Antimicrobial Resistance Campaign

Overview of the campaign strategy

Our campaign uses multiple elements to break down the three main aspects of AR and explains them in a coherent and simple way to the target audience of 16-24 year old people and conveys the information to them in a way which has been tailored to suit this audience.

Breaking down the elements

The poster designs have been split between the three main points which we deducted as being the most important aspects to communicate. These three areas include; information, affect and prevention. These posters were chosen as they were the three main aspects of the brief in which needed to be displayed to the audience, the design of these posters has been to grab the attention of the reader and to have a short but impacting amount of text information which can be consumed without much real effort from the audience due to the age range we were given. Each of these posters will have a consistent theme included within them, this includes images, typefaces, text size and a three shade colour scheme, although each poster will use a different colour to try and more accurately reflect the information and tone of each to hopefully use the subconscious relation of colours and feelings to help portray the themes more accurately without having too much information that might overwhelm a reader and may put them off. These posters will be put in and around bus and train stations as this is a good place to appeal to the younger end of our target audience as most 16-20 year old people may not drive and will have to use public transport and therefore would be exposed the most to these posters.

Our coaster designs work very similarly to the poster designs, they take the key elements such as images, text and themes for each of the three posters and condense the information into key words while also being recognisable as part of the larger campaign design. Coasters were chosen to accurately target the older end of our audience as people aged 20-24, the coasters would be able to be used within bars or clubs to grab the attention of the older age range which typically and frequent these areas and places. Very short simplified informative text has been used on these coasters as to be able to communicate it's vital information quickly just at a single glance to a viewer in these locations.

The digital animation we have produced is a short animation which sums up each of the three main elements of information which have been used for both the coaster and posters. This animation will use the same themes, colours and other aspects as the rest of the elements as to keep a uniform and recognisable identity throughout the entire campaign. This animation will cover the three sections with relative information but also using simple but interesting graphics to accompany this information to create an easy and memorable connection. Our animation can be used though any social media sites and networks and could also be integrated within any website, these areas are main targets for our audience as most people within the age range will be actively using social media and would be a prime platform to display the information.

After working though all of our elements and campaign strategy we decided to pool together the main aspects of our themes and elements to produce a recognisable logo identity and tag line using the three themes to link the entire campaign under a single consistent banner. The logo we created was then incorperate into each of our elements along with the tag line, this does a great job at linking each aspect and uniting it with a single image and slogan for the whole campaign.

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Antimicrobial Resistance
What you prevent.