



Safe Reach Marketing Campaign

Ying Yang

Jan. 26th, 2023

Aixin Zhong
Erme Usun
Inderpal Singh Brar
Jerome Fernandez
Pawan Pandeya
Ying Yang

y_yang144130@fanshaweonline.ca

Safe Reach

1. **Logo & Sport: Basketball**
2. **Slogan: Stand Up Against Bullying**
3. **Brand Image: Trustful, Supportive and Empower**



Logo



Various Color



Various Color

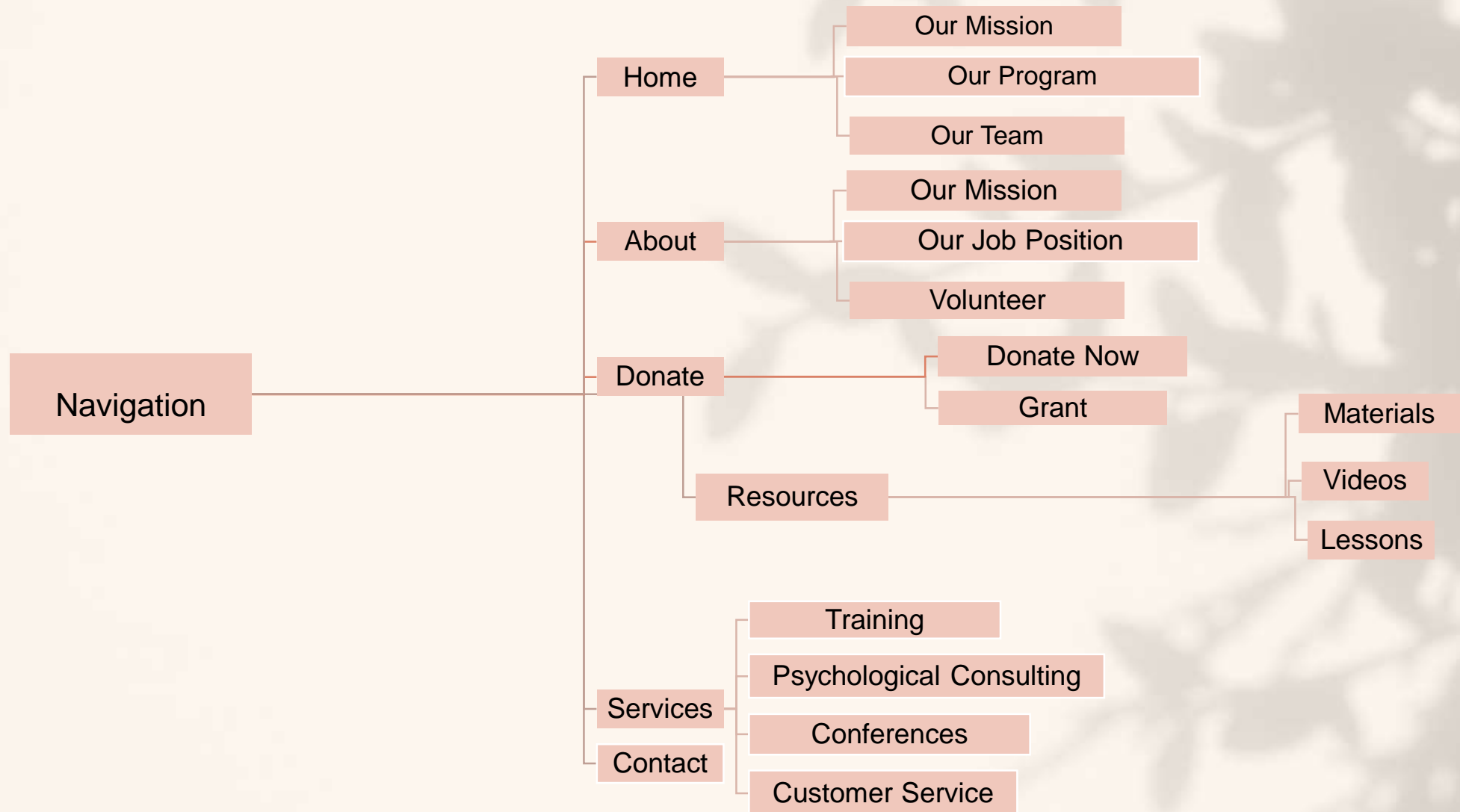


Different Patterns



Different Patterns

Structure





STANDING UP AGAINST BULLYING

Together, We Can Create a Kind and Safe Community

[JOIN MOVEMENT](#)

