



RETHINK

CONFUSION - IGNORANCE - RESOURCE - EDUCATE - ELEVATE

Campaign Initiation

+All too often in society, we as citizens will conform to other's beliefs and actions, including messages fed to us by advertisements and mass media.

+Citizens of society should feel proud of sticking up for their own thoughts and ideas and not feel the need to aspire to social norms.

Target Audience

+The target audience will be all citizens, but will primarily target the youth because they grow up fast and their minds are constantly taking in advertisements and messages from the media.

+It is often said that children are the most powerful weapon of our society, and because of this I feel that they are vital agents in spreading social change effectively.

Single Message

+Encourage citizens to think for themselves and not let mass media and advertisements do the thinking for citizens in our society.

+Have citizens reflect on their own life and actions and determine how they are being fed messages to buy, follow, and act a certain way.

+Of course, all people want to fit in and be "cool", but they can still be different and act however they wish without feeling alienated.

Elements / Deliverables

+For the campaign, a branding scheme would be created that would advocate the single message of the campaign: RETHINK. From that point, posters would be greatly influential in order to spread awareness and communicate change in society.

+Posters are an effective medium I feel as they only require a quick glance from a distance in order to evoke a mood or idea. Then if interested, one can walk up closer to grab the details of the campaign. Stickers and street art tactics would also be used.

+As the campaign will be directed mainly towards the youth, I feel that using modern tactics would be useful in order to create a "rebellious attitude" against mass media and advertising.

+Ideally, the use of posters and slogans will be used in an advertising manner so to judge the current situation and impacts of advertising on society.



Timeline

+As far as when this campaign should be launched, I feel that now is the right time. Even thinking small is going in the right direction. Getting a small group of citizens to spread stickers and posters around, advocating others to not always follow others and be "rebellious" and follow their own footsteps. There is no ceiling for this campaign or when it is officially considered successful as the campaign is only advising citizens to change not directly telling them to.

+Depending on how everything goes from the beginning, elements and deliverables may change in order to better fit the single message. Also, slogans and banners may also need amending depending on how they are received by society.

Budget

+When it comes to cost, this campaign can be initiated with very little money as myself would begin designing the posters and stickers to be put up. Others can also help in passing out the posters and stickers to be put up around the city.

+Eventually, even a template could be made where others fill in their own slogans and messages they want to communicate about mass media and the role of advertising.

+Citizens will hopefully begin to print their own posters and stickers, thus requiring no budget on my part. My goal is to have the campaign eventually become self-driven.

Approvals

+No approvals are needed.

+Of course mass media and advertising companies will sneer and look at this campaign with an evil eye.