changing campus culture
Welcome.

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Hi. We’re Ologie.
Meet the team

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Partner, Chief Creative Officer

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Senior Project Manager

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Business Development Coordinator

Megan Russell
Senior Designer

Ellen McDevitt-Stredney
Writer
"Why are we here today?"
To inspire, educate, and empower you to create campaigns for the awareness and prevention of sexual assault that foster:
clarity
voice
understanding
awareness
openness
confidence
power
strength
action
support
conversation
respect
dialogue
knowledge
Today, we aim to accomplish this goal by:
Having a better understanding of Gen Z and how they consume information
Talking about what makes a great campaign
3

Walking through several successful cause-based campaigns
Translating those examples into best practices you can apply to your campus
Networking with each other (lunch)
Breakout sessions for deeper dives and conversation
Part 1:
Capturing the attention of Gen Z
Who is Gen Z?
Silent Generation
Born 1945 and before

Gen Z
Born 1996 and later

Millennials
Born 1980–1995

Baby Boomers
Born 1946–1964

Generation X
Born 1965–1979

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Gen X 37-51 years old

Millennials 21-36 years old

Gen Z 6-20 years old

Because of the setting they are growing up in, they absorb information and marketing in much different ways than previous generations.
They defy and resent conventional labels that don’t fully capture who they are. They don’t accept differences, they celebrate them.
Speak to them based on their mindset, not their demographic.
They are the first true digital natives. Technology is a fluid, organic part of their daily lives. And their digital world is very “noisy.”
Connect the dots between digital and offline communications.
This generation has grown up talking about issues including marriage equality and global warming. They care about human rights, the environment, and helping to change what they don’t like about the world.
Give them credit for their compassion and invite them to be part of something big. They want to be engaged in causes.
Their family structures are more diverse than ever: blended families, single parents, three-generation homes, to name a few.

Because of this, Gen Z-ers are very close with their family, and are more connected to their parents’ values than ever before.
Speak to those values.
When it comes to safety, “we always make sure we know where the exit is in a movie theater.” We take safety and privacy seriously.
Show specific ways your campus is making safety and privacy a priority.
They are tired of manufactured advertising. They prize authenticity and transparency.
Be real.
Be approachable.
Show the values your institution stands for.
Brands that are connecting well with Gen Z
Clearasil
https://www.youtube.com/watch?v=VzHHMpXaRsE
American Eagle
https://www.youtube.com/watch?v=7WHXjrfM0yU
Part 2:

Ten tenets of a great campaign and putting them in practice
The strongest campaigns:
are human
are personal
are relevant
aren’t afraid
to take risks
are honest
have a high aesthetic
are multichannel
are always on
are inclusive
are evolving
How are campaigns bringing these tenets to life?
Acknowledge that you know your audience.
Samaritans Campaign

I'm going to be alright. It's not so bad spending a lot of time alone.

We don't just hear you, we listen.

Please don't worry about it, you guys help people with worse problems than me.

We don't just hear you, we listen.

I think I'm going to be ok. It does feel rubbish losing a job, but not desperate.

We don't just hear you, we listen.
Buzz is twice as powerful when it’s supported by engagement.
If someone gives consent when sober, but ends up being intoxicated at the time of sex, is that still consent?
3

Prove your point, literally.
Nike/Siri
https://www.youtube.com/watch?v=hncWOZawsWo
Be visually arresting.
Alzheimer’s Association

changing
campus
culture
Break taboos.
Stay Safe HIV Banners
Use your environment to your advantage.
This is green. It’s a color.

With this relentless winter, we thought you might have forgotten what color looks like.

For an in-depth reminder, wander our verdant indoor gardens.

This is yellow. It’s a color.

We thought we’d remind you what color looked like, in case you’d forgotten over the course of a cold, grey winter.

