



EXHIBIT: **ANGST**

CLIENT: **THE SCIENCE CENTRE**

AGENCY: **MOON**

ONTARIO SCIENCE CENTRE

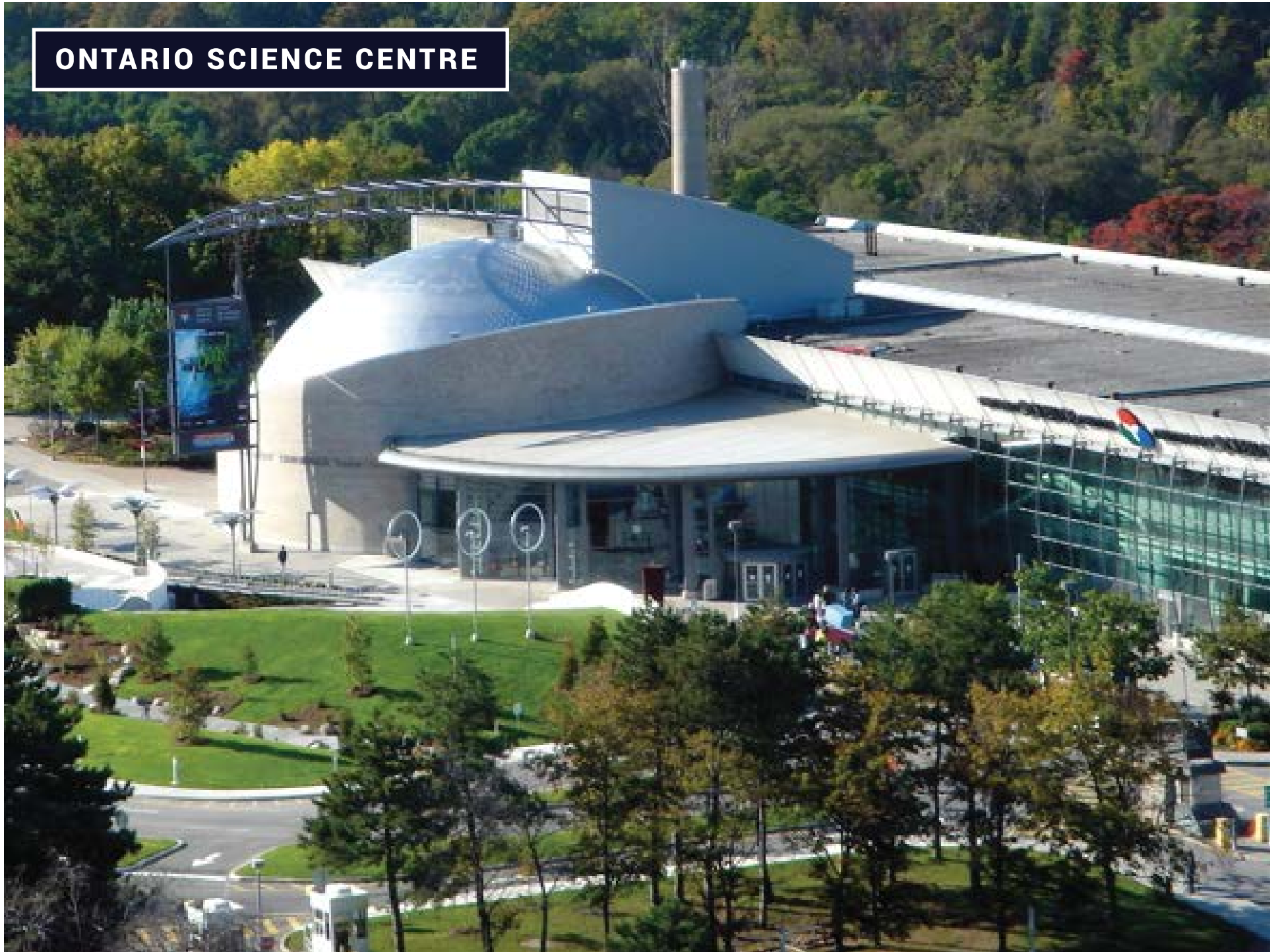


EXHIBIT: ANGST

770 DON MILLS ROAD



EXHIBIT: ANGST

A QUESTION OF TRUTH



EXHIBIT: ANGST

EXHIBIT: ANGST

AGENTS OF CHANGE



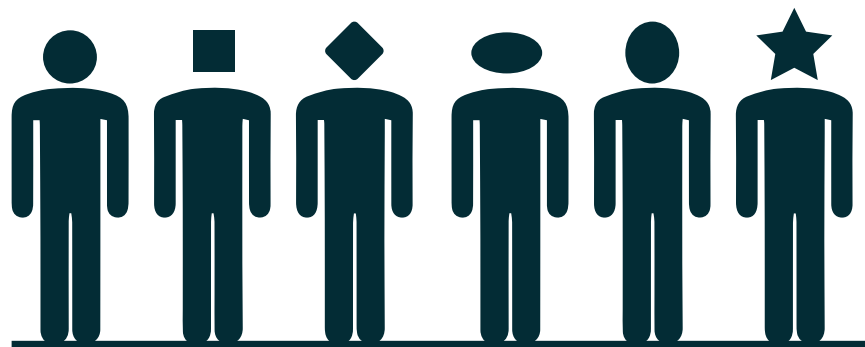
EXHIBIT: ANGST

PURPOSE & FOCUS



EXHIBIT: ANGST

TARGET AUDIENCE



TEENAGERS AND YOUNG ADULTS FROM A
VAST RANGE OF DIVERSE DEMOGRAPHICS



TEENAGERS : AGES 13 TO 18



YOUNG ADULTS : AGES 19 TO 35

CURRENT PERCEPTION

Social anxiety is one of the **least understood and overlooked mental health problem within north america.**



Only 36%

of people with diagnosable social anxiety seek any form of help.

