

For Marketing and Branding Purposes



STYLE GUIDE

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1. INTRODUCTION

Born out of a shared interest in improving the daily conditions of an environment we all share, we worked with our client, the VOICE initiative at Georgia Tech, to facilitate change in sexual violence prevention. Choosing VOICE as a client made logical sense; we wanted to create an impact on campus that extends to all students. In order to empower the change, we needed to unify our campaign. Initially, our focus lacked direction to persuade the student body. A meeting with the client resolved our struggle; our client provided us with a problem where each member could contribute to the best of his or her ability. We settled on promoting healthy, sexual relationships on campus and the importance of consent in these relationships. With a new vision in sight, we created a plan to aid the client and persuade the student body of the importance of sexual violence awareness.

Crucial to the success of the campaign was our team's organizational style. Each team member received a specialized role from the beginning so that individual responsibility was clear. A few members had background knowledge in their field which lent them expertise where the others lacked. For example, one member had previous experience with Adobe Photoshop; she was an obvious choice as Print Production Coordinator. Our organization extended to the rhetoric used in our campaign. Our theme values healthy relationships; naturally, we enlisted *pathos* to support our persuasive argument. For example, we designed our video deliverable to elicit sympathy from the audience through the dramatic black and white coloring and the echoic voiceovers. We used strategies found in the WOVEN process to supplement our argument with various media. Many of our deliverables transcend the medium they were created for. For example, our print advertisement presents itself on a Facebook wall just as comfortably as it does on a brick wall. Through our team framework, rhetorical strategies, and multimodal communication, our campaign aids the client and delivers its message to the student body.

2. CREATIVE BRIEF

For our creative brief, we needed guidance on what we wanted to pursue and how we wanted to pursue it. The first development in that process came from our meeting with Ms. Lee Helmken and the rest of the VOICE team. Going into the meeting, we knew we were going to be addressing sexual violence on campus and its effects, but we were confused as where to direct our advertising and our theme. During our meeting, Ms. Helmken and her colleagues helped to point us in the right direction. We specialized from our original focus on sexual violence to dating violence. Not many people see dating violence as a form of sexual violence, so the VOICE team wanted us to focus on the importance of healthy, sexual relationships. Initially, we were somewhat hesitant to focus purely on relationships because we felt it hindered our creativity. During the meeting, VOICE provided us with examples on what types of deliverables we can use. They also gave us advice on how to properly reach our audience, without putting victims at risk of publicly exposing themselves. After the meeting, we used our peers to gather general information about the student body in order to see where the campus stands on the issues we wished to address. Each group member sent out a few questions to our group of friends through text message or in person, and we gathered the information together to get a representative view of the population. In the end, we came out of the meeting with a good understanding of the general direction that we needed to head towards, and the final decision was to base our work around healthy, sexual relationships.

Our general direction as a group centered on the idea that dating violence is just as large a problem as non-dating sexual violence. Our overarching theme was to convince Georgia Tech students that dating violence is a legitimate form of sexual violence, and promote the importance of a healthy, sexual relationship. On the Georgia Tech campus, there is a mentality that dating violence does not exist. We wanted to eradicate that stigma by appealing to students through relatable deliverables. Our campaign strategy employs the same logic and reasoning a Georgia Tech student might find in his mathematics class. We also aimed to persuade the student body that each student has a role in preventing dating violence. Additionally, we wanted to return power back to the victim. One way we decided upon addressing that problem was to fight victim blaming as a whole. This is especially true in the case of dating violence, because there is an aura around dating that assumes sex is taken for granted. Many students have this exact feeling, and might even start a relationship solely because of that fact. Changing this ideology was an important topic that we wanted to bring into the conversation.

In general, the purpose of our project was to promote healthy relationships and to proliferate the idea that healthy, sexual relationships exists alongside sexual violence. All of these factors added up to a very specific direction that we as group wished to follow. This direction focuses its efforts on a specific target audience. Our target audience is the entire population of Georgia Tech and more specifically couples, but different problems may focus on more specific audiences. For example, fighting victim blaming and the aggressor ideology addressed above focuses more on the guy population of Georgia Tech.

In our final execution, we took the direction outlined above and briefly answered the twelve key questions behind a creative brief. We tried to hit on our key points, but kept them short, simple and easy to follow. Our main topic centered on the existence of healthy, sexual relationships and by addressing this issue, all of our other answers stemmed from this main concept. Points such as healthy relationships, the harsh reality behind healthy, sexual relationships, and the steps to identifying and preventing healthy, sexual relationships were presented as areas to work on. We addressed our audience as everyone on Tech's campus, but more specifically the eighteen to twenty-five year old students at Georgia Tech. We also referenced how we planned on delivering our products to our audience. The deliverables include a print ad, a social media campaign, and a sixty second video clip. The print ad will likely be a keychain that has a quick powerful message on the side and the VOICE logo on the other with a phone number to call for help. This will serve as a constant reminder that sexual healthy, sexual relationships is real and pervasive. The goal is to circulate the keychains all around campus to expand VOICE's reach. Secondly, our social media campaign will focus on phrases and creative posts that Tech students can relate to. An example would be "Dating does not equal consent." Lastly, a short video advertisement will serve as our knockout punch in a sense. The video will be some sort of skit or reenactment of a scene, and the goal is to leave a permanent mark on anyone that watches the video. These three separate deliverables will have different daily impacts, but the overall function is the same. They all strive to constantly remind Georgia Tech students that dating sexual violence occurs within our community, but there are ways to stop it.