For a more vivid reminder, visit our warm, colorful indoor gardens.
Create advocacy and empowerment through toolkits.
Empower your audience through tone.
Truth Campaign

Let's Be The Generation To Finish It

Power in Numbers

The power comes from you. All of you. Together, we are bigger, louder, and more powerful than Big Tobacco.

We're Counting On You

Only 8% of teens still smoke. Finishing the job will come down to you. Be creative. Enlist friends. Spread truth. Tell us what you need to finish it.

Join the Cause. Enlist.
Sometimes fewer words = more power.
Nike Unlimited Greatness
https://www.youtube.com/watch?v=Fw0MmCgxDow
Use social media in unexpected ways.
Youth, alcohol and Instagram: when the cocktail turns sour.

Thanks to a string of pics of her perfect life, Louise Delage garnered 50,000 followers on Instagram. 60,000 people who saw her often and knew her a bit, the way you "know" your average social media friend.

As for Louise, she was a bit too fond of the bottle, as evidenced by every single pic she posted.
Show, don’t tell.
IBM “Smarter Cities”
Inform, inform, inform.
I Can Be The One
How are fellow colleges and universities bringing these tenets to life through their sexual-assault awareness campaigns?
Tapping into national campaigns
It's On Us: Easy to make your own

Consent is voluntary and mutual, and can be withdrawn at any time.
Consent Is Sexy: National Campaign

Ask First. Make it Sexy.
consentsexy.net

If she has a say, she's sexy: if she could be accused of 'asking for it' by desiring sexual harassment, assault and even rape. The beauty is enough to boost her and it's dangerous. It keeps young women from being equal to their sexuality and seeing them for being attached. Speak out against abusive, narrow-minded views and opinions. Respect yourself. Respect the rights of others.

asking for it?

High times can be high risk. Drugs or alcohol are involved in most date rapes. We don't always make good decisions when we're high, and sex equals are committed by someone we know. Know the risk. Party can be a big risk. Sex with consent is high time. Sex without consent is rape. It's essential to take advantage of someone who's high. Respect yourself and your partner.

a high time?

There are many reasons for deciding to wait. You may have strong beliefs about sex before marriage. Or perhaps you haven't met the right partner. Or maybe you're not ready for sex in your relationship. Know what you want. Know what you don't want. Know what you're comfortable with. And stand up for both, it's always your choice. When you're ready. Talk about it. Respect yourself. Respect your partner.

want to wait?
Consent Is Sexy: University of Denver

How do you ask for consent?
https://www.youtube.com/watch?v=5V6kwPikDy8
Education
New School Series

The New School

Yes Means Yes

Stop sexual violence. Know your rights, set boundaries, practice active consent, be an empowered bystander.

For additional information on how to prevent sexual assault, what to do if you are a survivor and to help create a supportive and healthy campus, visit www.newschool.edu/sexualassault.

Sexual Assault Awareness
Know It, Live It

You mean yes.

Ask First
Consent Is Hot, Assault Is Not

Yes means yes.

Stand Up!
Don’t Stand By

Yes means yes.

Actions to Support Comprehensive Sexuality Education

Organize campaigns to promote comprehensive sexuality education and access to youth-friendly services.

Create an atmosphere of trust and empathy to encourage your child to talk with you about sex and reproductive health.

Discuss sexual rights, sexual diversity, and gender equity with your students.

Encourage governments to develop public awareness campaigns about youth sexual health and rights.

Provide confidential sexual and reproductive health information and services to youth without discrimination or judgment.
Sexual respect at Akron

We strive to promote an environment of sexual respect—and that means zero tolerance for gender-based harassment, sexual assault or misconduct, relationship violence or stalking.
Empowerment
Rhodes College “Culture of Consent”
Student Life's Sexual Civility and Empowerment is pleased to announce a

Call for Artists

for the third annual

Survivor Gala

The Survivor Gala will be held on Tuesday, April 11, 2017 from 7-9 PM in the Ohio Union, Archie Griffin West Ballroom to support Sexual Assault Awareness month. This art and performance gala will help raise awareness, show support and encourage healing around sexual violence.

