

**INDOOR
RECESS**

X

**COLOR
OF
CHANGE**

THE PROBLEM

Administration quickly punishes people exposing hate crimes on campus, slowly punishes perpetrators, leaving students hopeless and afraid to speak up.

THE ASK

Create an ad campaign that will make university administrations act on the policies against hate crimes and divest from police force against those who speak up against these crimes.

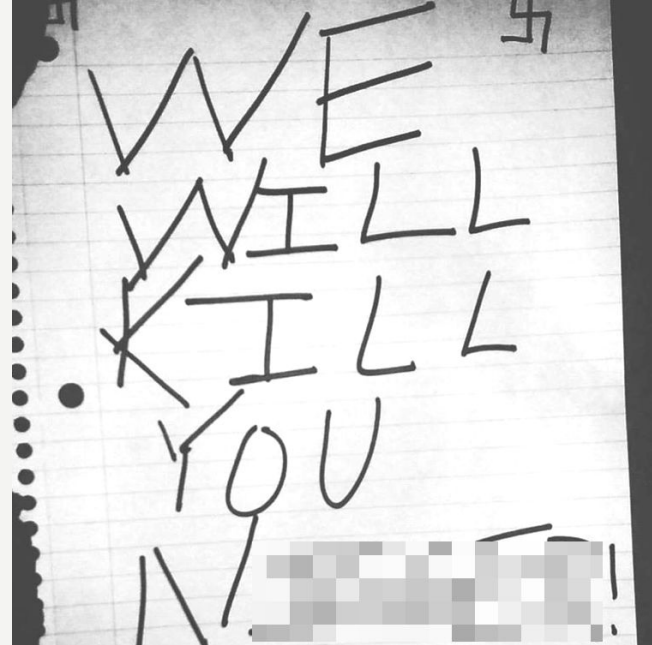
THE PROBLEM DEPICTED


Why is college still a “war zone”?

1963



2015



A piece of yellow paper is pinned to an orange background. The paper has a red message written on it in a hand-drawn style. The message is: "WHAT LESSENS ONE OF US LESSENS ALL OF US". The paper is slightly crumpled and has some white marks on it, suggesting it's a sticky note or a piece of paper that's been handled. The orange background has a subtle, textured pattern.

WHAT LESSENS
ONE OF US
LESSENS
ALL OF US

STRATEGY

HUMAN PROBLEM



Students are afraid to speak up because of their unspoken agreement with their university.

INSIGHT

If universities aren't investing in a healthy and inclusive education for its students, then students can drop their investment in protecting its reputation. Therefore, the unspoken agreement is broken.

UNWELCOME

ANXIETY

UNSAFE

VICTIMIZED



Protect university's rep, follow their policies, come up with great ideas under their name



Education and healthy learning environment



STRATEGY

Human Problem

Students are afraid to speak up because of the unspoken contract they have with their university.

Insight

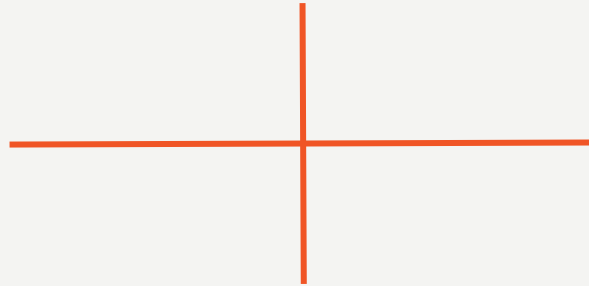
The contract is broken if universities aren't providing students the healthy learning environment they promised.

Advantage

Socially connected communities can easily expose how universities lost their student's trust

Strategy

Build student's courage to voice out how their universities have broken their contract and lost their trust by providing the platform.



MANIFESTO



Every university claims to be diverse, inclusive, and progressive, but what many don't understand is that progress requires honesty, even the parts that may be uncomfortable. This desire to stay “perfect” in the public eye has caused some school administrations to hide some very serious incidents from their student body. Change doesn't come from ignoring and hiding wrongdoings. It comes from people telling the **truth**.

The tone of this campaign is unapologetic, but never abrasive; empowering and encouraging. We believe that every student has the power to become a soldier for change, with unity being their greatest weapon.



