



FIND YOUR
DREAM HOME AT
WWW.THEREALSTATEOFVANCOUVER.CA



“Find your dream home in Vancouver... Unfortunately for many people, a home is only a dream...”

Background

There are over 1600 homeless people living in the City of Vancouver. A study by the Canadian Alliance to End Homelessness states that they “cautiously estimate that there are 3 people who can be considered ‘hidden homeless’ for every one who is in an emergency shelter and/or is unsheltered.”^[i]

It's no secret that there are socio-economic issues in Vancouver and the people that live here have a basic knowledge of the issues. A controversial topic of conversation in Vancouver is gentrification in downtown. Buildings are renovated and converted to higher-priced condos leaving low or no-income people on the street. This creates an intriguing juxtaposition of high-priced living surrounded by poverty and homelessness. It is also the inspiration for this concept.

[i]Canadian Alliance To End Homelessness
The State of Homelessness in Canada 2013
Stephen Gaetz, Jesse Donaldson, Tim Richter, & Tanya Gulliver (2013): The State of Homelessness in Canada 2013.
Toronto: Canadian Homelessness Research Network Press.

Problem

Vancouverites are inundated with news and campaigns that occur in Vancouver's Downtown Eastside. With over 160 community groups fundraising, locals become desensitized and tune out. This is a campaign to re-engage us on the topic of homelessness. By using wit and parody to spark curiosity in the viewer this concept intends to lead viewers to a second touchpoint on their user journey culminating in the user making a donation to a local charity. This is an entertaining campaign that uses the initial discovery through ambient displays to nudge people to the next step of campaign discovery.

Message

A campaign to re-engage interest in ending homelessness in Vancouver.

“Find your dream home at...

www.TheRealStateOfVancouver.ca”

Audience

The main target audience for this campaign is the middle/upper-class that work in the Downtown and Gastown districts. They use social media as an everyday form of communicating. They are always on their mobile devices talking, texting, messaging and taking snapshots. For them, time is a valued commodity. Living in a fast-paced, trend-setting city such as Vancouver, they need something visually that will make them stop and take enough notice to investigate further.

Objective

The objective of this campaign is to move the audience past the viewer stage into the donation stage. The concept will spark the interest of the viewer. The communications will direct the audience to the microsite. A simple call to action with a direct link to the organization's charity donation page makes it easy for the user to take that final step of donating.

Concept

The overall concept for this campaign is derived from the booming real estate market. Mock real estate ads and industry sales techniques are designed to pique the viewer's interest and investigate further. The real estate terminology is the same, but the imagery is a “street” interpretation of that description. The Real State Of Vancouver was chosen as the name for the project for the play on the term real estate and also that this is the real state of existence for many people in the city. Many people think this is an issue for the much-publicized Downtown Eastside but as the report cited earlier affirms, this is an issue occurring city-wide with people sleeping in vehicles, squatting or bouncing from couch-to-couch.

Tone & Takeaway

The campaign needs to be witty. It is taking a less dismal look at the plight of the homeless. The imagery of the campaign is darker. By using the real estate language we can be clever without making light of a serious issue.

The audience get the warm fuzzy feeling of knowing that they are helping people. The real estate parody is unique and will spread the message. The people we walk by on the street need a roof over their head and this campaign will help remind people that they have helped to make that a possibility.

Deliverables

The campaign is composed of 6 elements:

- Ambient Advertising
- Out-of-home Advertising
- 30-second TV Spot
- Microsite
- Print Advertising
- Social Media [Twitter]

The overall look and feel of the piece is a marriage between the grunge look and corporate feel of the language. The one constant for any deliverable must be the inclusion of the tagline...

“Find your dream home at...

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Ambient

Similar to staging a home, ambient displays are staged to give an interpretation of a specific room in a house. An object such as a welcome mat, wall sign or real estate sign displays the typical room description with the tagline. The images of the ambient scenes are multi-use as the visual assets for the microsite content, print, out-of-home and motion advertising.



Microsite

The microsite is a direct imitation of a realty site. There is a backslash of a map with clickable home icons. When clicked, an image of one of our ambient displays pops onto the screen. There is a button for our featured listing that opens the 30-second mock tv ad. There is information on the site explaining what the site is all about. More importantly, you will find a donate button that links you directly to the local non-profit donation page.



Social Media (Twitter)

Daily tweets with a personal touch to the message. We don't want the message to be "canned" or too formal.

30-second TV Spot

The 30-second tv spot is a direct parody of a video real estate listing. The voiceover, lower-thirds and transitions are the same as what you would see on a typical real estate channel. The imagery in the video is the photos taken of the ambient displays.



Out-Of-Home Advertising

Using the images from the ambient displays, billboards, bus stop, train and bus panel ads are displayed in the Gastown and Downtown districts.



Print Advertising

Color ads using the ambient images would be used for magazine and newspaper ads.

Follow-Up

This is only a concept for a campaign. The next step would be to set up the "Real State" signs throughout Downtown and Gastown. I set up a sign in Robson Square on a Sunday afternoon. The majority of people stopped or slowed down and read the sign. Four people scanned the QR code. With more touchpoints throughout the downtown area, this campaign has the opportunity to generate real donation dollars.



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