Submissions for visual art of all mediums, individual and group performances, poetry and other literary arts are currently being accepted for the Survivor Gala. Art that highlights the healing journey and social change are highly encouraged.

Submissions are due March 10.
For more information or to submit artwork, please visit: go.osu.edu/galaart2017

For more information about the survivor gala visit our website: sce.osu.edu
Engagement
No More: National Campaign

No More
https://www.youtube.com/watch?v=T8L4JQ5MxzS
Social Media Toolkit for College Students

To: All College Students in Illinois

This Spring help change the culture and the conversation about sexual assault and domestic violence by adding your unique voice. Join men and women on college campuses across Illinois in the Chicago Says No More social media campaign to raise awareness about the epidemic of sexual assault on college campuses, including yours.

Together, we can end the silence and shame and start working for a solution.

Did you know?
- 1 in 5 women and 1 in 16 men are sexually assaulted while they are college students
- 10 out of 20 college sexual assault victims never report the assault
- Consent for sexual activity cannot be subject to interpretation. Our language must be clearer. Consent is voluntarily given, never coerced and can be withdrawn at any time. The fact is that incapacitation from drugs or alcohol requires someone’s ability to give legal consent. To be capable of giving consent, every person needs to be sober enough to know what's going on. Consent cannot be assumed or implied.

Participation in this campaign is simple
Download a sign template below

1. Add your own message about non-consent
   (Example: “Partying doesn’t mean... [344x 157]”)
2. Have your sig
3. Take a selfie
4. Post on Facebook, Twitter and Instagram with the hashtag ChicagoSaysNoMore
5. Be sure to tag ChicagoSaysNoMore
   - Facebook Chicago Says No More
   - Twitter @ChicagoSaysNoMore
   - Instagram @chicagosaysnomore

Take a minute to join more than 2,700 individuals who have taken the Chicago Says No More pledge at ChicagoSaysNoMore.org
Whitman College “Ask for it” Day
Resources
The Ohio State University
Environmental
USC “It Ends Here” Campaign

Make a pact to end sexual assault
Oct. 17-21

Make a pact to end sexual assault

IT ENDS HERE RUN

WHY?
Sexual assault is a widespread problem on our campus, as well as on college campuses across the country. To raise awareness, inspire the USC community to take a stand against this issue, and show solidarity and support for survivors, we invite you to participate in a 2.7K run on our campus. Sign up below and make a pact to help end sexual assault on our campus.

WHERE & WHEN?
PARDEE PLAZA
USC
2301 TROUSDALE PME, LOS ANGELES, CA
SUNDAY, OCTOBER 22 AT 11:00AM

RSVPs CLOSEd

0 DAYS
0 HOURS
0 MINTUTES
0 SECONDS
University of Pittsburgh “Red Cup Project”

The Red Cup Project

Presented by
The American Association of University Women
at the University of Pittsburgh
On April 12th

step by step to see our visual display of the sexual assault epidemic sweeping college campuses
Okay.
Okay.

Where do I start in putting together a campaign that’s right for our campus?
Okay.

Where do I start in putting together a campaign that’s right for our campus?

(And within my budget.)
1

Defining your approach.
The impact model examines the relationship between the things or actions that a donor funds (the “what”) and the time frame of the impact (the “when”). By understanding where the campaign falls on this matrix, we can better determine the campaign’s context.

**Cause**
(a tangible issue, object, or focus)

**Movement**
(a process, action, or means)

**The “What”**

**Today**
(to maintain, preserve, or protect)

**Tomorrow**
(to evolve, grow, or attain a vision)

**A.** Example: The Wilderness Society
“Protecting wilderness and inspiring Americans to care for our wild places.”

**B.** Example: Heifer International
“Working to end hunger and poverty around the world by providing livestock and training to struggling communities.”

