START A CONVERSATION
My campaign response to this year’s Memefest brief of failing dialogue is looking at the concept of failing dialogue in today’s society may be caused by individuals assuming that since they are raised in the same way or living in the same place as people in their lives that they must have the same views on certain issues.

My strategy to spark dialogue was to create a guerrilla campaign made up of posters and stickers that would attempt to create an interest in conversation between people who view them. I have displayed controversial conversation starters to have with specific people in your life in the hope that they will begin a dialogue and open up the pathways with people in your life that you either know so well you never considered trying to get to know them better or to gain a better understanding of people you interact with in society like your doctor or your teacher.

The secondary stickers display a controversial opinion that may come from the conversation starter that aims to perhaps shock or inspire people to discuss the topic further, for example: The poster may display the conversation starter “What does your brother think about equal pay?” While majority of women may just assume their brothers would support equality between the sexes the sticker displays the question “women deserve to be paid less than men?” This aims to spark instant conversation over whether people answer that question Yes or No.

Regardless of the answer, the campaign just aims to get people back into having conversations with substance and realise that you can never know a person front to back, there is always more to learn when you open the pathways for dialogue.

In my own research when working on this campaign I realised just by talking with fellow students, co-workers, friends and family to brainstorm conversation ideas the powerful effect opening up this kind of dialogue can have and I was really surprised with some of the responses I got from people I thought I knew so well.

The design of the posters is kept very simple yet eye-catching to keep the text the real hero. I have displayed the question on uneven black rectangles to mimic the look of newspaper cuttings and reflect the idea that these questions are current issues in today’s society. The boxes are also angled to mirror the way a question is open ended and is awaiting an answer.

The bottom right hand corner of each poster reads the slogan “Start a Conversation” and is the only context given about what these posters are supposed to mean. I have designed them to look like the corner has been ripped off to mimic the look of somebody taking the information to hand it off to someone else for further discussion. While this may not physically happen it represents the hope that whoever reads the poster will then take that question and pose it to somebody in their life, who then in turn may do the same and so on.

I believe my campaign truly encompasses the brief as it is so simple in it’s message but the follow through by somebody viewing it could really change their perspective and the way they communicate with the people in their lives forever.

I have designed 10 posters, all depicting diverse conversation topics to have with all different people in your life. Each topic relates to the colour that I have chosen to help strengthen the message. The decision to only use a few colours was to firstly allow each topic to have it’s own identity but it will also allow for environmentally sustainable printing options and the use of vegetable ink or screen printing is possible. I would also want to use the electronic poster displays at train stations and such to display my campaign to also reduce the impact on the environment.
WHAT DOES YOUR BROTHER THINK ABOUT EQUAL PAY?

START A CONVERSATION

WHAT DOES YOUR BROTHER THINK ABOUT EQUAL PAY?

START A CONVERSATION

WOMEN DESERVE TO BE PAID LESS MONEY THAN MEN?

START A CONVERSATION

START A CONVERSATION
WHAT DOES YOUR BOSS THINK ABOUT WORKING FOR THE DOLE?
WHAT DOES YOUR BUTCHER THINK ABOUT ORGANIC MEAT?

GOING ORGANIC LETS YOU EAT MEAT WITH A CLEAR CONSCIENCE?

START A CONVERSATION

WHAT DOES YOUR BUTCHER THINK ABOUT ORGANIC MEAT?

START A CONVERSATION

START A CONVERSATION

START A CONVERSATION
WHAT DOES YOUR BEST FRIEND THINK ABOUT BOTOX?

ARE WRINKLES UGLY?

START A CONVERSATION

WHAT DOES YOUR BEST FRIEND THINK ABOUT BOTOX?

START A CONVERSATION

START A CONVERSATION

START A CONVERSATION
WHAT DOES YOUR LITTLE SISTER THINK ABOUT SNAPCHAT?

SNAPCHAT PHOTOS DISAPPEAR SO ITS HARMLESS?

WHAT DOES YOUR LITTLE SISTER THINK ABOUT SNAPCHAT?
WHAT DOES YOUR TEACHER THINK ABOUT SECULAR EDUCATION?

STATE SCHOOLS SHOULD BE SECULAR?

WHAT DOES YOUR TEACHER THINK ABOUT SECULAR EDUCATION?

START A CONVERSATION

START A CONVERSATION

START A CONVERSATION

START A CONVERSATION
WHAT DOES YOUR NEIGHBOUR THINK ABOUT IMMIGRATION?

IS AUSTRALIA FULL?

START A CONVERSATION

WHAT DOES YOUR NEIGHBOUR THINK ABOUT IMMIGRATION?

START A CONVERSATION
WHAT DOES YOUR DOCTOR THINK ABOUT THE MORNING AFTER PILL?
WHAT DOES YOUR GIRLFRIEND THINK ABOUT GLOBAL WARMING?
WHAT DOES YOUR GRANDPA THINK ABOUT CONSCRIPTION?

START A CONVERSATION

AUSTRALIA SHOULD REINFORCE COMPULSORY ENLISTMENT?

START A CONVERSATION

WHAT DOES YOUR GRANDPA THINK ABOUT CONSCRIPTION?

START A CONVERSATION
CAMPAIGN
IN THE PUBLIC SPACE
WHAT DOES
YOUR BUTCHER
THINK ABOUT
ORGANIC MEAT?

WHAT DOES
YOUR NEIGHBOUR
THINK ABOUT
IMMIGRATION?
SOCIAL MEDIA

The purpose of my campaign was never an attack on social media’s effect on dialogue, on the contrary I think when used for the right reasons it can be a great tool for opening dialogue between people from all over the world.

The social media for this campaign would work the same way as the posters, by posting the same kind of questions and allowing users to debate it in the comments below.