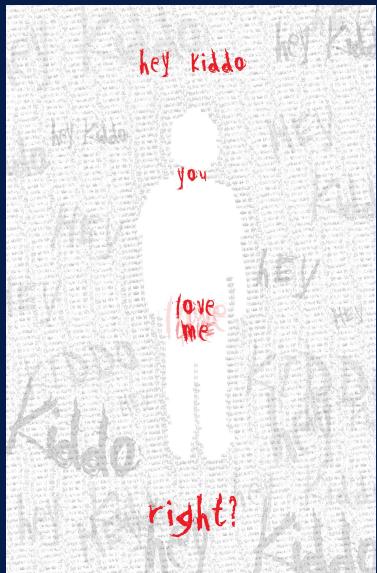




Love GuySelf

By Linda Huang
Ying Tan
Yoon J. Rha

6-words Poster on Social Issue



Child Sexual Trauma



Depression



Affordable Housing

Audience Development

Men'sHealth SEX HEALTH WEIGHT LOSS GET SUMMER BODY READY FATHER'S DAY

SELF ESTEEM

TYPE KEYWORD(S) TO SEARCH

196 RESULTS

men self esteem projects

All Images Videos News Shopping More Settings Tools

About 25,400,000 results (0.56 seconds)

The Dove Self-Esteem Project | Dove

<https://www.dove.com/us/en/dove-self-esteem-project.html>

Join a sisterhood that builds body confidence and challenges beauty stereotypes for all women and girls at the first Dove Self-Esteem Project live event.

Confident Me · Our Mission · Youth Leader Resources · GirlCollective

Self-love, self-care, self-esteem research

Research and Development

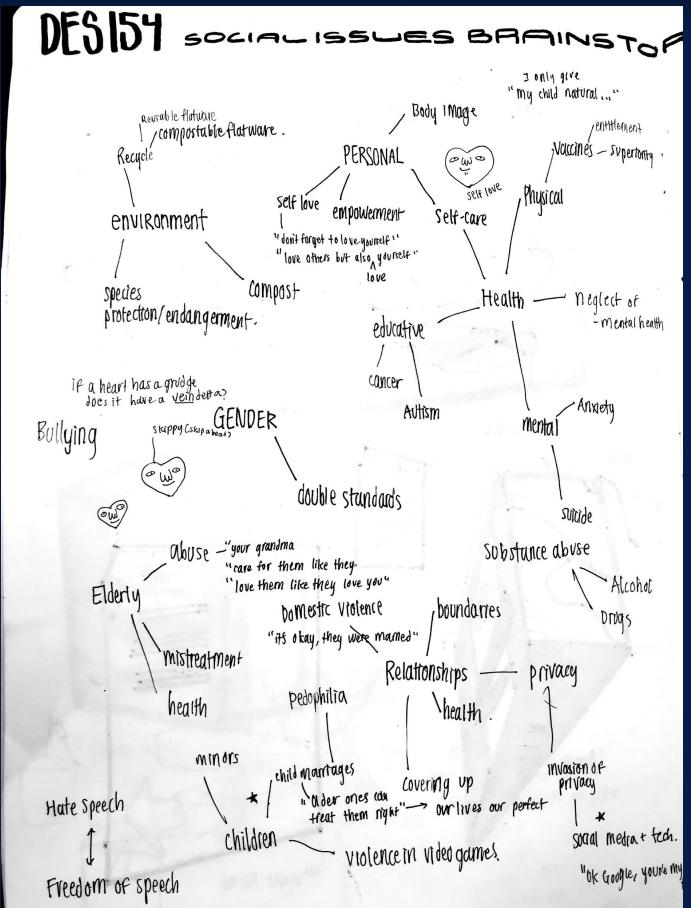
The screenshot shows a digital survey titled "Love GuySelf Survey". At the top, there are icons for a mobile phone, a bag of chips, a smartphone, and a bottle of beer. Below the title, it says "Section 1 of 6" and "Love GuySelf". The main content area contains a paragraph about self-esteem issues for males, followed by a note about honesty and confidentiality. It also provides contact information for social media and email. The interface includes a "QUESTIONS" tab, a "RESPONSES" tab showing 41 responses, and a "SEND" button.

