

lyft

EQUAL PAY DAY

Lyft is celebrating Equal Pay Day by donating 20% of fares for the day to the Lean In Organization

MANDATORIES:

Lyft Pink
Horizontal and square crop

The illustration should visualize the idea behind Equal Pay Day

It takes until April for a woman to earn what a man earns by December.

The average woman earns 80 cents for every dollar a man earns

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women have to work harder for the same compensation

BONUS:

Include cars in some way -perhaps with an urban scene, map, or community

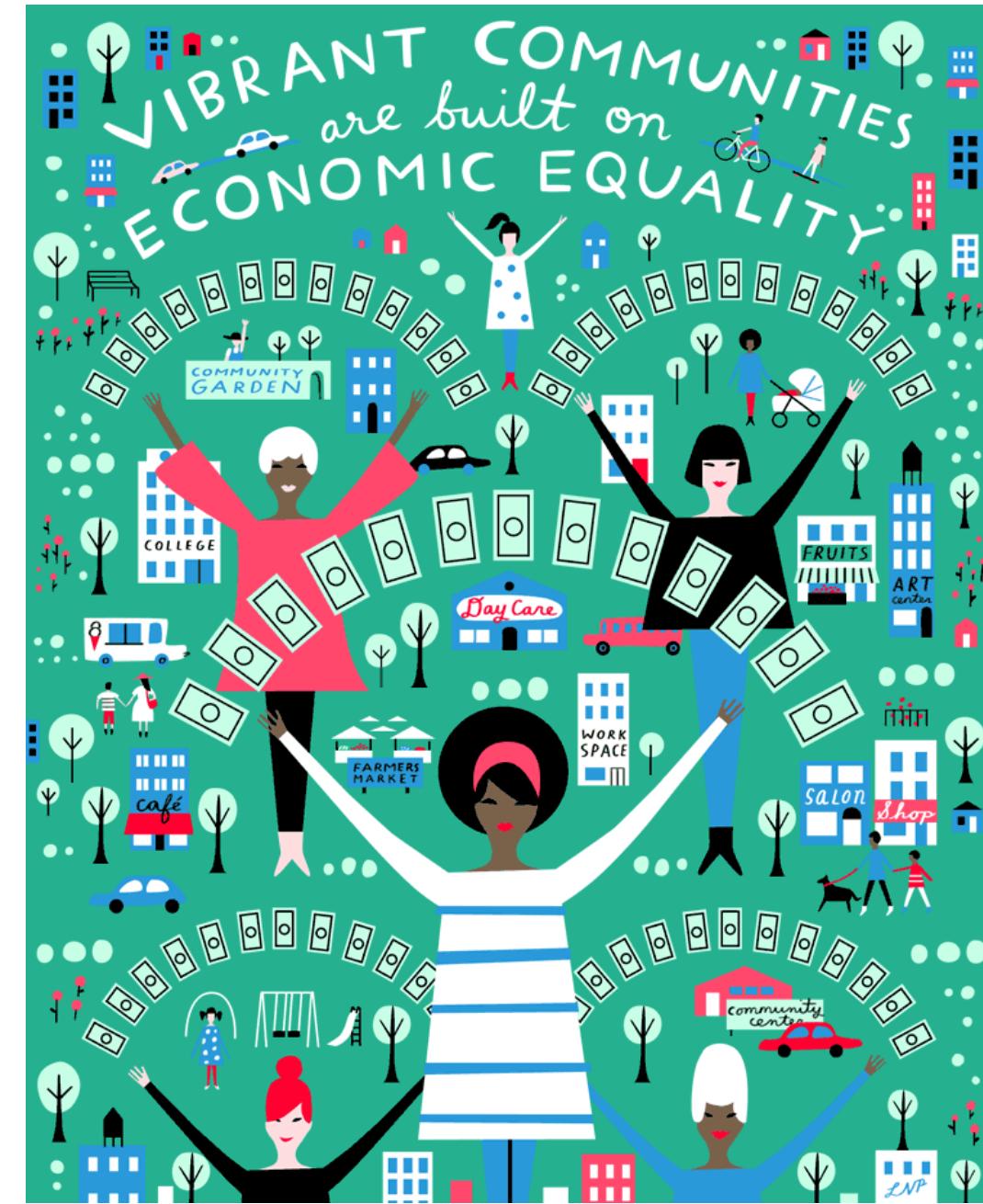
Show how different categories of women are effected differently
ie Moms, African American, Latina women

