

# START A CONVERSATION





# START A CONVERSATION

My campaign response to this year's Memefest brief of failing dialogue is looking at the concept of failing dialogue in today's society may be caused by individuals assuming that since they are raised in the same way or living in the same place as people in their lives that they must have the same views on certain issues.

My strategy to spark dialogue was to create a guerrilla campaign made up of posters and stickers that would attempt to create an interest in conversation between people who view them. I have displayed controversial conversation starters to have with specific people in your life in the hope that they will begin a dialogue and open up the pathways with people in your life that you either know so well you never considered trying to get to know them better or to gain a better understanding of people you interact with in society like your doctor or your teacher.

The secondary stickers display a controversial opinion that may come from the conversation starter that aims to perhaps shock or inspire people to discuss the topic further, for example: The poster may display the conversation starter "What does your brother think about equal pay?" While majority of women may just assume their brothers would support equality between the sexes the sticker displays the question "women deserve to be paid less than men?" This aims to spark instant conversation over whether people answer that question Yes or No.

Regardless of the answer, the campaign just aims to get people back into having conversations with substance and realise that you can never know a person front to back, there is always more to learn when you open the pathways for dialogue.

In my own research when working on this campaign I realised just by talking with fellow students, co-workers, friends and family to brainstorm conversation ideas the powerful effect opening up this kind of dialogue can have and I was really surprised with some of the responses I got from people I thought I knew so well.

The design of the posters is kept very simple yet eye-catching to keep the text the real hero. I have displayed the question on uneven black rectangles to mimic the look of newspaper cuttings and reflect the idea that these questions are current issues in today's society. The boxes are also angled to mirror the way a question is open ended and is awaiting an answer.

The bottom right hand corner of each poster reads the slogan "Start a Conversation" and is the only context given about what these posters are supposed to mean. I have designed them to look like the corner has been ripped off to mimic the look of somebody taking the information to hand it off to someone else for further discussion. While this may not physically happen it represents the hope that whoever reads the poster will then take that question and pose it to somebody in their life, who then in turn may do the same and so on.

I believe my campaign truly encompasses the brief as it is so simple in it's message but the follow through by somebody viewing it could really change their perspective and the way they communicate with the people in their lives forever.

I have designed 10 posters, all depicting diverse conversation topics to have with all different people in your life. Each topic relates to the colour that I have chosen to help strengthen the message. The decision to only use a few colours was to firstly allow each topic to have it's own identity but it will also allow for environmentally sustainable printing options and the use of vegetable ink or screen printing is possible. I would also want to use the electronic poster displays at train stations and such to display my campaign to also reduce the impact on the environment.

**WHAT DOES**

**YOUR BROTHER**

**THINK ABOUT**

**EQUAL PAY?**



**START A  
CONVERSATION**

**WOMEN DESERVE  
TO BE PAID LESS  
MONEY THAN MEN?**

**START A  
CONVERSATION**

**START A  
CONVERSATION**

**WHAT DOES YOUR  
BROTHER THINK  
ABOUT EQUAL PAY?**

**START A  
CONVERSATION**

**START A  
CONVERSATION**

**WHAT DOES**

**YOUR BOSS**

**THINK ABOUT**

**WORKING FOR**

**THE DOLE?**

**START A  
CONVERSATION**

**AUSTRALIANS  
ONLY GO ON THE  
DOLE BECAUSE  
THEY DON'T WANT  
TO WORK?**

**START A  
CONVERSATION**

**START A  
CONVERSATION**

**WHAT DOES YOUR  
BOSS THINK ABOUT  
WORKING FOR  
THE DOLE?**

**START A  
CONVERSATION**

**START A  
CONVERSATION**

**WHAT DOES**

**YOUR BUTCHER**

**THINK ABOUT**

**ORGANIC MEAT?**

**START A  
CONVERSATION**

GOING ORGANIC  
LETS YOU EAT MEAT  
WITH A CLEAR  
CONSCIENCE?

**START A  
CONVERSATION**

**START A  
CONVERSATION**

WHAT DOES  
YOUR BUTCHER  
THINK ABOUT  
ORGANIC MEAT?

**START A  
CONVERSATION**

**START A  
CONVERSATION**

**WHAT DOES**

**YOUR BEST FRIEND**

**THINK ABOUT**

**BOTOX?**

**START A  
CONVERSATION**

**ARE WRINKLES  
UGLY?**

**START A  
CONVERSATION**

**START A  
CONVERSATION**

**WHAT DOES  
YOUR BEST FRIEND  
THINK ABOUT  
BOTOX?**

**START A  
CONVERSATION**

**START A  
CONVERSATION**

**WHAT DOES**

**YOUR LITTLE SISTER**

**THINK ABOUT**

**SNAPCHAT?**

**START A  
CONVERSATION**

SNAPCHAT PHOTOS  
DISAPPEAR SO  
ITS HARMLESS?

**START A  
CONVERSATION**

**START A  
CONVERSATION**

WHAT DOES  
YOUR LITTLE SISTER  
THINK ABOUT  
SNAPCHAT?

