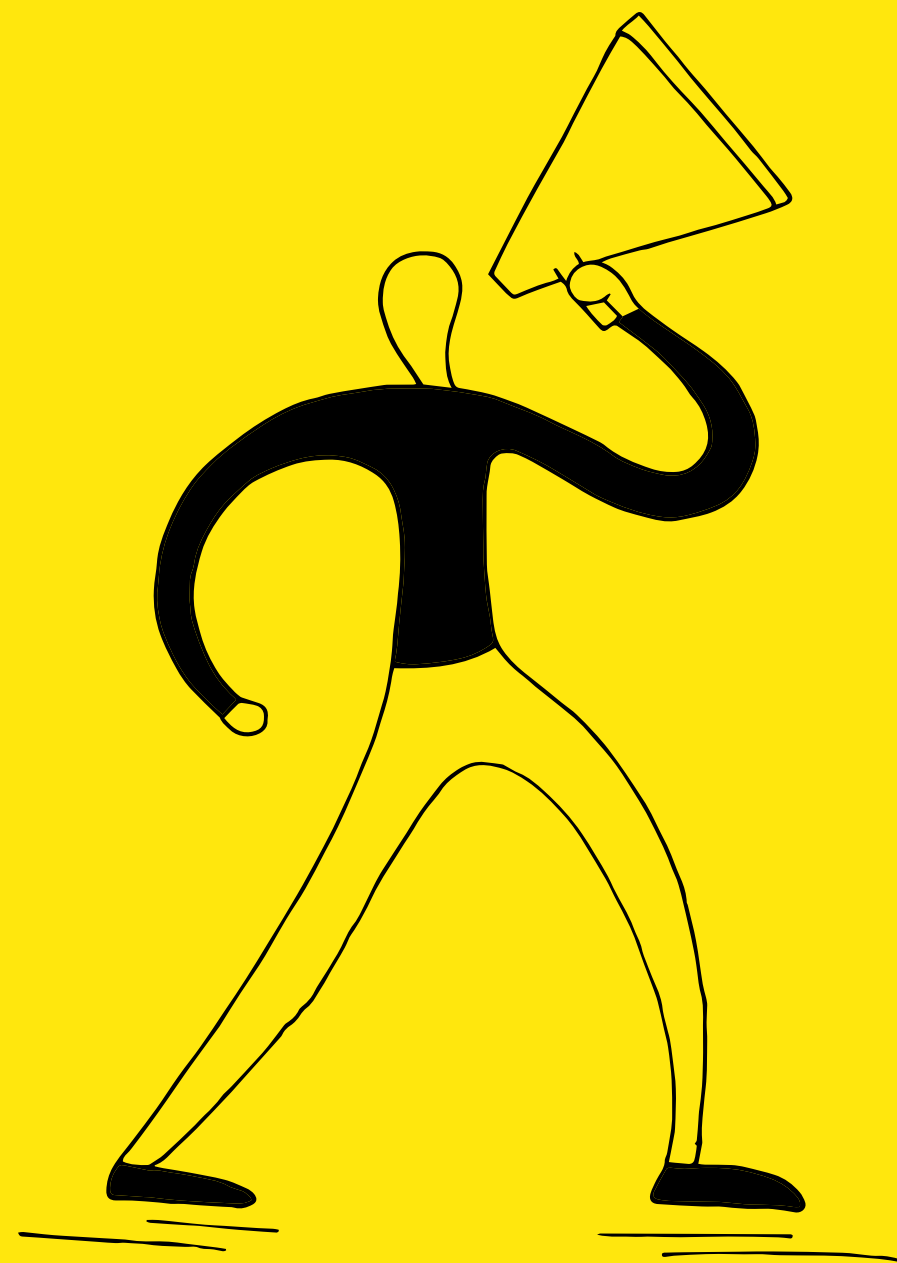


Created by *StudioLR*

Campaign for Kindness

Part 1

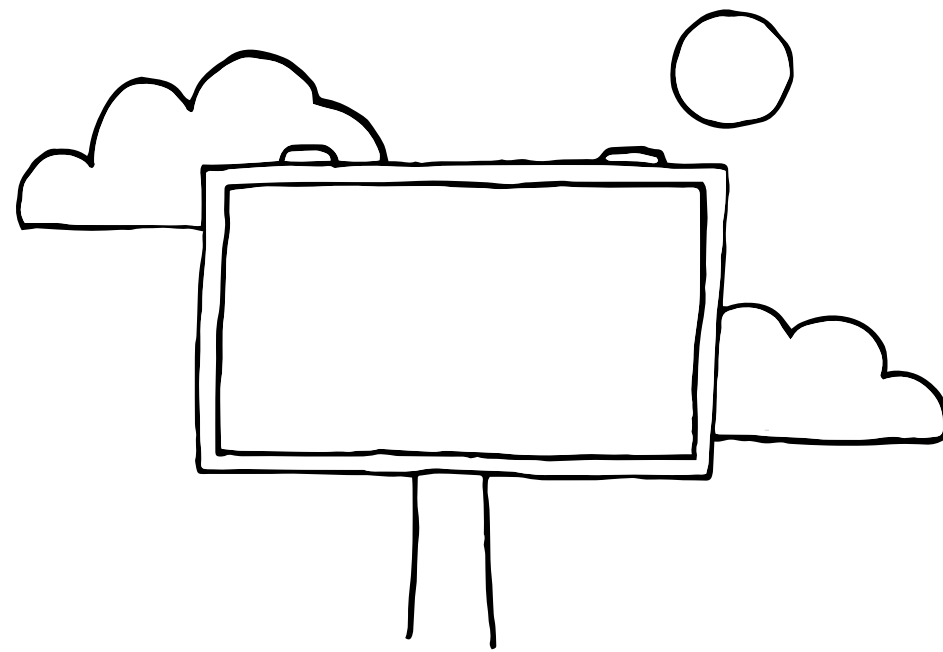


What is a campaign?

