



It's a Bug's Life

A playful campaign that educates young children about the value of bugs in our ecosystem.

We go on our lives everyday not appreciating bugs, they are portrayed in a negative way, from the name creepy crawlies and adults not particularly liking them as they are seen as “yuck” rather than “wow”.

Children on the other hand are fractionated with bugs, no need to travel further than the backyard to find caterpillars, beetles, flies, butterflies, bumblebees and many more!

I want to lead a greater interest in natural things, and noticing the decline in bugs from today, it's a new generation that can help change today's problems for a much greener world.

From the age of 5-8 children are more likely to want to know about bugs so why not start educating them early in a way where they can get excited, interact and play games all while learning about insects.

ACTIVITY BOOK

Creating a fun activity book full of problem solving games, which young children from the ages of 5-8 can play and learn about their bug friends.

This book includes stickers of each bug who all have their own name!



ACTIVITY BOOK

The different page spreads introducing each bug, with a game to match, the highlighted text establishes each role they play within the ecosystem.



APPLICATIONS

A branded t-shirt which children would wear, while playing outside or in the back garden. Badges and stickers placed on a school bag, to show they can take their new friends everywhere they go.



POSTERS

Using large posters which best describes bugs in a positive way.





HOSTELWORLD

MEET THE WORLD

YCN Competition Brief

To create a campaign that appeals
to the broader student body.
Why should students travel?

Rebecca Johnson



Hostelworld gives you the opportunity not only to travel but to learn, meet new people and add those experiences to your CV, leading to better job opportunities.

I want to make Hostelworld a forward thinking company that inspires graduates to start to thinking about travelling in order to further their career.

The idea is to demonstrate to students what they could gain from booking with Hostelworld using fun language full of stories inspired by travelling around the world. The ads wittily describe scenery, attractions, food, night life, experiences, activities and culture.

The Hostelworld arrow takes the reader on the journey from travelling from one place to another, but ends with an unexpected link to employment. The stories are signed off with a word of encouragement, "taking you places", which not only suggests travel, but also that Hostelworld will take you higher up the career ladder.

BILLBOARDS

Advertised around cities where students are most likely to study.

Discover Rome's most iconic monuments
➡ Explore New Zealand's marine life in
stunning turquoise waters ➡ Make your
personal statment the most interesting.

Taking you places. ➡

 **HOSTELWORLD**
MEET THE WORLD

Tune in to Prague's
captivating
European jazz
music ➡ Stroll
along Berlin's
historical East
Side Gallery wall
➡ Now you can
create that
killer CV.

Taking you places. ➡

 **HOSTELWORLD**
MEET THE WORLD

LEAFLETS

Leaflets will be left around Hostelworld locations globally.



UNIVERSITY CAMPUS

As this campaign is focused on students, posters, leaflets and banners are shown around university campuses.



CAREER MIXERS

While staying at any hostel around the world, every graduate traveller is invited to a monthly career mixer. This way students can get involved with meeting potential employers and colleagues.

Each person will have a sticker pointing upwards, the words “meet” will read at the top, and the individuals name below. On the Lanyard it will read “I’m going up that career ladder” and on the back it states their name, area of expertise and where they have already travelled.



INSTAGRAM

Using instagram to promote Hostelworld Dream Job.