On the visual side of the creative brief, our group tried to follow a simple format that also caught the eye. We wanted to stick with the color scheme that VOICE follows so that the creative brief would flow and visually exemplify VOICE. A recognizable creative brief was one our main goals in the design process. In our design, we made VOICE stand out as it is the main topic, but no other factor or idea popped out more than any other because we felt they were all just as important to the creative brief in its entirety. We didn't include any logos on our creative brief solely because they take up a lot of space that we needed, but a logo is a good way to catch a reader's attention. Having a variety of colors and font sizes is important to the design of the creative brief; it helps the reader's eyes flow through the information smoothly and makes the transitions aesthetically appealing (see **Figure 2.1 Final Creative Brief**).

Looking back on our creative brief, our biggest problem at the beginning of the draft was having too general of a topic, but near the end we narrowed our work down to only healthy, sexual relationships. I believe we did a solid job of getting our message across, and addressed how to solve the problems presented, although not as thoroughly as I would like. We were a little too specific on some our answers, such as what we will utilize in the creative guidelines. We were also somewhat repetitive throughout the process. If I had to redo it I would cut out some of the repetition such as repeating how healthy, sexual relationships is real and prevalent in different forms throughout the creative brief. I would have also added a logo somewhere on the brief to help better associate it with VOICE. After revising this brief, I learned that a greater visual aspect, such as more shapes and pictures aid the aesthetic appeal. I also learned that a creative brief is a time to throw out ideas that point in a general direction, not to finalize your deliverables and executions. The creative brief is like a guideline that is meant to give the client a sense of what they are working with and the group a basis to follow throughout the project.

- 1. Why are we advertising at all?**
Dating and intimate partner violence occurs on the Georgia Tech campus and should be addressed.
- 2. What is the advertising trying to accomplish?**
Our primary goal is to inform Georgia Tech students about the reality of dating and intimate partner violence, how to identify it, and how to prevent it. Our secondary goal is to establish VOICE as a group of professionals who can provide help beyond an individual's personal capabilities.
- 3. Who are we talking to?**
We are talking to Georgia Tech students, faculty, and staff.
- 4. What do we know about our audience that will help us?**
We recognize that Georgia Tech students are driven academically, tech savvy, and ambitious. Thus, we can more appropriately frame our advertising.
- 5. What do they currently think?**
Students have the preconceived notion that dating and intimate partner violence does not occur on Georgia Tech's campus and believe that it is not an issue that needs to be addressed.
- 6. What would we like them to think?**
Dating and intimate partner violence is a harsh reality on the Georgia Tech campus and it is the students' responsibility to counter the issue.
- 7. What is the most persuasive idea we need to convey?**
We need to present the elements of a healthy relationship, emphasize the importance of consent, and clarify the definition of abuse.

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- 8. What is the main thought we need to communicate?**
All forms of dating and intimate partner violence are unacceptable and preventable.
- 9. Why should our audience believe us?**
VOICE staff are professionals in advocacy, support, and crisis response. Along with Peer Educators, they work to educate the Georgia Tech community about healthy sexuality.
- 10. What is the best way of communicating our message?**
The best way to communicate is to utilize a variety of information media. Specifically, we will use print, video, and social media.
- 11. Creative Guidelines**
Our overarching theme of dating and intimate partner violence will serve as the basis for our advertising. To appeal to the student body, we will utilize mathematical symbols, Tech traditions, and formulaic language.
- 12. Executional Guidelines**
Our social media campaign will engage the audience in two-way communication about dating and intimate partner violence through statistics-based graphics. The video will inform students on the nature of dating and intimate partner violence and serve as an emotional appeal to act appropriately in these scenarios. The keychain is a creative means of distributing contact information for VOICE.

VOICE: Creative Brief

Figure 2.1 Final Creative Brief

3. VISUAL DESIGN

Visual design proved to be one of the more challenging components of VOICE’s marketing campaign due to the sensitive nature of the topic. Throughout the entire process, language, particularly the use of appropriate vocabulary, was at the forefront of the discussion. The use of images and symbols also presented a similar challenge. We had to demonstrate the reality of sexual violence without alienating our audience while still effectively communicating that it is a true and real, though preventable, problem on Georgia Tech’s campus. As outlined in our Creative Brief, we accomplished this task by using healthy relationships as an umbrella term to encompass sensitive issues such as sexual violence and consent. This allows us to present consent in a different light by focusing on all components of a healthy relationship, not just sex.



Figure 3.1 Graphic Render

With this theme in mind, our group members individually brainstormed potential designs for our proposed deliverables: a keychain and poster. In keeping with the existing VOICE logo, one of the two proposed keychain designs was a megaphone. One iteration of this particular design involved 3D



Figure 3.2 Alternate Keychain Design

printing a three-dimensional miniature megaphone on which the VOICE slogan and contact info can be engraved into or painted on. Having said that, we realized that this may be too ambitious of a project due to logistical and financial constraints. Thus, a second iteration of the concept was suggested. This version involved a flat plastic keychain in the shape of megaphone which would act as a two-sided promotional piece- one side for VOICE’s logo and the other for contact info (see **Figure 3.1**). Even with this simplified design, however, we thought that it would be best to offer VOICE another alternative.

This other design would be the most cost-effective as well as the easiest to execute. Not to mention, it could also be easily updated to better suit our agenda (but more on that later). This alternate design involved stock clear keychains which would be filled with a two-sided print: one being VOICE’s logo and the other, our proposed tagline: “Dating ≠ Consent” (see **Figure 3.2**).

3.1 KEYCHAIN

Following the same idea of consent within healthy relationships, several themes were proposed for the poster (and originally, digital print). The first theme entitled “Taking the T” highlights the idea that even within established relationships, consent must be given before any sexual activity. The slogan for this reads, ‘Stop taking the T. Put an end to intimate partner violence.’ This particular theme seeks to speak to the Georgia Tech community by using the well-known tradition of “Taking the T” as it’s main image. Our second theme, “Code for Consent”, sought to engage the tech-savvy and function based population of Georgia Tech. This theme uses computer programming language, in this case, Java, to highlight the components of consent within sexual relationships. Similarly, our final theme, VOICE’s Theorems, uses logic based and simple language and symbols to communicate the true meaning of consent as well as its role within a healthy relationship.