**START A  
CONVERSATION**

**START A  
CONVERSATION**

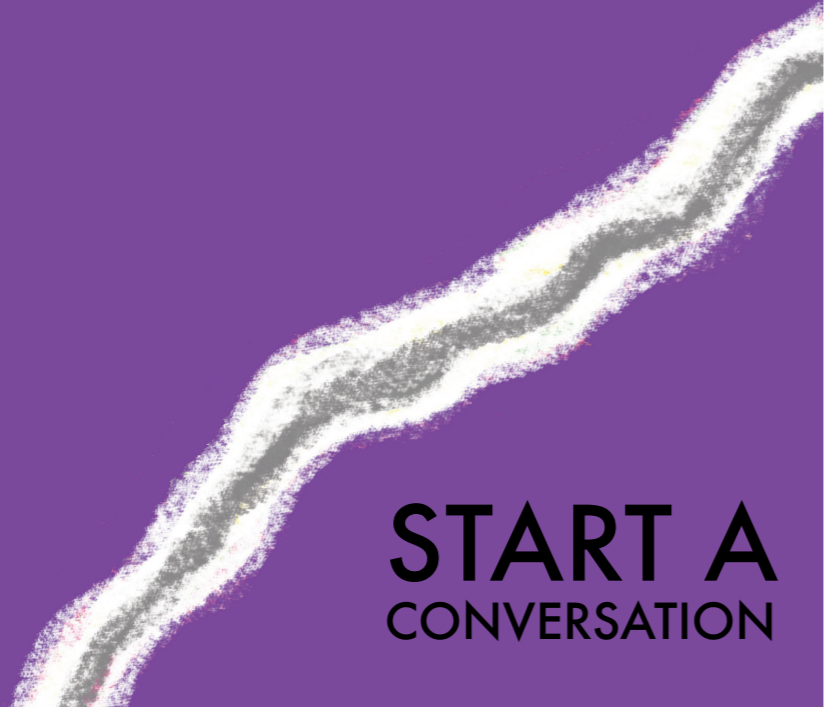


**WHAT DOES**

**YOUR TEACHER**

**THINK ABOUT**

**SECULAR EDUCATION?**



**START A  
CONVERSATION**

STATE SCHOOLS  
SHOULD BE  
SECULAR?

**START A  
CONVERSATION**

**START A  
CONVERSATION**

WHAT DOES  
YOUR TEACHER  
THINK ABOUT  
SECULAR EDUCATION?

**START A  
CONVERSATION**

**START A  
CONVERSATION**

**WHAT DOES**

**YOUR NEIGHBOUR**

**THINK ABOUT**

**IMMIGRATION?**

**START A  
CONVERSATION**

**IS  
AUSTRALIA  
FULL?**

**START A  
CONVERSATION**

**START A  
CONVERSATION**

**WHAT DOES  
YOUR NEIGHBOUR  
THINK ABOUT  
IMMIGRATION?**

**START A  
CONVERSATION**

**START A  
CONVERSATION**

**WHAT DOES**

**YOUR DOCTOR**

**THINK ABOUT**

**THE MORNING**

**AFTER PILL?**

**START A  
CONVERSATION**

THE MORNING  
AFTER PILL IS  
THE SAME AS  
ABORTION?

**START A  
CONVERSATION**

**START A  
CONVERSATION**

WHAT DOES  
YOUR DOCTOR  
THINK ABOUT  
THE MORNING  
AFTER PILL?

**START A  
CONVERSATION**

**START A  
CONVERSATION**

**WHAT DOES**

**YOUR GIRLFRIEND**

**THINK ABOUT**

**GLOBAL WARMING?**



**START A  
CONVERSATION**

**GLOBAL WARMING  
IS A MYTH?**

**START A  
CONVERSATION**

**START A  
CONVERSATION**

**WHAT DOES  
YOUR GIRLFRIEND  
THINK ABOUT  
GLOBAL WARMING?**

**START A  
CONVERSATION**

**START A  
CONVERSATION**

**WHAT DOES**

**YOUR GRANDPA**

**THINK ABOUT**

**CONSCRIPTION?**

**START A  
CONVERSATION**

AUSTRALIA SHOULD  
REINFORCE COMPULSORY  
ENLISTMENT?

**START A  
CONVERSATION**

**START A  
CONVERSATION**

WHAT DOES  
YOUR GRANDPA  
THINK ABOUT  
CONSCRIPTION?

**START A  
CONVERSATION**

**START A  
CONVERSATION**

# CAMPAIGN

## IN THE PUBLIC SPACE





WHAT DOES  
YOUR DOCTOR  
THINK ABOUT  
THE MORNING  
AFTER PILL?

START A  
CONVERSATION

WHAT DOES  
YOUR BOSS  
THINK ABOUT  
WORKING FOR  
THE DOLE?

START A  
CONVERSATION

WHAT DOES  
YOUR TEACHER  
THINK ABOUT  
SECULAR EDUCATION?

START A  
CONVERSATION

WHAT DOES  
YOUR BROTHER  
THINK ABOUT  
EQUAL PAY?

START A  
CONVERSATION







## SOCIAL MEDIA

The purpose of my campaign was never an attack on social media's effect on dialogue, on the contrary I think when used for the right reasons it can be a great tool for opening dialogue between people from all over the world.

The social media for this campaign would work the same way as the posters, by posting the same kind of questions and allowing users to debate it in the comments below.