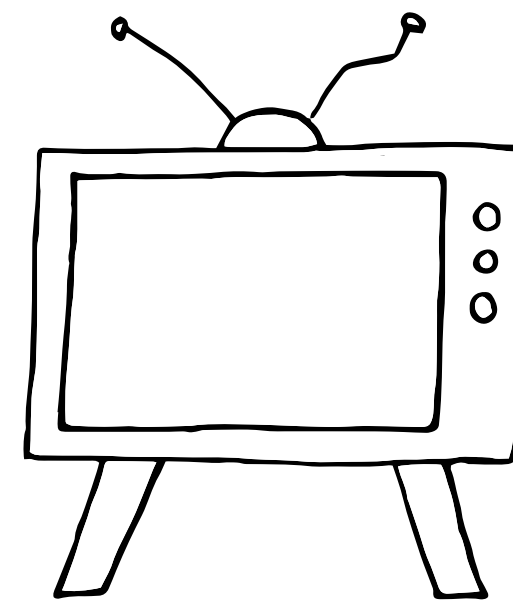
A campaign is a form of communication, used to reach a large number of people and encourage them to **do something.**



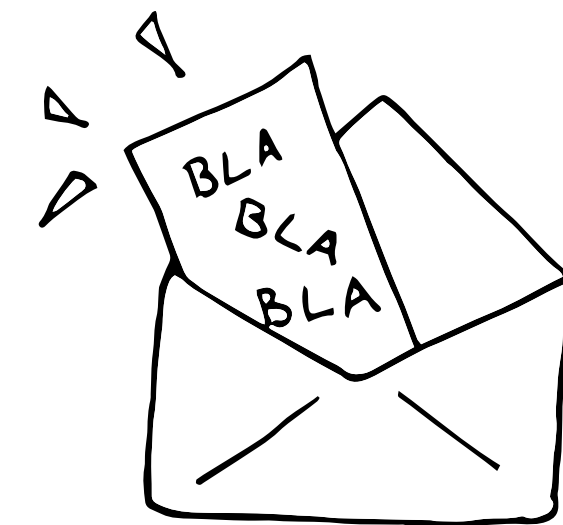
Campaigns come in all shapes and sizes...



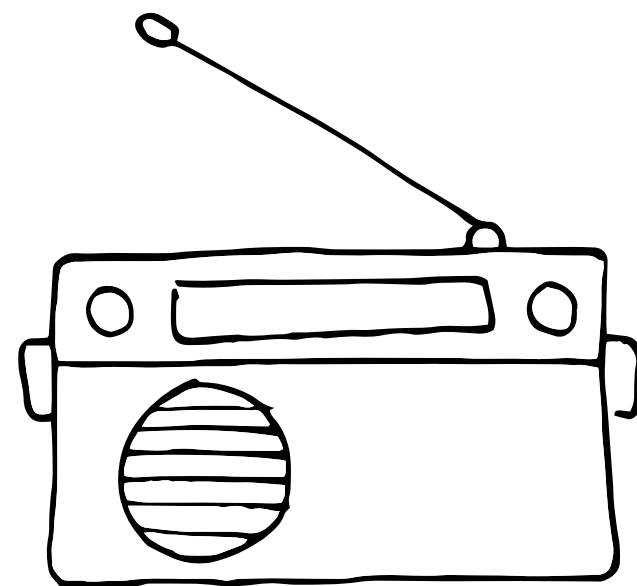
Outdoors
(like billboard or bus ads)



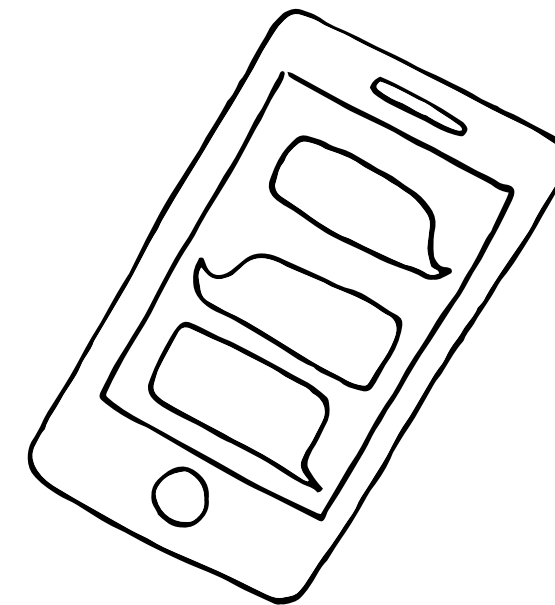
TV
(or even the cinema)



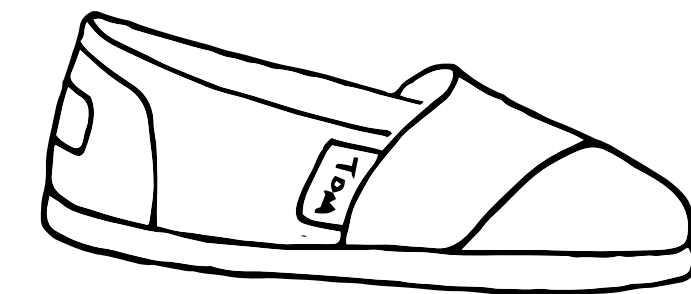
Direct mail
(flyers... not just junk mail)



Radio
(or on Spotify nowadays)



Online
(like on social media)



Products
(like TOMS shoes)

... and much more. Anything can be used to raise awareness for a subject.

