equality

by

UNITED COLORS
OF BENETTON.

PROJECT OVERVIEW & BACKGROUND

Project Scope

The purpose of this book is to talk about the importance of social and cultural diversity. Also create a campaign against discrimination, promoting social and cultural diversity as a form of life and acceptance among humans.

The book is configured in five different sections. The first section provides information about the overview and background of the project.

The second section provides information about the company who is going to support the campaign, such as history of the company and the brand itself.

The third section provides information about the target, to which the campaign is directed.

The fourth section provides information about the effective solution that the design team is going to propose in order to assist in solving the existing problem.

The fifth and finally section of this book is the conclusion, which is going to provide a summary of the problem and possible solution so solve the problem.

The Problem

Today, many factors affect our culture. One of them is the human globalization, in which every day it is more difficult to preserve various cultures. One of the biggest problems that globalization is facing is discrimination. Instead of the fact that we live in a new and more evolutionary world, humanity is still living in a discriminative practice world, since it's birth in the early 17th century.

As the Macedonian philosopher Aristotle stated, "The human being is a social animal, who is happy living around other people." Today, that human tendency to maintain that sociability is still active, and for that reason society continues living in groups and developing cultures of its own.

Throughout history, many humans developed societies by the interaction of different cultures. For example, many of the philosophers from China, India, Egypt and Mesopotamia, acquired knowledge during their travels and interactions with other cultures.

The concept of diversity encompasses many subjects such as individualism, acceptance and respect. But diversity could be defined as a commitment to recognizing and appreciating the variety of characteristics that make individuals unique in an atmosphere that promotes and celebrates individuals and collective achievement. As well, diversity refers to human qualities that are different from our own and those of groups to which we belong; but that are manifested in other individuals and groups. When considering diversity, we may also think of ethnicity, gender, sexual orientation, social and cultural status, age, physical abilities and religious beliefs among others. For the context of this project, the focus will be on the social and cultural aspects of diversity, which allows us to explore multiculturalism. The definition of social equality is determined by the equal treatment, equal opportunity and equal access to resources that a society provides to the members of its community. As well, cultural equality could be defined as the equal treatment that different cultures can receive. Cultural equality is related to multiculturalism, which is the preservation of different cultures or cultural identities within a unified society, as a state or nation.

Young Teen Diversity Group

Young Adult Diversity Group

SWOT Analysis

Strengths.

Since the slave abolishment, humans start anti-discriminative practices. Through history, many of these anti-discriminative practices are being heard and taken into consideration. For this reason many anti-discriminative laws and organizations had being born through time. Example of this are Civil Rights Act of 1964, Title XI of Education Amendments of 1972, Racial Discrimination Act of 1975 and Anti Discrimination Act of 1977. Examples of anti-discriminative organizations are the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the United Nations Alliance of Civilizations (UNAOC), among others.

Weaknesses.

Since slavery, people started discriminative practices, which are being passing through history. Examples of this are the Nazi and the Ku Klux Klan movements, which were very radical with their discrimination practices and ideologies. Today a portion of the population is still applying discriminative practices instead of the laws that protect anti-discrimination. Some of these practices are applied in an undercover way, making the person feel uncomfortable and discriminate.

Opportunities

Through history, all these discriminative Throughout history, these discriminative practices are being abolished. Many anti-discriminative laws are punishing people, companies and organizations that still use discrimination. Today humans are open to accept, understand and respect others humans ways of life, religion and ethnics. For this reason we see movements that are protecting human rights through marches, protests and campaigns, which discrimination is the principal cause. Also each country of the world, integrated to their laws and constitutions anti-discriminative laws. For all these reasons, a good campaign could contribute to this movement to help change the minds of that minor portion of the human population who still believe and apply discriminative practices.

Threats

The first threat that diversity is facing is the behavior of some discriminative practitioners. These behaviors came among families trough time, teaching to their young family members these discriminative behaviors as a way of life. The second threat that diversity is facing is the lack of information and advertising on some of their target audience, which can be more instructed and informed. People, can be more instructed and informed about the bad of discriminative practices and the goods of be diversified.

