



The Young Ones Project Process | PETA

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RESEARCH

Our process began with researching Peta's current campaigns: what has been effective, and what are some opportunities. We noticed that using a fear factor to create mindfulness was something that has been effective. Something that had potential was the fashion industry, which has been touched on by PETA, but not done as much/ not portrayed on their website as much, which is why we ultimately decided on the fashion brief.

While on their website, much of the content was about protests, vegan eating lifestyles, commercial animal testing, and shock advertising.



Help Us Expose—and Stop—Abuse

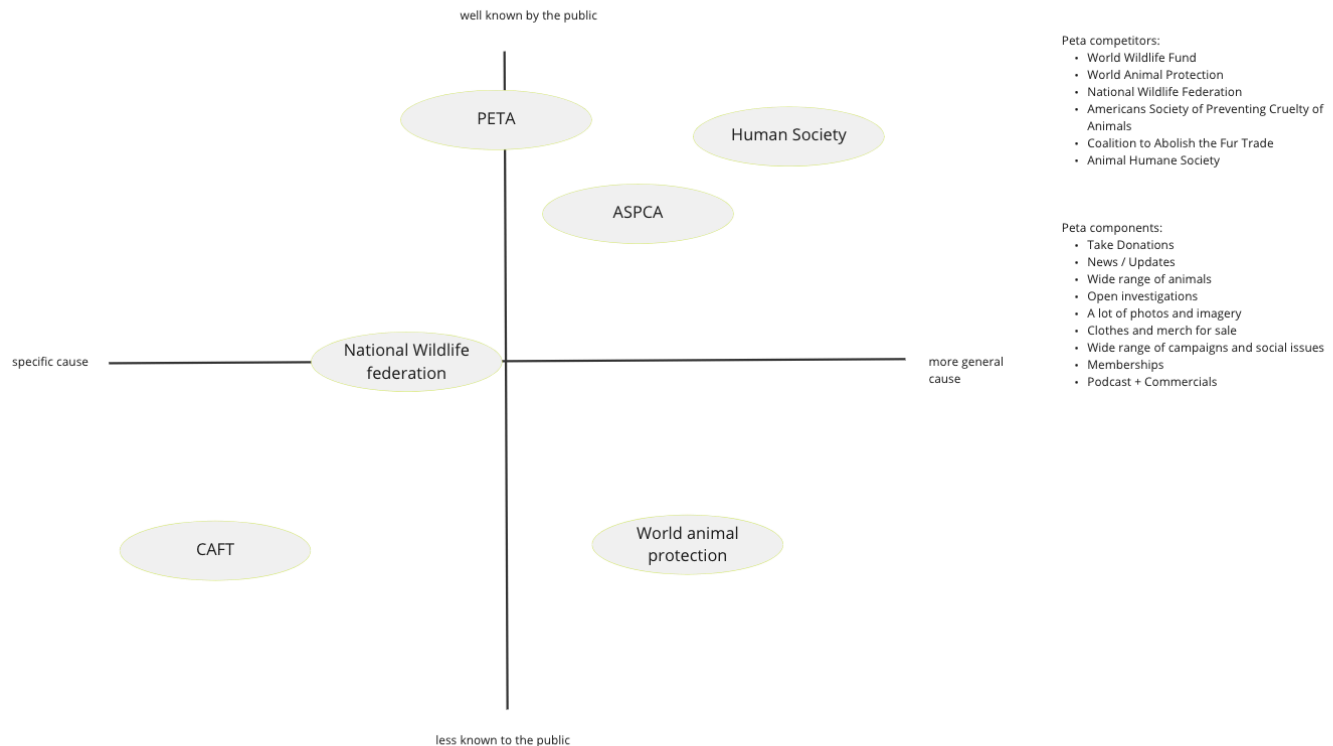
Exposing cruelty, stopping animal suffering, and standing up to abusers—that's what PETA's investigators and rescuers do every day. But they can't do it without your support.

