

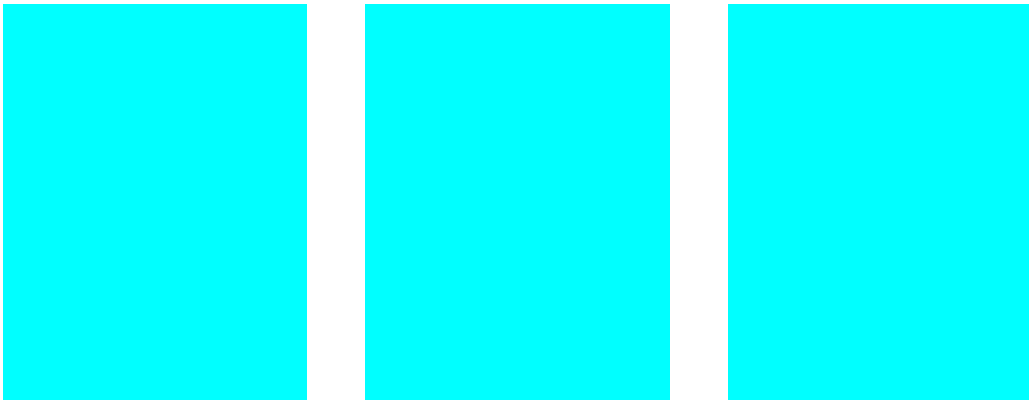
Be honest campaign :)

