

CREATIVE BRIEF

Client:	OAREHRS
Date:	5 Oct 2024
Campaign:	Proud to be Pride
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Creative Concepts Due:	8 Oct 2024

PART 1:

PROJECT DESCRIPTION/BACKGROUND INFORMATION

- Develop Digital IMC campaign with interactive advertising
- Low engagement from students in GBC Pride event, increase the awareness among students and driving participation
- 2024 GBC Pride didn't perform well among students, Ana from the OAREHRS office provided us insight

WHAT ARE THE COMMUNICATIONS OBJECTIVES?

- Generate awareness of GBC Pride events, among students who aged 20-30 years old in GBC, between May 1 to July 1, 2025
- Increase student engagement of GBC Pride events from ages 20-30 years old in GBC, between May 1 to July 1, 2025

WHO IS THE TARGET AUDIENCE?

Demographics: Age 20, Gender: non-binary, in a relationship, Queer community and allies, Low to moderate income, GBC students from different campuses

Psychographics:

Social media-savvy, connected to online communities, like LGBTQIA+ influencers on Instagram and TikTok. Active in LGBTQ+ forums on Reddit or inclusive Discord groups.

- They are interested in LGBTQIA+ rights, such as support movements like Pride Toronto and organizations like GLAAD, which stands for the Gay & Lesbian Alliance Against Defamation. This organization works to ensure fair and represent LGBTQIA+, which aligns with our project aims to address LGBTQIA+ quality. Involved in topics like gender-neutral bathrooms and anti-discrimination laws.
- Seek connections and acceptance of diverse identities. It is important for them to belong to a community that values diversity and individuality.

Geographics: Toronto

Behavioral:

- Spends 4 hours on TikTok keeping up to date with their favorite artist Chappell Roan
- Shops locally and supports Black Owned, and LGBTQIA businesses in their neighborhood twice a month
- Hangs out at Trinity Bellwoods every Saturday with a few classmates, usually picnicking, chatting, or relaxing
- Frequently shares content that promotes diversity, LGBTQ+ rights on social media

WHAT IS THE CONSUMER INSIGHT?

- "Honestly, it's tough sometimes trying to find people who really get me, y'know?"

IS THE BENEFIT WE ARE TRYING TO COMMUNICATE?

- That Pride GBC can create a safe environment for the queer community and their allies, while emphasizing the joy of connecting within the LGBTQ+ community and fostering a sense of belonging and inclusivity.

WHAT CAN WE OFFER AS SUPPORT FOR THIS?

- Real Stories: LGBTQ+ students share their positive experience from past Pride events at GBC.

- **Safe and Inclusive Communities:** giving both online and offline events that are specifically tailored for the queer community for them to express themselves, and everyone in the community is welcomed, respected.
- **Peer networking:** Connect peers within the community and allies

WHAT IS THE BRAND'S CREATIVE STRATEGY/CAMPAIGN THEME?

- **Campaign Theme:** Proud to be Pride
 - The theme encourages LGBTQ+ students to be self-accepting and to embrace who they are, reminding them that everyone deserves to feel proud of their identity.
 - It also shows them that GBC is a safe and inclusive community where they can truly be themselves.
- **Appeal Technique**
 - **Emotional:** Gen Z resonates with shared emotions and values personal expression. They are more open to discussing mental health, social issues, and personal struggles.
 - **Humour:** Gen Z connects with humor and memes due to their strong digital presence. Incorporating humor into GBC Pride events creates a fun and welcoming atmosphere.
- **Executorial Tactical Techniques**
 - **Straight-sell:** No bullshit, straight to the point promoting GBC events directly to students.
 - **Dramatization:** Get the students excited to participate, while creating an inclusive atmosphere where they can feel loud and proud.

WHAT'S REQUIRED / MANDATORIES/ EXECUTIONAL CONSIDERATIONS?

- English Only
- PRIDE@GBC logo
- GBC Copyright
- No stock photography (GBC will provide the pictures)
- Media Placement Budget: \$10,000