DESIRED PERCEPTION



EXHIBIT: ANGST

KEY MESSAGE

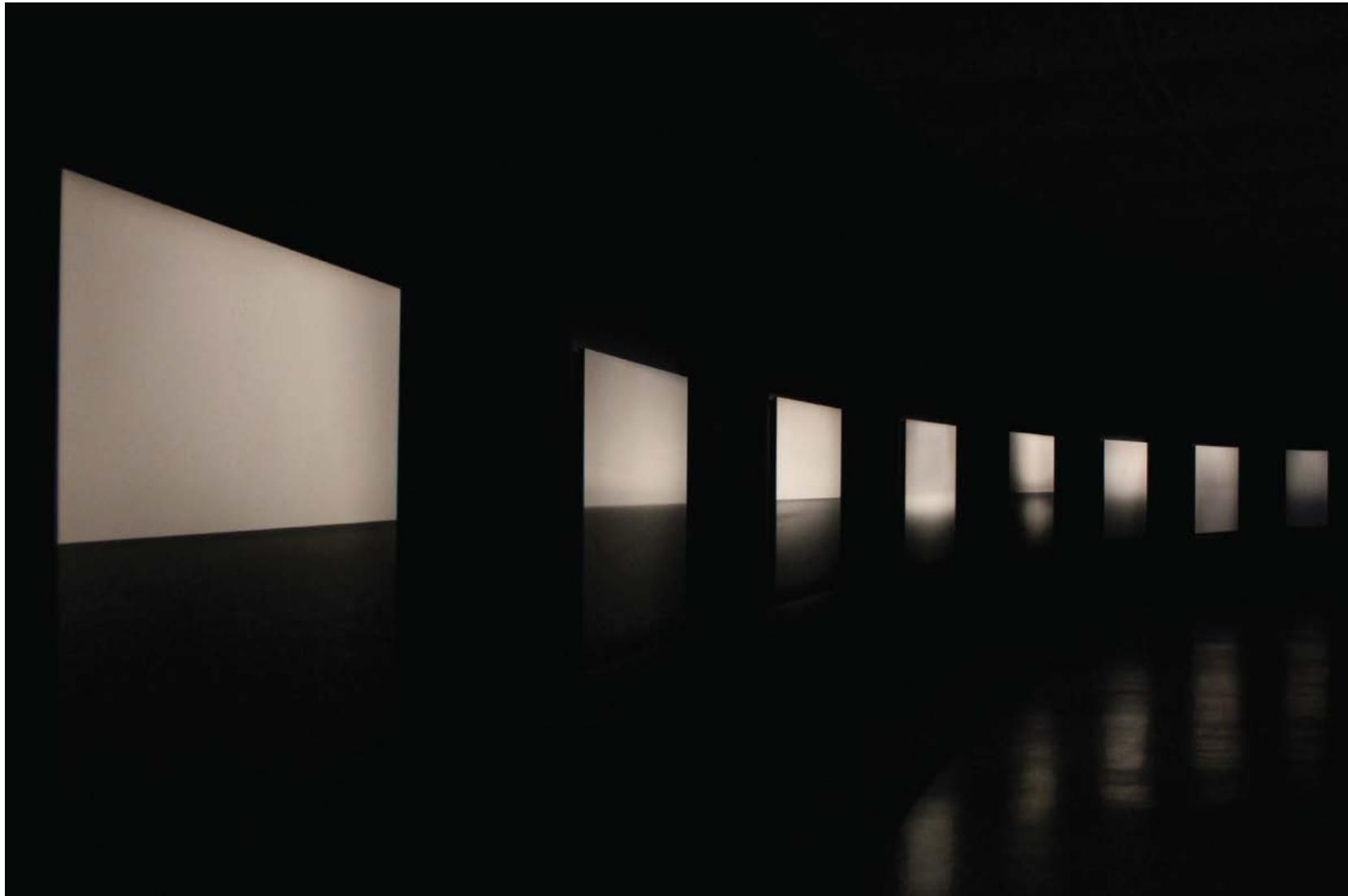
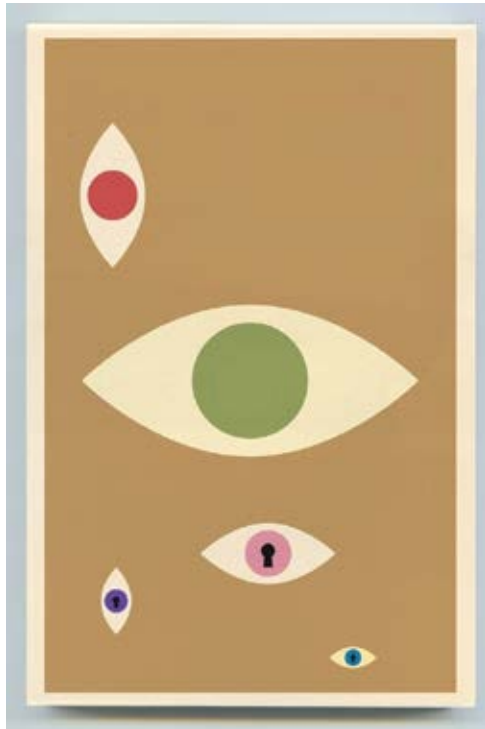


EXHIBIT: ANGST

KEY MESSAGE

GRAPHICS



KEY MESSAGE

Bart Kresa, a famous designer's team of international artists has transformed their 1,200-square-foot studio into an immersive augmented reality.



KEY MESSAGE



TARGET MESSAGE

EMPATHY.

The psychological identification with or vicarious experiencing of the feelings, thoughts, or attitudes of another.
(Dictionary.com)

COMPETITION



COMPETITION



THE ROM.



AGO

-both in more of the heart of downtown
-younger demographics in the area

SUPPORT FOR BENEFIT CLAIMS

**WE WANT THE AUDIENCE TO_____ AS
_____ AND AS MORE IMPORTANT AND
BENEFICIAL THAN_____.**

TONE AND MANNER

METICULOUS

CREEPY

MYSTERIOUS

CONTEMPORARY

EMPOWERING

ASTONISHING

UNPREDICTABLE



BENEFITS

1. Beautiful and memorable exhibition that reflects on and contributes to Toronto's art culture

2. Comfort in knowing that no one is alone when it comes to having social anxiety

3. A new concept in the Science Centre

4. Knowledge of social anxiety-creating a better general community

THANK YOU.