#TrueColors

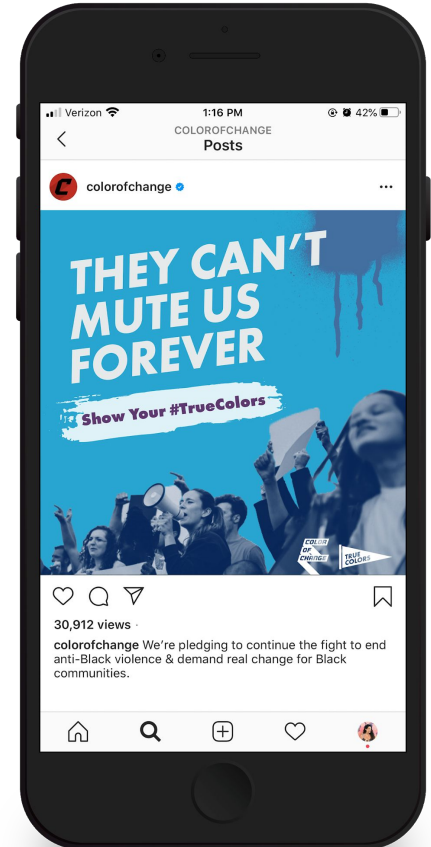
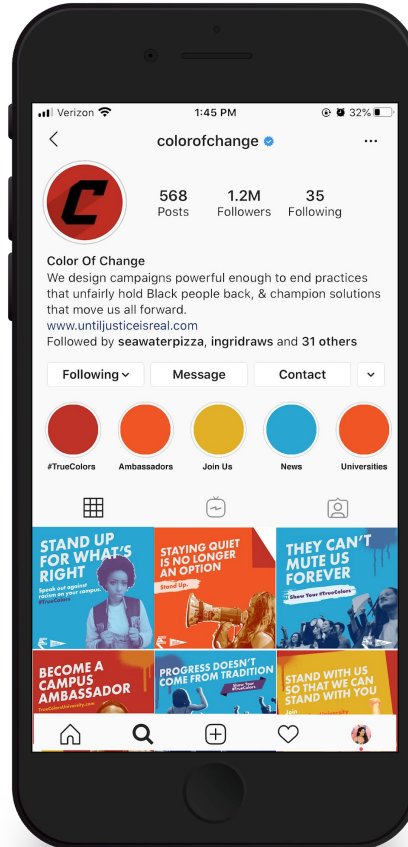
**Bringing students together with a
unified voice, too loud to be ignored.**

LAUNCH TACTICS



SOCIAL VIA @COLOROFCHANGE

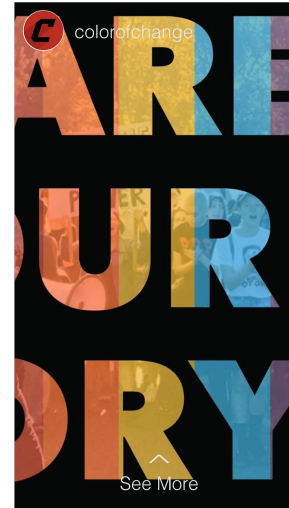
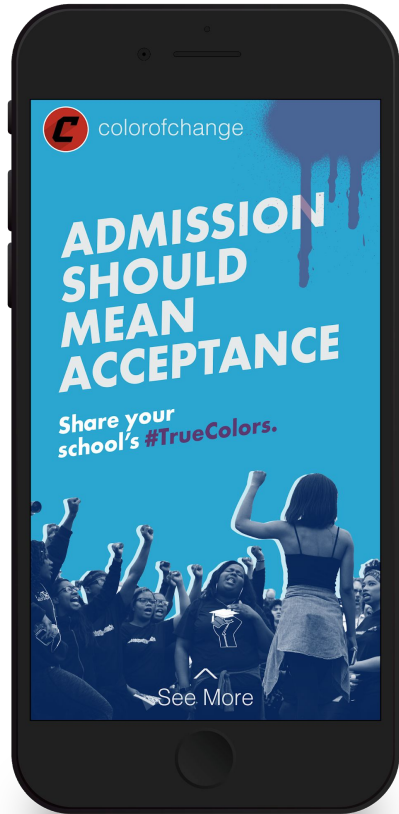
We recommend that the IG and Twitter platforms of Color of Change back this campaign with consistent posting that could also be developed into ads if they perform well on engagement this will help to continue to push out content to re-engage students/alumni/parents in the true colors movement and take action.



SOCIAL - INSTAGRAM & SNAPCHAT

Our concepts of IG and Snap ads all will contain the swipe up feature which will lead to the digital website we created to sustain this campaign.

More on that later but please enjoy and reflect on these social media ads that are geared to capture some if not all of Gen-Z's 6-8 second attention span.