**Campaigns can even be used
to make society kinder...**

**Here are some examples of
campaigns that promote
kindness to animals:**

Give a hand to wildlife



Give a hand to wildlife



Give a hand to wildlife



Give a hand to wildlife



Campaign by: WWF



Campaign by: Greenpeace

https://www.youtube.com/watch?v=qhbliUq0_r4

10 threatened species



Campaign by: Lacoste in
partnership with IUCN

https://www.youtube.com/watch?time_continue=20&v=iLbW68bDV4g

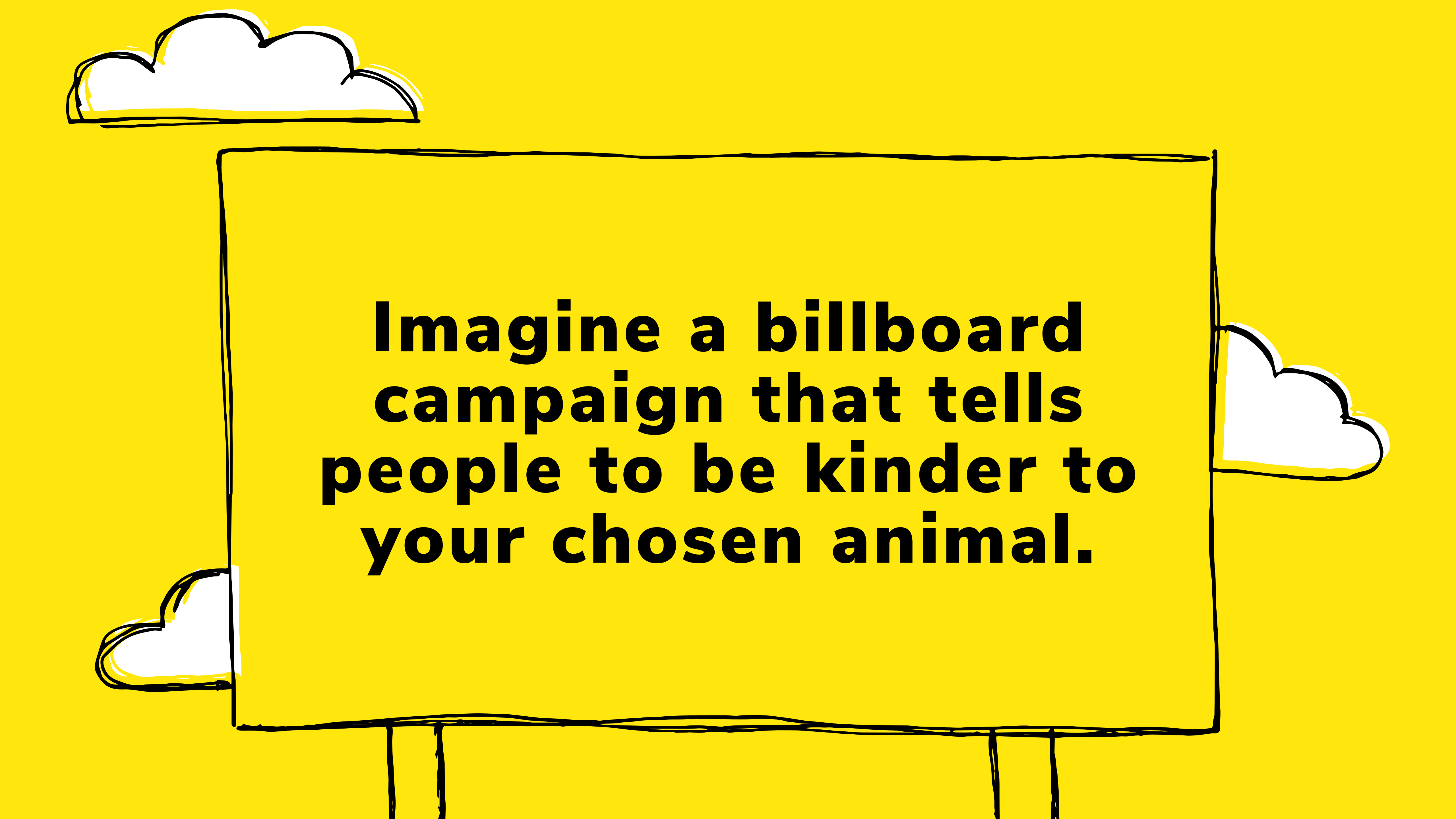
Split into groups...

**How many animals can
you think of that deserve
more kindness??**



**Why do they
need more
kindness?**





**Imagine a billboard
campaign that tells
people to be kinder to
your chosen animal.**

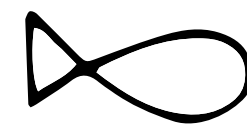
Visual

Swimmers elbow pointing up like shark fin.



Information

Explaining that sharks don't just go around killing 100s of people like everybody thinks.



Last year 50 people were killed by sharks... while 100,000 sharks were killed by people.

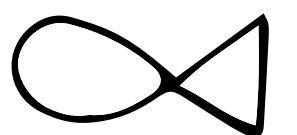


Call to action

Get people talking about this fact to break down the stigma around sharks.