Having submitted the above ideas to VOICE, we received the following feedback: Ms. Helmken and the rest of the team, as expected, expressed their concern about the feasibility of the 3D printed keychains. They encouraged us instead to pursue the alternative design. In addition, they preferred our final poster theme, VOICE’s Theorems. Lastly, they thought that the current keychain slogan as well as the poster focused too much only on consent rather than highlighting all, or at least multiple, aspects of healthy relationships. As a result, we updated both designs to better reflect the goals outlined in our Creative Brief. With the help of VOICE’s feedback, our final deliverables are not only visually appealing, they also fulfill our team’s goal of maintaining the focus on intimate partner violence as a whole and not just sexual assault.

As a result, the final keychain design serves not only as a promotional tool for VOICE and their services but also as an oath “pledged” by the Georgia Tech community. One side utilizes the familiar VOICE logo along with a link to their website for more information. While the opposite side serves as an unspoken oath for Tech students to encourage and facilitate healthy relationships. The slogan “I believe in healthy relationships,” acts as a statement and a vehicle for additional information. This updated design includes not just the slogan but also words normally associated with healthy relationships (see **Figure 3.3**).



Background
#EFAD3F

Slogan Text
#A5E2E4

Accent 1
#283047

Accent 2
#FFF4DB

Figure 3.3 Final Keychain

3.2 POSTER

Similarly, our final poster now reflects client feedback (see **Figure 3.4**). As previously mentioned, VOICE expressed their concern that our visual design focused too much on consent and not enough on other aspects of healthy relationships. As a result, keeping with the theme of logic-based language and symbols, our final poster frames healthy relationships as an equation made up of multiple components such as consent not being assumed and respect being defined as not including the following: physical coercion, emotional blackmail, and sexual abuse.

On that note, due to the logic-based nature of the poster, we believe that it is best placed in locations such as Clough Undergraduate Learning Commons as well as other academic buildings. This expands VOICE's reach past intimate locations such as bathrooms, where currently "support hotline" stickers can be found. The poster is perfect for academic locations because it uses bright colors and logical statements which encourage the audience to come closer and investigate what the poster's true statement is. This is certainly different but, in our opinion, a welcome change in advertising for VOICE. Unlike other visual design elements of the same topic, this poster is not dark, both in language and imagery.

In addition, we believe that the keychain can positively impact VOICE's marketing strategy. It is a great promotional item which can be given out during tabling or at informational fairs which can be useful to students. With the logo on it, it also expands VOICE's visibility and familiarity to the Georgia Tech community. Also, like previously mentioned, it is an unspoken oath as well as a reminder to students and the greater Tech community, to encourage and facilitate healthy relationships.

In short, we sought to provide VOICE with deliverables that they can easily use without amending their existing image. We accomplished this by staying within their existing color scheme and utilizing their logo. During the design process, we did this by using color pickers to quite literally "pick out" colors within the existing VOICE logo for use in our own designs. Similarly, though not exact, the font style Futura, does a good job maintaining the current style used by VOICE. By doing so, our final deliverables provide new content for use by VOICE while still allowing them to use pre-existing marketing materials while maintaining cohesion throughout their campaign. Maintaining a defined and recognizable image, we believe, is particularly important, in accomplishing the goal of increase VOICE's visibility on campus.

All aspects must add up. 

$CONSENT = (CLEAR + ENTHUSIASTIC) \times YES$

$CONSENT \neq ASSUMED$

$NO ANSWER \neq CONSENT$

$RESPECT \in \{HEALTHY RELATIONSHIPS\}$

$RESPECT \neq \begin{cases} PHYSICAL COERCION \\ EMOTIONAL BLACKMAIL \\ SEXUAL ABUSE \end{cases}$

HEALTHY SEXUAL RELATIONSHIPS

Georgia Tech Health Promotion VOICE is Georgia Tech's sexual violence prevention and response initiative. For more information visit voice.gatech.edu

Figure 3.4 Final Poster

4. VIDEO

Violence in itself is an emotional event, and because of this, the best way to portray violence is through literary imagery and visualization. Sexual violence specifically has these emotions magnified, as it deals with direct and personal relationships. For example, it can be emotional for a soldier to kill another unknown soldier in war, but there is nothing more emotional than Brutus stabbing his best friend Julius Caesar in the back. Video includes these aspects of imagery and visualization through the camera shots, characters' nonverbal communication, diction, tone of voice, music, and visual information such as spatial awareness, making it a very powerful way to portray a message relating to sexual violence. The next question is logically, "What message should we portray?" and is answered by our client, VOICE. Through client interaction, we determined their video campaign aspirations in relation to our focus on intimate partner violence to be a personal, realistic, and emotional video that also included information about VOICE, with the goal of resonating with and educating the audience. Utilizing said aspects, our team came up with a video to meet VOICE's needs, and the following is an account of the creative ideation process that was undertaken to produce a video cohesive with their message of preventing sexual violence.

