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Campaign Slogan

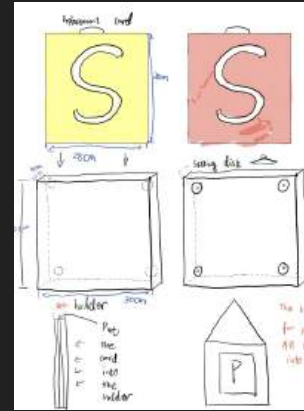
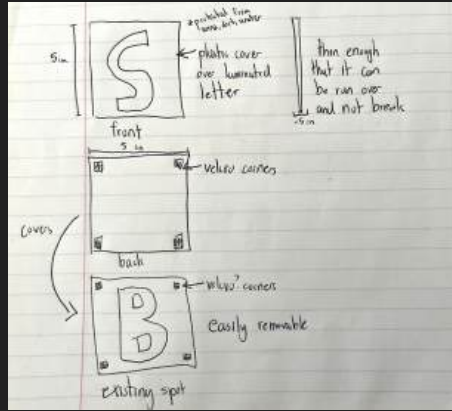
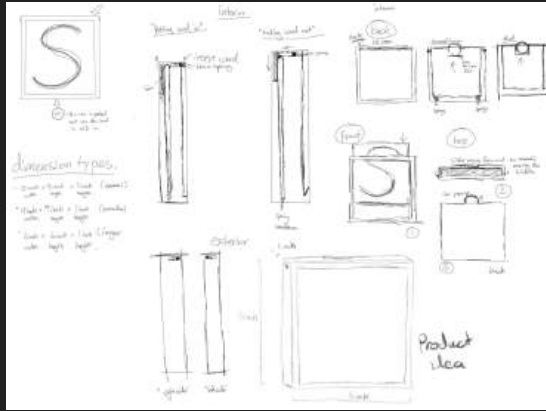
“SLAP AN S ON IT!”

Description of Issue

We are seeking to address the faculty members of (A, B), highlighting the insufficient availability of parking spaces designated for students with (S) permits. While faculty members have parking access in A, B, V, and S areas, students are limited to parking only in S-designated spots. Our aim is to inform the faculty members about the pressing issue of limited parking spaces, considering the number of students enrolled at the university.

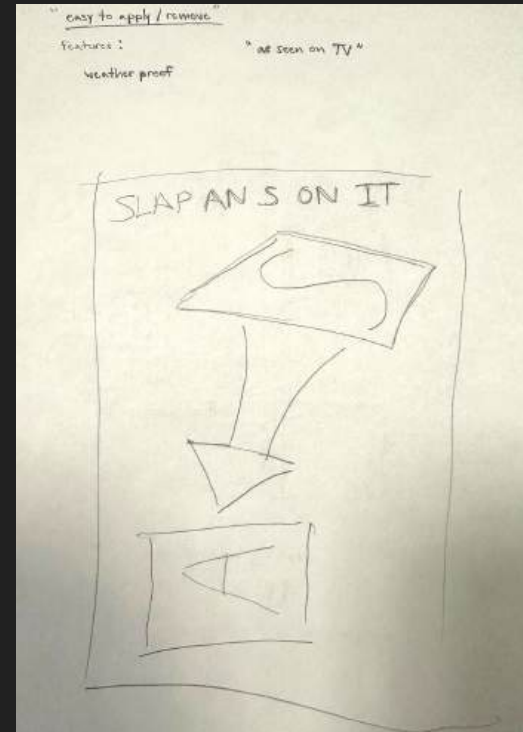
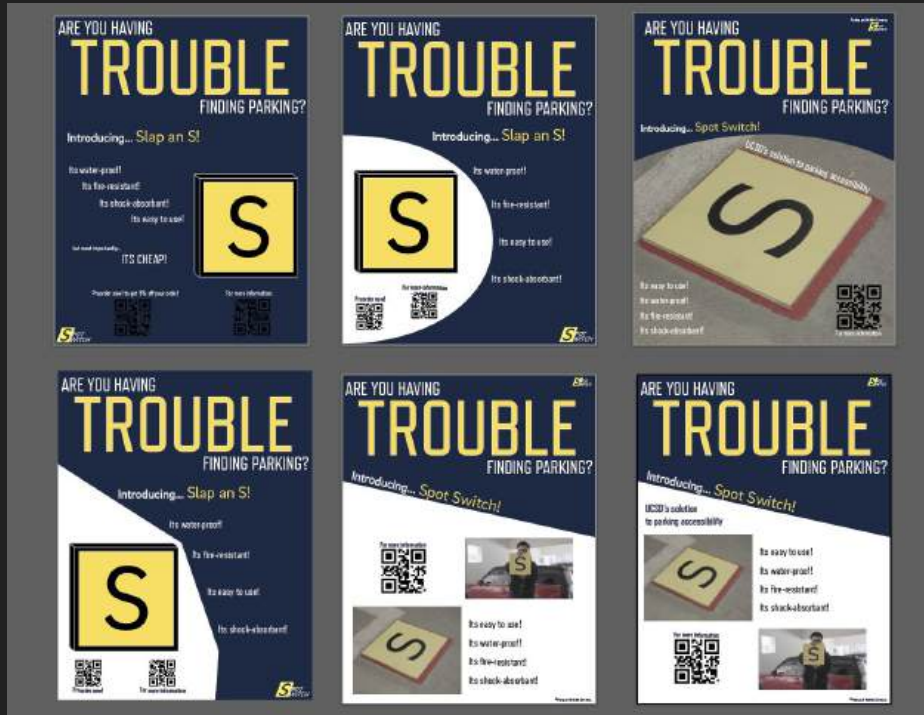
And with the ratio of faculty towards students, A spots single-handedly greater than student spots (including S and SR spots). From 2349 to 2120 (respectively). B spots contain 4916 total spots in which the faculty can also park in, but not the students.

