



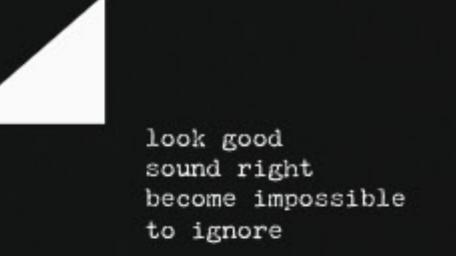
look good
sound right
become impossible
to ignore



UNT Survivor Advocate.



PSA



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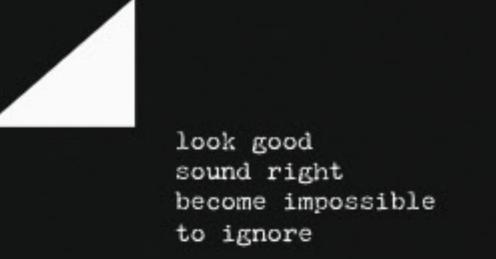
In , I worked on a student team tasked with creating a PSA for the **UNT** Survivor Advocate.



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Survivor Advocate supports **UNT students
impacted by violence, trauma, or harassment.**



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The Insight: Where sexual assault happens changes whether it's believed.

Harvard Kennedy School research shows assaults at college parties are 6 percentage points less likely to be reported and 17.6 points less likely to receive harsh punishment.

Parsons, L. (2020, August 26). How rape culture shapes whether a survivor is believed. Harvard Gazette.
<https://news.harvard.edu/gazette/story/2020/08/how-rape-culture-shapes-whether-a-survivor-is-believed/>



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**Our challenge was to disrupt that
normalization without preaching.**



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We focused on students who attend
Greek Life parties.





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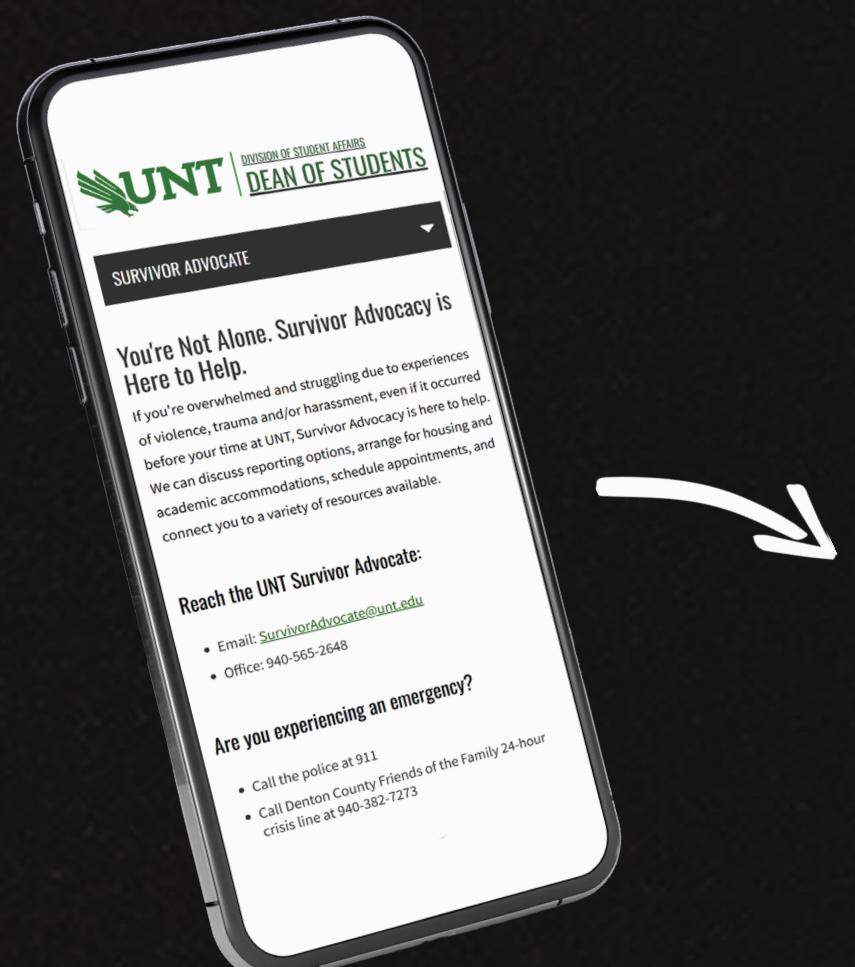
**From a distance, this 11 × 16" poster
looks like a frat party invitation.**



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Up close,
it reveals statistics about
sexual assault and connects
students to resources.