Improve efficiency, provide a better customer experience with modern technology services around the world. Our skilled staff, combined

CONTACT INFORMATION

88 Brooklyn, Test 1234 Road

youmail@gmail.com

012 345 678 910

OFFICIAL LINKS

[Home](#)[Services](#)[About us](#)[Contact us](#)

USEFUL LINKS

[Help](#)[History](#)[Support](#)[FAQ](#)

COLOURS AND TYPHOGRAPHY

TYPHOGRAPHY

H1/ Bebas Neue / Bold

HEADLINE

H2/ Poppins/Medium

HEADLINE

H3/ Poppins/Medium

HEADLINE

H4/ Poppins/Regular

HEADLINE

Body Text/ Poppins/Regular

HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy ni' Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy ni' Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy ni' Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy ni'

COLOURS



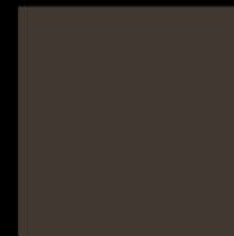
#10054D



#10054D



#332927



#433830



#554640



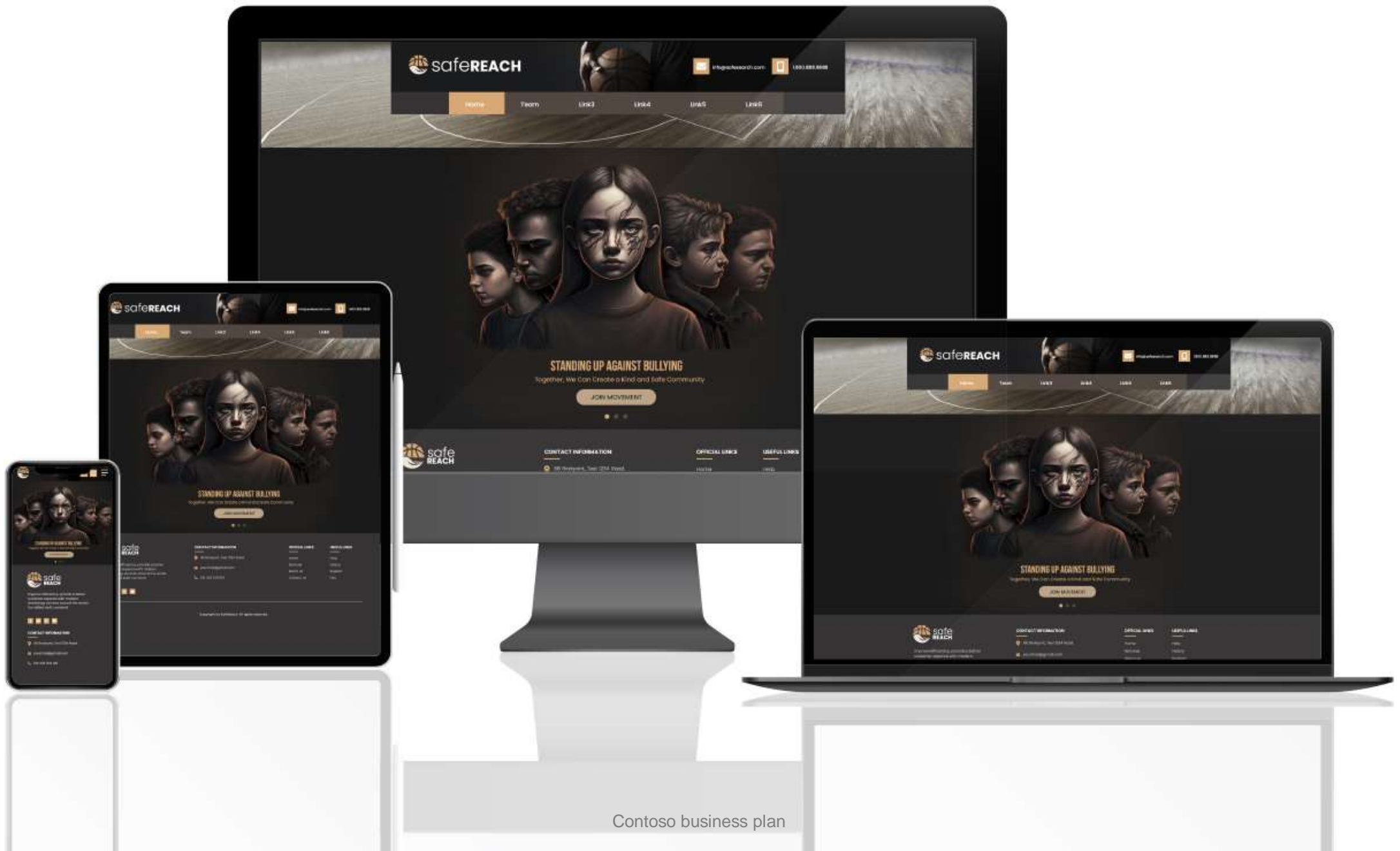
#F5E6D9



#ECECEC



#FFFFFF

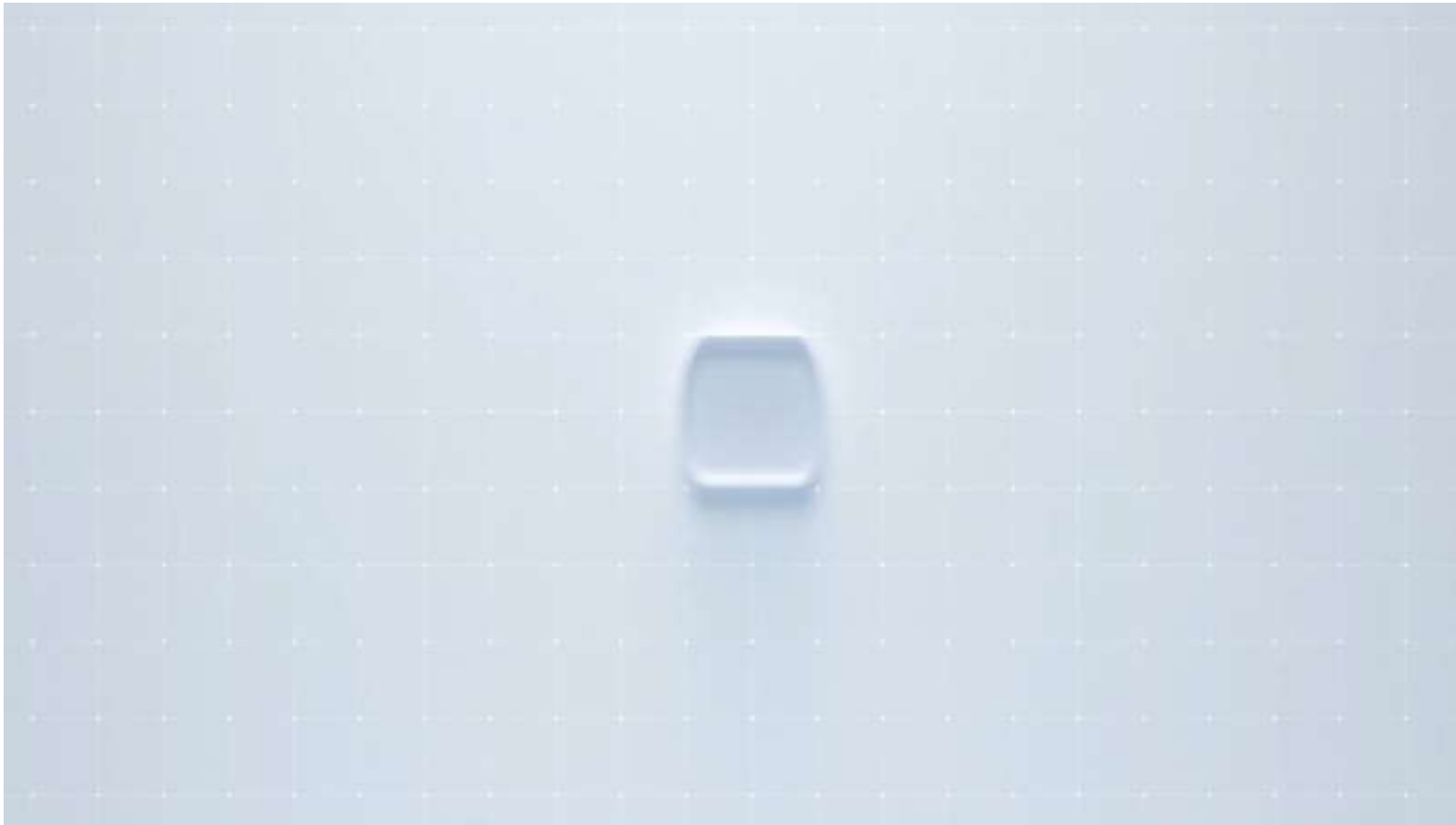




Facebook
Twitter
Instagram

Share and Comments

YouTube and TV ads





Email Marketing

Click URL



Direct Mail

Scan QR Code