**C.** Example: The Peace Corps
“Volunteers travel overseas to make a real difference in the lives of real people.”

**D.** Example: No Kid Hungry
“Connecting the world’s poor to their potential.”
Defining the tone that’s right for your institution.
The trait web

raw

edgy

safe

direct

simple

arresting

powerful

bold

soft

inspiring

changing campus culture

EXAMPLE A
The trait web

- simple
- soft
- powerful
- bold
- raw
- edgy
- safe
- direct
- arresting
- inspiring

changing campus culture
The trait web

EXAMPLE

C

changing campus culture

- safe
- direct
- arrest
- inspiring
- powerful
- edgy
- raw
- soft
- simple

EXAMPLE

C
Map out your tactic approach.
Campaigns aren’t about tactics. They are about people and connecting with them.
**Tactics**

**Digital**
- Campus Screens
- Radio
- Social
- Video

**Print**
- Posters
- Flyers/Table Tents
- Ads in Campus

**Environmental**
- Banners
- Campuses
- Installation
- Bus Wrap, Bus Ads, Subway Ads

**Experiential**
- SWAG (shirts, hats, pins, cups, tote bags)
- Branded Spaces
- Safe Spaces
- Story Collection Booths/Pop-Ups

**Tools**
- Student/Bystander/Organization Training
- Advocacy Programs
- Non-Student Training (communication)
- App/Hotline

**Events**
- March Madness Bracket for Charity (line up with current events)
- Collaboration with Sports Event (halftime, etc)
- Seminar
- Speaker Series
4

Crafting a clear call to action:
Is the campaign
Is the campaign

a. encouraging conversation?
Is the campaign

a. encouraging conversation?

b. creating awareness?
Is the campaign

a. encouraging conversation?

b. creating awareness?

c. changing behavior?
Is the campaign

a. encouraging conversation?

b. creating awareness?

c. changing behavior?

d. building a support system?
ALL.
But one has to rise to the top. And your actions must pay off the top objective.
What not to do
Relevancy does not mean “using their language.” No text speak. Easy on the hashtags. Watch out for clichés.
Don’t lean all in on one tactic or use all the tactics. Find the balance.
Don’t inundate with excessive copy.
Get to the point.
Don’t be trite.
Don’t be funny.
6

Don’t use cliché stock images.
Okay, let’s go.
The creative brief

<table>
<thead>
<tr>
<th>Creative Brief</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Approach</strong> (check all that apply)</td>
</tr>
<tr>
<td>Defining the purpose of our communications will help focus our message.</td>
</tr>
<tr>
<td>Encourage conversation</td>
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<tr>
<td>Create awareness</td>
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<tr>
<td>Change behavior</td>
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<tr>
<td>Build a support system</td>
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<tr>
<td><strong>Target Audience</strong></td>
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<tr>
<td>Can we focus on a smaller subset to make our message more specific? For example: First-year female students? First-year male students?</td>
</tr>
<tr>
<td><strong>Key Message</strong></td>
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<tr>
<td>The tone that’s right for our institution.</td>
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<tr>
<td><strong>Support Points</strong></td>
</tr>
<tr>
<td>What secondary points are important for supporting the key message?</td>
</tr>
<tr>
<td><strong>Tactics</strong> (check all that apply)</td>
</tr>
<tr>
<td>How we want to reach our audience.</td>
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<tr>
<td>Digital</td>
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<td>Social media</td>
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<td>Email</td>
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<td>Video</td>
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<td>Physical</td>
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<td>Environmental</td>
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<tr>
<td>Brand</td>
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<tr>
<td><strong>Additional Considerations</strong></td>
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<tr>
<td>Barriers, challenges, missing pieces, location, media placement.</td>
</tr>
</tbody>
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**The creative brief**

The creative brief is a document that outlines the objectives and strategies for a marketing or communication campaign. It includes sections for the campaign’s approach, target audience, key message, support points, tactics, and additional considerations. The document is designed to provide a comprehensive plan that guides the execution of the campaign.
Thank You.