Issues regarding self-esteem and the struggle to uplift one's esteem is a universal problem known to everyone around the world, particularly high school students. High school is a transitional period where students are becoming more self-conscious of their appearance and identity, and increasingly so when figuring it out by themselves. The current landscape has been getting better with increasing social awareness to better deal with one's self-esteem, most of which are aimed towards females. But what about males? Love GuySelf is a campaign in helping to expand education and awareness of low self-esteem in males.

We are looking for honest answers and all of these questions are confidential. At any point if you find that you feel uncomfortable finishing this questionnaire, you may opt out. There are 5 short sections of questions. Please take your time, and answer thoroughly and truthfully.

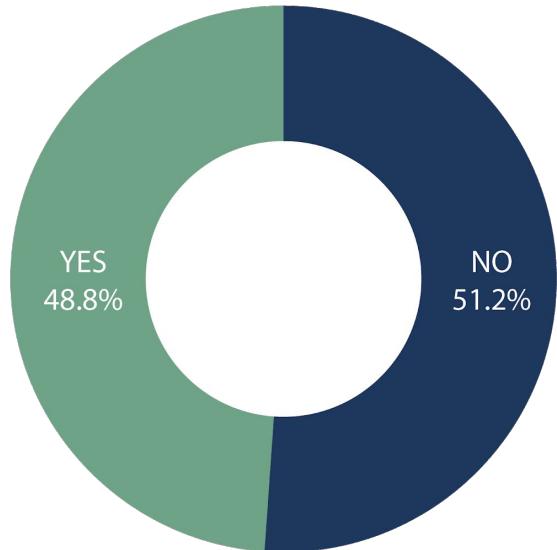
If you have any questions or concerns, please reach out to us via our Email and Social Media:
Facebook - facebook.com/loveguyself
Instagram - instagram.com/loveguyself
Twitter - twitter.com/loveguyself
Email - loveguyself@gmail.com

- General
- Mental
- Physical
- Societal

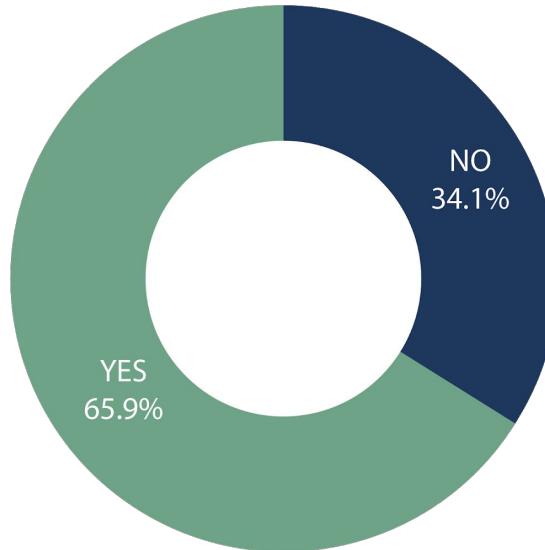


Survey Development and Results

Have you been taught how to self-love?



Have you been taught how to self-care?



Case Studies on Other Campaigns

AXE - Is It Okay For Guys

Background

The Dove Men+Care product was developed by Dove specifically for men. Detergent and body wash products were developed for men earlier than for women, which is why the line was developed in 2010. During the development of the product, Dove found that men wanted to be aware of diversity and social message that prompted Men+Care to present masculinity differently.

Key Figures

John W. Brockway, CEO of Dove
Right Wing Captains from four home states. Their team campaign, #ScrumTogether, has been well received by the public and media. The campaign features four coaches, English & Welsh Cup Finalists, Irish Cup Finalists, and the Six Nations. The coaches have shown up in a locker room. Maintained and supported by Dove Men+Care, the coaches have been going above and over the call to be the preparing themselves as a sporting team, and replicated it into their community. The coaches have been at the state of a game, where their heads are down and their arms are linked together.

Goals

#ScrumTogether aims to increase the respect that men receive, and teach them how to enhance their mental ability to care, and the strength that comes with it. In the campaign, the coaches are teaching the men to respect the diverse nature of their changing lives as the wives of the family and friends of the eight players will be the ones to witness the game. Dove Men+Care has created through #ScrumTogether a unique campaign that can be used to teach men about the importance of self-care.