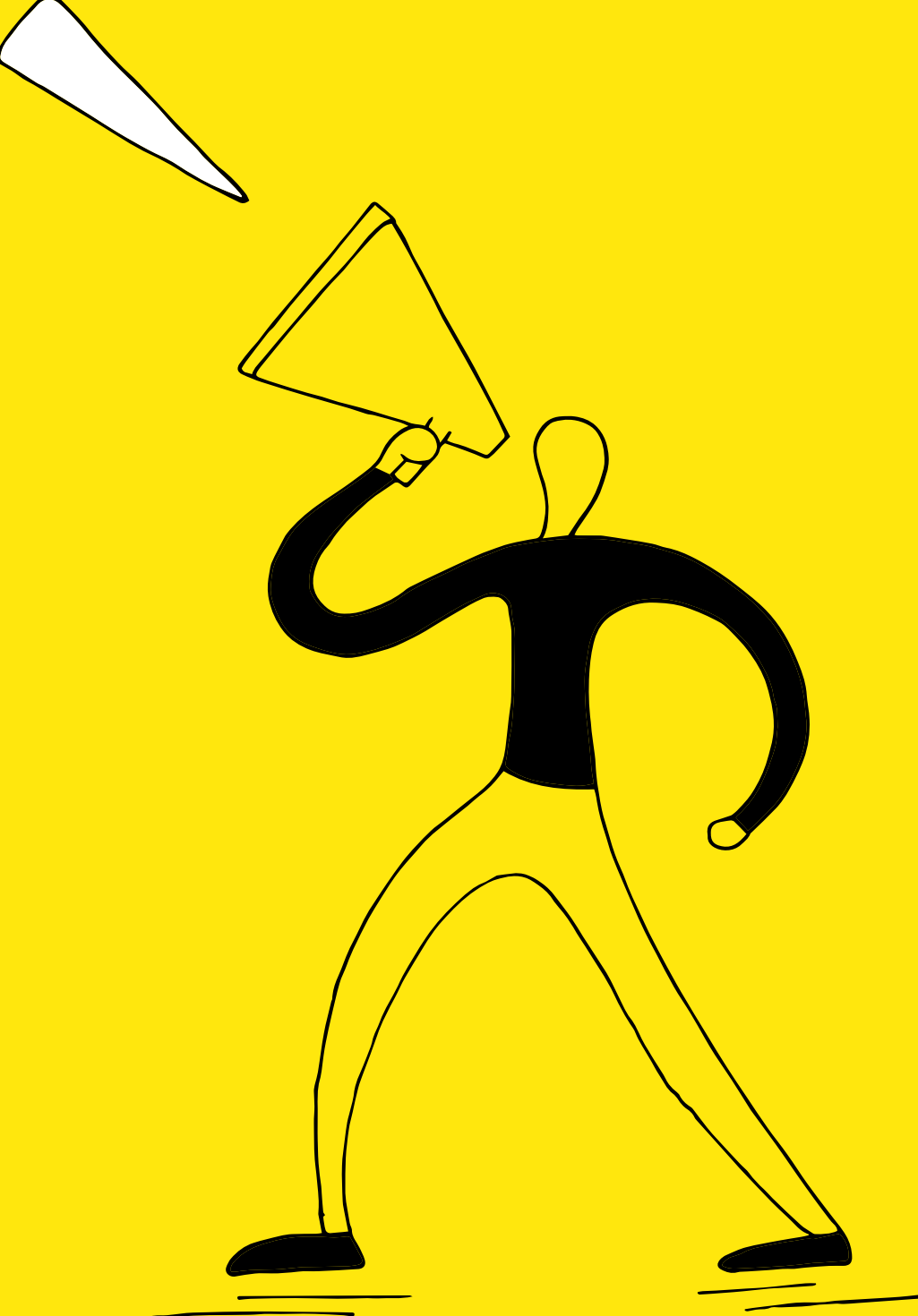
Talk about killer instincts



Created by *StudioLR*

Campaign for Kindness

Part 2



Split into groups...

**Campaigns can even be used
to make society kinder...**

**here are some examples of
campaigns that promote
kindness to people:**

It started with a simple tweet

 **miss pommery 1926** 🙌
@cheeahs

So I have an idea similar to [#ridewithme](#) to help protect those being abused as result of Brexit referendum - but I need your help.

♡ 257 9:28 PM - Jun 26, 2016 ⓘ

💬 184 people are talking about this >

 **miss pommery 1926** 🙌
@cheeahs

I quite like the idea of just putting a safety pin, empty of anything else, on your coat. A literal SAFETY pin!

♡ 599 9:31 PM - Jun 26, 2016 ⓘ

💬 381 people are talking about this >

 **Emma Pass**
@EmmaPass

Wearing a [#safetypin](#) to show solidarity with EU citizens and immigrants here in the UK. [#youarewelcomehere](#)



View the conversation on Twitter

♡ 204 9:48 PM - Jun 28, 2016 ⓘ

💬 132 people are talking about this >

 **Dr Alex Gates**
@dr_alex_gates

Wearing [#SafetyPin](#) in solidarity with those from all over the world who make our NHS tick-intolerance to hate & fear



♡ 120 9:40 AM - Jun 29, 2016 ⓘ

💬 86 people are talking about this >

 **Fuad Alakbarov**
@DrAlakbarov

I'm also wearing [#safetypin](#) to show solidarity with immigrants and EU citizens. 🙌 [#HopeNotHate](#)



♡ 238 9:16 AM - Jun 29, 2016 ⓘ

💬 123 people are talking about this >

 **Dr Lauren Gavaghan**
@DancingTheMind

Ready to be your [#SafetyPin](#) on the bus, in streets, wherever you are, my fellow foreign-born friends ❤️ [#LoveOverFear](#)



♡ 206 8:34 AM - Jun 29, 2016 ⓘ

💬 170 people are talking about this >

Within 2 days [#safetypin](#) was trending on Twitter, with 30,000 shares, as people posted pictures wearing the symbol.

Campaign by: Allison

THIS
GIRL
CAN

Still slow. Still lapping
everyone on the couch.

Campaign by: Sport England

21 MAY 2015

TOMS

ONE DAY
WITHOUT SHOES

TAKE A PIC
=
GIVE SHOES



#WITHOUTSHOES

Represent Malaysia #TOMSmalaysia

From May 5 - May 21, Instagram your bare feet with the hashtag #WITHOUTSHOES to give a new pair of shoes to a child in need.*