SOCIAL - USER-GENERATED CONTENT

By providing IG stickers and filters this campaign can be tailored to any school with the abbreviation of the school added to the end of #TrueColors.

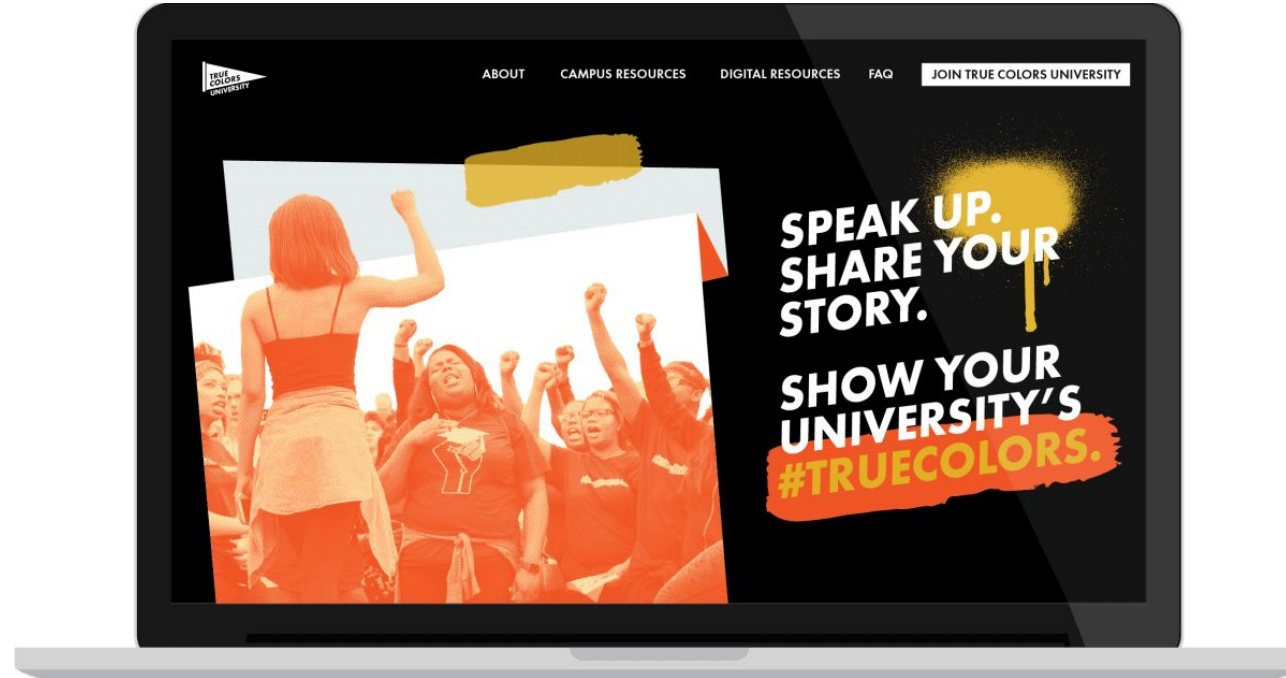
When launching this campaign against a specific campus we want it to be known that students can speak directly about their university through UGC. (stories and tweets depicted here are real.)



DIGITAL - TRUECOLORSUNIVERSITY.COM

From the start of the campaign we want to launch a site that holds resources and tools to keep the momentum going for all who wish to be a part of it and especially for the True Colors campus “ambassadors”. (detailed in appendix)

By the way, the domain is available so if you love our campaign, do jump on it!



SUSTAIN TACTICS



OOH - CAMPUS BUS STOPS

If the time comes for this campaign to be rolled out we wanted to make sure we were prominent on the walks students take to and from campus by strategically placing the ads on the bus stop shelters centered on the campus to gain as many impressions as possible.



PRINT - CAMPUS-WIDE POSTING

I mean what organization doesn't do wild posting on campus doors, bulletin boards etc.

We weren't going to be left out, instead mass producing these ad posters and having teams flood the university with them will be a tactic that will prove difficult to ignore.



