

# Plant your future, Grow your future Campaign

Client: Honeybloom

By: Amaya Wright-Granados



# Opening



# Goals



# Problem/Purpose

Client: Honeybloom

## UN Goal: Life on land

This campaign aligns with the UN goals for “Life on Land,” which aim to protect and restore ecosystems.



## Problem

Bees are essential for the ecosystem and farmers around the world. According to the *Bee Conservancy*, bees pollinate 1 in 3 bites of food we eat and 80% of the world’s flowering plants. These tiny pollinators are essential to the health and prosperity of countless ecosystems, including those that support human life. My company is Honeybloom, which aims to educate and protect the bees habitats through education, community engagement, and sustainable products.

## Goal

The campaign is designed to raise awareness about the importance of bees by educating people on ways to protect bees and their environment.



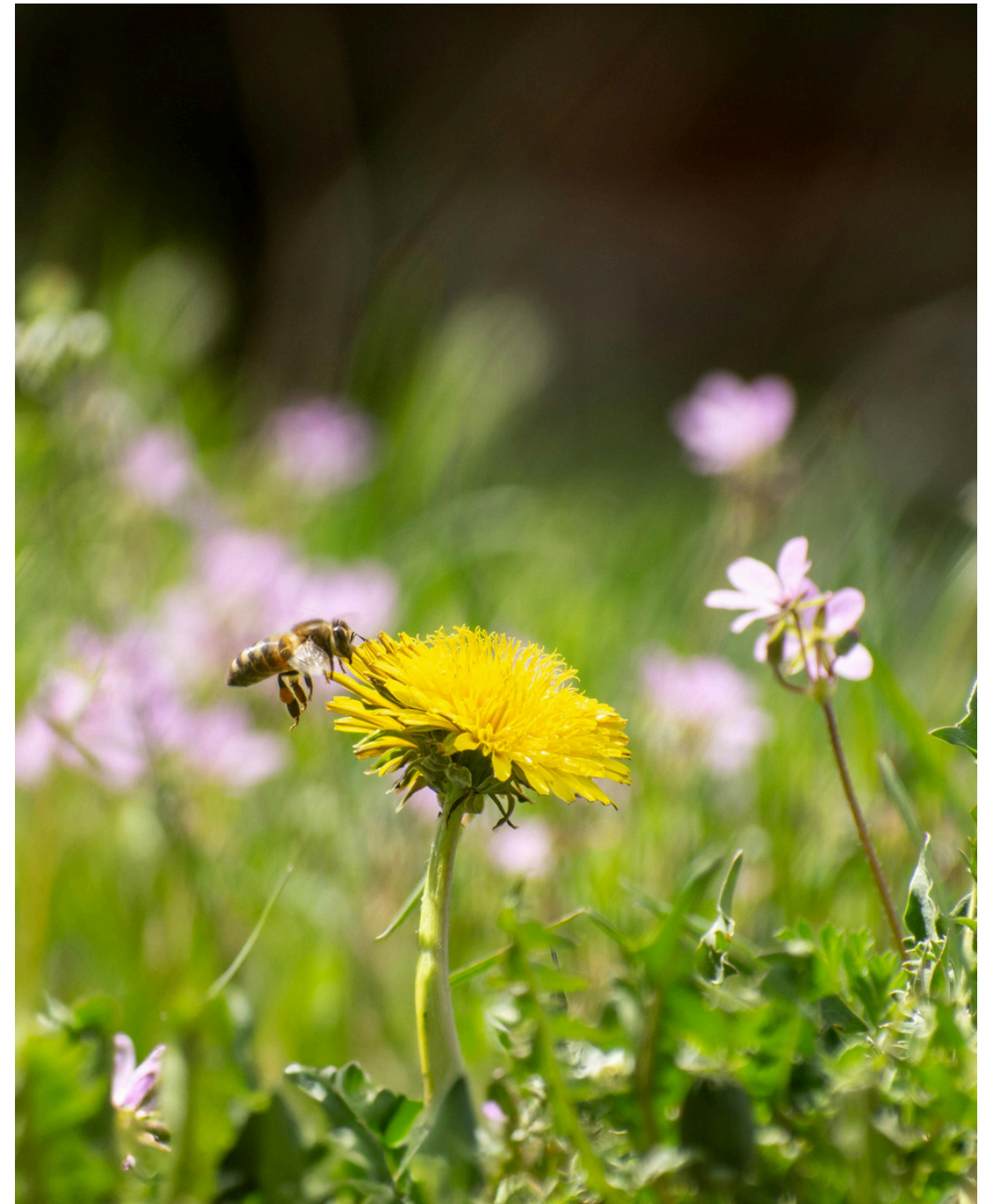
# Persona

May flowers is a creative, eco-conscious, freelance graphic designer who enjoys spending time on Instagram and Pinterest exploring DIY projects, gardening, and lifestyle ideas. She is passionate about the environment. She shops locally, supports eco-friendly brands, and follows environmental movements. However, May feels overwhelmed by global issues, which is why she prefers campaigns that are action-oriented, approachable, and safe in the community. She is inspired by nature visuals and participates in planting native plants or community engagement.



