

**Brown Sugar**  
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**Idea** - A multi-stage campaign that personifies the 'big one' or earthquake will come. Personifying the earthquake, making a mysterious campaign about this mystery figure (eg: Big Juan), having wanted posters and vandalism installations around the city. We also want one of the tasks to be a FAQ portion, where users post questions or concerns they may have about earthquakes, and the city answers those concerns. We want to create different tasks within the posters to get people to change their social norms. Users will post their tasks or questions to Twitter using specific hashtags.

**Theme** - Pre-Earthquake: Earthquake awareness and filling the knowledge gap

**Target Audience** - Our target audience will be millennials ages 18-27 because we want to ensure that we create the biggest knowledge impact and foster this idea of growth in knowledge about earthquake preparedness. Millennials may be more intrigued by the campaign that we are proposing and will understand the tools that are necessary to participate. We will be targetting them on transit and in ads in high density areas.

**Rationale** - When looking at the City of Vancouver's website, we found that it was hard to navigate and that there was no motivation to consume the content. Users should not have to spend a lot of time searching for information if it is truly important. We asked people if they knew anything about earthquake preparedness, and either they had no answer or they provided incorrect information. One example is when we asked one person what they would do if there was an earthquake in their home and they said they would stand in a door frame. According to the City of Vancouver's website, this is actually a myth and is not a safe place to stand during an earthquake.

**Design Description** - We want the campaign to intrigue people around the city to be concerned of this unknown threat. By using installations and utilizing viral marketing, we want to get people to learn more. Using a hashtag and a website, we would then move the focus and use this initial interest to get people to visit the FAQ page. Here there will be user generated questions and answers created by the city. The reason for this is to ensure that people ask questions they may not have thought of or if they have a viable concern. The city will be able to collect this data and see if they have a good understanding of people's preparedness and perhaps see how they can improve their strategies and information.

**Benefits** - The reason for the campaign is to personify the earthquake and get people to actually care about this unseen threat. Hurricanes are personified through human names, but earthquakes do not share that attribute.

We want to fill in the knowledge gap that millennials have while making them aware of the possibility of an earthquake. By making the users actually participate in the discussion, they may be more interested in the topic and actually have the ability to retain the information. Furthermore, by opening up questions to the general public, this may allow the city to better understand the mentality citizens have, as well as better understand their concerns and level of knowledge. Not only will people benefit, but the city would be able to collect new data. We hope to use tactics that will cause participants to go against the social norms during the campaign to foster a change in their behaviour.

**Questions** - Are there any limitations we should constrain ourselves with in regards to personal/technology?

Who can we directly ask to find out more information or expertise?