*Up to 1 million, limit one photo per person via Instagram

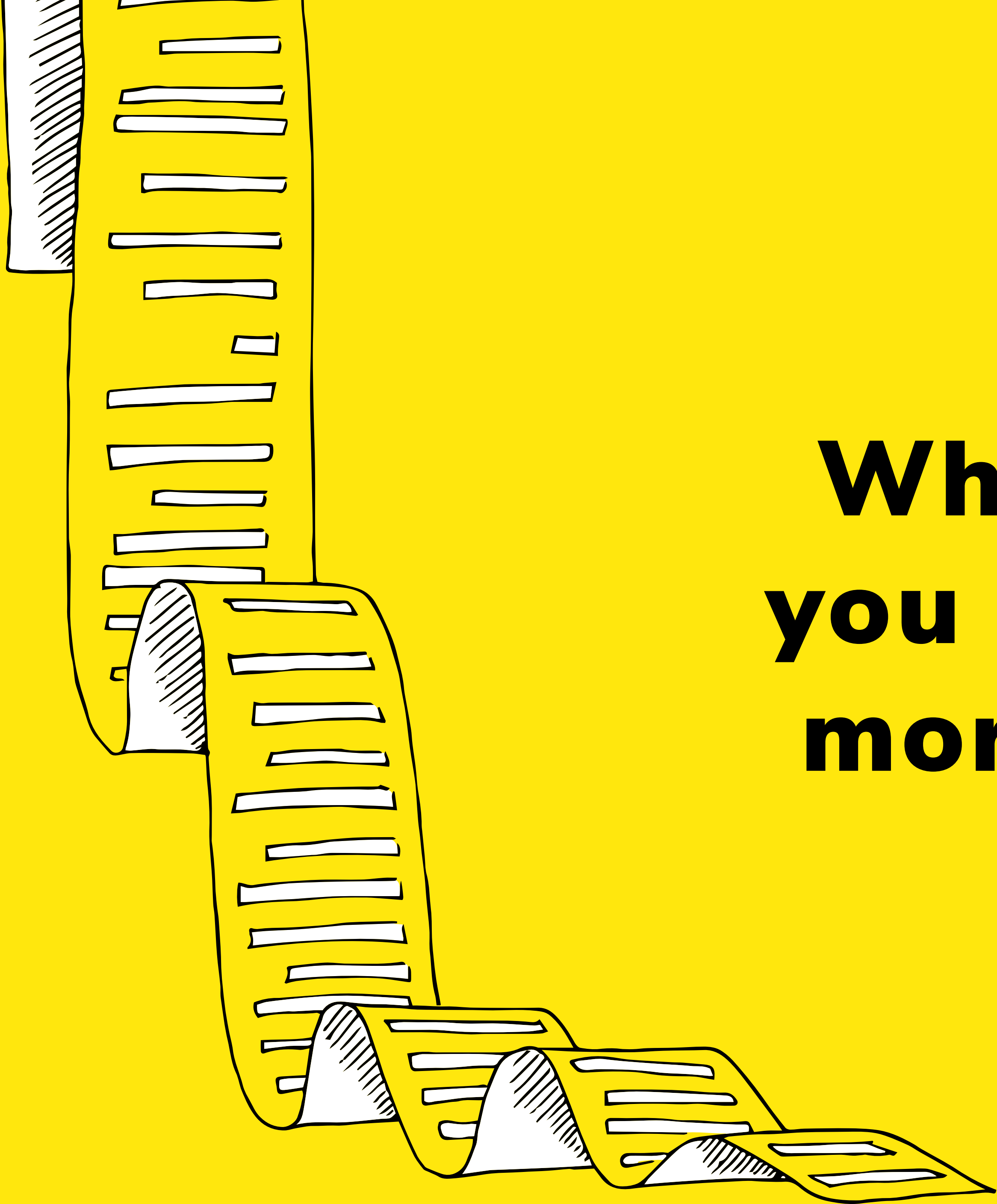
TOMS

One Day
#Without Shoes

May 10, 2016



Campaign by: Toms.



**What people do
you think deserve
more kindness??**

1. Do unkind or unfair things happen to them?

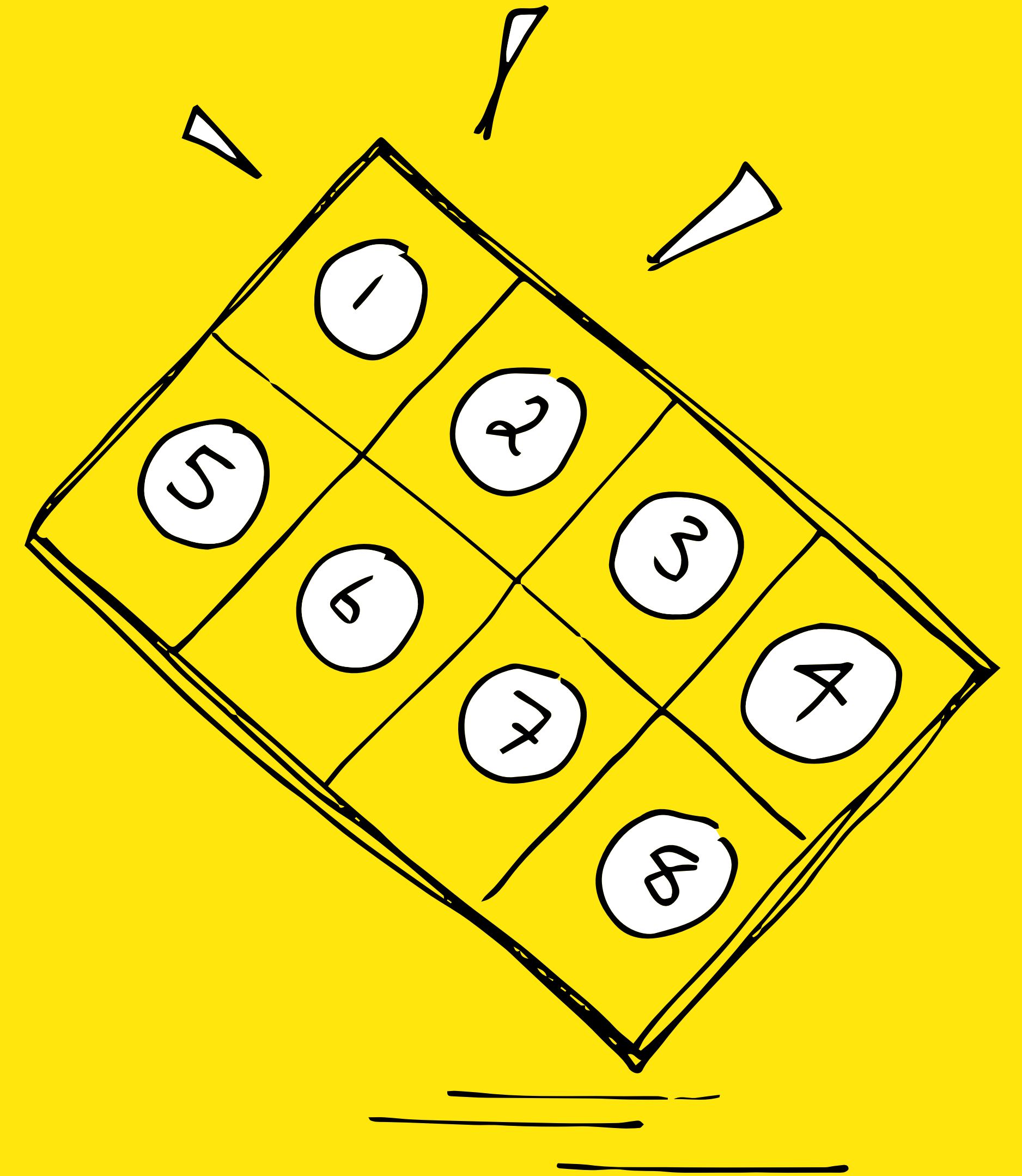
2. How does this person feel?