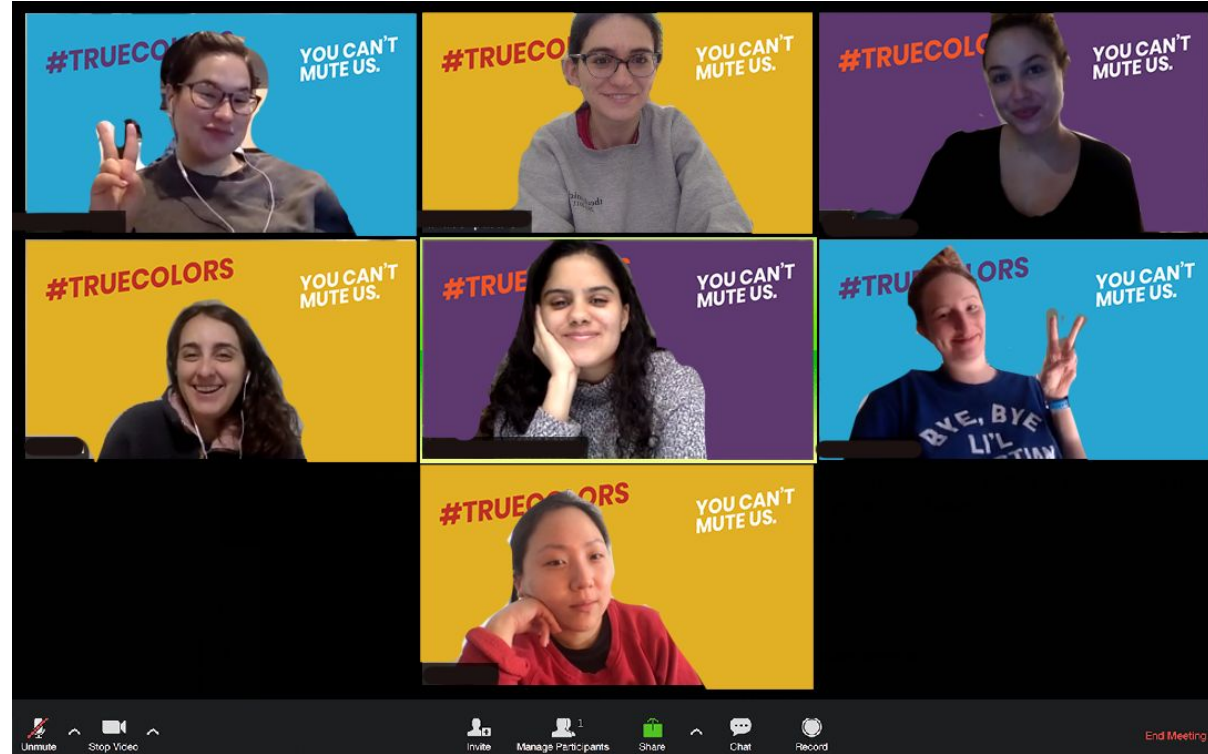
GOOGLE AD BANNERS

The #BLM movement has gained its longest stream of traction ever since 2014 and we hope it will continue to do so and will want #TrueColors to carry the same power of numbers behind it. These google ad banners will lead to the site and be strategically placed on major activist sites to gain impressions from anyone and everyone looking to make a change.



ZOOM BACKGROUND

We know plenty of students will be attending Zoom University this coming fall. However, that doesn't mean the fight should stop. We wanted to give a tool for students to silently (but also very loudly) make it known that the university can't hide their true colors whether on campus or not.





THANK YOU!

APPENDIX

22. Illustration of contract broken across more parties

23. Budget

24. Additional social posts

25. Snapchat/Instagram Filter

26. Website - Concept for Resource Guide

27. Website - Concept for Disorientation Guide

28. Extra Credit - Ambassador Program

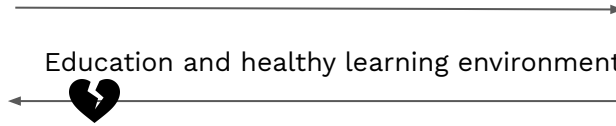
29. Extra Credit - Faculty Email Signature Addition

BROKEN CONTRACT

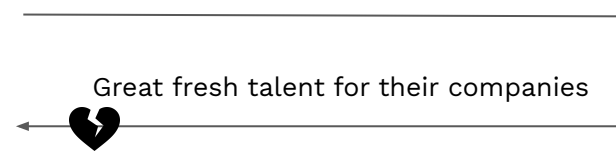


“Terms of Contract” beyond students

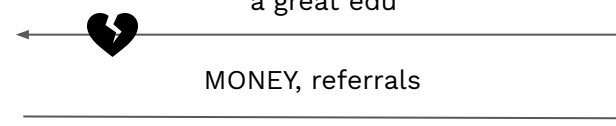
Protect university’s rep, follow their policies,
come up with great ideas under their name



