

SEIZE THE AWKWARD

IDEA

Suicide is the second leading cause of death among young adults.

We want to try and get ahead of this problem by encouraging young people to reach out and talk to their friends who are struggling with their mental health. It's a simple act that has proven to really help those who are suffering.

Starting a conversation about mental health is... awkward. But that awkwardness can be a good thing. In fact, we want teens to embrace that awkward moment and use it as an opportunity to reach out to a friend and have a conversation about mental health. In other words, we want them to Seize the Awkward and ask a friend if they're ok.

PROJECT

As one element of the campaign, we want to produce a series of striking, fresh and engaging artwork featuring our intriguing rallying cry to encourage young people to reach out to a friend who is down.

Partnering with artists from all walks of life (illustrators, designers, typographers...), we want to team up with great creative thinkers, LIKE YOU, to bring some fun and upbeat vibes to the campaign and have the words "Seize the Awkward" executed in a wide range of visual styles. They will be used as posters in wild postings, on college campuses, across social media, and potentially many more venues.

CREATIVE BRIEF

Create a unique poster featuring the words "Seize The Awkward" in your own way. No restrictions - do it how you want it!

THE ART

Ok, there's one restriction. While all of the art will be unique, we'd love it to be in a Vertical AO poster format - roughly 33"x46".

YOUR STORY

If you feel comfortable sharing any personal connection to the cause, we would love to hear your story and potentially share it online to spread the word about the issue. No pressure here - we'd just love to hear what inspired you.

Thank you.

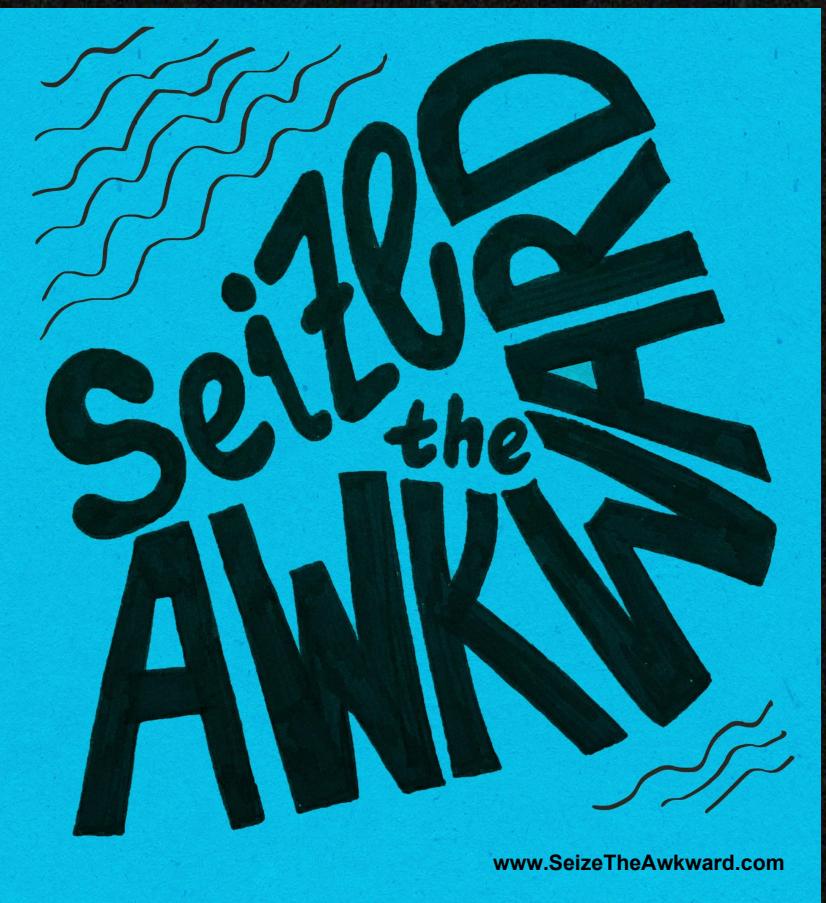
BRIEF

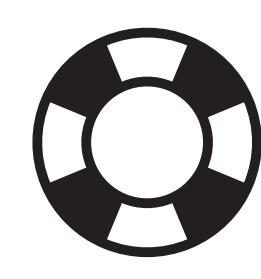
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And also on this page are a few examples us "wannabe" artists made (note: these are not the correct dimensions)

SPECS

- AO Vertical Poster Format
- Artists to provide vector art that can be resized for large scale prints as well
- See the following pages for potential logo placement. You can choose if you'd prefer black or white logos on the final artwork but don't worry about placing them - we'll do that in-house.

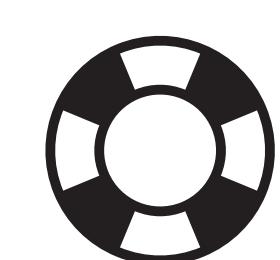




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