The next step in our research was to conduct a series of interviews. We each interviewed 3-4 people regarding their views towards sourcing of clothing. Our interview questions were as follows:

1. Do you care about animals?
2. Do you actively think about where your clothes are sourced from?
3. Do you make an active effort to not purchase clothing from animals?
4. How much are you willing to pay for clothes?
5. Have you heard of PETA/ know what the organization does?
6. Have you ever seen an animal cruelty video? If so, how did you feel after? Did that change your mind about anything?
7. How do you perceive the value of a real leather coat vs. a fake leather coat

Overall, we found that most people do care about animals, but do not actively think about where their clothing come from. We felt this is potential to create mindfulness in where clothing is sourced from.

We also created a positioning map to see where PETA stands against similar organizations, and to create an image of PETA in our minds. On our map, we labeled the x-axis as specific cause to more general cause, and the y-axis as less known to the public to more well known by the public



We concluded that PETA serves many different specific causes, but overall more general, which is why we placed it in the middle, and is well known to the public, which we are able to use to our advantage.

We also identified our target audience. In our project brief, our audience is just the general public, which is a very large population to target. After researching PETA's goals, our goals, and the fashion industry, we concluded that local malls in everyday cities would be the best location to cater to this audience.

We also established our objectives for this campaign. Our goal was to instill awareness of the cruelty behind animal products in the fashion industry, and influence consumers to rethink their decisions when purchasing a fashion item that was made with animal products.

STYLE GUIDE



#65BEDB



#EA6863



#EDBB53

PeTA

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

proxima nova regular

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

proxima nova medium

**abcdefghijklmn
opqrstuvwxyz**

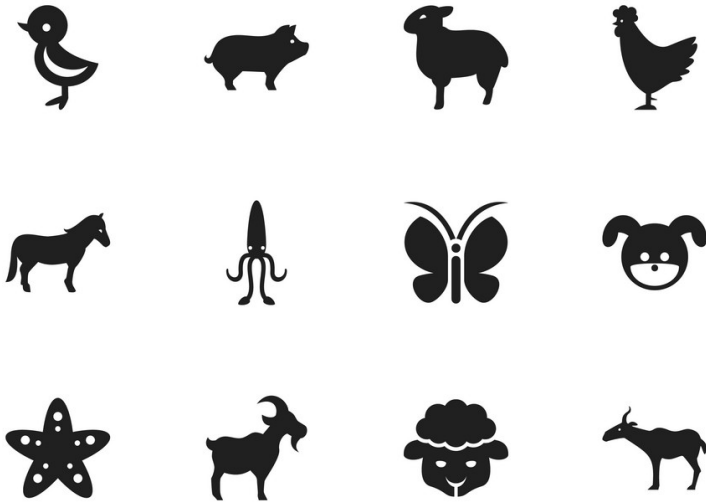
**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

proxima nova bold

We used PETA's website to generate a style tile to guide our project and determine the style of their previous work. We found that the tone of their content is informative and straight to the point. Most of their advertising uses a fear and emotional appeal.

SYMBOL CREATION

My original idea was to create a set of symbols that could be used to show shoppers which stores carried products that contained animals. We believed this would help shoppers rethink their decisions.



To the left is an example of some inspiration I took from online for my first idea to create this set of icons. I planned to feature approximately 5-7 animals used in the fashion industry designed in a cohesive and simple style.

Inspired by PETA's current cruelty free symbol, I began to rethink my idea. If PETA is producing multiple similar looking symbols that have contradicting purposes, that will be very confusing for a consumer, and will not be effective in completing our objective.

PETA's cruelty free because it is and the objective of our campaign is to make consumers rethink where their clothing comes from and make more ethical decisions rather than going completely vegan, I believed an ethically sourced symbol to be used in the fashion industry could help consumers in the same way the cruelty free symbol works in the beauty industry.



To begin this process of creating a symbol, I documented what was effective about PETA's current rabbit symbols, and compared and contrasted them.

