

LET'S TALK

RHAC CAMPAIGN

Overall Campaign

This campaign is focused on supplying information and knowledge to teenagers, focusing on safe sex throughout the LGBTQA community.

Color Scheme



The purple is the main color being used as in the LGBTQA and overall community (which is the target group) purple is a gender neutral and “safe” color, and we want to be as inclusive as possible. The pink and the blue are used in support of lesbian and gay relationships involving boys and girls as those are the colors used to depict those genders as well.

Print Poster Ads

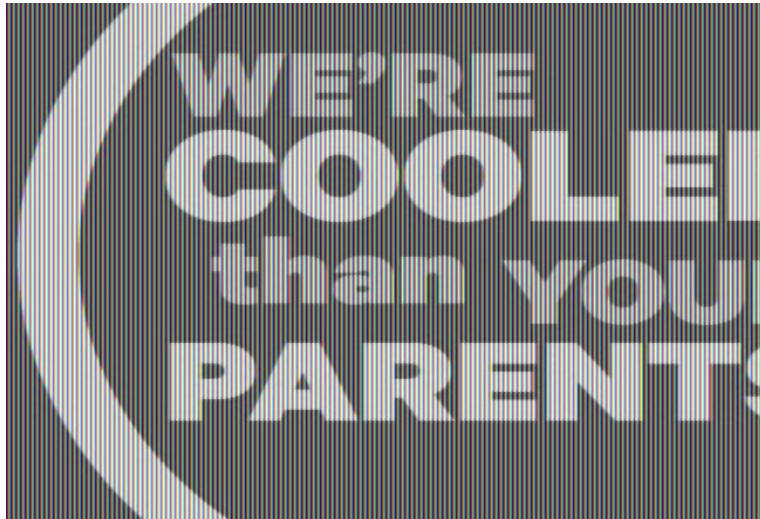


Print Poster Information

I wanted to keep the posters clean and simple as the message could come across easier, as no one would be distracted by any crazy graphics. I used part of the circle which is a theme throughout the campaign branding as a subtle nod to the rest of the brand. Making sure to put the website and the overall concept in the poster with a clever tagline insinuating the “sex talk” parents have with their kids.

Circle: This circle represents a safe space that people can go as the lines are clean and unbroken, we want to make our micro site and our whole campaign about people feeling safe and comfortable in order to have an open conversation about safe sex especially in LGBTQA relationships which are less talked about in society.

Print Handouts Ads



come talk to us about
sex instead

- safe sex
- sexual health
- same gender relationships
- LGBTQA specific questions

www.lets-talk.com

**WE'RE
COOLER
than you
DAD**

**come talk to us about
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- safe sex
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www.youthtalk.com

www.youthtalk.com

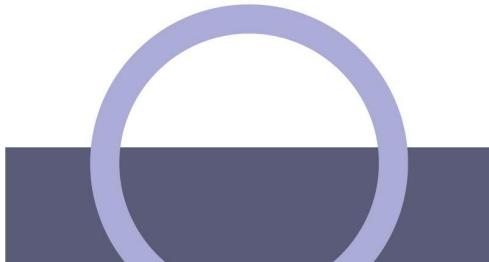
Print Handout Information

These handouts are a play on the sex talk parents have to have with their kids as teenagers, that are usually uncomfortable and the kids don't want to have. This way we are encouraging them to visit our site and actually learn about safe sex themselves, in a safe space, in a way they want to instead of the dreaded talk.

The handout cards are the size of postcards and could be handed out in classrooms or at the front desk of RHAC or events.