# deliverables

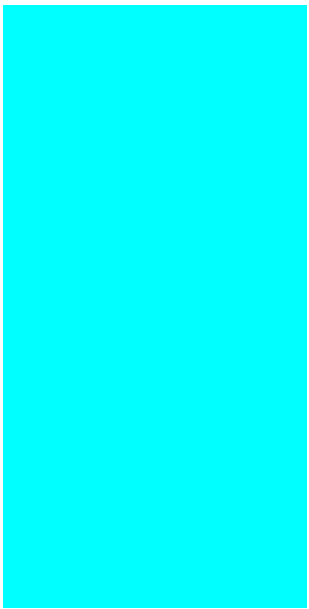
group name

Social media

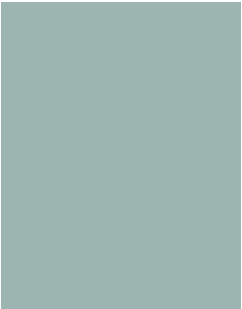
grid  
posts



story



boarding  
pass



passport



prize: paper  
airplane



sticker album



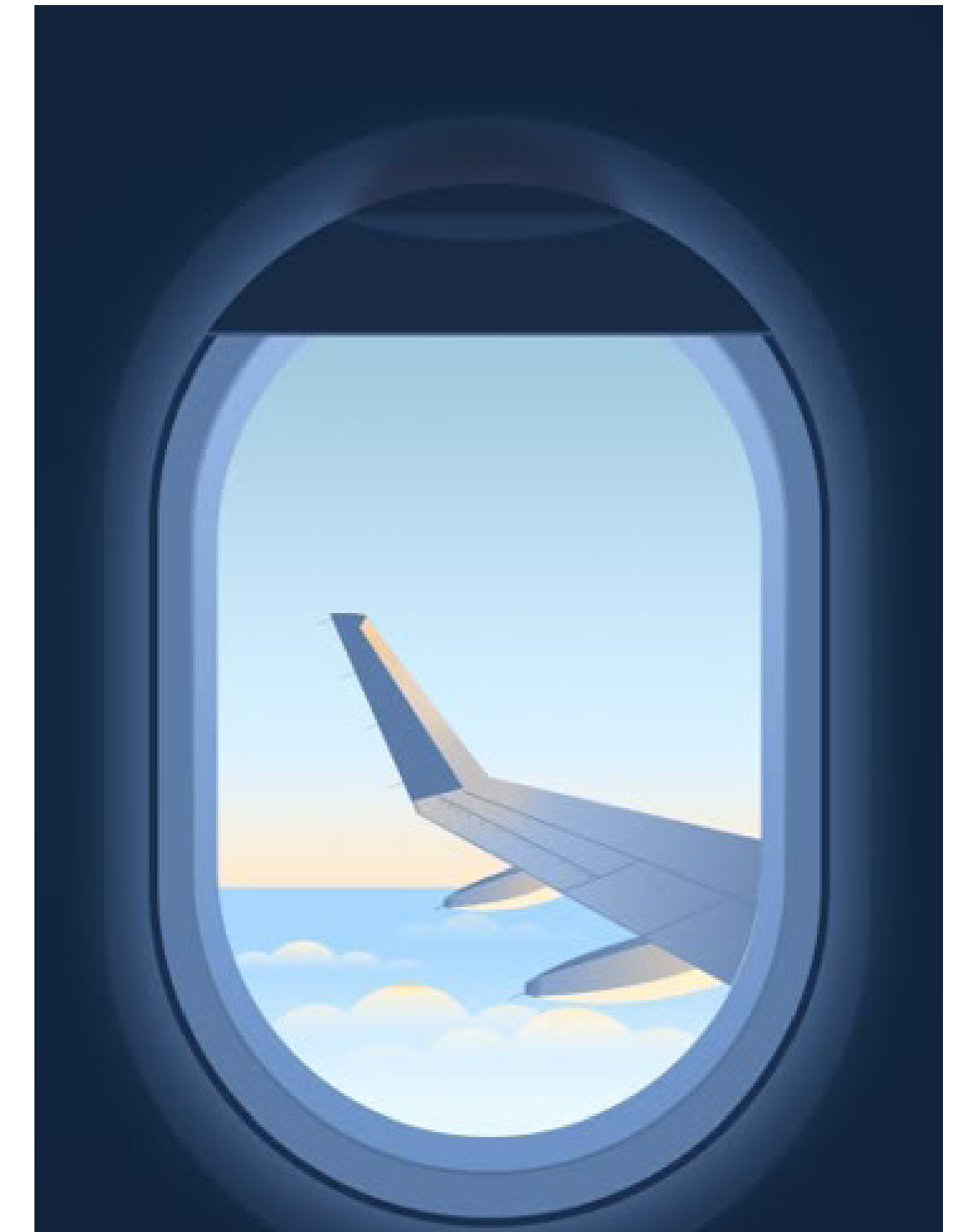
# moodboard

This is a traditional sleek and modern airline branding with bold and sporty type. this is to simulate a journey and trip, but the sporty font will communicate the eagerness and challenge, encouraging someone to go out and get all the stamps, subsequently (hopefully) talking to and remembering us, with souvenirs on the merch itself of our info and our faces so they CANT forget us ;)