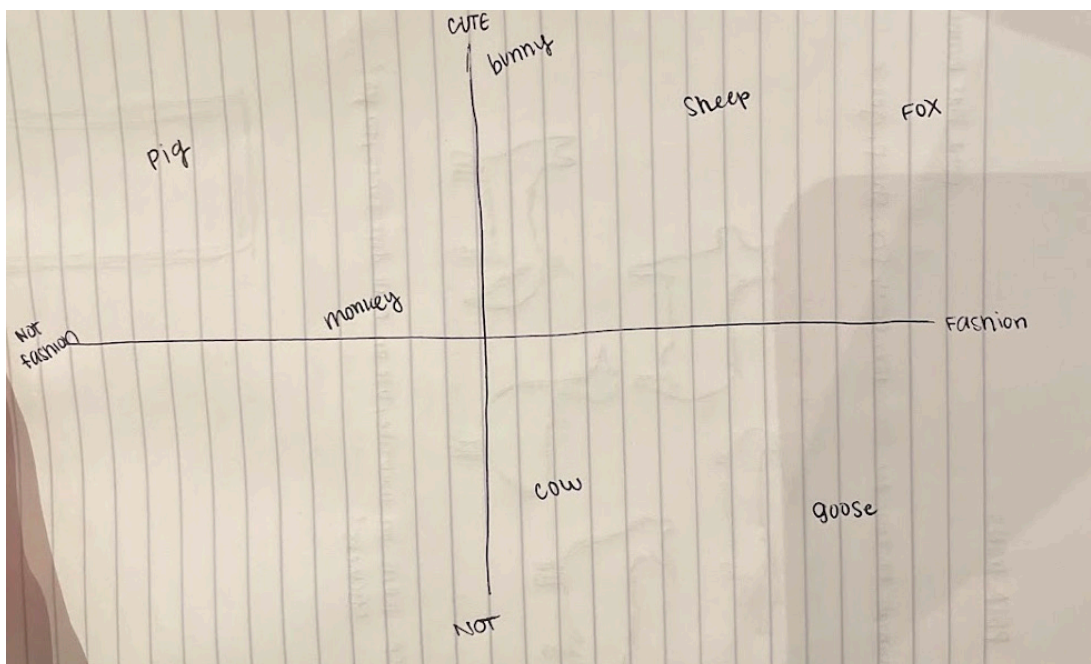


PETA logo: has white eye, simplified outline of a more realistic bunny, more like a silhouette, in style guide colors, used as brand logo



Cruelty free icon: more cartoonish style, has full face, uses multiple colors that aren't in the style guide, used to signify if a product is cruelty free

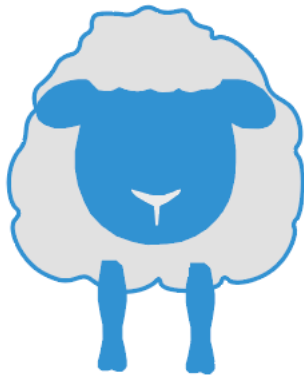
I then created a positioning map in order to decide which animal would be most effective in this particular symbol. My criteria in this symbol was that it needed to be an animal that is used in the fashion industry, and something that consumers will sympathize with, because unfortunately, cute sells.



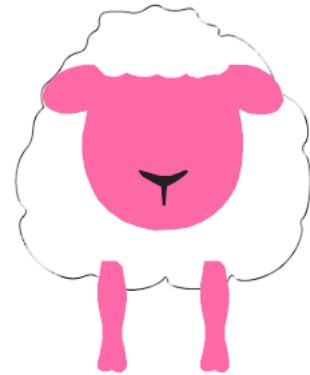
[illegible]

Originally, I tried to recreate my sketches into digital form on Illustrator, but I was losing the hand drawn look that made my sketches look unique, and PETA's bunny symbol have character.

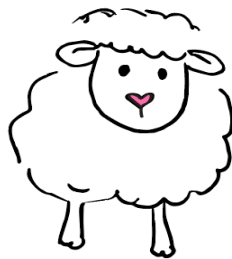
I scanned in some designs to Illustrator and Image traced them. I incorporated the same pink and brush stroke as PETA's current symbol to provide cohesiveness within their brand, and recognition. Below are some



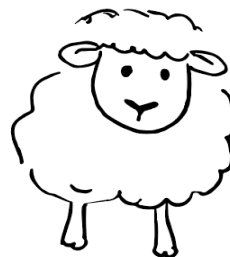
Ethically **Sourced**



Ethically **Sourced**



Ethically **Sourced**



Ethically **Sourced**

APPLICATIONS

I started by making a very simple mockup of a clothing tag to see how it would look: the colors, the scale, the location of the symbol. I enjoyed the bottom corner for the tag placement, and I thought the size was effective. To further test this, I printed out some prototypes to see it physically.

