

# MEMEFEST 2014

Radical intimacies: dialogue in our times.

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## **THE BRIEF:**

Design a campaign which uses design and communication to understand dialogue in our times. Use creative strategies to confront some difficulties that dialogue could be facing in recent years. At the same time this campaign should encourage dialogue, debate or discussion.

## CAMPAIGN OBJECTIVES:

- Highlight problems related to self-isolation;
- Make people aware of narcissism in our times;
- Educate the public about the differences between real and virtual world;
- Make the public discuss about selfish and egocentric attitudes;
- Encourage debate about isolation through public actions;



## TARGET GROUPS:

The campaign can reach a wide range of public, however the main focus will be **young adults** in an age group between 17 to 25 years old. According to Roy Morgan Value Segments (2014), the target audience to the following campaign is appointed as **Young Optimism**. In summary, they are innovative and fast to adopt new styles of technology. Young adults are always tuned to new releases in the tech world and they are always connected by social medias. In other words, it is the portion of population who is living the transaction to the new ways of dialogue proposed in the brief.



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## THE KEY MESSAGE:

What should be just another way of taking pictures becomes a new trend. SELFIE was indicated as the word of the year 2013 by the Oxford dictionary. Selfie is not only the word of the year, but it is the idea of the era. People are using these new trends and technologies as an excuse to live in an individual world. Only thinking about their own problems, the population is becoming egocentric and selfish.

To instigate people think more about their attitudes the concept of the campaign will work with the trend of selfie portraits and the key message will be “**don’t be so SELFIE-ish**”.

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## HOW THE CAMPAIGN WILL WORK?

Thinking about the isolate and egocentric way that the public is living, the campaign will work providing spaces to make people interact and consequently start to concern about the reality that they are living. These interactions will be provided in two ways, both using selfie portraits as starting point. The first will be public installations in places that the target audiences are more concentrated, like universities. These installations will provide photo boots stations to the public take their selfies and a space to leave their “selfie tip”, so when the next ones go to the photo booth they can use their tips. The picture will also be printed instantly and goes straight away to the Facebook webpage. The second way of interaction will be by the use of social medias and a campaign around the hashtag “selfie4u” (selfie for you). Using the on line space people will provide to others selfies as a gift. A viral to make people less selfish and start to share what they like with others.