Training CDs



Eblast

Venue

Scan QR Code



Poster

Volunteer

Scan QR Code



Magazine ads Newspaper ads

Scan QR Code



STANDING UP AGAINST BULLYING

Together, We Can Create a Kind and Safe Community

Bullying is a serious problem that affects children and young people. It can have a lasting impact on their lives. Safe Reach is a national charity that works to prevent bullying and support victims. We are looking for people who want to make a difference. If you are interested, please contact us.

Join us @ www.safereach.co



STANDING UP AGAINST BULLYING

Together, We Can Create a Kind and Safe Community

Bullying is a serious problem that affects children and young people. It can have a lasting impact on their lives. Safe Reach is a national charity that works to prevent bullying and support victims. We are looking for people who want to make a difference. If you are interested, please contact us.

Join us @ www.safereach.co



Great Titchfield Street

JCDecaux



STANDING UP AGAINST BULLYING

Together, We Can Create a Kind and Safe Community

Bullying is a serious issue that affects individuals of all ages and backgrounds. It can have physical and emotional harm, and can lead to serious consequences for a person's mental and emotional well-being. But together, we can create a kind and safe community for everyone. Join us in standing up against bullying and making a difference in the lives of those around us.

Join us @ www.safereach.co







safe
REACH



STANDING UP AGAINST BULLYING

Join us @ www.safereach.ca



safe
REACH

STANDING UP AGAINST BULLYING

Join us @ www.safereach.ca





STANDING UP AGAINST BULLYING

Join us @ www.safereach.ca



FESTIVAL ART
FESTIVAL ART

Badge



key chain



T-shirt



Calendars and Mugs



Mouse pad and phone case



Packaging Tape & Paper Bag



Campaign

Paid & Earned

- 1. Paid
 - (1) Magazine
 - (2) Newspaper
 - (3) TV ads
 - (4) Transaction ads
 - (5) Billboards, Brochures
- 2. Earned
 - (1) Influencers---- Mugs, T-Shirts , etc.
 - (2) All social media—Our Fans---- comments and share

Owned

- 3. Owned
 - (1) Official website----SEO
 - (2) Twitter
 - (3) Instagram
 - (4) Facebook
 - (5) YouTube

Thank you

www.safereach.ca

y-yang144130@fanshaweonline.ca