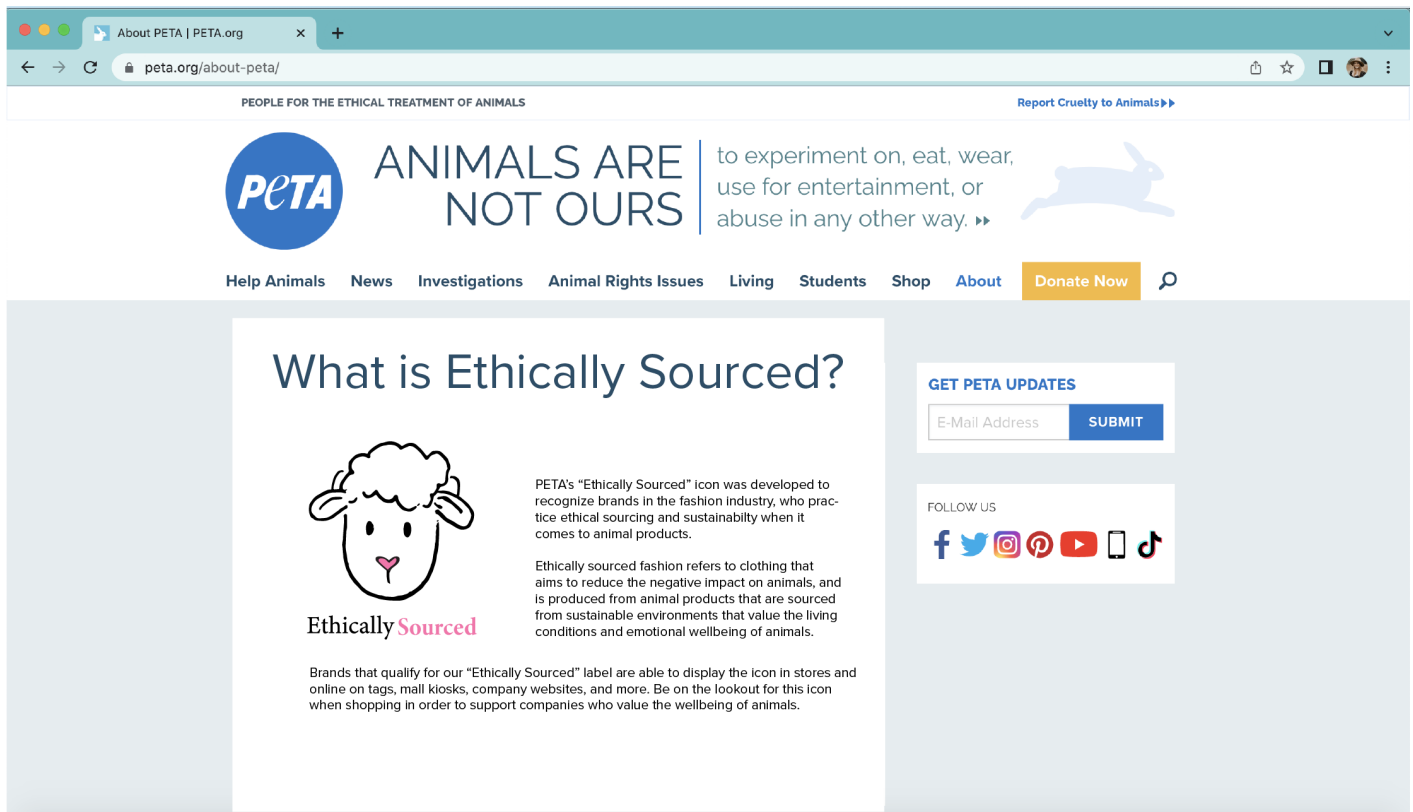


At this point, I began to question the “ethically sourced” wording on the tag, and wondered if “cruelty free” could be more cohesive with the only icon. After some research, I concluded that “cruelty free” often refers to vegan, which does not align with my overall goal. Ultimately, “ethically sourced” was the most effective wording to use, so I decided to keep it.