Job opportunities for current students, time &
resources, a great reputation, donations



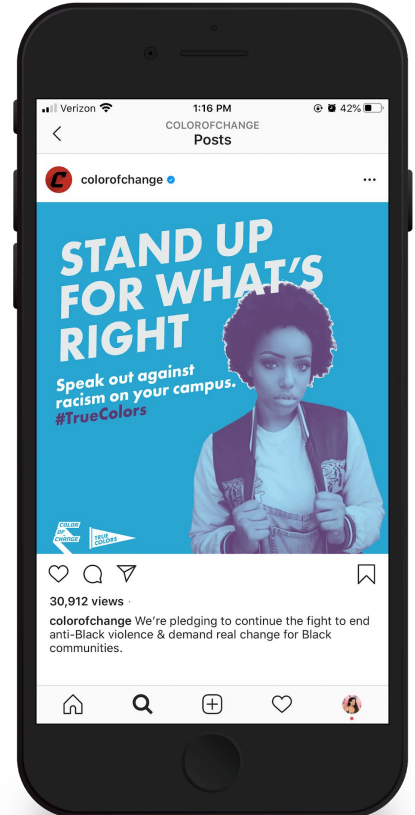
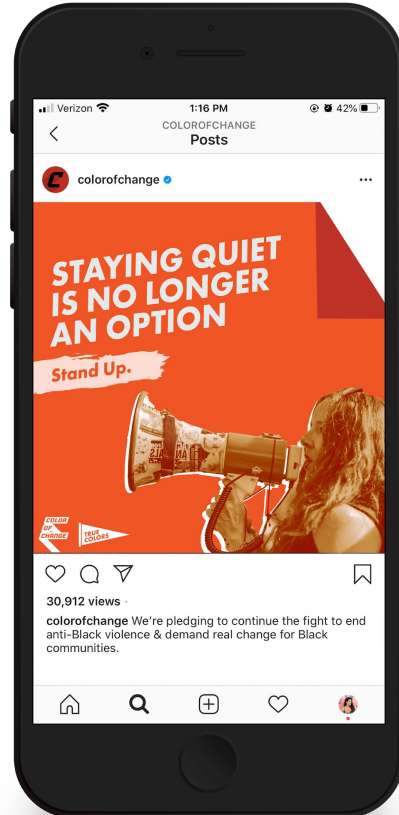
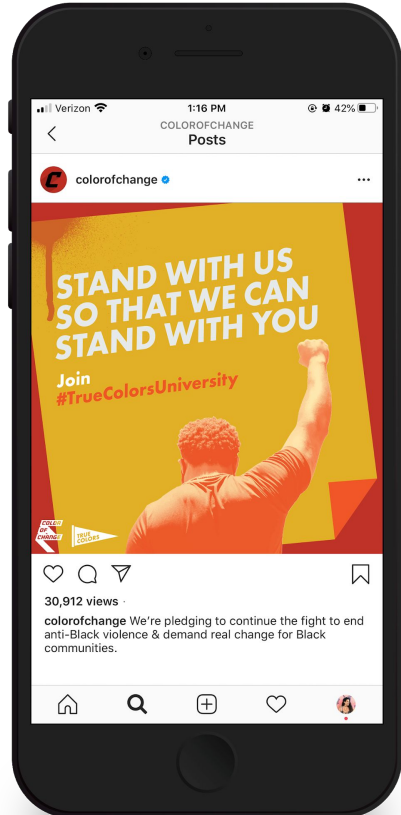
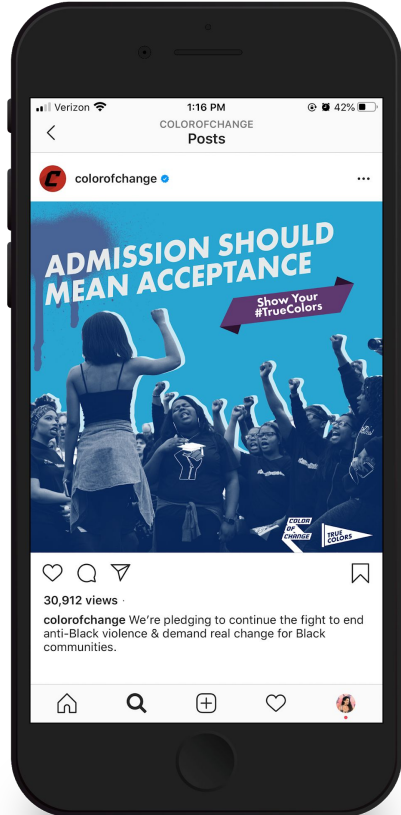
Assurance that their child is getting
a great edu