COPY DECK (in progress) and RESEARCH: <https://tinyurl.com/lrvcwjy>

EQUAL PAY

CONTENT

DEVICE

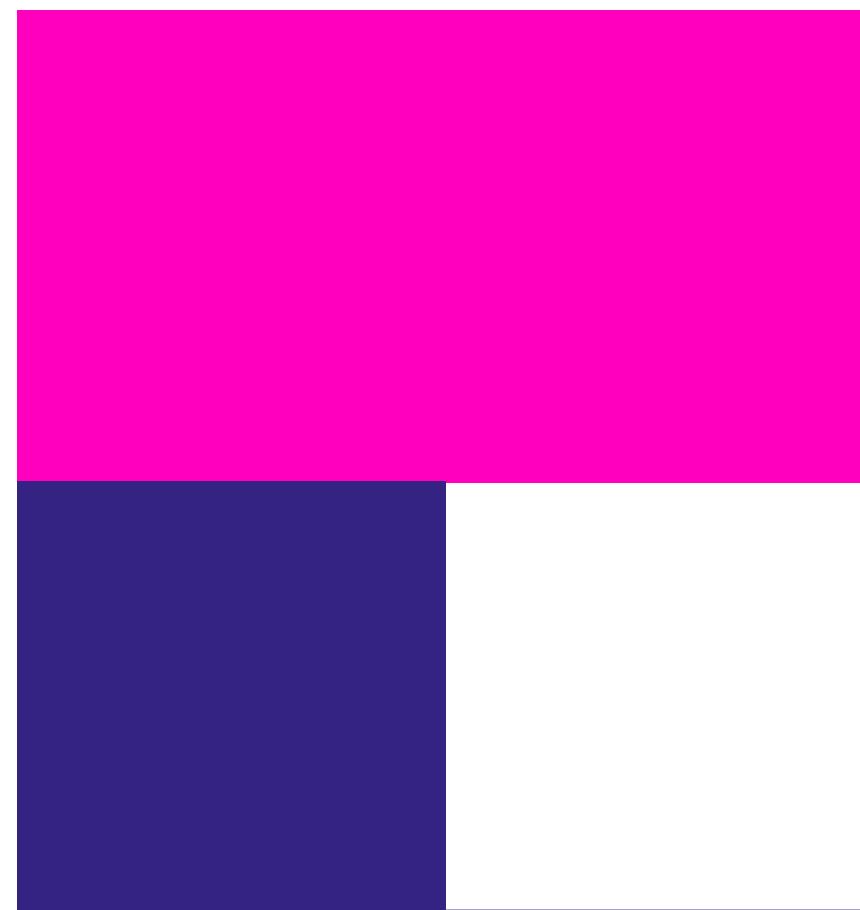


MESSAGE/EXECUTION



EQUAL PAY

COLOR



PRIMARY



SECONDARY

MANDATORY:

Lyft Pink #FF00BF

No Black

Use secondary tones, along with any personal signature color

OTHER PARTNERSHIP EXAMPLES

BUCK ORIGIN STORY



VIRGINE MORGANDE



EQUAL PAY

BRANDING



LOGO:

We'd like to try incorporate our logo subtly, but do not desire/require an end card or brand messaging