Digital Advertisements-Instagram

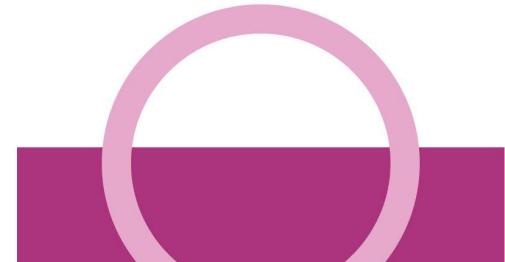
**LET'S HAVE
“THE TALK”**



**LET'S HAVE
“THE TALK”**



**LET'S HAVE
“THE TALK”**



Instagram- Mockups

Instagram

Regional HIV/AIDS Association Sponsored ▾

LET'S HAVE
“THE TALK”



Learn More >

416 likes

Regional HIV/AIDS A... VISIT www.lets-talk.com for all information on safe sex, tips, and helpful links!

Instagram

Regional HIV/AIDS Association Sponsored ▾

LET'S HAVE
“THE TALK”



Learn More >

416 likes

Regional HIV/AIDS A... Visit www.lets-talk.com for more information about safe sex and healthy relationships!

Instagram

Regional HIV/AIDS Association Sponsored ▾

LET'S HAVE
“THE TALK”



Install Now >

416 likes

Regional HIV/AIDS A... Your Message Here

Digital Ads-Facebook

 **Regional HIV/AIDS Association**
Sponsored

Like Page

Learn about safe sex for all genders, identities and relationships

LET'S HAVE "THE TALK"



let's talk about safe sex at www.lets-talk.com

Come talk about safe sex!
www.lets-talk.com

CHECK OUT THE LINK FOR MORE INFO

Learn More

20 likes 562 Comments 311 Shares

Like Comment Share

 **Regional HIV/AIDS Association**
Sponsored

Learn about safe sex for all genders, identities and relationships

LET'S HAVE "THE TALK"



let's talk about safe sex at www.lets-talk.com

We have to have the "talk"....

check out the link for more info

Learn More

20 likes 562 Comments 311 Shares

Like Comment Share

LET'S HAVE "THE TALK"



let's talk about safe sex at www.lets-talk.com

Come ask us anything!
check out the link for more info
Learn about safe sex for all genders, identitie...

Learn More

Digital Ads-Twitter

 **Regional HIV/AIDS Association**
@YourHandleHere

Learn about safe sex

4:18 PM - 9 Apr 2020

**LET'S HAVE
“THE TALK”**

let's talk about safe sex at www.lets-talk.com

visit www.lets-talk.com for more information

[Install](#)

416 647 ...

✉️ Promoted

 **Regional HIV/AIDS Association**
@YourHandleHere

Learn about safe sex for all gender relationships

4:20 PM - 9 Apr 2020

**LET'S HAVE
“THE TALK”**

let's talk about safe sex at www.lets-talk.com

supporter of the LGBTQA community

416 647 ...

✉️ Promoted

Digital Ads Information

All of the digital ads are just more basic versions of the posters and handout ads. Maintaining brand consistency throughout with the color scheme, circle, and font-type. With every digital ad, as there is a visual component, we have to make sure that the website is plugged, and that overall the audience knows what the post is about; which on social media can be done through the caption or the description or the tweet etc.



LET'S TALK ABOUT SEX

We are a safe space to discuss and provide information regarding safe sex for everyone! We provide information especially for the LGBTQA community, explaining how to keep them healthy and protect themselves, no matter a person's sexual preference or gender identity.

INFORMATION

At an age where most are still struggling to come to terms with who they are, as a society, we have failed to do enough ease or make the journey less confusing. This is why we have launched the campaign termed "Safe Space: The Birds and the Bees" where we provide information about safer sex in the LGBTQA community.

SAFE SEX TALKS

COMMUNITY SUPPORT



CONTACT US

NAME

EMAIL

MESSAGE

We are here to listen and would love to answer any questions you have!

We want to help so feel free to ask us anything; no matter how uncomfy it might be!