To begin the film process, we brainstormed and ranked these ideas in order, leading with my own idea, which would have been difficult to pull off, but was quite original, creative, and entertaining in my eyes. The concept was a guy very hilariously going through his whole day without speaking with anyone, and obvious problems resulting from this. Then it would tie this lack of communication into the guy's relationship, which is the main cause of distress both physically and emotionally in relationships; however, this did not meet VOICE's video advertisement needs as they also thought it to be difficult to pull off scene and acting wise, and that a focus on miscommunication was too narrow, which was enough for our group to follow their advice and move forward with the second idea. The second idea was much more straightforward, as just a girl walking through a hallway ominously while looking very lonely and having quotes about healthy, sexual relationships in her relationship voiced over behind her. This idea was embraced the most because it was thought to be realistic; however, there were some concerns and suggestions for the idea that we saw as easily workable, so this was the best choice for us in relation to what the client wanted. To pursue this idea, we had to morph the idea to take into account their suggestions and make a cohesive video and campaign, and we did this with a number of things including making a girl and guy version of the video, having the girl and guy walk to the actual VOICE locations in order to also be informative with the video, and having a storyline with the voiceovers and subtitles that fade in and out. We could visualize this video and made a rough outline of the voiceovers to have an idea of how much footage to put in the background of each video.

4.1 GIRL'S VIDEO



Video 1 Following the Right VOICE, or My Boyfriend's

The video scenes were fairly straightforward, and the biggest advice we would have for the filming process is to have many and frequent camera shots to make the video as eye-capturing as possible. We attempted this to make the girl walking to the flag building and the guy getting out of bed and working more interesting than they sound on the surface. We began filming and finished all of the guy video in one day in one of our teammate's dorm rooms. The video was then edited together, and a few days later we filmed the girl scene and the same was done. After editing each version roughly, we then went back and extremely shortened both videos and then showed my team. After this we made sure the length and sequence was good with the entire team, made some of their recommended adjustments, then edited the audio of all clips in audacity in order to eliminate background sound such as wind, music, or the sound of a shower running. Then background music was added, specifically emotional piano music, which was crucial for our emotional-appeal type of video. Finally, the group was shown these again and we decided on a day to record all of the voiceovers. After this was done the final rigorous editing process began of adding voiceover, subtitles, and making sure the video looked professional.

4.2 GUY'S VIDEO

There were a few difficulties at this point because Imovie does not have a title fade in or fade out option, but instead has a bunch of title themes. The one theme that did fade in and out was the “expand” theme, but this also made the subtitles bigger and would switch which lines certain words were on mid-shot. This was very unprofessional so we fixed this by creating picture overlays for the subtitles instead of Imovie titles. Another problem was using Imovie in general, because constantly going down to the multimedia studio to work was a hassle, plus Imovie project files seem to save locally, so we couldn't even save the project on a flash drive and use another Mac, we had to use that specific computer. We finally got the video together, uploaded it to Youtube, and turned it in the day it was due, was relieved, and went home. Unfortunately, that night we discovered that each video was 30 seconds shorter than they should have been. The next day we found the problem to be not enough room on my flashdrive that we were exporting to, something Imovie did not inform us of when exporting. After this was resolved we had the final problem having two full-length videos, and likely only time to show one in our presentation. If having too many videos is our biggest problem, and both videos give a realistic sense of sexual violence in a relationship, then our video campaign is in great shape to be used on VOICE's website, to be posted to Facebook, or even to be shown in VOICE events.



Video 2 *Following the Right VOICE, or My Girlfriend's*

5. SOCIAL MEDIA

Designing a social media campaign around sexual violence was a very challenging task. Given the nature of our topic, we realized that our biggest challenge would be to work within, but also on the edge of the social norm, to make sexual violence prevention an active discussion topic within the student body. We recognized that there is a psychological barrier within students' minds that we needed to scale in order to make this campaign successful. This barrier is the social stigma that a student would carry for associating with topics like sexual violence on social media. This barrier is entirely perceived. Our textbook, *Advertising Concept and Copy*, by George Felton, states in regards to advertising on social media, "Don't make ads; make "cool things"." We realized that if we can get students involved in ending sexual violence, the stigma associated with supporting it will cut drastically. Each of our social media deliverables and suggestions is a "cool" item or concept that is designed to help proliferate VOICE's message through audience-initiated sharing.

We began our plan with an analysis of VOICE's current presence on social media. We noticed that VOICE makes good use of Facebook's networking features. They **host** and **invite** people to **events**, **share photos** of recent **events**, and **tag** and **share** content from their associates such as the Office of Health Promotion. On the other hand, we found numerous areas for improvement as well. On both Facebook and Instagram, VOICE currently appends a **hashtag**, **#EndRapeCultureGT**, to its content. We found this to be rather harshly worded and unrealistic to appear in a typical student post on social media. Furthermore, the Instagram photos that are posted are not very suitable for the medium, and the number of **likes** from their **followers** reflects this. Some additional critiques were that VOICE' posts did not offer much interactivity, and they had a small following. From these observations, we decided to focus on increasing the following that VOICE has through engaging campaigns, as well as to develop a set of management guidelines for how to use each social media outlet in line with current trends.

The following is a collection of medium-specific recommendations for VOICE to consider. These recommendations are based on students' views of how each medium should be used:

