



An aerial photograph of a vast festival campsite. The ground is covered with hundreds of small, colorful tents in various colors including blue, green, orange, and grey. The tents are densely packed across a grassy field. A few small white structures and a paved path are visible among the tents. The overall scene depicts a large-scale outdoor event.

**Hoe kunnen we festivalgangers  
motiveren om hun tent weer mee  
naar huis te nemen?**

A photograph of a young couple at a festival. The woman, in the foreground, has curly hair and is wearing sunglasses and a dark top. She has colorful confetti on her face and is making a peace sign with her right hand. The man, behind her, is also smiling and wearing sunglasses. The background shows a crowd of people at an outdoor festival with trees and a clear sky.

De doelgroep zijn festivalgangers die na afloop hun tent achterlaten.



# Inzicht

Mensen hebben geen binding met hun tent. Wij willen met ons concept de eigenaarschap versterken zodat de doelgroep beter met hun tent omgaat.

# Concept





# Eigenaarschap

- Maak je tent uniek en van jou
- Spaar de collectors item
- Festival identiteit

# Communicatie

- Uitleg visuele identiteit
- Hoe communiceren wij het idee aan de doelgroep



# Duurzaamheid

- Gerecycled productie
  - Lage kosten

A wide-angle photograph of a festival campsite. In the foreground, a grey tent is partially visible on the left, with two people inside. A string of colorful triangular bunting flags stretches across the middle ground, passing in front of several other tents. The tents are mostly grey and blue, with some orange ones visible in the distance. The background is filled with more tents and trees under a clear sky. The overall atmosphere is festive and communal.

**BADGE YOUR BASE**