Design Process Overview - The Product

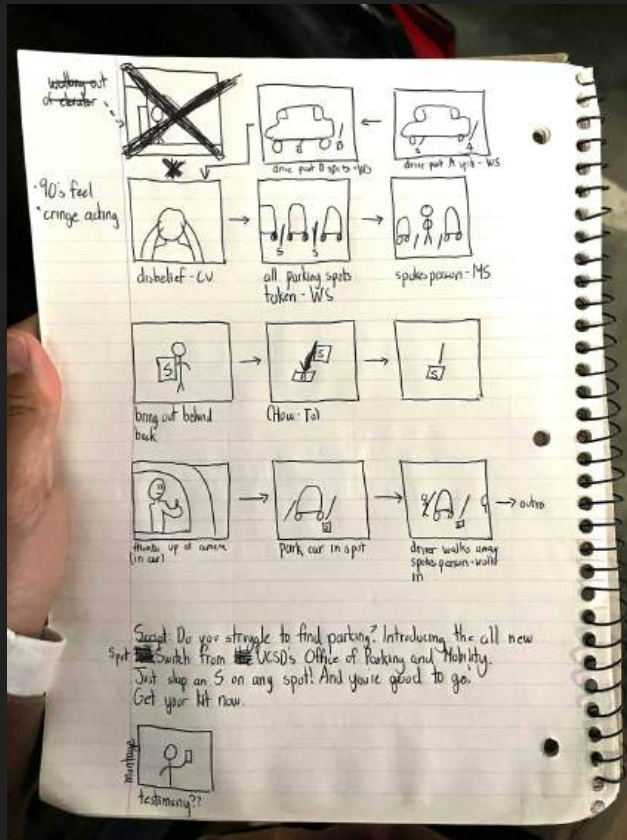


Presenting the idea of the interchangeable parking spot, we wish to present some prototypes on how our product turnout will become. The idea is that there will be a black plastic holder and also a card that students can purchase with the letter (S). targeting primarily for the accessibility of students. However, we wish to promote the issue towards faculty mainly as a way for them to take notice of lack of parking.

Design Process Overview - The Posters



Design Process Overview - The Commercial

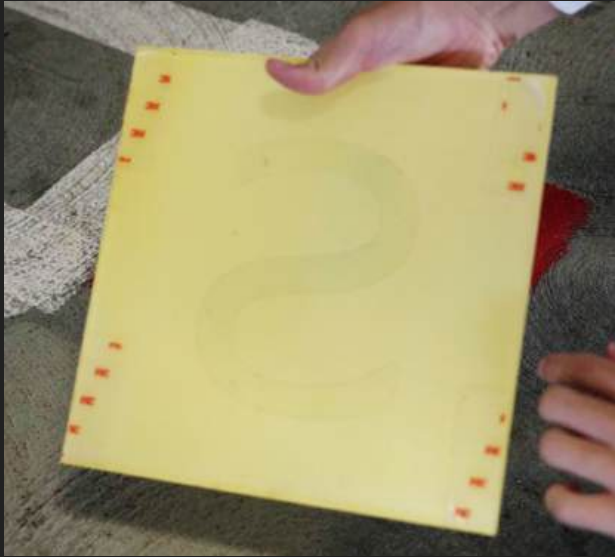


Storyboard of our commercial


Elements to include:

- 90's as seen on TV style
 - Cringe acting
- Upbeat music in the background
- Spokesperson walking into frame
- How to use

Final Intervention - The Product




Final Intervention - The Posters

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Office Parking and Mobility Services


ARE YOU HAVING
TROUBLE
FINDING PARKING?

INTRODUCING THE ALL NEW... Spot Switch!

The **BEST** solution for parking accessibility



Easy to use!
Water-proof!
Fire-resistant!
Shock-absorbant!



For more information

Office of Parking & Mobility 

TROUBLE FINDING PARKING?..
“SLAP AN **S** ON IT!”



INTRODUCING **SPOT SWITCH**
EASY TO USE! DURABLE! & REUSABLE!
CONVERT ANY SPOT INTO AN **S** SPOT!



SCAN FOR MORE INFO

Final Intervention - The Logo



Final Intervention - The Promotion (Posting / Reddit)



- Postering was done at Price Center, Library Walk, and Matthews Quad.
- Reddit post was instantly put at the top of r/UCSD 'hot' posts.

Final Intervention - The Commercial



What Worked

- High Production Value
 - **Posters:** Looked great
 - **Commercial:** Aesthetically, formally, and conceptually
 - **Product:** Higher quality than expected
- Printing & Postering Process

What Didn't Work

- Poster Creation Process
 - Difficulty in creating and envisioning the placement of text and images.
- Commercial Audio

With More Time

- Measure analytics
- Create website to preorder the SpotSwitch
- Create social media accounts to further advertise
- Change SpotSwitch material to silicon/rubber
- Mass produce, have users test it and give testimonials to further advertise.
- Redo the audio over the commercial

Thank You!