BUDGET

CHANNELS	INCLUDED IN THE COST	COST
Google ads Banners	Cost per clicks for advocacy \$2.05 cpm x 1000 clicks	\$2,050
Campus bus stop shelters	Bus Shelter Panel printing - \$1,450/panel - *Total is for 4*	\$9,800
Online Campus Newspaper	Large box and a banner for 100k impressions for 2-4 weeks	\$1,440
Snapchat video ads	Per month	\$3,000
Snapchat Filters and Geotagging	16,500,000 square feet or 367.21 acres for 4 weeks	\$3,500
	includes all 226 USC campus archers and the popular USC village restaurants and housing.	
Instagram ads	\$5 CPM allocate per month	\$5,000
Web and media development	Website, Snap and Instagram filter and sticker development	\$1,000
Ambassador program	ONE ambassador 2 shirts, 2 hats, True Colors planners, 2k stickers, tablecloth	\$300
		GRAND TOTAL:
		\$24,150

SOCIAL POSTS - ADDITIONAL CONCEPTS



SNAPCHAT/INSTAGRAM FILTER

We noted that Color of Change has run a campaign with this objective for Syracuse University which is why we gave our campaign to be tailored to specific schools by adding their school name abbreviation behind it.

Concept work here is a snap/IG filter that shows the tailoring being implemented.



WEBSITE - CONCEPT WORK

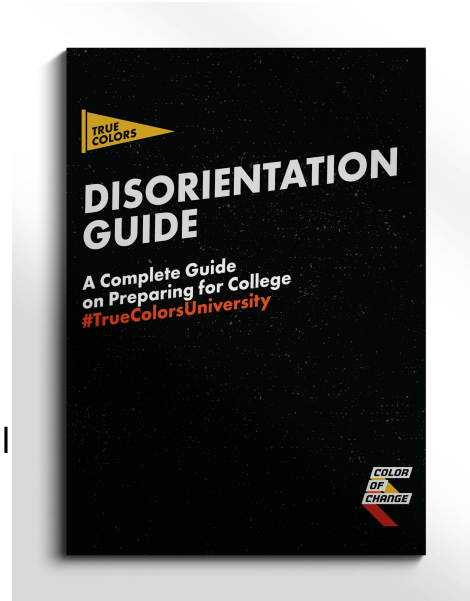


THE DISORIENTATION GUIDE

Our Disorientation guide is meant to be a starting point for students to take on the actionable steps towards change.

Elements include an email template to administration, hashtags to include in social media posts.

**image in concept folder for full readthrough.

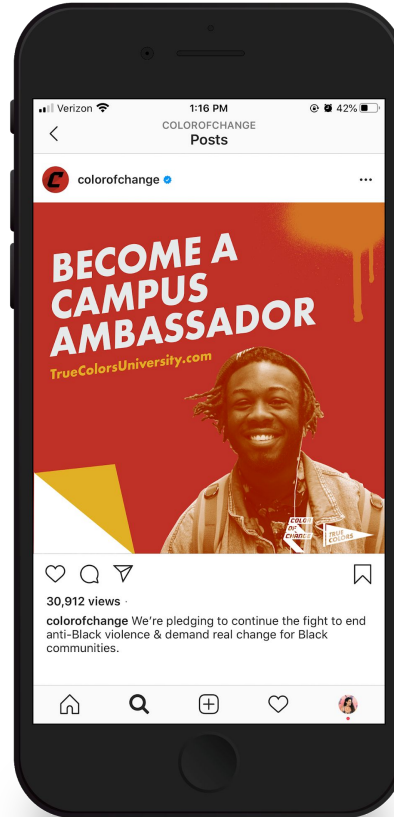


AMBASSADOR PROGRAM

We want to bring True Colors University to a university near you!

With campus ambassadors, we hope to:

- Spread information about the True Colors movement along with Color of Change.
- Keep a watchful eye on certain universities.
- Provide on campus resources for students.
- Set up experiential events for students.



FACULTY EMAIL SIGNATURES

An objective behind the campus ambassadors, zoom background and many other on campus activations is to continue to grow the community behind True Colors which includes faculty.

Just like agencies have made it a norm to use their pronouns in email signatures, we strive to have faculty against hate crimes and poor policies to use the hashtag in their emails as well.

Jane Doe, Ph.D
Chair and Associate Professor

she/hers
[#TrueColors](#)

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