

#Unignorable Local Awareness United Way CAMPAIGN

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CHALLENGE

Leveraging the unignorable Pantone colour, **how can United Way bring awareness to local issues through art while engaging new audiences?**

Serious issues require loud solutions. Through art, we believe United Way can increase awareness, engagement and beyond.

CAMPAIGN OBJECTIVE

Create an Unignorable and memorable campaign in the City of Calgary that is unique, relevant and resonates beyond United Way's current donors and affiliates. This campaign aims to reach a wider target audience. The campaign must have an easy shareable aspect so that it can spread. United Way touches on 11 important human issues, but for the Unignorable campaign will focus on their 3 main issues: Kids

mental health, homelessness and domestic violence. The aim is to provoke a memorable and unexpected emotional response that empathizes with the individual to unignore what is in front of them, to connect with it, to learn more about it and to share it with others.

This Campaign would be a collaboration between United Way, the communities and Acad.

#Unignorable. This is all about telling the story of local issues and highlighting local issues through this #unignorable colour.



#UNIGNORABLE
PANTONE
15-1360

TARGET AUDIENCE:

Beyond United Way's current donors

PROJECT TONE

Unignorable

Emotional

Impactful

Serious / important

Honest

INSIGHTS/THINKING

Human issues that affect us at an emotional level are *hard* to talk about, sometimes we ignore them with the hope that they will go away. Sometimes we walk away to alleviate pain and distress. That is the easy way out but the problem still remains.

#unignorable key messages



The biggest issues facing our community can be tough to see. So at United Way, we're working to make them #unignorable.

Help make local issues #unignorable.

This colour is easy to spot. Poverty isn't.

We're asking local people to do local good, learn about local issues, and help us solve them.

If the aim of the Unignorable Pantone is to make issues hard to ignore by using the power of color - then the approach has to be just that. The campaign in all levels has to be disruptive to the cozy routine, noticeable to the passerby and unignorable. It has to touch people at a more emotional level. It has to

inspire them to take action, whether sharing the experience, approaching someone in a different light or taking action towards putting their donations towards a good cause.

In order to help make local issues #unignorable, we believe the campaign needs to take place at the root of it. I believe location is very important. It connects the issue where it is at.

VISUALS

TBD (to be discussed during presentation time)

UNMODIFIABLE BRAND ASSETS

- Unignorable Pantone color
- United Way Fonts
- United Way Logo (Calgary and Area)

DELIVERABLES LIST

Strong, outside-of-the-box conceptual ideas, conceptual that can be executable (to be discussed during presentation time)

SCHEDULING AND TIMING

October 18, 2018: Initial client - Team meeting

October 25, 2018: Team research, conceptualization and discussion (independent of client)

November 1, 2018: Presentation of concepts to client

Next date: TBA