# Mission

Honeybloom's goal is to educate people and protect the bees habitats through education, community engagement, and sustainable products. The campaign is designed to raise awareness about the importance of pollinators and inspire people to take small, positive environmental actions.



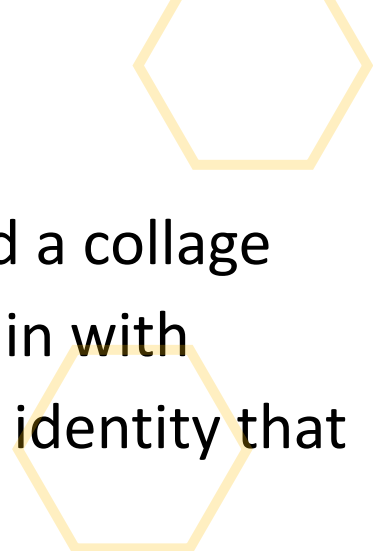
**Campaign**

**Concept**



## Concept Story

The theme for the designs was going to be spring and earthy tones and a collage effect. I created some illustrations into my social media posts to blend in with flower sticker effect. I want it to feel like a warm, hopeful, and friendly identity that encourages others to support and protect bees.



**Plant your future, Grow your future**

**Small acts, Big changes**

**Plant, Protect, Preserve**

A single flower can change the world. Bees are incredibly important for our ecosystem. Bees are the reason why nature is where it is at today—flowers, trees, etc. Bees are the reason why nature is where it is at today—flowers, trees, etc. My campaign is designed to raise awareness about the importance of pollinators and inspire people to take action. I want to create a sense of empowerment and community engagement.

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### Message

My strategy combines Symbolism, empathy, and solution-based communication. I wanted to use headlines that would engage people to act and educate others about the awareness of protecting pollinators.

### Tone

Calm, Fun, nature



**Visual Design**

# Theme

For the visuals, I wanted to focus on the colors of flowers, grass, and yellow and black, which are the patterns on a bee. I used yellow as my background and black for my text to keep the designs consistent. I also designed it to make the style fun and cartoony since it is about mixing illustration with photography. The colors are inspired by nature, with pink and green symbolizing the grass and flowers, while the bees are represented by yellow and black. I want the style to have a fun and cartoony vibe by blending illustrations and photos together.



HVD Bodedo Regular

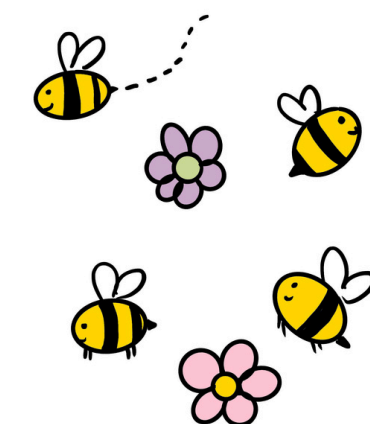
**The quick brown  
fox jumps over  
the lazy dog**

Komet Regular [Similar fonts & pairings](#)