3. Why do they deserve kindness

Crazy 8s

Think of 8 ways to bring your person more kindness

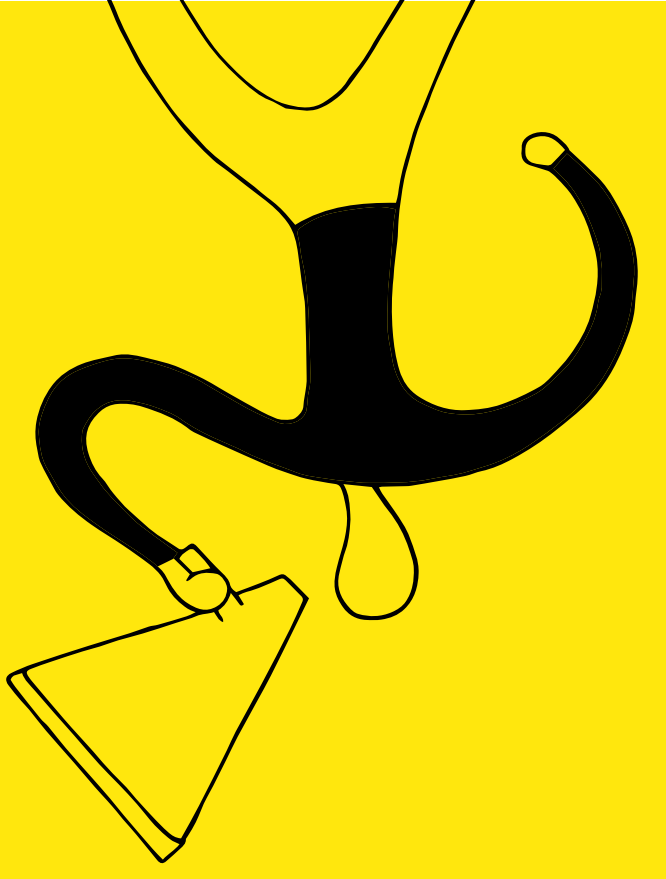
- Quick, 1 minute ideas
- Write or sketch your idea
- They don't need to be perfect