COMPANY PORTFOLIO

Campaign

The campaign is going to be centered around a t-shirt design promoted by United Colors of Benetton. The t-shirts are going to show graphics that reference diversity and equality, which is the concept of the campaign.

As well, the campaign is going to have annually different runs throught the world. The runs are suposed to be a way to create a community and to promote the campaign as well.

The campaign has young people as a target audience. The purpose of the campaign is to create awareness and the benefits of this problem to younger generations. In the same way, the campaign is going to be promoted among different applications such as printing and web media. The purpose of this, is to attack the target audience through their most used applications, such as street banners, magazines, and social media applications among others.

Young Group Using Web Media

Young Group waiting at Bus Stop

Young person looking Magazine Ads

Young using Smart Phone

Company (The Benetton Group)

The company chosen to promote a diversity campaign was the Benetton group. Benetton is a global fashion brand established in Italy, who throughout many years used their "United Colors" concept to promote their brands and clothes. Also, Benetton, has been involved in diversity and equality campaigns in order to promote them.

History

In 1965, Luciano Benetton, the oldest of four brothers started a full colored clothes business, designed by him with a knitting machine. His initial small collection of sweaters received a positive response in local stores. Then he asked his brothers Giuliana, Gilberto and Carlo to join him. In the same year the Benetton Group was formed. In 1966, Benetton open their first store in Belluno and three years after in Paris, with Luciano as chairman, Gilberto as an administrator, Carlo running production and Giuliana as chief designer. Today the company is present in about 120 countries around the world and represented by four clothing lines, United Colors of Benetton, Undercolors of Benetton, Sisley and Playlife.

The Brand

Since it's origins in the 60's, Benetton had been using bright colors in their clothing design, but became further pronounced during the 70s when Benetton developed a technique of dyeing pre-knit garments made of unbleached wool. This made it possible to produce many colors of garments quickly, cheaply, and on demand. As well, they used to use the phrase "Tutti i colori del mondo" or "All the colors of the world in their ads as a metaphor not only for their clothing collection, but also as a collective identity for youth of different races and cultures. For this reason, in 1985 they started using the phrase "United Colors of Benetton." The phrase was blast into pop culture, not only to make reference to the company's colorful clothing but also the idea that cultural diversity is good. This slogan eventually replaced the first one "Tutti i colori del mondo," and later became the brand signature of the company.

Over the last decade, the Benetton brand has been part of controversial campaigns, all related to social problems that the world has been facing in the last years. Benetton used more of their brand to show shock images of these social problems, rather than promote their clothes.

Benetton Brandmark

Benetton Ad

Benetton Ad

SWOT Analysis

Strengths

Since it's beginning Benetton has been using colors phrases to promote their clothes and social and cultural diversity. The most common advertising used by Benetton are ads that shows people from different cultures and ethnics, promoting social and cultural diversity. As well, the Benetton target audience is young people, which is the perfect target audience for the equality and diversity campaign. Finally, Benetton is well known brand around the world, which had many years in the market selling good quality products. Many people know the brand and their controversial advertising.

Weaknesses

Benetton have been involved in a couple of problems, such as the purchase of Mapuche (South American Indians) lands, receiving a lot of criticism from Mapuche Organizations. Also Benetton aroused suspicion when they considered use RFID tracking chips on clothes to monitor inventory. As well, PETA, launched a boycott campaign against Benetton for buying wool from farmers who practiced museling. On April 24, one of their factories collapsed, resulting in more than 1021 human deaths.

Opportunities

Instead of the problems that Benetton have been facing the last years, the company is still open and selling products. Using Benetton's concept of diversity is a good opportunity to offer a clothing products that can reflect the discrimination problem that our society is still facing. The piece of clothing more than a fashionable piece, can be a campaign piece against discrimination. Benetton, with their concept of colors and diversity, and their young target audience is the perfect company to support the campaign. Finally, this campaign could be a good opportunity for the Benetton group to reinforce their diversity and equality promotional concept that the company had been using since its beginnings.