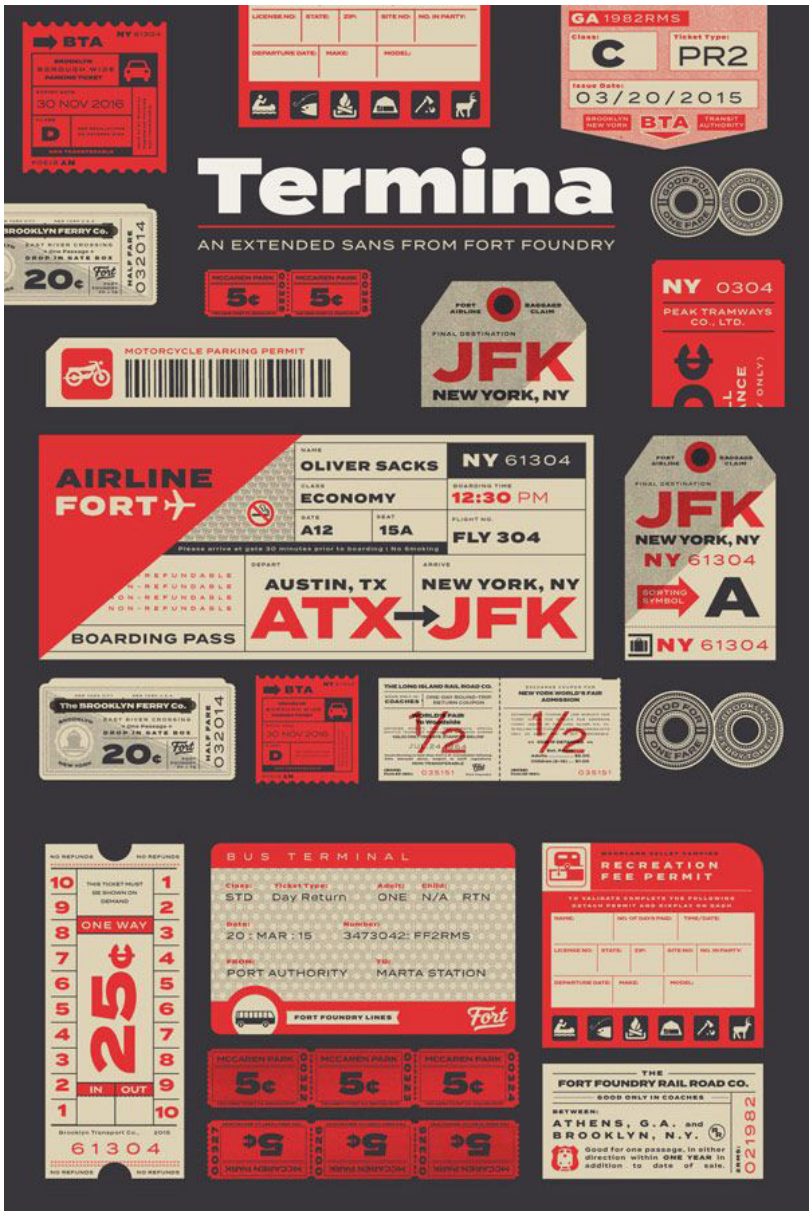
# social media

A big part of this campaign which would be the first and easiest thing we will do is the social media stuff. we should make maybe up to 3 grid posts and an instagram story promoting the campaign and drawing interest and awareness. this should make people want to go, know about it when they get there, and be excited. lets take inspo from the behonest social media post and see what they did and how we can do similar stuff, like a quick gif or something, some announcement, some info, and some reminders, we should try to post a bunch leading up, maybe like a count down?



text

Text will be bold and all caps prob,  
with a slight sporty feel to it, maybe  
with italic. Type will be layed out  
simply and treated by placing it in  
many boxes and lines, similar to neo  
brutalist design.



# passport

The most important part. The inside could be a monochrome 1 page zine folded, and a thicker paper for the cover stapled to it. There would probably be an instruction and intro on the first page, then each of us will have our own page, with a headshot, small bio and contact (in the format of like Height, hair, eye color but not those labels more fun ones) and a space for the stamp/sticker we use to mark. each passport would have a boarding pass included like a bookmark



to save money passport can be one page zine possibly on inside with thicker cover stapled to it

page 4	page 3	page 2	page 1
page 5	page 6	back cover	front cover

internal pages can be just mono-chrome for ease and cheap printing on laser

intro and instructions	us
us	us
us	us
us	thank you

most of these will be at the beginning table by the door so people grab them with a big sign that says win a prize to entice people. Wed also each have a bunch with us incase someone misses them and wants to play. everytime someone grabs one remind them “oh would you like me to stamp that for you? you just got your first stop for only 5 left!” (can you tell i stole this idea from buildabear kinda lol)

# boarding pass

For the boarding pass it would be bold font but simple and traditional design. i like the typographic texture on some of these with the many different layers of hierarchy



# plane

I love crafts so i can undertake this. I think the aiplane should be branded in our system and also have some of our info on there when you unfold it. I can design it all and well print it, we may need to get together a few days before and fold them all as a team



# sticker album

This will literally just be a sheet of brown thick paper in the shape of a luggage with a handle on top. This will be completely blank except for the middle where there'd be the Behonest logo and the year. This is so people can catalog and make a collage of all the stickers they get while walking around