I also realized that I needed a solid definition of “ethically sourced” if I want our consumers to understand what the icon is referring to. I decided that it would be best to use the definition on the PETA website, and a brief explanation of the icon.


Below is the definition I came up with.

“Ethically sourced fashion refers to clothing that aims to reduce the negative impact on animals, and is produced from animal products that are sourced from sustainable environments that value the living conditions and emotional wellbeing of animals.”



The screenshot shows a web browser window with the URL peta.org/about-peta/. The page header includes the PETA logo, the slogan "ANIMALS ARE NOT OURS", and a navigation menu with links like "Help Animals", "News", "Investigations", "Animal Rights Issues", "Living", "Students", "Shop", "About", and "Donate Now". A "Report Cruelty to Animals" link is also present.

What is Ethically Sourced?



Ethically Sourced

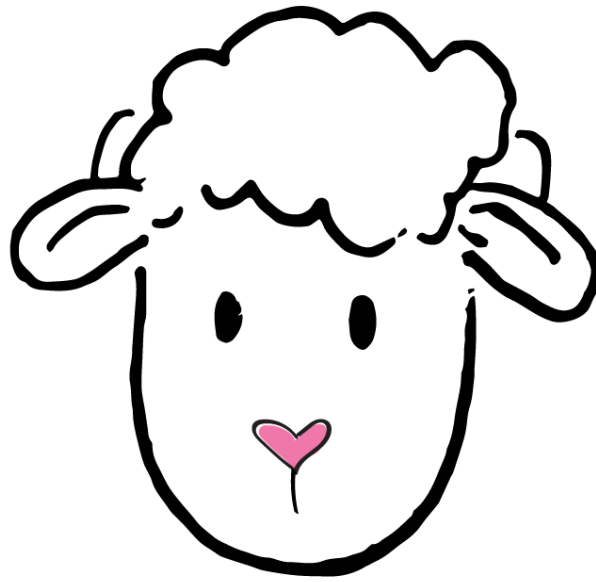
PETA's "Ethically Sourced" icon was developed to recognize brands in the fashion industry, who practice ethical sourcing and sustainability when it comes to animal products.

Ethically sourced fashion refers to clothing that aims to reduce the negative impact on animals, and is produced from animal products that are sourced from sustainable environments that value the living conditions and emotional wellbeing of animals.