Dove also processes the important aspects of rugby that can be used to teach men about the importance of caring for their bodies and health, while acknowledging the need to protect and produce. The #ScrumTogether campaign has been well received by the public and media, which is why the wives of the coaches have been involved in the campaign, and it made in the campaign video, and the official Dove website for #ScrumTogether on their website.

Results

The campaign did not try to make a marketing statement, but rather to show that the Dove Men+Care #ScrumTogether campaign was successful. The campaign has been well received by the public and media, and has been used to raise money for the Dove Men+Care campaign, which means it was a success. #ScrumTogether had 100% longer engagement time than the other campaigns, and therefore had the most successful campaign, and brands had the best time.

Sources

<http://www.youtube.com/watch?v=6yDfOOGzJLc>

<http://www.dove.com/us/men-care/do-men-care/do-men-care-mens.html>

<http://www.dove.com/us/men-care/do-men-care/do-men-care-womens.html>

<http://www.dove.com/us/men-care/do-men-care/do-men-care-best-with-teeth.html>

<http://www.dove.com/us/men-care/do-men-care/do-men-care-best-gold.html>

<http://www.dove.com/us/men-care/do-men-care/do-men-care-best-sugar.html>

Dove Men+Care - #ScrumTogether

EveryMAN



Love GuySelf

Development of LAD Process

L - Locate Esteem Source

Identifying the source of our target audience's low self-esteem. For the first stage of the care process, we plan to make our audience question the source of their low self-esteem. Could it be from family or relationship problems? Body image insecurities? Academic troubles?

A - Address Needs

Identifying the needs of our target audience. In the next stage, suggest the audience identify what their needs are to improve their self-esteem. For instance, if they have family problems, are there certain family behaviors that needs to change at home? Do they require attention that is not provided at home?

D - Determine Options

Address needs by providing resources/ redirection. In the last step of the process, we suggest the audience address those needs through a series of recommendations as a game plan to help tackle improvements to their self-esteem.

As Presented on Brochure

It is important to identify the source of your low self-esteem to lessen the effects of low self-esteem or self-discomfort in your life. You have less control over external sources than internal sources, but both need to be addressed. Ask where your lowered self-esteem comes from. These can include sources listed below:

- Internal - body image, health, trauma, gender identity, beliefs
- External - Overbearing relationships, neglectful relationships, social media, societal problems, bullying, academics, job

The second step after identifying the source of repetitive self-discomfort in the LAD process is to identify your needs in order to live a more successful and self-actualized life. It is important to ask why you feel the way you do. Some important questions to consider are listed to the right.

After addressing your needs, it is time to come up with a game plan to use your needs to boost your self-esteem. It may be hard to go out of your comfort zone to satisfy your needs, so it helps start asking yourself how you can take steps to fulfill your needs.

Questions to Consider

- Do you feel bad about the way you look?
- Are you getting enough exercise and sleep?
- Are you struggling with or focusing in classes?
- Are you interested in the subjects you are taking?
- Do you feel like you have privacy?
- Do you have appropriate relationships boundaries?
- Do you have someone you can talk to?
- Are you getting enough attention at home?
- Do you feel safe at home and school?
- Are the people around you supportive and kind?
- Is there something you aren't ready to talk about?
- Do you feel like others are better than you?
- Do you feel you have to constantly prove yourself?
- Are you caught up with your follower count?
- Do you spend more time on your phone than off?
- Are you discriminated against because of your race?
- Are you treated differently due to how you express yourself or because of something you cannot change?
- Do you feel safe expressing yourself?
- Do your beliefs differ from those of your loved ones?
- Are you comfortable with your gender orientation?
- Does your community accept your identity?