Threats

The only threat that the company could face is the opposition of some discriminative practitioners, but with the high population open to be more equal and less discriminative, the amount of discriminative practitioners are going to be a minority.

Benetton Ad

Benetton Ad

TARGET AUDIENCE

Target Audience

The target audience is aimed to young and middle ages individuals from both genders, between 15 and 40 years old. Also, the target audience is aimed to people from any culture and ethnicity.

Demograph

- Males and females from any kind of ethnicity.
- Young teen and adults (male and females around their teens to 40's).
- Any educational level.

Psychograph

- Regular-class people.
- Males and females with any kind of economic position.

Hispanic Face

Oriental Face

American Face

Afro-American Face

SOLUTION

Solution

The solution for the campaign is going to be determined by 4 different components, which are going to support the campaign and the cause. The first component is an identity component, determined by the design of a logo to represent the campaign and all the components of the campaign. The second component is an apparel component, determined by the design of a t-shirt, which reflects the problem in a summarized way. The third component is an advertising component, determined by the creation of a series of different ads to advertise and promote the t-shirts and the campaign. The advertising component is going to be displayed in different media ways, such as printing and digital components.

The fourth component is the media component, determined by the use of social media networks such as Facebook and Instagram, in order to create a community who support the campaign and the cause. Finally the fifth component is social component, determined by the creation of a fun run around the world, on which all the community is going to be invited. The purpose of the run is to show to the entire world the millions of supporters that this cause has and to promoting the campaign. The name of the campaign is determined by the word "Equality," who shows the purpose and concept of the campaign. The equality campaign is going to be displayed as "#EQUALITY," in order to use the hashtag symbol as a way to advertise the campaign through social media networks.

Creative Exploration

The creative exploration is going to be determined by exploratory research about the topic. The exploratory research is a document that contains all the information and previous study about equality and diversity. As well, the creative exploration shows the first ideas, sketches and graphics of the proposal.

Creative Refinement

The creative refinement is going to be the final pieces that are going to represent and promote each component of the campaign. Also, the creative refinement shows the final pieces that are going to be displayed to promote the campaign.
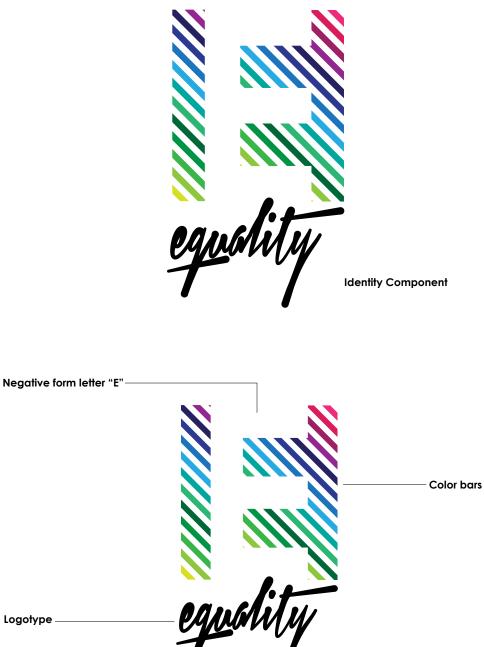
Implementation

The implementation shows the use of the final pieces on the different components that integrated the campaign.

The Identity Component (Logo)

Through an exploratory research and brainstorming study, the final idea to represent the identity of the campaign and its signature is the design of a capital letter "E."
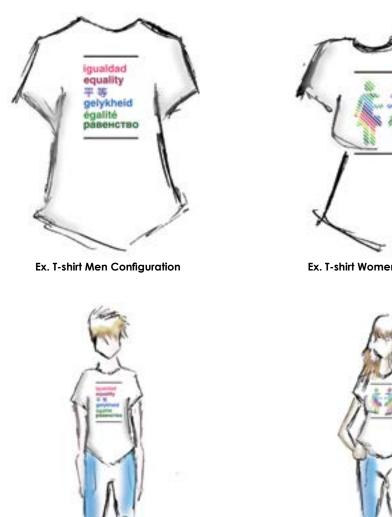
Configuration

The letter "E" represents the word "Equality" which is going to be the name and purpose of the campaign. The identity component was designed in a negative view form on which the letter "E" is form by the integration of different color lines. The lines made with different colors represent in a metaphoric form of all the skin colors of humanity. Also the lines are made and set equally, in order to represent equality. The identity component is going to be displayed in all of the components that make up the campaign.

