

National Parks Service x Stolen Lands

Background:

The National Parks Services do not have an amiable history with the indigenous people who once lived on its land. In order to create National Parks, Native peoples had to first be removed from the land. This issue has slowly been coming to light as the Stolen Lands movement and has gained momentum, but still remains widely unknown.

Target:

“The Young Activist”. Primarily Generation Z and Millennial and left-leaning in politics. They acknowledge the mistakes of their predecessors and are trying to better themselves as well as society. “The Young Activists” spend a lot of time on social media (their main source of information), and are plugged in to news and trends. They are open-minded and seek to educate themselves about social issues and look for ways to address the issue.

Problem:

Many people remain unaware of the displacement of Indigenous people caused by the creation of National Parks as the National Parks Services have not addressed their history.

Insight:

“I want to be an ally to those who have been oppressed or wronged by society.”

Promise:

To begin mending past wrongs against Native Peoples, the National Park Services will educate consumers by including Native art, history, and stories as part of their own.

Tone:

- Colorful
- Sincere
- Artsy
- Friendly

Ask: Redesign typically purchased National Park souvenirs (posters, postcards, stickers, apparel) using art styles specific to the Indigenous people of the region. Create shareable content for social media platforms that will serve to educate “The Young Activists.”