Editorial & Brochure

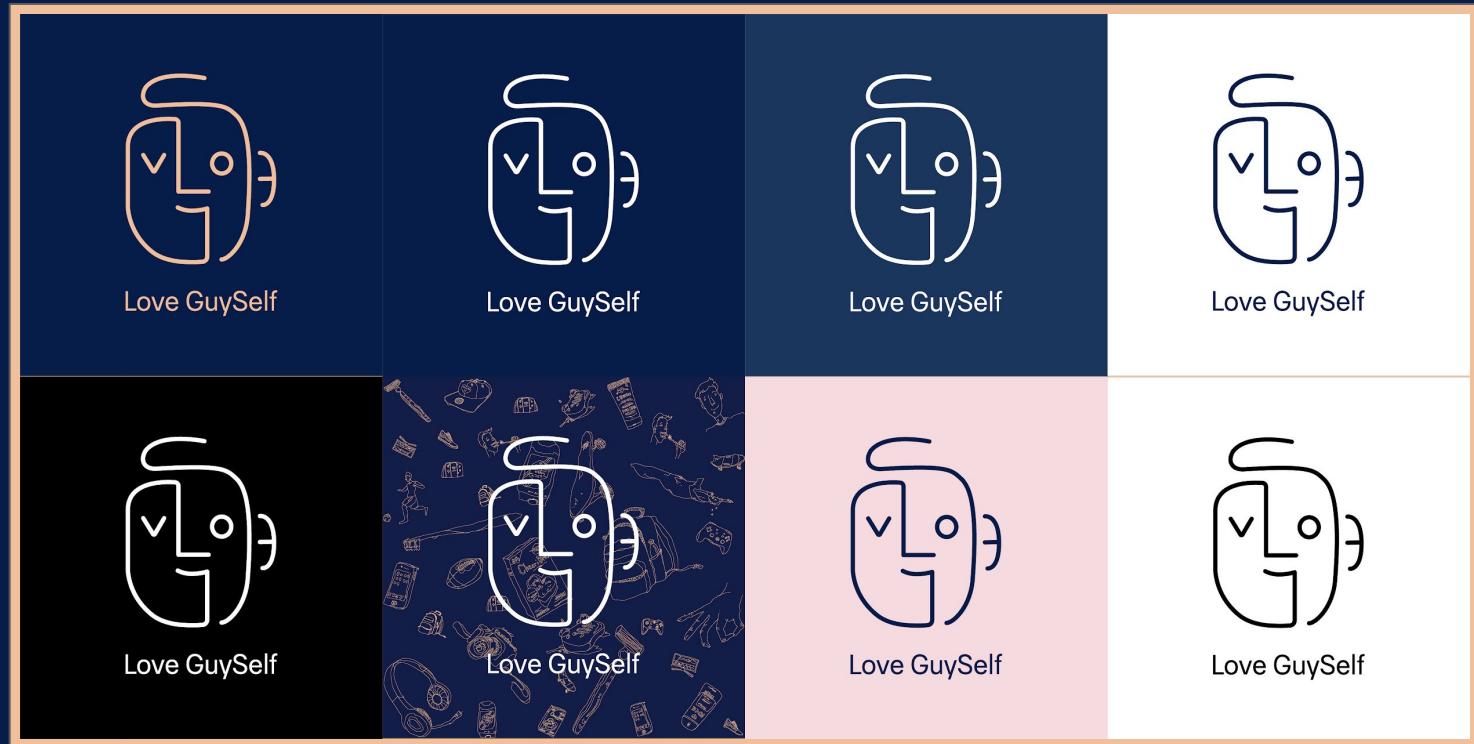


Love GuySelf

Visual Standard



Finalized Logo



Color and Typography Development



Finalized Color and Type



Fragile Masculinity

RGB 245, 218, 223
CMYK 0, 11, 3, 0
HEX #F5DADF
Pantone 705 C



“It’s not Pink”

RGB 240, 191, 155
CMYK 0, 32, 42, 0
HEX #F0BF9B
Pantone 473 C



Pepe Frog Green

RGB 111, 162, 135
CMYK 54, 8, 47, 14
HEX #6FA287
Pantone 556 C



Dank Blue

RGB 27, 54, 93
CMYK 95, 74, 7, 44
HEX #1B365D
Pantone 534 C



Thanos Blue

RGB 7, 29, 73
CMYK 100, 90, 13, 71
HEX #071D49
Pantone 2768 C

Paul Grotesk - Bold-Tail (20 pt)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 (16pt)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 (10 pt)

Paul Grotesk - Regular-Tail (20 pt)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 (16pt)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 (10 pt)

Avenir Next Condensed - Medium (20 pt)