**DON'T BE SO  
SELFIE - ISH!**

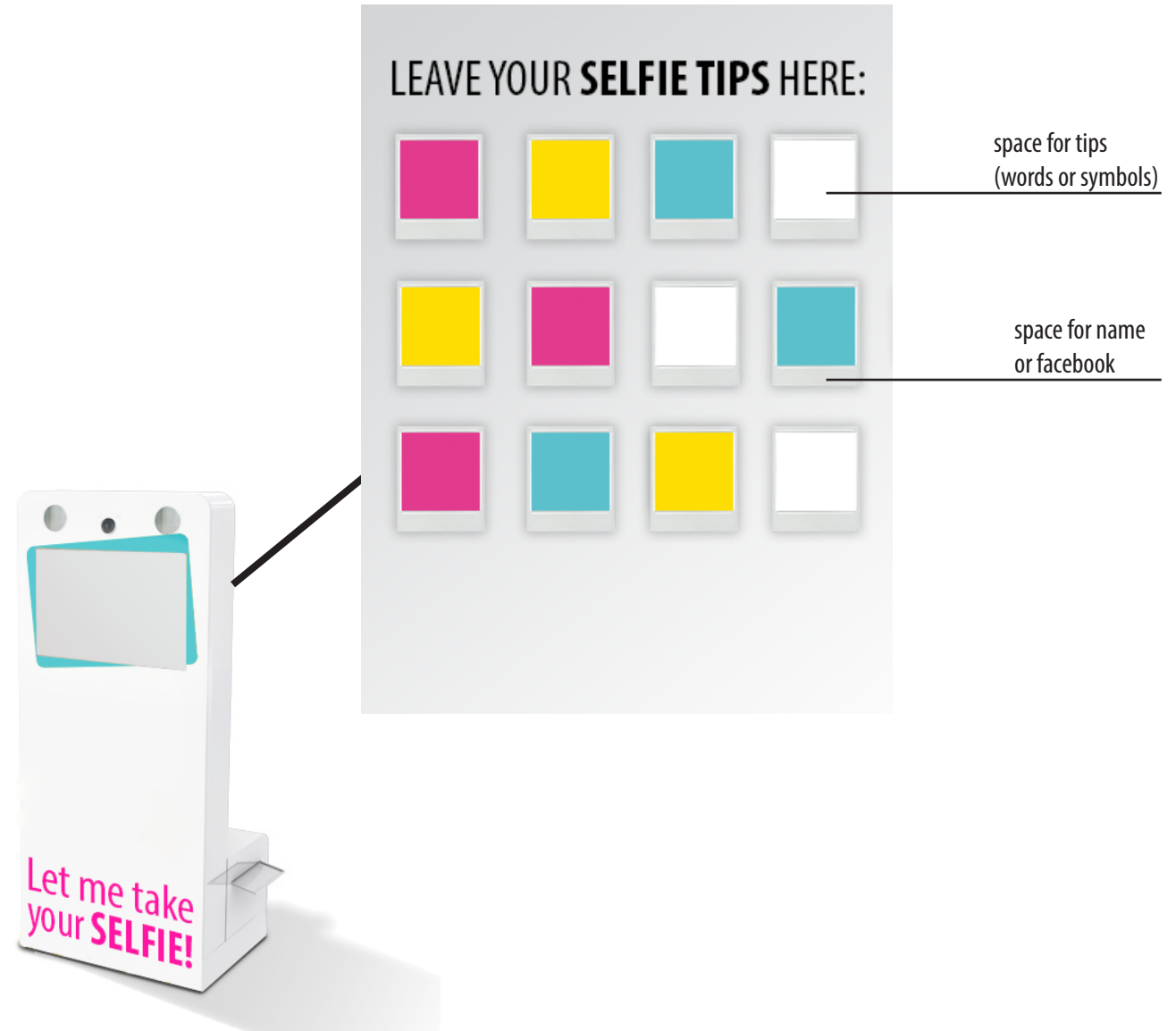
# PHOTO BOOTH



Camera



# PHOTO BOOTH



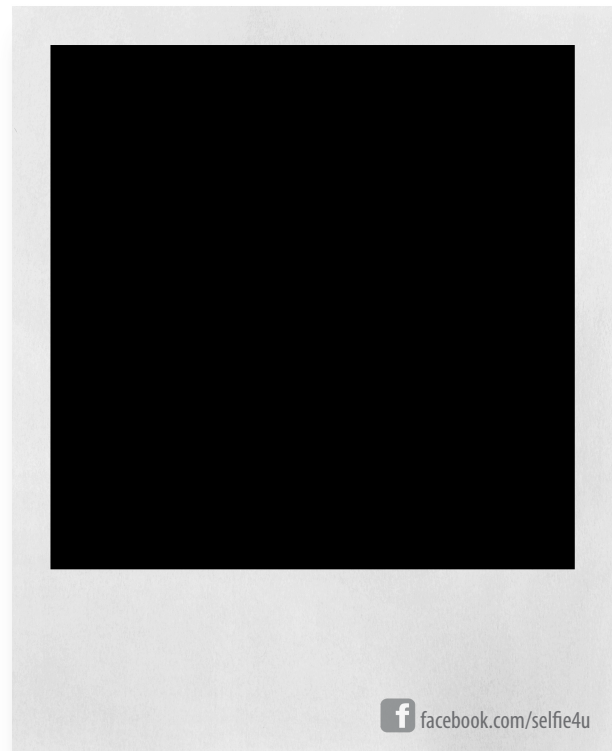
Tips panel

# PHOTO BOOTH



Background

# PHOTO BOOTH



front



back

Photo paper

# FACEBOOK FAN PAGE

selfie4u

Home

1

Create Page

Recent

- 2014
- 2013
- 2012
- 2011
- Started

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Sheinside is a latest fashion online store. 25% off for the 1st order login via Facebook.

Like Page · Cristal Muniz likes this page

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Liked Following Message

Timeline About Photos Likes

PEOPLE

637,771 likes

Bruna Vettori, Jhasuá Rodrigues and 133 others like this.

Invite your friends to like this Page

ABOUT

Post Photo/Video

Write something on this Page...

selfie4u shared a link. 40 minutes ago

Check it out this new selfie taken by: Swinburne photoshoot! #selfie4u