Identity Component

Negative form letter "E"

Color bars

Logotype

Identity Component Configuration

The Apparel Component (T-shirts)

In the same way as the identity component, an exploratory research and brainstorming study was developed in order to find the best idea to represent the word equality and maintain the concept and consistency of the identity component. For this reason after extensive exploratory research, the final concept developed was the design graphics including words that represent equality. Also, incorporate the equal sign in a negative form view in some of the graphics design for the apparel component. Three of the designs are typographic designs using words that represent equality. The other three designs are graphics that represents equality in a form that includes the equal sign. Also all the designs have two black lines, one on top and the other one at the bottom, to enclose the graphics on the t-shirt and focus the eyes of the viewers on the graphic design.

Ex. T-shirt Men Configuration

Ex. T-shirt Women Configuration

Ex. T-shirt Men Configuration Model

Ex. T-shirt Women Configuration Model

The Advertising Component (Ads)

The advertising component was determined by the creation of ads for both print and digital media. The ads are going to be pictures of the target audience wearing the promotional t-shirts. As well, the pictures are going to be in black and white form, leaving color just for the design of the t-shirts, equality logo and Benetton brand mark. The purpose of the color on those specific components is to elevate the identity and purpose of the campaign. Also, the use of the target audience as models for the ads is going to be more radical and straightforward to attack directly the target audience and the purpose of the campaign. The ads shows the name of the campaign as "#EQUALITY," using the hashtag not just as the name of the campaign, but as a way of advertising through the social media components. Finally the printing components are going to be displayed in street banners and magazines. The digital media components are going to be displayed in web and network components such as web banners and social media ads.

Ex. Street #EQUALITY Ad

Ex. Store #EQUALITY Ad

Ex. Magazine #EQUALITY Ad

Ex. Magazine #EQUALITY Ad

Ex. Application #EQUALITY Promotional Ad

Ex. Website #EQUALITY Promotional Ad

The Social and Social Media Component (Facebook and Instagram)

The social component is going to be determined by the creation of a fun social runs across the world supported by Benetton. The purpose of this race is to unify the target audience and create an anti-discriminative community, who shows to the entire world the solidification of the campaign and the commitment with the cause.

The social media component is going to be created for social purpose, in order to create not just a campaign, but a community who support the cause and the campaign. The social media component, as well, is going to show pictures related to the campaign, promotional and events to promote and maintain the campaign and the cause.

Ex. Facebook #EQUALITY Promotional Ad

Ex. Instagram #EQUALITY Promotional Ad

Ex. Pandora #EQUALITYRUN Promotional Ad

Ex. Instagram #EQUALITYRUN Promotional Ad

CONCLUSION

Today there are many factors that affect cultures and societies in general. With globalization, it is more difficult to preserve one culture, because humans are adapting and modifying their behaviors, ways of thinking and living in order to coexist with other societies and cultures. Globalization is transforming the personality of people, making them not totally authentic, but helping people to adapt to changes in their environment. That is why social and cultural diversity is important among humans, which increases every day in the world. The importance of diversity is not only on a personal or group level, the importance of diversity includes many aspects of the day to day life.

Today we can see diversity in a community, schools and workplaces and for that reason, social and cultural diversity is already recognized as a heritage for humanity, necessary and essential to the human race. Another point to understand is that diversity alone will not remain forever. For that reason the creation and promotion of a campaign to maintain social and cultural diversity is essential. Today some organizations such as UNESCO and UNAOC, are working in order to endure and promote diversity. With this campaign Benetton is going to be part of those organizations that promote diversity, contributing and supporting the cause anti discriminative cause.