

AC3.3 – Justify A Campaign for Change

<p>WHY DID YOU CHOOSE THIS CAMPAIGN?</p> <p>I chose this campaign because homophobic hate crimes are a serious issue, and not enough people talk about them. Many people don't even realize how much these crimes can hurt others. This campaign is about making people aware of what's going on, helping victims feel supported, and showing offenders that their actions have serious consequences. Real-life stories and facts will help get this message across.</p>	<ul style="list-style-type: none"> • Statistics and facts • Is crime under-reported?* • Could include a real-life case • What are you trying to change awareness, law, public knowledge, procedures • Change as relevant
<p>WHY DID YOU TARGET THIS AUDIENCE?</p> <p>The campaign focuses on young people aged 16 to 25 because we're the ones who can make the biggest difference. Many of us have friends in the LGBTQ+ community, and we've seen or experienced hate ourselves. This campaign is designed to help people understand what's happening, support victims, and make everyone feel safe and accepted.</p>	<ul style="list-style-type: none"> • Why is this an issue for target audience? • How will your campaign help?
<p>WHY DID YOU CHOSE THESE METHODS?</p> <p>We chose posters, social media, and merch because they're great ways to get people's attention. Social media is where most of us hang out, so it's easy to spread the word there. Posters are good for schools, colleges, and public spaces to catch people's eyes. Merchandise like t-shirts and wristbands makes people feel like part of the movement and helps spread the message even more</p>	<ul style="list-style-type: none"> • Justify the range of methods • Why social media, videos etc • Why print media • Why the merchandise you used • Any other method • Why do you think these will be effective? e.g., why did you choose posters
<p>OTHER FEATURES OF THE DESIGN (COLOUR, FONTS AND IMAGES)</p> <p>The campaign uses bold, colourful designs inspired by the LGBTQ+ rainbow. The colours are bright and stand out, making the posters and merch easy to notice. The fonts are modern and easy to read, which makes the message clear. The images used, like pride flags and groups of diverse people, are relevant and relatable for the campaign's message.</p>	<ul style="list-style-type: none"> • Justify colour scheme and • Do your colours have consistency • How do they relate to the campaign • Fonts and layout – justify • Say how your images are relevant • Highlight any unique or unusual feature of the campaign
<p>YOUR USE OF LANGUAGE (PERSUASIVE LANGUAGE)</p> <p>The campaign is called "Halt the Hate, Heal with Pride." This name is meant to grab attention and make people think about stopping hate and focusing on pride and healing. The slogan is emotional and inspiring, and hashtags like #HaltTheHate and #HealWithPride are used on social media to get people involved and sharing the campaign.</p>	<ul style="list-style-type: none"> • The Name of Your Campaign • Your slogan - is it emotional, shocking? • Your tagline? • Your #tags
<p>BUDGET AND SPENDING DECISIONS</p> <p>We kept the costs as low as possible while making sure the campaign looks good. Posters cost £94 for 500, and merchandise like t-shirts and wristbands were carefully priced to make a small profit while staying affordable. We raised extra money through events like cake sales, and we were lucky to get free advertising space from Luton Council to save even more money.</p>	<ul style="list-style-type: none"> • Was your campaign value for money? • Was money well spent? • On reflection could money have been spent better on other things?
<p>REFLECTION - HOW WELL HAVE YOU MET YOUR AIMS AND OBJECTIVES?</p> <p>The campaign did a great job raising awareness about homophobic hate crimes. It got lots of attention online, and the merch helped spread the message further. If we did it again, we'd work on getting even more schools and colleges involved and use videos to reach more people online. Overall, it made a real difference and showed people why this issue is so important.</p>	<ul style="list-style-type: none"> • How well has your campaign met its aims and objectives? • What went well - Is there anything that you would change? (There should be a couple of things) • Even better if – (think about how it could be better)