EQUAL PAY

FORMAT

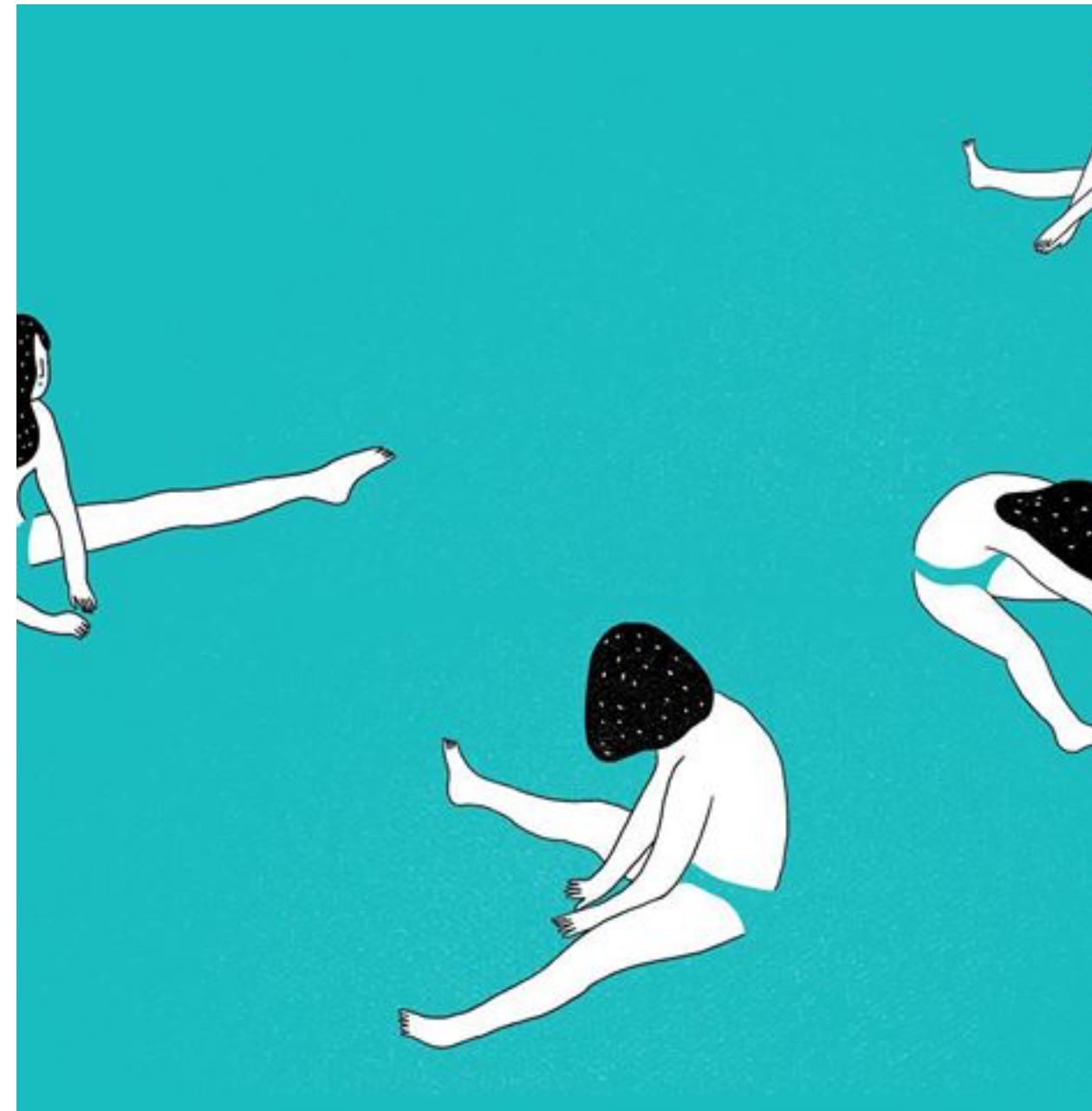


PLACEMENT:

Should work in Square and Horizontal Format
FACEBOOK: 1200x628
TWITTER: 880x440
INSTAGRAM: 1080x1080
BLOG HEADER: 1500x600

EQUAL PAY

REF



AGATHE SORLET



LIBBY VAN DERPLOEG



SHIMMY IF YOU'RE WITH HER

LVP

EQUAL PAY

REF



GM

GEOFF MCFETRIDGE