The quick brown  
fox jumps over the  
lazy dog

Segoe Print Regular

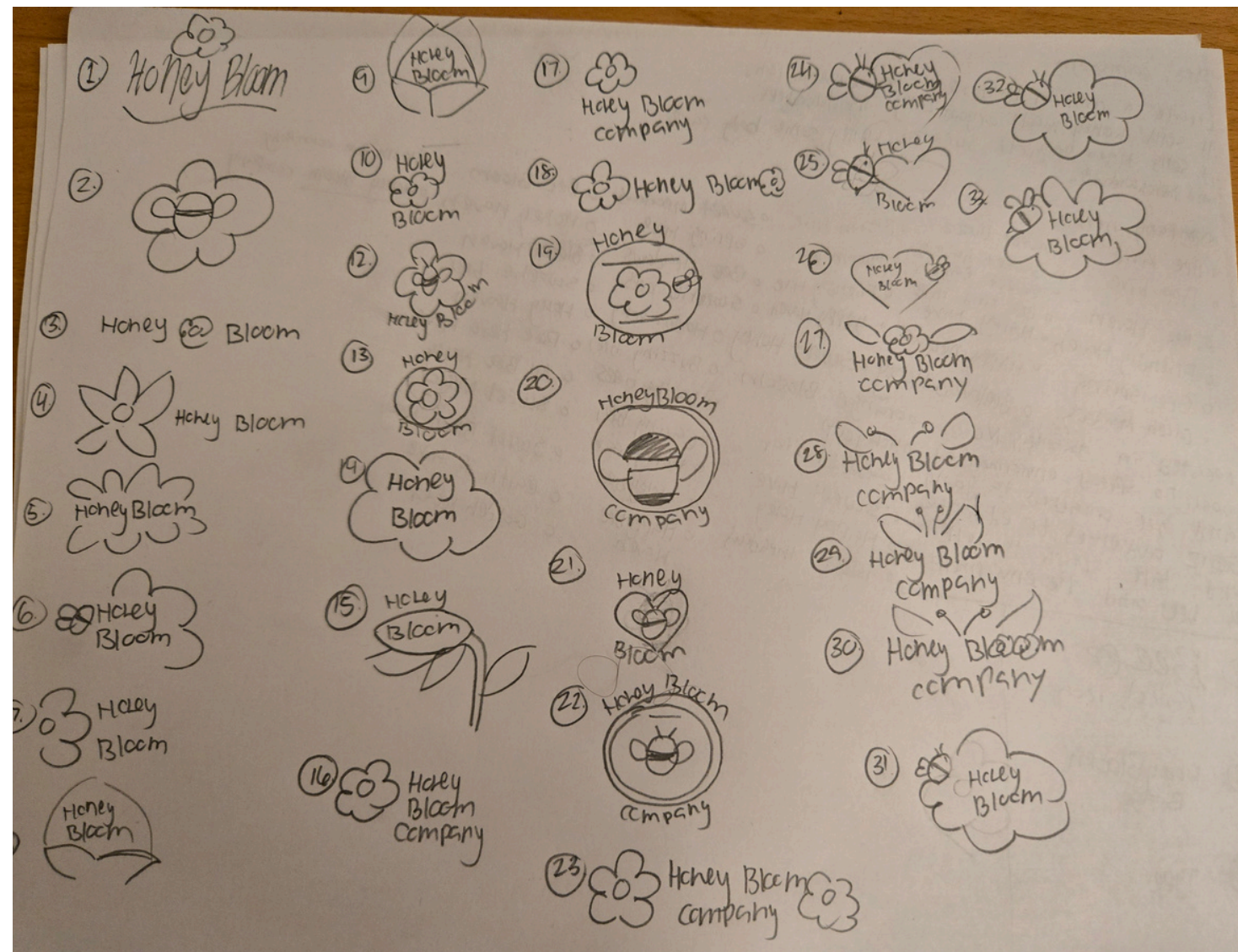
*The quick brown  
fox jumps over*



# Deliverables

# Logo

For this project, I aimed to create a modern line art logo inspired by abstract, minimal line designs. These styles guided the development of my Honey Bloom logo, allowing me to build a clean yet recognizable form. I combined this with a badge-style layout and carefully selected typography that carries a rustic, earthy tone, aligning with the natural and organic feel of the brand.



# Print ads



The Page ads are designed for bee organizations like honeybloom. I want people to understand how important bees are and how they make a significant impact on the environment.

# Social media posts

I designed 5 educational posts, in which I share behind-the-scenes along with facts about bees, which will encourage people to take action.

## Plant your Garden


GIVE BEES A SWEET HOME

- Choose native plants rich in nectar and pollen.
- Plant a variety of flowers that bloom in different seasons.
- Create small wildflower patches in your yard.
- Avoid pesticides in your garden.



## Protect Bee Habitats

WILD SPACES HELP BEES THRIVE



- Preserve wild meadows, and forests.
- Choose chemical-free products
- Leave bare soil and keep logs for nesting bees.
- Volunteer to build a sustainable future.



## Support our Beekeepers

BUY LOCAL HONEY, PROTECT POLLINATORS

- Buy local honey and bee-friendly products.
- Attend farmers, markets and workshops.
- Learn how beekeepers maintain healthy colonies.
- Encourage sustainable agriculture practices.



## Learn about Bees

SPREAD THE BUZZ








- Read about native and honeybee species.
- Teach kids and friends about pollinators.
- Share bee-friendly tips on social media.
- Join local conservation groups or workshops.



## Why Bees Matter

POLLINATORS ARE ESSENTIAL TO LIFE

- Bees help plants reproduce and support wildlife habitats.
- Honeybees bring over \$15 billion to US crop production.
- Bees strengthen ecosystems and improve resilience to climate change.
- Bees pollinate fruits, vegetables, seeds, and nuts.



# Web Ads

My strategy for the web ads was to encourage others to support the environment and create a bee-friendly garden by promoting the wildflower kit product.



# Stickers

I want people to understand that bees play an important role in the environment and need to be treated with care. I aim to raise awareness of their importance and inspire simple actions that help protect them, like planting wildflowers and supporting pollinator-friendly practices.



**Why this works**

This campaign is about encouraging people to take action, which is connected to the UN goal “Life on Land.” The campaign is about supporting bees through community engagement.

efforts like planting wildflowers, participating in challenges, and educating people about the importance of bees. I want people to feel inspired to take action in supporting bee organizations or planting a bee-friendly garden. It reinforces the company’s brand voice as community and educational, which aligns with its mission to support bees for a healthy environment. The visuals are fun and interactive; it reflects the brand’s message and tone. I want the campaign to resonate with customers about the environmental impact and community action.



# Spread the Buzz!!!!

This is more than just a marketing campaign—it's a movement that aligns with customer values, strengthens the brand's mission, and builds real environmental impact.

## Let's do this!!!

**Thank you**