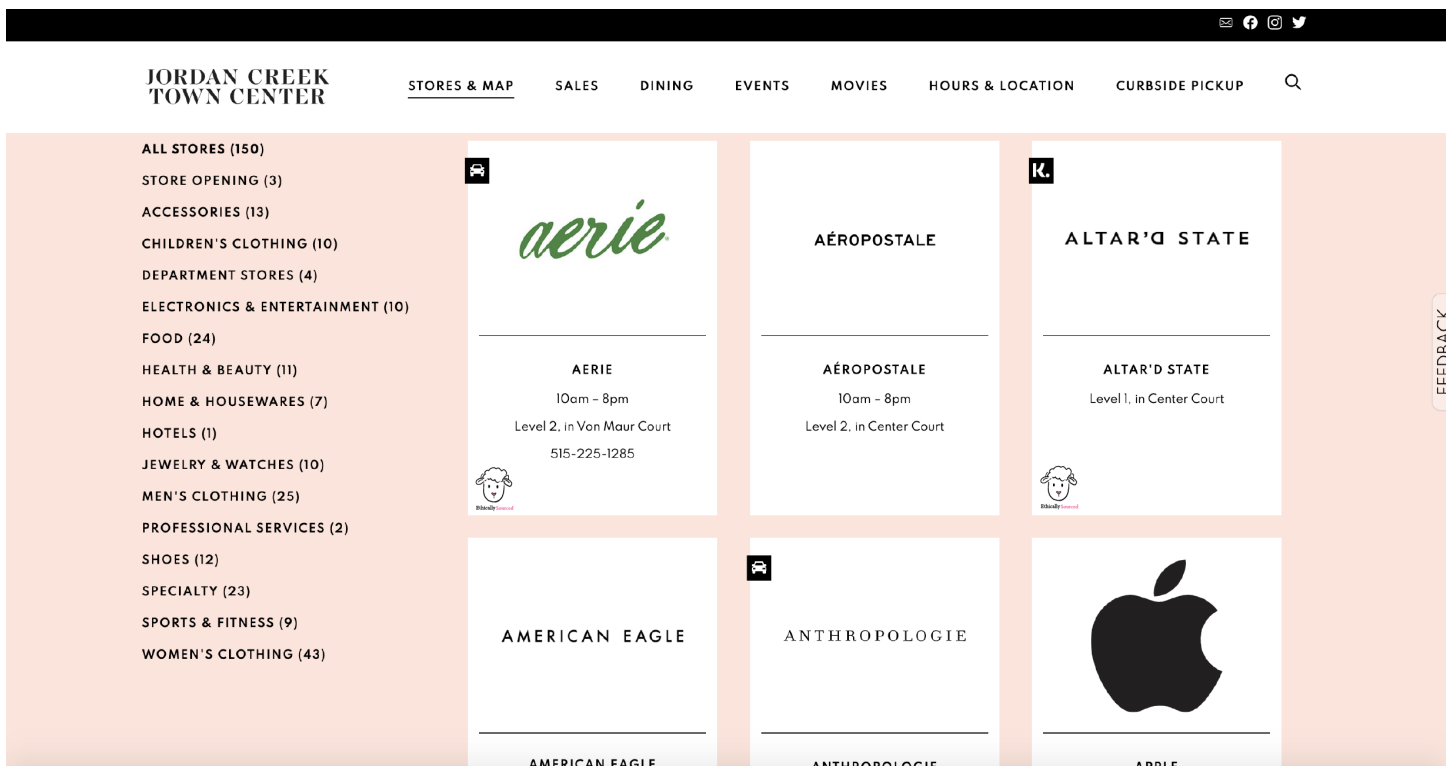
Brands that qualify for our "Ethically Sourced" label are able to display the icon in stores and online on tags, mall kiosks, company websites, and more. Be on the lookout for this icon when shopping in order to support companies who value the wellbeing of animals.

On the right side of the page, there is a "GET PETA UPDATES" section with an email subscription form and a "FOLLOW US" section with social media icons for Facebook, Twitter, Instagram, Pinterest, YouTube, and TikTok.