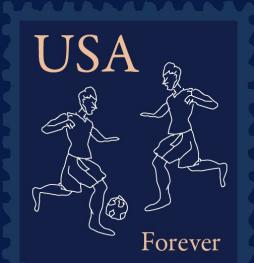
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 (16pt)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 (10 pt)

Pattern and Illustrations



Outreach



A collage of outreach materials. At the top is a business card for Peter Parker, 123 Main Street, San Francisco, CA 94145, dated August 21st, 2019. Below it is an envelope with the same address and date. To the right is a postcard with the same information. The background features a repeating pattern of various items from the Love GuySelf brand, including a smartphone, a book, and a bottle of perfume. The Love GuySelf logo, which is a stylized 'G' with a face, is prominently displayed at the top of the postcard and on the right side of the page.



Love GuySelf

Deliverables



Love GuySelf

Merchandise



Fellowship Program

Love GuySelf Fellow
Campaign Ambassador

Peter Parker



Love GuySelf

Care Package



Love GuySelf

Timeline & Plan



Budget

ADVERTISEMENTS - PHYSICAL										CARE PACKET				
Items	Specification	Size	Quantity	Cost/Item	Total Cost	Items	Specification	Size	Quantity	Cost/Item	Total Cost			
Bus Shelter Ads		Norcal-Central-SoCal	48" W x 69" H	3	\$4,700.00	\$14,100.00		Hand Sanitizer	Clear plastic bottle	1 oz	300	\$0.81	\$243.00	
<u>BUSINESS SYSTEM</u>														
Invoice Envelopes		#10 Envelope, Pre-Fold	9.5" W x 4.125" H	100	\$0.52	\$52.00		APPAREL		ITEMS				
Letterheads		Full Color, 60lb	8.5" W x 11" H	100	\$0.65	\$65.00		Items	Specification	Size	Quantity	Cost/Item	Total Cost	
Invitation Envelopes		a2 Envelope, Pre-Fold	5.5" W x 4" H	10	\$0.57	\$5.70		Cap	Navy, 5-panel Unstructured Crown	4.5" W x 2.125" H	180	\$9.74	\$1,753.20	
Invitation Envelope Seals		Envelope Seal - Matte	1.5" W x 1.5" H	24	\$0.16	\$4.00		Crewneck	Navy, Gildan Midweight 50/50	S, M, L (60 shirts each size)	180	\$11.98	\$2,156.40	
Invitation Letters		Flat, Premium Matte	5.5" W x 4" H	10	\$0.93	\$9.30		T-shirt	Navy, Gildan Adult Heavy Cotton	S, M, L (60 shirts each size)	180	\$6.56	\$1,180.80	
Business Cards		Full color, 14pt cardstock	2" W x 3.5" H	300	\$0.16	\$48.00		PRINTS					MERCHANDISE	
Stamps		First Class 2oz Square Letter	1.56" W x 1.25" H	20	\$1.25	\$39.99		Items	Specification	Size	Quantity	Cost/Item	Total Cost	
<u>ADVERTISEMENTS - DIGITAL</u>														
Items	Specification	Size	Quantity	Cost/Item	Total Cost	Items		Items	Specification	Size	Quantity	Cost/Item	Total Cost	
FB Profile Frame		Facebook	N/A	N/A	\$0.00	\$0.00		Fellow Pin	Enamel Pin, Copper finish	1.25" Soft Enamel	20	\$7.23	\$144.56	
FB Page Banner		Facebook				Button		Button	Round Custom Button	2"	3,000	\$0.22	\$660.00	
Social Media		Twitter, Instagram				Lanyard		Lanyard	Polyester, Lobster Claw Hook	0.75" x 36" (standard)	200	\$0.86	\$172.00	
Spotify Playlist		Spotify				USB		USB	Navy Swivel, 4GB	0.74" x 2.25" x 0.437"	200	\$3.49	\$1,047.00	
Website		Wix										TOTAL		
PowerPoint Presentation		Prexi										\$23,747.41		

