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WE CAN BE

A social awareness campaign.



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CREATIVE BRIEF

Who is the client?

The World Future Society.

What are they?

The WFS is a nonprofit founded in 1966 that focuses on bringing future-minded people together to tackle humanity's biggest problems.

What are we creating?

An awareness campaign that includes a magazine ad, a poster, and a guerrilla marketing ad.

What thoughts/feelings can we evoke?

A sense of agency, possibility, imagination, hope, a sense of caring towards humanity.



What are we trying to say with this?

What will the audience take away?

Even though humanity's biggest problems seem overwhelming, there are solutions if we work towards them. The audience should take away a sense that they can be involved in creating a better future.

What is the target audience?

The campaign should appeal to anyone from young adult to older adult- anyone with a desire to solve problems, to create, and to be able to look at the big picture.

What is the tone/personality of the ads?

Somewhat serious but hopeful, powerful, uniting, and motivating.



MAGAZINE AD

Page Size: 8.5"x11"

WE CAN BE



Sustained.



The World Future Society believes
we can be a greater humanity.
Learn more and get involved at:



MAGAZINE AD

The bold type stretches to the edges of the page to allow the center word “can” to be as prominent as possible.



A hand holds a Polaroid photograph in front of a dark, smoky industrial background. The photo shows a futuristic city skyline with several tall, green, cone-shaped skyscrapers. A white text box on the Polaroid reads "Sustained." Below the hand and Polaroid, the text "The World Future Society believes we can be a greater humanity. Learn more and get involved at: WFS.ORG" is displayed, along with the WFS logo.

The World Future Society believes
we can be a greater humanity.
Learn more and get involved at:

 **WFS.ORG**

MAGAZINE AD

The bright photo being held up contrasts with the dark, gray, dreary background.



WE CAN BE

Sustained.

Sustained.

The World Future Society believes we can be a greater humanity. Learn more and get involved at: WFS.ORG

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The last element the audience will likely notice is the short description of WFS and direction to the website in the corner.



MAGAZINE AD

Because of the nature of the organization, the topic of each ad can vary greatly, addressing any major problem we face as a society (education, technological progress, health, hunger, etc.)

No matter the topic, every ad should have the same elements of a blurred, desaturated background photo contrasted with a bright polaroid, "We Can Be" stretching across the page, and the direction to the website.



POSTER

17"x12.25"



The World Future Society believes
we can be a greater humanity.
Learn more and get involved at: WFS.ORG



A horizontal format was chosen to accentuate the action of the photos.



The color of the word “can” is derived from the content of the polaroid photo.





The the polaroid photos match up with the background photo in some way; the horizon line in the magazine ad, and the man's leg in this poster.



POSTER

WE CAN BE



A+ Peace.

The World Future Society believes
we can be a greater humanity.
Learn more and get involved at: WFS.ORG



GUERRILLA AD

External bus shelter ad (46.25" x 70")



Internal bus shelter ad (46.25" x 70")



External Ad:

Frosted Semi Transparent
Vinyl

Two-Way Mirror —
(Mirror side on outside of bus shelter)



GUERRILLA AD

External Ad:



GUERRILLA AD

Internal Ad:

Frosted, Semi Transparent
Vinyl

Two-Way Mirror
(Transparent on inside of bus shelter)

Augmented reality
elements in polaroid frame



GUERRILLA AD

Without AR



With AR



GUERRILLA AD

The content of the augmented reality should be overlayed onto the actual environment surrounding the bus shelter and cleverly integrated. For example, in a busy, polluted section of a city, the AR may show a green version overlayed onto the existing structures seen through the polaroid frame.

Images within the frame should not be flat and static, instead the audience should be able to move their device around to look at the scene from different angles.

