#NotPhased -title

LGBT Pride Month –subtitle

This Pride month, I wanted to create a campaign that touched upon some issues I felt should be addressed. Bisexuality is often negatively stereotyped, both in society and within the LGBT community as it is seen by other orientations as undecided, promiscuous and bisexuals are often assumed to be going through an experimental phase. Of course, this is completely unfair and promotes negatively within a community that should stick together and promote love for all sexual orientations. I designed a tongue-in-cheek campaign that pokes fun at Bi Erasure by portraying it as literally pretending it doesn’t exist and confusing the ‘B’ within ‘LGBT’ to stand for a series of humorous suggestions.

I wanted the tone of this campaign to be lighthearted- cheeky, aesthetically pleasing and focusing heavily on promoting a sense of community coming together to turn the other cheek and say that bisexuality doesn’t have time for negatively and discrimination. I felt that this was an effective route to encourage those of the community who have negative connotations and opinions to change their minds on bisexuality as this is a community who are big on promoting love and kindness. Sometimes, problem solving comes down to killing the problem with kindness and I definitely felt this was the type of campaign that that was relevant.

The campaign features a series of print posters that would appear within magazines and include a lot of outdoor advertising space- there would then be a heavy social media aspect of the campaign to encourage people to come together and show that they’re proud to be who they are. People with social media accounts can chose to add a ‘#NOTPHASED’ banner/filter to their account profile pictures to show support as an ally or show a sense of pride of who they are. This takes inspiration from the popular top trends that promote being proud of your sexuality and showing acceptance online that often get a large involvement. The hashtag would also be advertised in UK cities’ underground transport on minimalistic posters designed to create a sense of hype and encouraging consumers to investigate what the hashtag means, leading to an increase in awareness of the issue of Bi Erasure and the amount of bisexuals in the community stating that they are real, valid and proud to be so.

Three posters

Underground pic

Tweets

Filter

Love you xxx