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Years later,

I revisited the idea with fresh perspective.



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**Feedback from a CD at  VML helped me
push the concept further.**

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The idea evolved into kits to distribute on campus.





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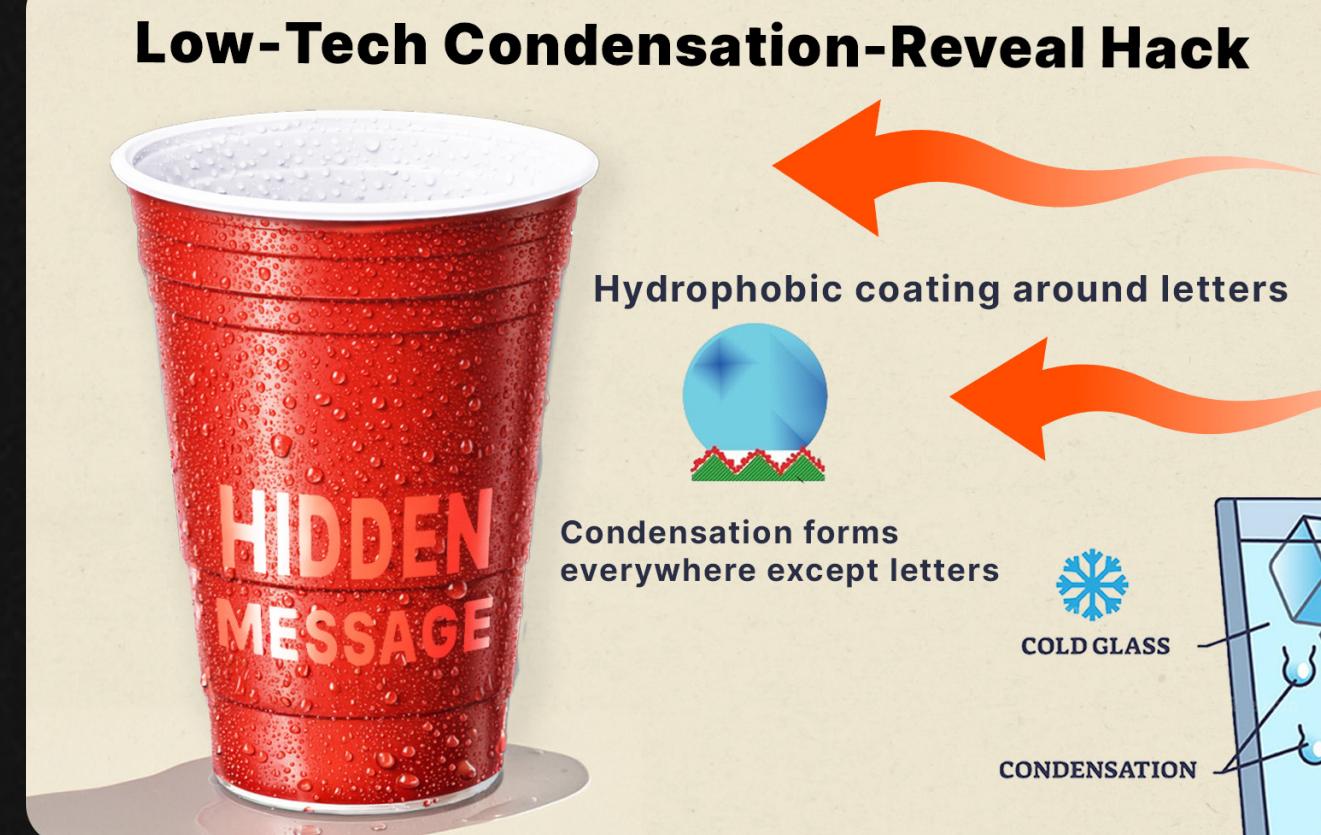
Everything you need to play  minus the



* Each kit contains 20 normal looking red party cups and a pong ball



A hidden message appears only when a cold beverage is poured.





The reveal happens during the moment
risk is highest.



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BOTTOM OF CUP CTA
STANDARD NON-REACTIVE
PLASTISOL INK





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**It works because it shows up in the right place
at the right moment.**



**DREW
WHEELER**
Art Director, Designer

Undergraduate PSA Project | University of North Texas • Advertising & Brand Strategy Program