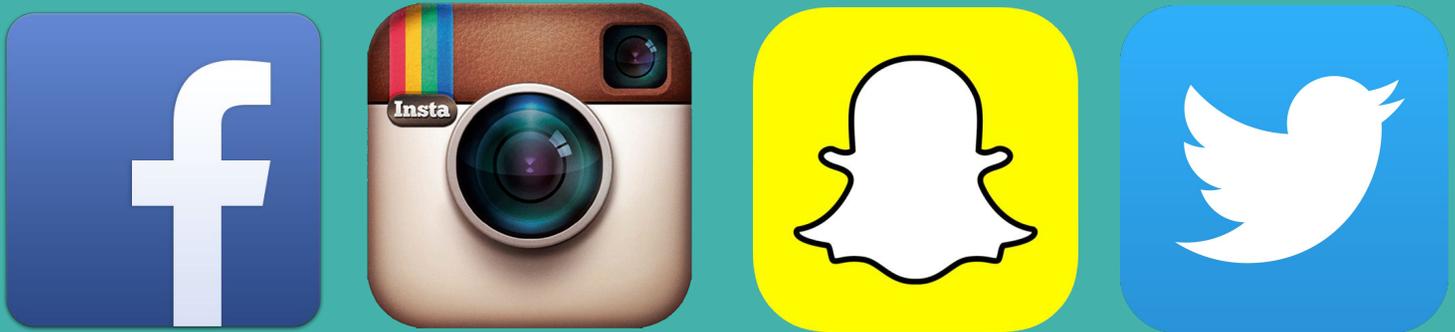


Figure 5.1 Commonly Used Social Media Domains

5.1 FACEBOOK

Facebook is where sensitive topics are discussed, and powerful statements are made. Facebook **posts** are visible to a very large group of people, so material for the Facebook page should be aimed at emotions. Rhetoric plays an important role in crafting an effective Facebook **post** because it should appeal primarily to *ethos* and *pathos*. A **post** can include shocking facts and statistics on sexual violence, petitions, calls to action, and material of that nature. Our video also makes a strong appeal to *pathos*, making it excellent for a Facebook **post**.

Also, a developing series of **posts** is a good way to keep attention on Facebook; as well as an opportunity to develop a **hashtag**. One such series could be a set of particularly moving testimonials of survival from victims. Another such series could be called “Good Deed of the Week” or “Allies of VOICE” and could feature actions taken by students that further the mission of VOICE. These **posts** could be grouped together with a **hashtag** like #AlliesOfVOICE so that they can all be found in one location later.

Our first of three campaign ideas is titled “Voice Your Pledge”. Through the VOICE website and Facebook page, VOICE could provide a link to a separate page where users can record themselves taking a pledge against sexual violence. The link would display dialogue for the user to read, and at the end of the campaign, VOICE could use the recorded pledges to create a powerful audio montage. This could be used in marketing videos, oral presentations, and the like.



Figure 5.2 VOICE's Current Facebook Page

5.2 INSTAGRAM

Instagram is best used as a place to broadcast powerful, emotion-stirring pictures. The use of visuals on topics too complicated or ‘taboo’ to discuss will engage the audience, and allow them to interpret the situation in a way that they can most closely relate to. A series of staged images such as the one below can help start the conversation. A cohesive theme between the photos in this series will establish VOICE’s image and make their future posts distinguishable. For instance, positive images in this series can be presented in color, whereas negative images can be presented in grayscale. Both images could have a common overlay with VOICE’s logo.

Additionally, VOICE can create a storyline about sexual violence through a string of pictures. Each picture would add progression to the storyline and develop the characters’ relationship. The pictures would avoid depiction of any actual violence; instead, they focus on one moment. For example, initially VOICE can circulate a picture of a happy couple. In the next picture, however, the girl has a concerned look on her face as her boyfriend looks angry. A short description of the picture would accompany the upload. This could be concluded with the question of “How might this situation have been prevented?” to generate audience feedback and start a discussion.

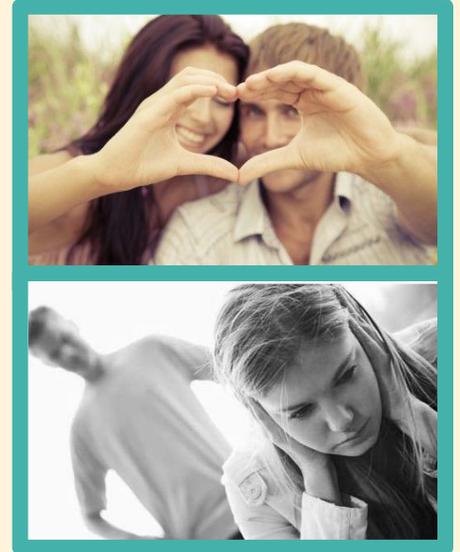


Figure 5.3 Sample Campaign Photos

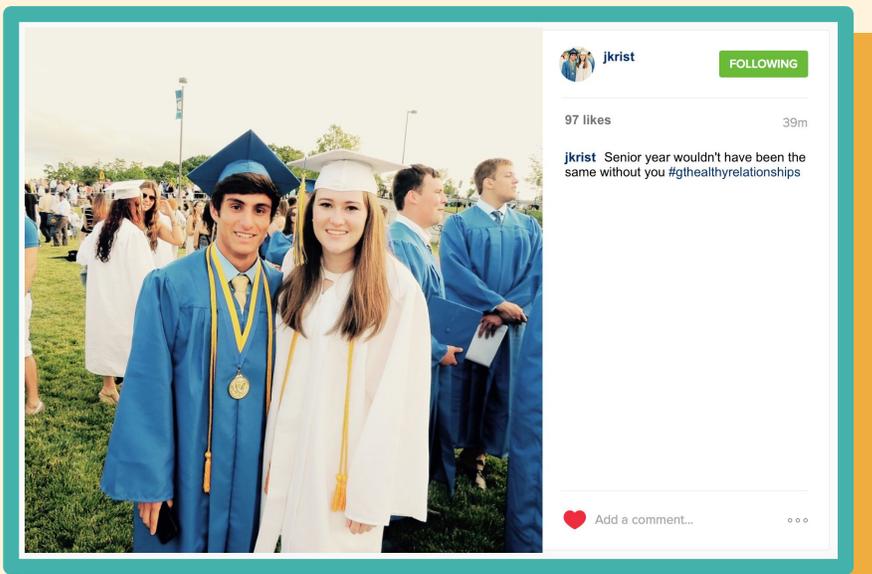


Figure 5.4 Sample Instagram Post with #GThealthyRelationships

Our second campaign idea is titled “Promoting Healthy Relationships.” VOICE could launch an Instagram campaign where students share a picture taken with their significant other. A wide variety of pictures are acceptable: the picture can range from one of a couple at semi-formal in the Greek sector to a selfie at Bobby Dodd Stadium. Each picture serves as an example of a healthy relationship for the student body. The user would include a **hashtag** in the picture **description** (such as #GThealthyRelationships) so that his or her friends can follow along.