Share an idea

Created by *StudioLR*



Campaign for Kindness

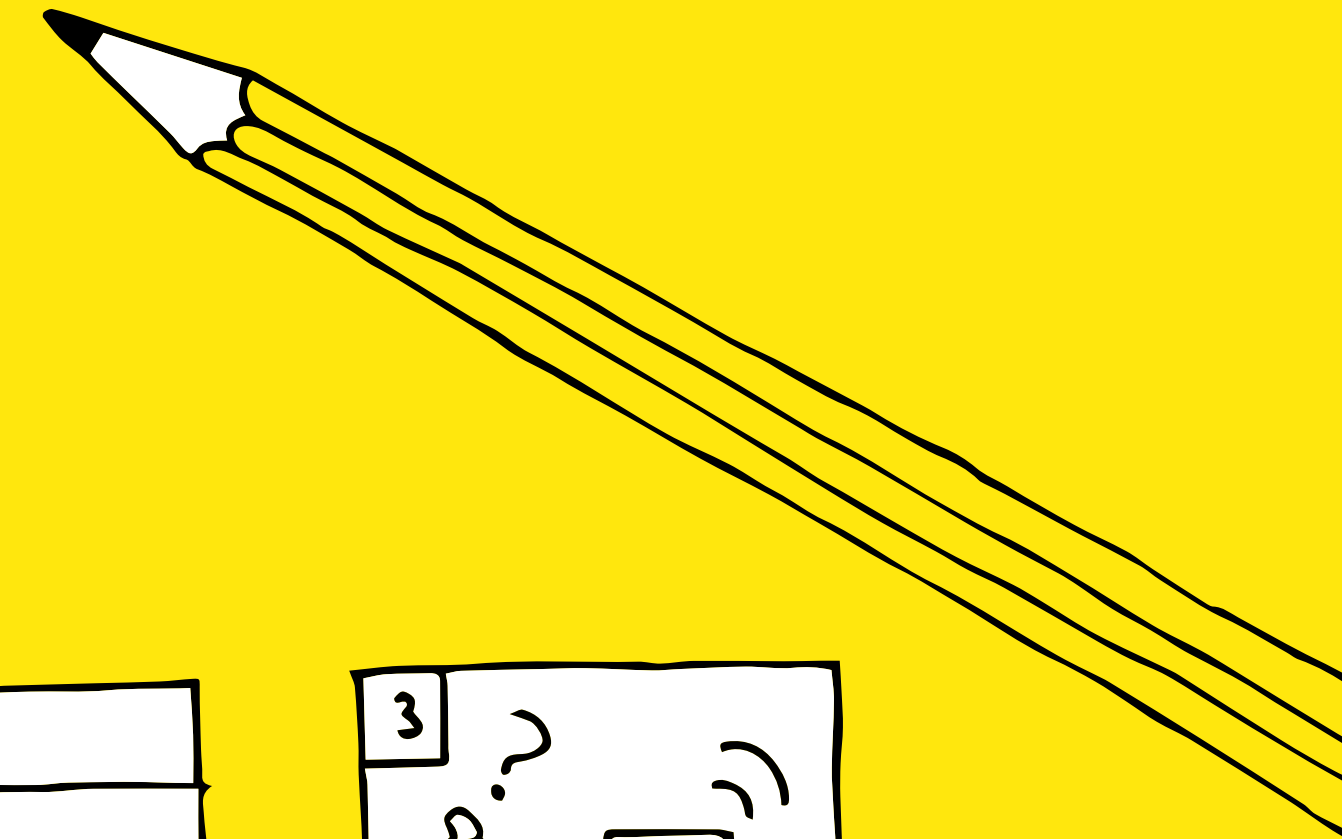
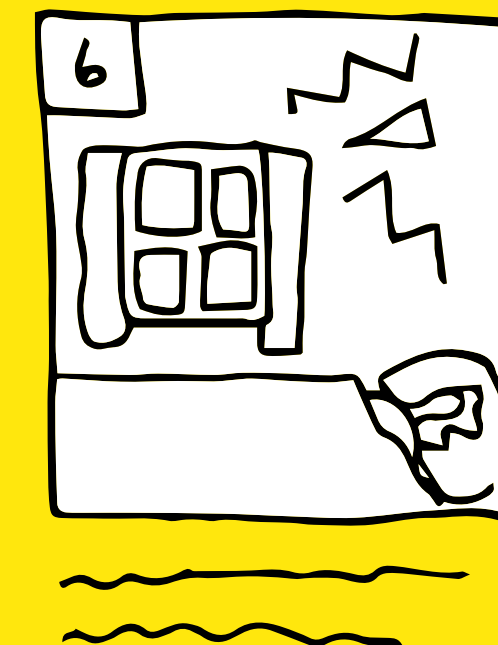
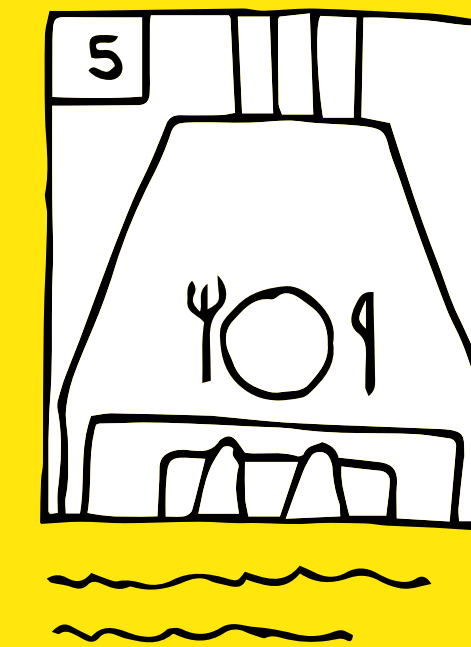
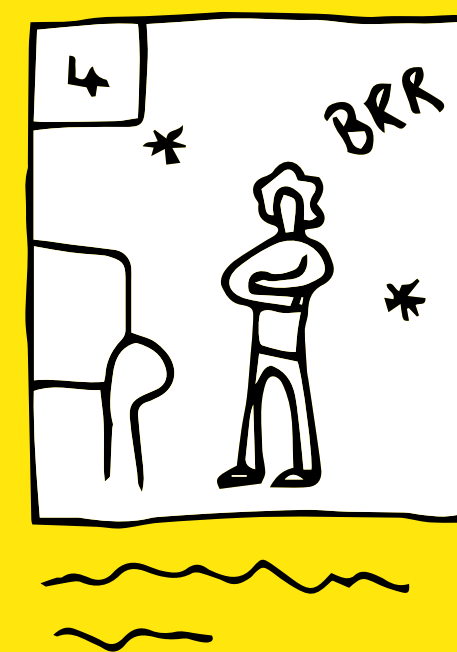
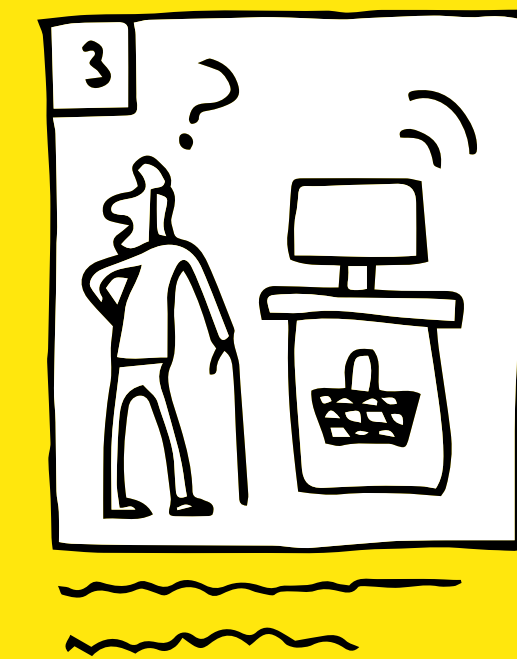
Part 3



