

Design Brief

GDP 212 / Spring 2013

Project: Campaign Against Armed Campus Security

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1) Background / Overview / Research:

What's the big picture? What's going on in the market/on other campuses?

Lots of campuses have their own police force, therefore have armed security. While other colleges and universities just have campus security that relies on the local police force in emergencies. Two thirds of campuses (college & universities) have armed law enforcement on campus, as of 2005 (bjs.gov).

Anything happening on the client side that the creative team should know about (any plans on campus in the works now)?

They are installing new remote-locking doors that can all be locked in emergency situations. There is a push for awareness of how to react/behave in an emergency situation.

Any opportunities or problems in the market/on other campuses or institutions?

- In 2012, NYC cops, while firing their guns in the line of duty, hit their targets only 18% of the time. How much worse will the accuracy rate be for an armed campus security guard who has no regular opportunity to use their weapon.
- Students could get caught in the crossfire.
- Makes students feel less safe because armed guards imply that a potential risk exists. Creates a hostile environment. Students don't feel comfortable.
- Expensive. On average 10 students die per year due to an active shooter while thousands more commit suicide. Money could be used more effectively to keep students safe.
- Guards would never have the same firepower as the shooter/attacker. The shooter will always have the bigger, faster, more powerful guns than the guards who typically have only handguns. No proof that armed guards reduce crime on campus.
- Can make students feel like they are being profiled for suspicious behavior.
- Armed campus guards are less active in fighting crimes than the SBPD and are therefore more likely to be out of practice and not prepared for an actual hostile situation.
- Where does it end? Where do we stop with armed guards? Every street corner? In every home?

2) What is the objective, the purpose of the campaign?

This is a campaign is intended to encourage the students and staff of Santa Barbara City College to vote against having armed security on campus.

3) Who is our target audience?

The target audience is Santa Barbara City College students and staff – a group which encompasses all genders and a variety of ages, and ethnicities.

SBCC DEMOGRAPHICS FALL 2010 - STUDENTS ONLY

<u>Ethnicity</u>	<u>Residency</u>	<u>Day/Evening</u>
African American: 3%	In State: 91%	Day Only: 50%
Asian/Filipino/Pacific Islander: 8%	Out-of-State: 4%	Evening Only: 12%
Latino: 32%	International: 5%	Day & Evening: 24%
Native American: 1%	<u>Gender</u>	Online/Weekend/Other: 14%
Two or more races: 3%	Female: 52%	<u>Age</u>
Unknown: 3%	Male: 46%	17 or Younger*: 11%
White: 50%	Unknown: 1%	18–25: 56%
	<u>Unit Load</u>	26–49: 25%
	Full Time: 40%	50+: 7%
	Part Time: 60%	

**Many are enrolled in concurrent high school and SBCC courses*

Other audience attributes:

Short attention span, critical, exposed to so much marketing, really need something strong to catch their attention and pull them in. Not easily swayed, lots of people have their mind set about certain things and it will take a lot to make them think differently.

This audience is comfortable with new technology, and quick to test new smart phone apps that leverage their time. They like to be among the first to have the latest and greatest electronics, apps and especially phones. They make multiple online purchases monthly.

4) What's the single most important thing to say?

Armed guards won't improve the security of SBCC campus.

5) What are the supporting rational and emotional 'reasons to believe and buy?'

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6) What else will assist creative development?

The majority of Americans believe that armed security will prevent mass shootings (this is what we have to contest)

Student Opinion: "Our security officers need to carry firearms or appoint someone who can. We shouldn't be helpless if an active shooter attacked the campus." (from Channels opinion article)

Insight: People want to feel more secure on campus and believe armed guards are the solution. Our campaign is to educate students and staff at SBCC that armed guards are not the solution.

7) Possible taglines and concepts

Tagline: *"Don't get caught in the crossfire."*

Guerilla Marketing: Cardboard cutouts of life size shooters/guards in different locations around campus.

Video: Simulate target practice training popups and fairground whack-a-mole.

Poster: Yearbook page with target + crosshairs and shot students. Play on 18% accuracy stat. + carnival game ideas from video.

Website: Statistics, graphics, what to do, discussion board, petition, volunteer, campaign video

Logo: To be included in all design materials

Tagline: *"Armed Guards? Armed Teachers? Armed Students?"*

Teachers using a gun as a pointer to point to things on the board

Students with guns like backpacks or target practice on the football field

Tagline: *"Don't teach fear"*

Teacher writing "Fear" on the board and an armed guard at the front of the room next to the board

Tagline: *"Armed guards weren't able to stop Columbine or Virginia Tech"*

Text based, have the school names in red. Make the text very powerful, white background. The verbal message is powerful enough not to have a visual.

Tagline: *"Unfriendly Fire"*

Include statistic about 18% accuracy.

Make a connection between war and campus

Tagline: *"18% accuracy means 72% inaccuracy"*

Target practice - either popup people (criminals and civilians) or target practice silhouette

8) What are the best media to use to reach the audience?

- Logo
- Print (Poster)
- Guerrilla
- Video
- Social Media
- Facebook - Viral Poster directing traffic to website
- Website: www.crossfiresbcc.com
- Article in The Channels

9) Schedule: What do we need from the creative team? When do we need it?

Here you provide all details on media, including size and color - for both the initial concepts and finished art.

April 4 th	1st pitch meeting- completed brief with concept clearly stated.
April 9 th	Team meets to review initial rough pencil sketch ideas
April 16 th	Team meets to review initial rough computer ideas.
April 23 rd	2nd pitch meeting- review with client 2 concept storyboards.
April 25 th	Team meets to critique revised full size, with color, computer roughs.
May 2 nd	Final internal creative presentation. Team review completed work and prepare for revisions.
May 16, 4pm	Process Book Upload (digital, print, video, other) final material delivered to client.
May 23, 8am	Client creative & media presentation. Full size, full color. Computer created.

Possible Color palettes:



Font Experiments:

Don't get caught in the crossfire. (Agency FB)

Don't get caught in the crossfire. (Western)

Don't get caught in the crossfire. (WC Roughtrade Bta)

Don't get caught in the crossfire. (Tw Cent MT Condensed)

DON'T GET CAUGHT IN THE CROSSFIRE. (Stencil STD)

DON'T GET CAUGHT IN THE CROSSFIRE. (Scribble Box)

DON'T GET CAUGHT IN THE CROSSFIRE. (Bebas NEue)

Don't get caught in the crossfire. (Playbill)

Don't get caught in the crossfire. (Prestige Elite Std)