

## Welcome Home Outcomes and Deliverables

All design decisions the class made were based on research regarding two vital elements of a successful campaign: repetition and consistency. Added to that was their view that engaging the public would be best achieved with a highly positive message, which they wove into each of the individual pieces of The Real Change Movement, which all begins with the logo.

### Piece #1. The Logo

Designed as the shape of a house, the logo's open middle is an intentional design element that allows for versatility. I.e. It can also be used as a speech/text bubble. The use of handwriting was chosen, by the class, because it's seen as being more friendly, more human, and more apt to reach its target audience.



### Piece #2: Bus Shelter Poster

The poster is designed to go outside of the physical, bus stop shelter box. The psychology behind this decision was to surprise people and grab their attention. The message has the same effect: Are You Happy? Second read: Giving homes to the homeless. The copy on the poster tells how people can help give homes to the homeless by texting information and the website address. The thought behind putting more text on the bus shelter poster to explain the Real Change Movement is simple: people at bus shelters have more time to read a poster.



### Piece #3: The Bus

Accompanying the bus shelter poster is the bus itself. Here it acts a "messenger." As it drives around the city, the logo, text, and information are being seen by the target audience. One entire side is used as a speech bubble that's wrapping around the bus. If you're in your car and you're stopped, you can read the Real Change Movement message; if you're in a rush and can't go on a hunt for an orange meter, you can get the information you need, and donate via credit card.



### Piece #4: The Parking Structure Elevator

By asking themselves, "Where else do people stop so we can have their attention for a moment," the class came up with the idea of an elevator in a parking structure. As in other pieces of the campaign, this too employs the strategy of playful engagement; here it's done by piquing the public's curiosity--first by the poster on the elevator door that asks: "Are you In?" Then, the doors open, and a second message says: "You're In." People are engaged, they are curious, and so they'll take the short amount of time they have to read on.



### Piece #5: The Floor/Street Applications

The campaign's messages are strategically placed on sidewalks/streets around the city. Deliberately large and boldly colorful, they are hard to miss. The reasoning behind this is that when people are walking, they are distracted. This campaign isn't about stopping them, it's about wanting to grab their attention, teasing them a bit, and leading them toward a specific destination...the donation meter.



### Piece #6: The Donation Meter

Like the street applications that lead people to it, the meter, too, is orange, making it stand out and maintaining consistency throughout the campaign. It's bright, it's friendly, and its color helps people differentiate between the dark, city meters and these novel new ones.

### Piece #7: The Poster Next to the Meter

This explains the Real Change Movement to the donor in greater detail, while serving to draw attention to the meter itself. There are different ways to assure that the posters can be affixed to the wall and not be ripped down, silk screening on the wall is one way. Further materials research will find others.



### Piece #8: The Poster on a Blank Wall

To make a big impact, the class believed it needed to make a big statement; they chose a blank wall as the place to do it. Not only does it have the bold impact of saying, "Pay attention, we're serious here." It's also another hook, and again it's playing on our curiosity, causing us to look and wonder: "What's going on?"



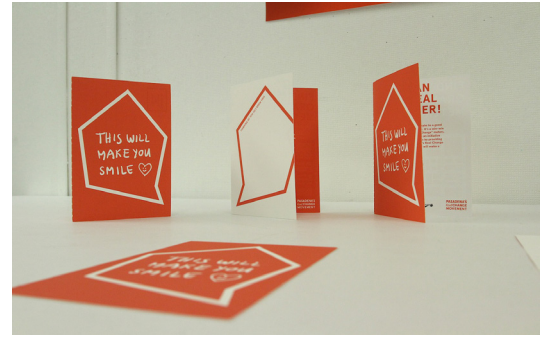
### Piece #9: The Advertising on Storefronts.

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## Piece #10: The Postcard Boxes and Postcards

When the shopper walks into the store, he/she will find small postcards near the register. It's a small, folded postcard that has the handwritten message: "This will make you smile." Opening it finds additional text that reads: "You can be a real changer." In addition to more information inside, there's an additional component to the postcard: a map that helps people find the orange donation meter.



## Piece 11: Merchandise: Tee Shirt and Tote Bag

The shape of the logo, which was designed to be versatile, here is used on merchandise, and its shape--geometric, elegant, and trendy--is a strong, graphic symbol. The class sees the merchandise as being fun, and adding to the city. By creating a community of people who are wearing the shirt, it's saying, "We're in this together." This helps support the idea of the movement, and community within the city.

The strategy behind there being no words on the actual tote or tee addresses the current view that people no longer want to become "billboards." The class felt that verbiage would discourage people from wearing/using the merchandise, and so it would block the positive message from getting through. They came up with another way of getting the campaign's information out: printing the information inside the garment or tote. This is the "easter egg" concept, where people have to search a bit to get what they need, and pay attention at the end as a result of their efforts. The outcome is that when asked about the logo, the person knows the story of it because it's been embedded inside, and they've read it and taken it in.



## Short films

These are welcoming, natural and spontaneous films that have the opposite feeling to the commercial, overly dramatic, intrusive films often seen on websites. The thought behind this is to reinforce the word "real" in the Real Change Movement, and to do it by creating films that use real or natural lighting to create a mood and feeling of authenticity. These are real stories, of real people, whose real lives are being changed, all reinforcing the idea of real change for the homeless in Pasadena is possible.





## Welcome Home Social Media Campaign Pieces

### Instagram and Facebook

The two are intertwined; hashtags (#) are the process for tagging photos and organizing them on the internet. Doing this allows friends to see who's joining a group, and when people see others joining a group or movement, they want to join too. This is a critical part to the Real Change Movement; it is one way of raising visibility and increasing awareness of the campaign.

### Website

Based on the current and popular trend, the website is 1-page. This is a reaction to people being on their phones all the time, and so scrolling down allows them to get all the information needed.

Phrases on the page are used to reinforce the Real Change Movement's message. I.e. "This is not just a charity, it's a movement." Additionally, it reinforces the strategy that people are joining and becoming part of a movement.

a. Scrolling down, copy reads: "What your donation says about you." Every message in this part is positive, it is all good feelings. Again, this concept of positive messaging is consistent with the positive messaging throughout every other "piece" that makes up the Real Change Movement.

b. Scrolling down, there is a section showing you where you can find a donation meter.

c. Catch All Page. For people with shorter attention spans, this page gives great, and important information, all in one place.

d. Motivation. People not only like to get things, they even like the possibility of getting things, and this page capitalizes on that by giving that possibility. With every "like", they can possibly win a tee shirt or a tote bag.

e. Live Feed: The immediacy of the movement, and its growth, is expressed by a live feed; it's also another way to engage the public in an ongoing and constantly changing way. For every photo taken, a # is added; the website picks up the #, and puts in that photo. This creates an ever expanding community, while at the same time it's creating a data base.