**Choose one person/
group of people you
would like the world
to be kinder to.**

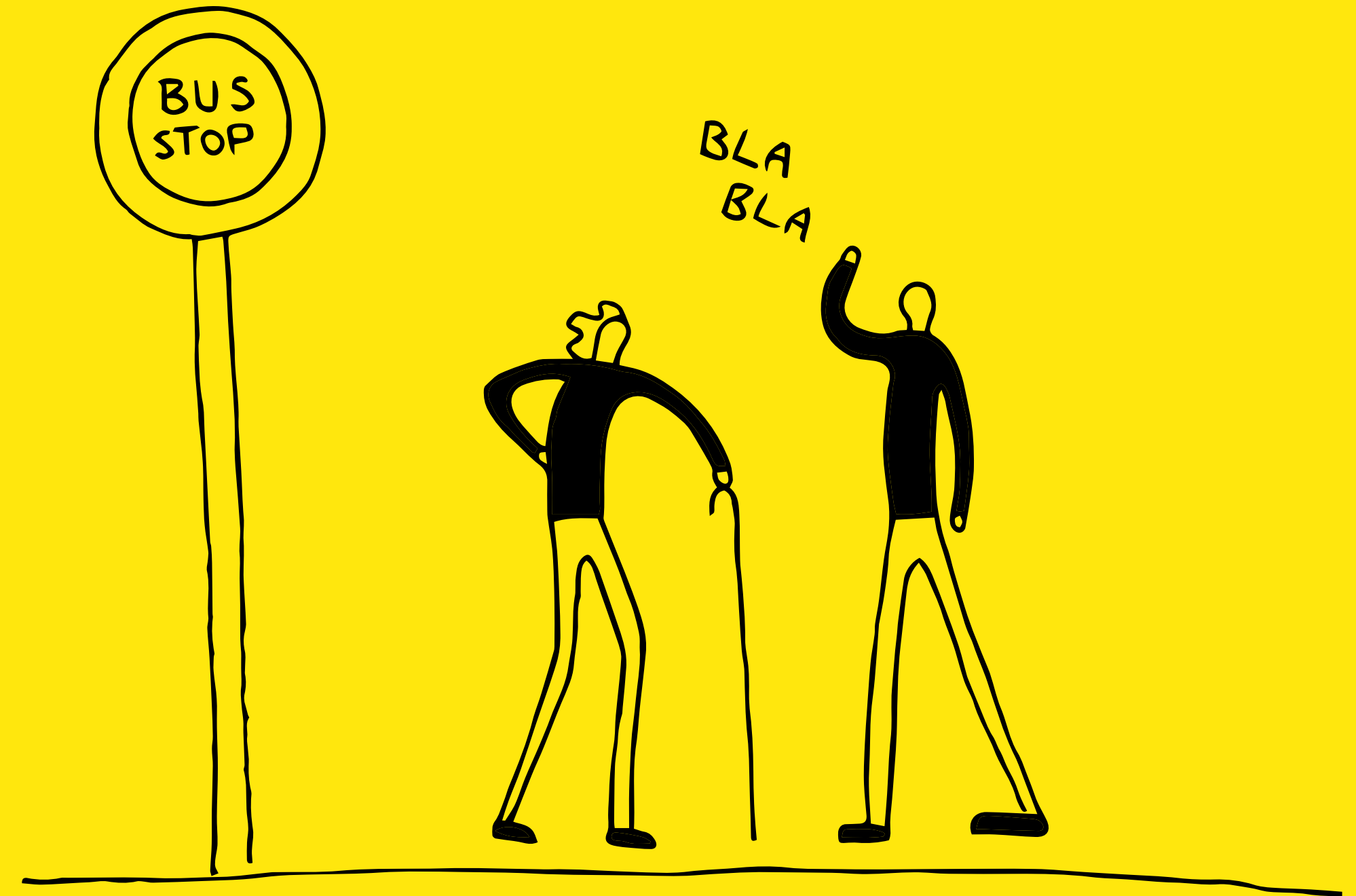
Storyboard

- Think about your chosen person's day from morning to night
- Each frame should show a different way the world could be kinder to them throughout their day



A call to action

- Choose one thing from your storyboard that your campaign will be able to action
- Summarise in one sentence what the action is
- This will be your campaign's call to action



Call to action example

Encourage younger people to chat to older people in their community.

**We've looked at lots of
different types of campaigns:**

#EVERY AUGUST UNTIL A CURE



ALS CANADA
RESEARCH PROGRAM




Campaign: Started by members of the public and later adopted by ALS groups

**If this
poster
were
a homeless
youth,
most people
wouldn't
even bother
to look
down.**

I want to support you. Act of Kindness. www.actofkindness.org

Campaign by: PSKS, an organisation in Seattle which helps the homeless youth.



ODDS OF WINNING A GOLD MEDAL?



Campaign by: Toyota in
partnership with the Olympics
and Paralympics

<https://www.youtube.com/watch?v=sefscV3GvWM>

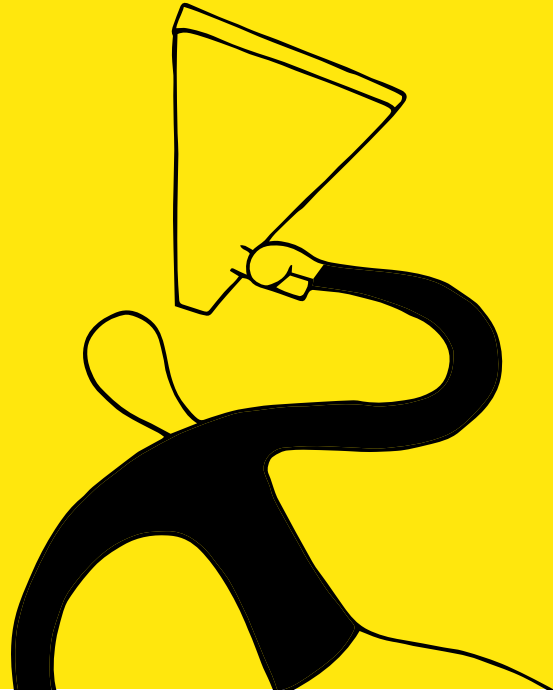
**What type of campaign
will you create?**

Created by

StudioLR

Campaign for Kindness

Part 4



What does a campaign need?

A message

What information are you giving people?

What will you say to make them care about someone?

A visual

What does it look like?

What memorable visual (or audio) will you give people to make them notice your campaign?

A call to action

What action are you asking people to do?

How will they help you bring kindness to someone?

Create

- Don't worry about making it look good
- Focus on the idea
- Don't forget your: Message, Visual, Call to action

Present

- Share your idea in the most straightforward way you can
- It doesn't have to be long
- Tell us about your: Message, Visual, Call to action

StudioLR



DAYDREAM
BELIEVERS

www.daydreambelievers.co.uk