Items	Specification	Size	Quantity	Cost per Item	Total Cost	Links (References)			
Advertisements - Physical									
Bus Shelter Ads	1. NorCal 2. Central 3. SoCal	48" W x 69" H	3	\$4,700.00	\$14,100.00	https://www.bluelinemedia.com/bus-advertising/bus-stop-shelter#rates			
Business System									
Invoice Envelopes	#10 Envelope, Pre-Fold	9.5" W x 4.125" H	100	\$0.52	\$52.00	https://www.vistaprint.com/			
Letterheads	Full Color, 60lb	8.5" W x 11" H	100	\$0.65	\$65.00	https://www.vistaprint.com/			
Invitation Envelopes	A2 Envelope, Pre-Fold	6" W x 6" H	10	\$0.57	\$5.70	https://www.vistaprint.com/			
Invitation Envelope Seals	Envelope Seal - Matte	1.5" W x 1.5" H	24	\$0.16	\$4.00	https://www.vistaprint.com/			
Invitation Letters	Flat, Premium Matte	5.5" W x 5.5" H	10	\$0.93	\$9.30	https://www.vistaprint.com/			
Business Cards	Full Color, 14pt cardstock	2" W x 3.5" H	300	\$0.16	\$48.00	https://www.vistaprint.com/			
Stamps	First Class 2 Oz/Square Letter (\$0.71 1.56" W X 1.25" H		20	\$1.25	\$39.99	https://www.minted.com/wedding			
Print									
Stickers	Sticker Singles, Circular	1.5" x 1.5"	3,000	\$0.09	\$269.00	https://www.vistaprint.com/			
Brochure	Standard Glossy, Tri-Fold	8.5" x 11"	3,000	\$0.18	\$537.50	https://www.vistaprint.com/			
Advertisements - Digital									
FB Profile Frame	Facebook			\$0.00	\$0.00				
FB Page Banner	Facebook			\$0.00	\$0.00				
Social Media Filters	Snapchat, Instagram			\$0.00	\$0.00				
Spotify Playlist	Spotify			\$0.00	\$0.00				
Website	Wix	-		\$0.00	\$0.00				
Video (animation)	YouTube	30 sec		\$0.00	\$0.00				
PowerPoint Presentations	Google Slides	-		\$0.00	\$0.00				
Care Packet									
Hand Sanitizer	Clear plastic bottle	1oz	300	\$0.81	\$243.00	https://www.walmartpromoshop.com/estore/health-wellness/first-aid-personal-care/hand-sanitizer/p			
Sunscreen Lotion	SPF30	1oz	300	\$1.47	\$411.00	https://www.4imprint.com/product/144228-1/Sunscreen-Lotion-1-oz			
Mints (Cases of 125)	Domed Tin, Star-Shaped Mints	1.88" H x 2.38" W x 0.62" L	375	\$2.18	\$818.96	https://www.promotique.com/product/dommed-tin-with-star-shaped-mints-case-of-125/P93131696			
Apparel									
Cap	Navy, 5-panel unstructured crown	4.5" W x 2.125" H	180	\$9.74	\$1,753.20	https://www.customink.com/ndx/?PK=04620&SK=04600#/next/quote			
Crewneck	Gildan Midweight 50/50, Navy	S, M, L, 60 shirts each size	180	\$11.98	\$2,156.40	https://www.customink.com/ndx/?PK=04620&SK=04600#/			
T-shirt	Gildan Adult Heavy Cotton, Navy	S, M, L, 60 shirts each size	180	\$6.56	\$1,180.80	https://www.customink.com/ndx/?PK=04620&SK=04600#/next/quote			
						https://www.customusb.com/mobile-spin-flash-drive/			
Merchandise									
Fellow Pin	Enamel Pin for Ambassadors, Cop	1.25" Soft Enamel	20	\$7.23	\$144.56	https://www.enamelpins.com/Custom-soft-enamel-pins			
Button	Round Custom Button	2"	3,000	\$0.22	\$660.00	https://www.purebuttons.com/product/175-custom-buttons			
Lanyard	Polyester, Lobster Claw Hook	0.75" x 36" (Standard)	200	\$0.86	\$172.00	https://customlanyards.com/shop/custom-lanyards/custom-polyester-lanyards			
USB	Navy Swivel, 4GB	0.74" x 2.25" x 0.437"	300	\$3.49	\$1,047.00	https://www.4imprint.com/product/112703-8G/Swing-USB-Drive-8GB-3-Day			
Total					\$23,747.41				



THANK YOU!

Contact us

Social Media: @loveguyself

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Phone: 1-560-345-5678