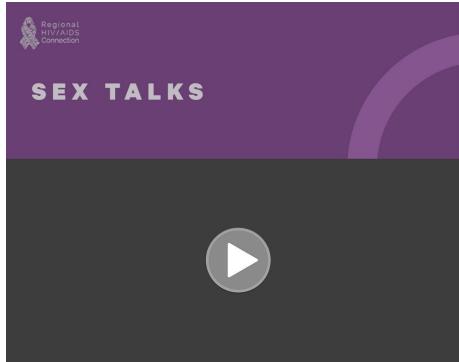
SUBMIT

DONATE

Help us spread the word, in partnership with the Regional HIV/AIDS Connection, you can support us, helping to spread the word and keep everyone healthy and protected.

DONATE

Website



SEX TALKS

SAME GENDER RELATIONSHIPS

<https://www.healthline.com/health/lgbtqa-for-new-pride>

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3608168/>

<https://www.cdc.gov/std/stages-practices/reid-mcm.htm>

<https://www.academyofdisclaimer.org/sites/all/files/2017-07/2017-07-14-000000.pdf>

TRANSGENDER SPECIFIC

www.whitman-walk.org/guides

<https://testot.org/fac/transgender-peo-ppe-other-sex/>

<http://www.academyofdisclaimer.org/sites/all/files/2017-07/2017-07-14-000000.pdf>



COMMUNITY SUPPORT

LINKS:

<https://www.scarleteen.com/>

<https://www.sexandu.ca/>

<https://www.youthline.ca/>

<https://seawayvalleychc.ca/lgbtq-resources/>

https://www.ovc.gov/pubs-forge/tips_outreach.html

<https://www.toronto.ca/community-people-health-wellness-care/sexual-health-infoline-ontario/>

<http://www.springtideresources.org/sites/all/files/Trans%20Women%20Safer%20Sex%20Guide.pdf>

CRISIS:

<https://kidshelpphone.ca/>

Call a counsellor: 1-800-668-6868

Website Design Description

We wanted the website to be simple and clean as to not scare people off with information overload; instead letting the message speak for itself. We wanted the photos chosen to be representative especially of LGBTQA couples, especially since they are the target audience, and also are not usually visualized in a romantic way, which we want to encourage. The circle theme is still there and the color purple is used as the most gender-neutral color so that it is the safest space possible, and most neutral so the information is the main focus.

FIP Video

Main Video

The Idea

- Provide peaceful imagery and soothing music while presenting accurate statistics
- Important not to shame or make directly/indirectly affected viewers feel poorly
- Provide guidance and source for more information at end of the video

The Execution

- Clean edits and smooth transitions for ease of viewing/reading information
 - All stats provided by the CDC
-

Social Media Ad

The Idea

- A short video that grasps viewers attention and evokes emotion
- Light/humorous copy to create a positive narrative
- Guide viewers to website for more information
- Advertising on Instagram, Facebook, Snapchat, YouTube and Twitter

The Execution

- Using footage of bees pollinating flowers to provide friendly advertising to all age demographics - while playing the idea of “birds and the bees”
 - Simple edit for easy viewer retention
-

Front End

Frontend Web Design

The Idea

Simple, yet engaging responsive web pages that not only provide the necessary information but also engages the user and keeps the conversation going.

Execution

- HTML5, CSS/SASS,
 - Vue.js components for routing from the home page to the talk and support pages.
-

Back End

Main Functions

1. Contact Form
2. Newsletter
3. Admin Section
 - a. Blog Posts
 - b. User settings

Contact Form + Newsletter

The contact form on the site is used to contact the RHAC office via email.

The Newsletter form is used to signup users to their newsletter service (to be implemented).

Users who sign up for the newsletters will be put in a sql database. Data like their phone number, email, name and IP are tracked for RHAC to use at their discretion.

Admin Section

The admin section is accessible at the bottom of the home page. There is a small underlined nav item 'admin area'.

It will bring you to the sql injection protected admin login screen where all passwords are encrypted.

Admins can create, edit and delete users.

Blog functionality

The blog functionality is a CMS that RHAC employees can use. They can upload text and images that are automatically styled and added to the site via a sql database.

In addition, they can edit or delete the post if they ever need to.

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Thank You!