5.3 SNAPCHAT

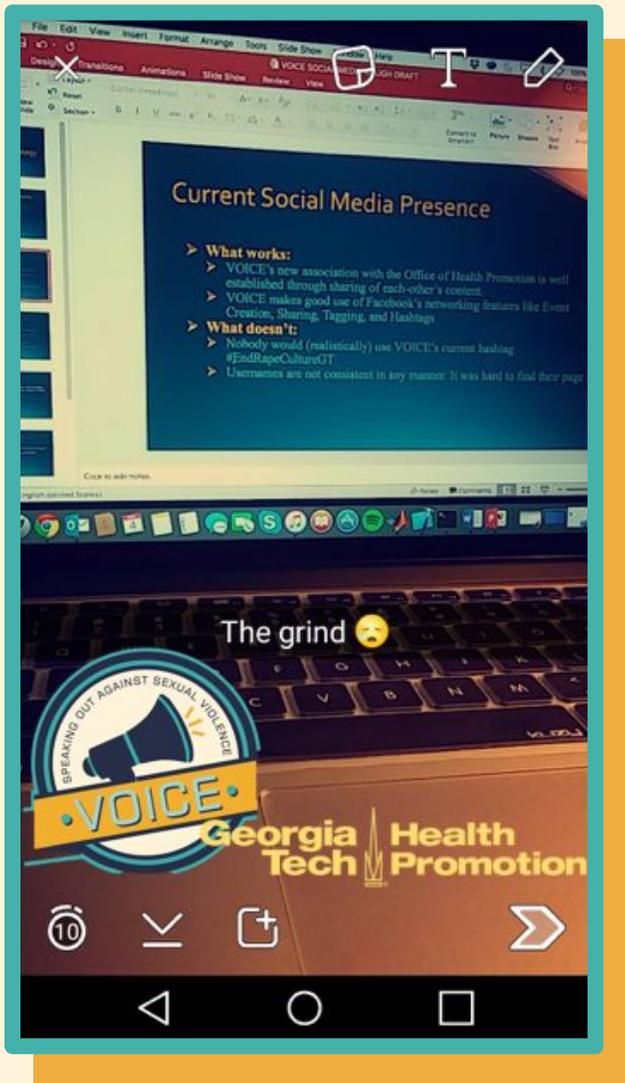


Figure 5.5 Snapchat Photo With Sample Geofilter

We believe that VOICE can gain a tremendous number of new **followers** by simply injecting their name into the student body. Creating a Snapchat **filter** is the best way to go about this. Snapchat is a form of social media where people send captioned photos to each other. These photos can be ornamented with a variety of **filters** that change the hue or saturation, grayscale the image, or add an overlay. One type of overlay **filter** is called a **geofilter**, and is dependent on the user's geographic location. The designer of a **geofilter** can specify a location on a map and a radius. Once approved by Snapchat, every Snapchat user within the specified radius of the specified location can use this **geofilter** in their photos. The beauty of the Snapchat **filter** is that it puts the VOICE name and logo out to a large number of people in a short amount of time. In the figure to the right, we have shown a sample **filter**, and its use on a typical Snapchat photo. If VOICE decides to pursue this option, the submission and approval process through Snapchat's website is very straightforward. We recommend setting the radius to cover all of Georgia Tech and the center point at Tech Green.

5.4 TWITTER AND CONCLUSION

We also believe that VOICE would benefit from a presence on Twitter. Twitter is a place for quick information without much of an emotional charge. Regarding the rhetoric of a *tweet*, most appeal to *logos* and are short, as *tweets* are restricted to 140 characters. Concise, logic-based, sayings will be most effective on this audience of Georgia Tech students. Twitter is a good place to circulate the mathematical expressions we developed in the print advertisement campaign. Also, Twitter supports the *hashtag*. Thus, interactive activities such as the photo submission contests mentioned above can have a submission open through Twitter as well. We would like to advise against using Twitter to link back to Facebook posts, or allowing Instagram to write an automatic Twitter *post* once a photo has been posted.



Figure 5.6 Georgia Tech Health Promotion’s Successful Twitter Feed

In retrospect, I would have liked to develop more of a rhetorical guide for the client. On social media, wording and timing are everything. Our generation is very harsh on social media. If a particular *hashtag* is ‘too long’, or if somebody posts an obnoxious (5+) number of posts per day, we will *unfollow* the original poster and never look back. Thus, I would recommend having a student manager for the social media accounts. Our group took the approach of ‘breaking the ice’, and tried to find ways to blend the topic of sexual violence prevention into the norm by finding out how students could relate to it. We are confident that this will raise a following of students, and that our campaigns will maintain the interest for some time. However, after these campaigns expire, and as new ideas surface, it is important to maintain a presence on social media so as to attract new allies of VOICE, and keep the old.

6. ORAL PRESENTATION

The main objective of our final presentation was to present a professional marketing campaign to Ms. Helmken, the VOICE team, and Dr. Young. Throughout the semester, we presented individual components of our marketing strategy, which eventually had to be condensed into a 6-8 minute final presentation. In order to efficiently and effectively consolidate our deliverables, team members shortened their individual presentations to focus on their specific area. Once our presentation was drafted, we used a template to establish an aesthetically appealing visual. We accomplished this by utilizing VOICE's existing color scheme and by highlighting important words to catch our audience's eye. To successfully do so, we first had to establish our credibility. We believed that the best way for our audience to believe us was to have each team member speak about their own job of the campaign strategy during the presentation.

