

Design brief for climate change campaign

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Project purpose and focus: Climate change is the one of the most serious problems that we face today, but it is the most ignored problem that people have abandoned. Even though people know that it is happening, they don't quite have the knowledge about why it is happening and what they should do to slow down this global warming. In this project, I will focus on informing how climate change is a serious problem, so that people can change their behavior towards climate change.

ISSUE :

To let Toronto citizens be aware that climate change can have an impact on our lives and what we need to do to slow down this change. This will encourage the use of public transportation, which will decrease the amount of carbon emission.

Target Audience:

People who live and work in Toronto in the 16-50s age group. There are two groups that I will target for this campaign. People who live in Toronto and people who work and go to school in Toronto, but don't live in the city.

Toronto is a very large and busy city and all of the schools and companies are very clustered. Both groups of people have very busy and fast lifestyles. They do not have much time to read all of the ads around them.

Current perception:

People believe that global warming is happening because the media is making a big deal about it. They know something about climate change, but don't really know what it can do to us. They do not think that changing their behavior or habits can help to slow down this extreme climate change and vice versa, their lifestyle.

Desired perception:

Climate change can really harm us. It is our problem and changes in our behavior can slow down this global warming. Using public transportation is one of the solutions in the fight against climate change.

Key message:

This campaign will inform the target audiences about climate change and encourage them to use public transportation rather than their own cars, which can slow down the climate change.

Target message:

Toronto is a really busy area and there are many signs and ads. To stand out from these, this campaign needs to attract audiences through the visual image. The image itself should convey the message that we are in danger if we do not take a action because they do not have time to read all of the texts on the campaign.

Benefits:

As they are using public transportation, they can decrease greenhouse gas emission. This will decrease the consequences of climate change that we are going to get in the future.

Support for benefit claims:

We want the audience to see using public transportation as a way of contributing to the slowing down of climate change and as more important and beneficial than driving their own cars.

Competition:

The competing alternative behavior will be driving their own cars. This can

save their time and they do not have to take transportation with a bunch of people they do not know. The cost of take this action would be paying their gas fee.

Design consideration:

People living in Toronto have very busy lifestyles and daily routines.

Therefore, the campaign should be able to deliver the message without further reading of the text. The image should bring out the emotion from my target audience in just a short glance. I want my target audience to feel sorry for the earth and at the same time make them feel part of the solution to slowing down the climate change as they are using public transportation. This will encourage them to take further action for climate change.

Tone and manner:

The tone should be serious as it is a really serious problem. The image should be clean and have saturated colours so that it can easily attract viewers among the many other ads and signs.