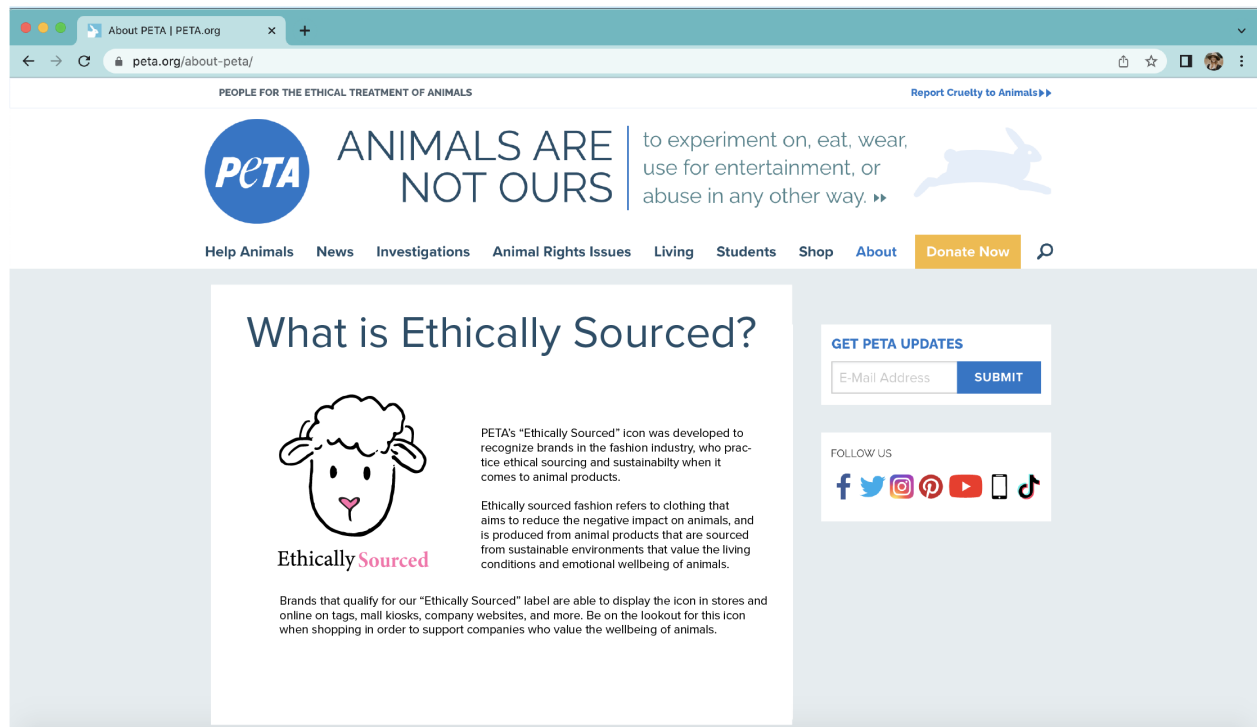
FINAL WORK



Ethically Sourced



The finished work for the symbol consists of the icon itself, two mockups of tags, a website page defining and explaining the icon, and a mockup of a mall directory using the icon, for website and mall kiosks.



REFLECTION

Aspects of my identity that I feel connected with this brief is that I am a compassionate, caring, and empathetic person. This campaign requires people to care about a cause, gain an empathy for animals, and consider a more ethical and sustainable lifestyle. While I am not vegan, I try my best to source animal products I use from ethical sources, particularly my beauty and fashion products, which is why I connected with this brief. I also am a member of Gen-Z, and our generation is very passionate about causes and creating change. Based on our research and prior knowledge, our campaign seems like something Gen-Z would respond very well to, and that is another reason why I connected with this brief. Being a member of Gen-Z and also someone who enjoys shopping, I was able to feel very connected to this project, and put myself in the shoes of our target audience, which really helped guide my brainstorming and decision making.

A new skill I learned in this project was the creative process of creating a campaign to this scale. Originally, I rushed in with my design process, and it led me to create ineffective icons. Taking the time to brainstorm new solutions, re-think, and take a step back taught me a lot about the process. Using my time to create the 50 different ways to portray a sheep helped me look at this icon from a different angle and eventually create something far more effective.

Some existing skills I have that were useful in this process were my knowledge of marketing, my knowledge from previous graphic design courses, and teamwork skills. My knowledge of marketing came in handy because I have a very intense background in the process of researching, identifying an audience and their needs, consumer behavior, and how advertising and marketing elements could be integrated into our campaign. My knowledge from previous design courses allowed me to apply design principles to my final work designs, and apply creative problem solving to find a solution to a problem. I also would not be able to complete this project without Illustrator, Indesign, and pencil and paper drawing skills.

An assumption my group had about this project at the beginning of the process was that the final solution would be some sort of standard advertising campaign. We originally planned on creating an integrated campaign including print advertising, digital advertising, and use some sort of large scale physical advertisement like a billboard. After our entire research process, we concluded that that was not the most effective approach, and that it requires more out of the box thinking to come up with a unique solution.

Having a brief and having a specific assignment present different challenges in the process. Having a brief is less structured and more open for interpretation, which can allow for more creative solutions, but also can be very difficult and requires large amounts of creative thinking and problem solving. Having a specific assignment is far more structured and can be helpful in guiding the creative process, but allows for a more narrow range of solutions. This assignment is probably the most open project I have done in a classroom setting, and I really enjoyed the challenges it presented me.

Overall, I am proud of my group's final work. I believe that we were able to create an effective and creative solution to a real life situation. If we were presented with more time to work on this campaign, I would like to see my group translate our message to various other platforms, and apply other targeting strategies to see our campaign meet the needs of specific segments of consumers.



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