As the Client Liaison between my team and VOICE, I introduced our final campaign presentation. The Marketing Coordinator provided an overview of the campaign strategy. During the presentation, Reed listed specific parts of the campaign and referenced their relation to our overall theme. To further establish our credibility, the creative brief, styled in a cohesive color scheme, was displayed for the audience. Our Print Production Coordinator introduced our print deliverables. Jianna focused on the design principles present in each deliverable and its importance in capturing the audience's attention. She also mentioned the rhetorical strategies used in these deliverables. For example, our print advertisement utilizes logos to appeal to the Georgia Tech student need for logical understanding. Due to the depth of the social media strategy, both the Team Leader and the Social Media Coordinator presented our social media solutions. Kartik provided a review of VOICE's current social media presence and general revisions, and Jacob presented specific campaign suggestions. Mock-ups and images supported the validity of our suggestions. We concluded our presentation with our video advertisement, our strongest audio and visual component. Our Video Production coordinator, Jason, in the presentation, outlined the goals of our advertisement and the incorporation of our theme.

In the end, we presented a professional, credible outline of our marketing strategy. Our collaboration resulted in a conclusive document that supported our theme. To achieve such a document, we planned to meet to help each other finalize our deliverables. However, it was often difficult to schedule meetings where every member could attend. Next time, it would be more beneficial to meet on a scheduled, biweekly basis at the same time. Also, my teammates would help me craft diction in my emails during our meetings to maintain a level of professionalism in our communication. Despite these obstacles, we fulfilled our client's needs through written, oral, and visual media. The following pages contain our final presentation and script.

6.1 INTRODUCTION AND CREATIVE BRIEF



Introduction

Welcome everyone, my name is Milcah Ntende, and as this group's client liaison I have the pleasure of introducing our final marketing strategy for VOICE. In our plan, we narrowed our focus to healthy, consensual relationships at Georgia Tech. This presentation showcases our best efforts, for more information please refer to the style guide. And these are my teammates: Reed our Marketing Strategy

Coordinator, Jianna our Print Production Coordinator, Kartik our Social Media Coordinator, Jason our Video Production Coordinator, and Jacob our Team Leader. It's been great working with you all semester, and we are really excited to present to you our finalized marketing campaign.

Creative Brief

The creative brief was essentially a visual representation of our Marketing Campaign. In the creative brief we outlined what our goals and purpose were for the Campaign, including labeling our main focus on healthy, sexual relationships and healthy relationships. We wanted to present the elements of a healthy relationship, emphasize the importance of consent, and clarify the definition of abuse. Our creative brief also gave some insight into how we wished to accomplish our goals and some of the strategies we would

- 1. Why are we advertising at all?**
Dating and intimate partner violence occurs on the Georgia Tech campus and should be addressed.
- 2. What is the advertising trying to accomplish?**
Our primary goal is to inform Georgia Tech students about the reality of dating and intimate partner violence, how to identify it, and how to prevent it. Our secondary goal is to establish VOICE as a group of professionals who can provide help beyond an individual's personal capabilities.
- 3. Who are we talking to?**
We are talking to Georgia Tech students, faculty, and staff.
- 4. What do we know about our audience that will help us?**
We recognize that Georgia Tech students are driven academically, tech savvy, and ambitious. Thus, we can more appropriately frame our advertising.
- 5. What do they currently think?**
Students have the preconceived notion that dating and intimate partner violence does not occur on Georgia Tech's campus and believe that it is not an issue that needs to be addressed.
- 6. What would we like them to think?**
Dating and intimate partner violence is a harsh reality on the Georgia Tech campus and it is the students' responsibility to counter the issue.
- 7. What is the most persuasive idea we need to convey?**
We need to present the elements of a healthy relationship, emphasize the importance of consent, and clarify the definition of abuse.
Jacob Bruhn, Jason Krist, Jianna Caronan,
Kartik Sastry, Milcah Ntende, Reed Williams
- 8. What is the main thought we need to communicate?**
All forms of dating and intimate partner violence are unacceptable and preventable.
- 9. Why should our audience believe us?**
VOICE staff are professionals in advocacy, support, and crisis response. Along with Peer Educators, they work to educate the Georgia Tech community about healthy sexuality.
- 10. What is the best way of communicating our message?**
The best way to communicate is to utilize a variety of information media. Specifically, we will use print, video, and social media.
- 11. Creative Guidelines**
Our overarching theme of dating and intimate partner violence will serve as the basis for our advertising. To appeal to the student body, we will utilize mathematical symbols, Tech traditions, and formulate language.
- 12. Executional Guidelines**
Our social media campaign will engage the audience in two-way communication about dating and intimate partner violence through statistics-based graphics. The video will inform students on the nature of dating and intimate partner violence and serve as an emotional appeal to act appropriately in those scenarios. The keychain is a creative means of distributing contact information for VOICE.

VOICE: Creative Brief

the strategy, including video, print ad, and social media implementation. Overall, the creative brief was an aesthetically appealing summary of our marketing project for VOICE.

6.2 PRINT AND SOCIAL MEDIA REVIEW

Visual Design

This poster is one of our two print deliverables. As mentioned in our creative brief, we wanted the print ad to speak to the logic-based mentality of Tech students. Through the use of equations and math symbols, we've created a poster that is simple yet thought-provoking. This makes it suitable for locations such as Clough, Skiles, and other academic buildings, as seen here. This ad can also be displayed on television screens at the Student Center or in the GT Connector. It can

also be resized to be used as larger posters or small flyers at tabling events and fairs.



Speaking of tabling events and fairs, we created this keychain as a promotional item to give away. To anyone that recognizes it, it serves as a reminder of VOICE and their services. But more importantly, it encourages and proliferates the idea of healthy relationships. For both deliverables, we made sure to use VOICE's logo and the existing color scheme in order to establish a cohesive, recognizable image across campus.

