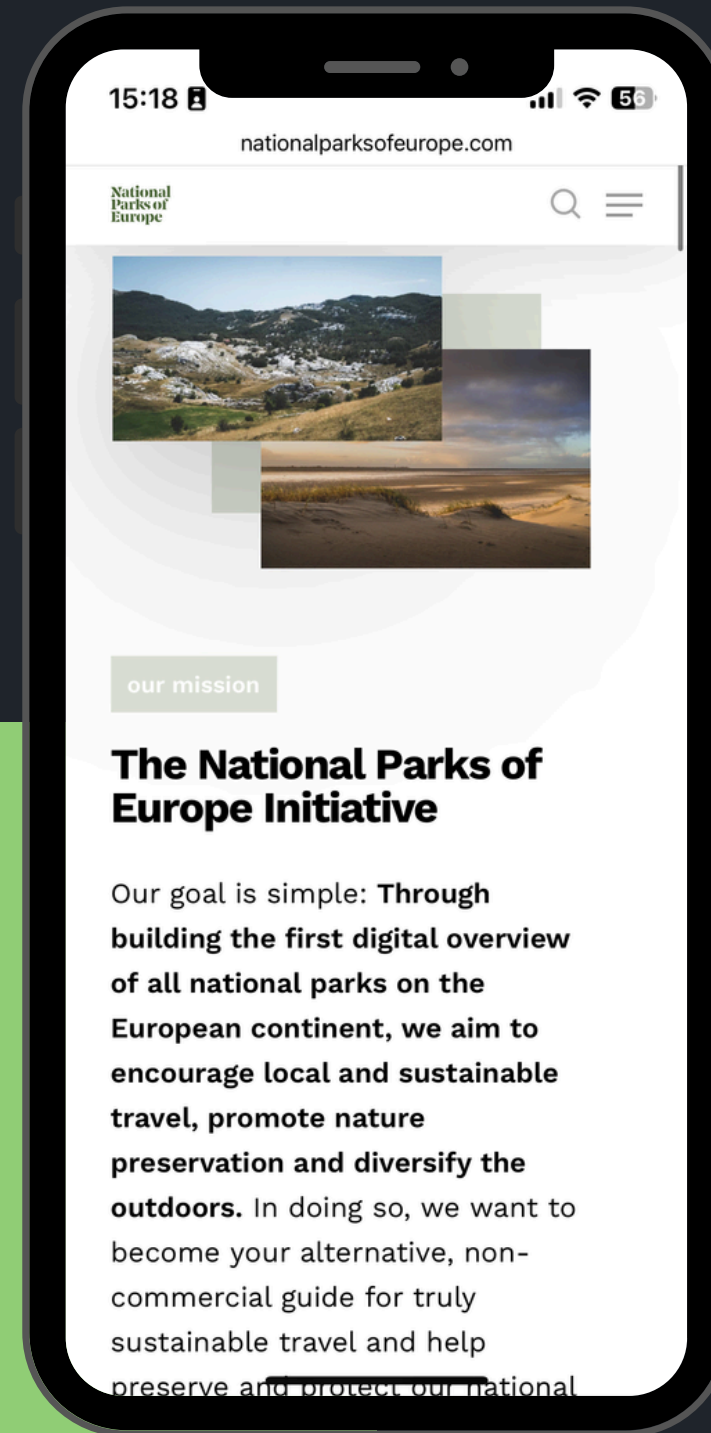
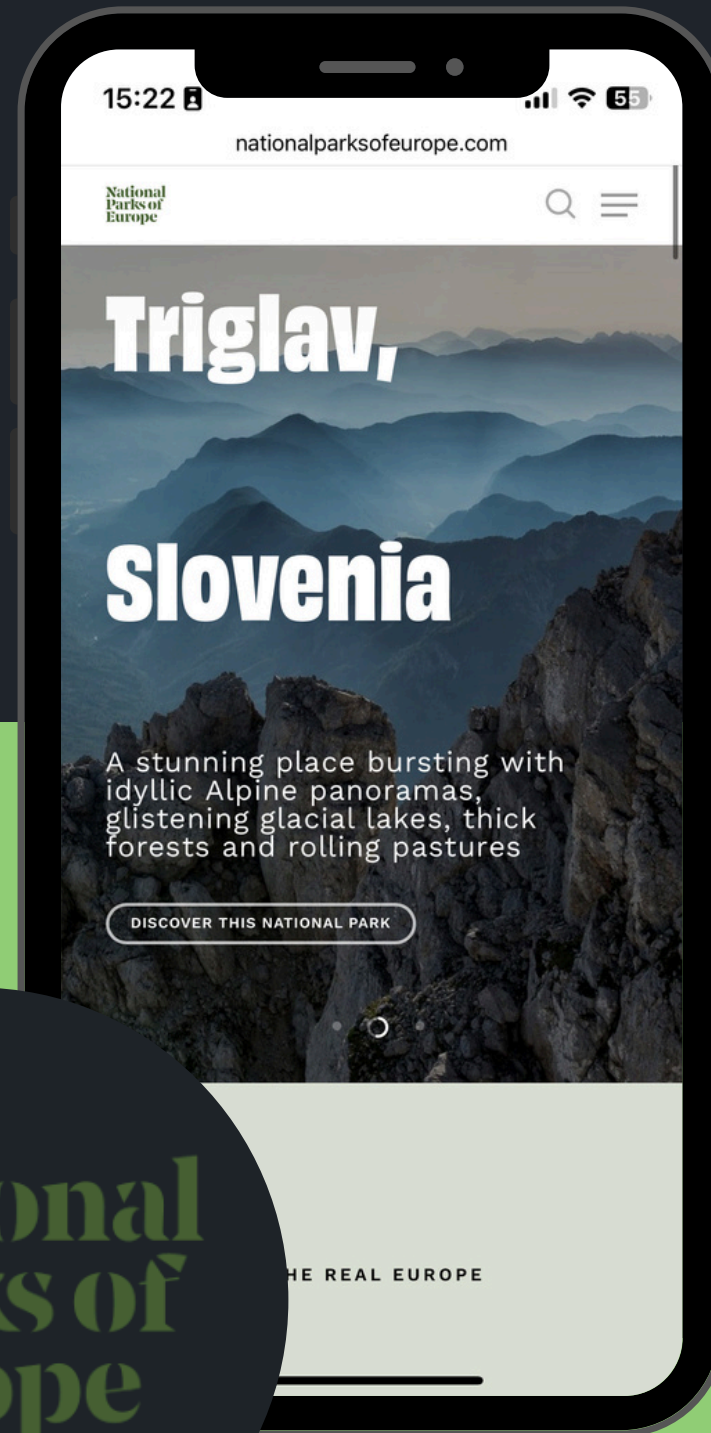


NATIONAL PARKS OF EUROPE



Brand strategy & copy

PROMOTING SUSTAINABLE TOURISM TO EUROPE'S LAST WILD PLACES

National
Parks of
Europe

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

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.



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.