Social Media

We went through VOICE's current social media accounts and assessed what worked and what didn't. There is a much more extensive list behind me, but I'll just touch on a few things. The biggest thing that we liked was how well VOICE was using Facebook and its networking features like event creation and sharing. Some of our critiques include the lack of a following on social media and not using social media outlets effectively.

Current Social Media Presence	
Pros	Cons
<ul style="list-style-type: none">➤ Association with the Office of Health Promotion is well established➤ Sharing of each-other's content, linking, etc.➤ Good use of Facebook's networking features<ul style="list-style-type: none">➤ Event Creation, Sharing, Tagging, and Hashtags.➤ Use of event photos, posters, and recognizable graphics when advertising.	<ul style="list-style-type: none">➤ Current hashtag #EndRapeCultureGT is not realistic in day to day interaction on social media.➤ VOICE's usernames across domains is not consistent<ul style="list-style-type: none">➤ Quite difficult to locate even their Facebook page.➤ Use of Instagram is not quite appropriate for the medium.➤ Not much of a following, no 'quick' information available.

6.3 AUDIENCE ENGAGEMENT

Solutions: General

- Use posts to **engage** the audience.
- Tag a friend or significant other on posts that encourage healthy relationships.
- Ask questions as a means to open up communication.
- **Facebook** is where a lot of **sensitive** topics, **powerful** statements, and other types of social **politics** are broadcasted.
- **Instagram** is best used as a place to broadcast **powerful, emotion-stirring** pictures.
- VOICE can create a **Twitter** account.
- **Logic based, concise** sayings will cater to this particular audience.
- VOICE can create a **campus wide** Snapchat filter.

In order to build a larger following, we think that VOICE needs to engage the audience more on social media. There needs to be more interaction and more discussion online. This can be prompted by activities that have you tag a friend, post a picture, or use a hashtag.

To help with the second issue of using social media effectively, we came up with guidelines as to how each social media outlet should be used, as well as new outlets to establish a presence on. We have provided examples and further guidelines in our style guide.

Campaigns

Voice Your Pledge

- Campus wide initiative that gives students a role in preventing sexual violence
- Students record themselves reciting their pledge to prevent sexual violence
- Could be done through a submission form online
- VOICE could use these pledges for slideshows at FASET, in future videos, and for events on campus

Instagram Story

- A series of pictures on Instagram that tell a story of sexual violence
- Pictures are cohesive; each one develops the story
- Do not display any actual violence; serve more as visual reminders
- Probably circulated weekly

Social Media Campaigns

- **Voice Your Pledge Campaign**
 - Record your pledge to join the campaign for sexual violence prevention.
- **Sexual Violence Through Pictures Campaign**
 - VOICE can create a storyline about sexual violence through a string of pictures.
 - Each picture would add progression to the storyline and develop the characters' relationship.
- **Instagram Campaign: Promoting Healthy Relationships**
 - Students share a picture taken with their significant other, creating a prototype of a healthy relationship.

Instagram #GTHealthyRelationships

- Couples take pictures together using VOICE's hashtag
- Could be taken at football games, Greek formals, graduation
- Fun and nonthreatening way to spread VOICE's message on campus

6.4 VIDEO AND CONCLUSION

Following the right VOICE, or My Girlfriend's



Alternate Video: Following the right VOICE, or My Boyfriend's

Video

For the video, we took into account our own ideas as well as your suggestions to realistically portray a victim in an unhealthy relationship. By including both male and female perspectives and filming the actual VOICE locations, our video appeals emotionally to all audiences while allowing victims to draw parallels to their own relationships, as well as show victims exactly where to get the help need. So to conclude, here is our video.

Conclusion

I hope you have enjoyed our presentation. Once again, please refer to our style guide for additional information. Finally, we would like to thank Dr. Young, Ms. Helmken, and the rest of the VOICE team for their guidance and support throughout the semester.

7. REFLECTION

Our final advertising campaign required an employment of rhetoric, multimodal communication, and efficient teamwork to communicate our message. The service learning nature of our project required additional skills in social adeptness and peer to peer communication. Throughout the semester, we contemplated methods regarding the best way to break the social barriers associated with discussion of sexual violence prevention. We conscientiously utilized the rhetorical devices in each of our deliverables to appeal to the student body. Sexual violence prevention is a topic that conjures uncomfortable images and general unease; rhetorical devices ameliorate some of these unpleasanties. There are a collection of social norms that we adhered to when discussing sexual violence; some of which hinder programs like VOICE from communicating their message. Our campaign taught us that sexual violence is a very broad term; it is similar to an umbrella that encompasses several manifestations of the issue. Our group focused on promoting healthy, sexual relationships through media that are highly relatable to the student body. To further address the student body, we narrowed our deliverables' focus to dating and intimate partner violence. By narrowing our focus, we communicated our message more effectively and aided the student coalition against sexual violence that VOICE strives to create.

Our project was a group-centric effort; communication, adaptability, and reliability were crucial to the team's success. Each member received a specialized role in the organizational structure. Individualized responsibility helped to ensure quality in each deliverable. In order to maintain a cohesive theme, we adapted each member's work into one overarching style. As common with many team-based projects, we encountered complications in team development. Complications arose in scheduling meetings; team member absence further muddled the issue. At times, our specialization separated our individual focus and distracted from the theme. To improve our group's success, we could benefit from specific revisions in scheduling and maintaining a universal theme. Our team would benefit from a shared class schedule so to better organize team meetings. Peer reviews of each document appear burdensome but help to connect individual focus. Overall, our framework allowed us to accomplish our goal: to promote healthy, sexual relationships among the Georgia Tech student body.