It starts with a _____ letter
The attached campaign is a campaign which promotes dialogue and intimacy through the promotion of letters. The call to action of the campaign is to send a letter. The advertising campaign attached is a campaign produced through the Australian postal service: Australia Post. I chose to use the Australia Post as a platform for the campaign because they are the national postage service which sends/delivers letters.

This campaign is a response to the disappearance of intimacy and dialogue in our times. Letters offer a unique form of intimacy and dialogue. Letters are tangible and therefore finite to the recipient and sender. Once a letter is sent it is gone, only the recipient can access the information of the letter. This creates an intimacy between the sender and recipient through the form of the letter. The letter itself becomes valuable and holds worth due to the finite existence of itself. This intimacy is enhanced through the method of its creation and consumption. In current times sending a physical letter is time consuming and therefore furthers the intimacy of the letter. Letters therefore create a unique dialogue.

The campaign promotes the intimate dialogue of letters. This campaign appeals to the emotions of the audience through a transformative approach. It offers the audience the option to be transformed through the dialogue of letters as the slogan of the campaign is “It starts with a ….. letter”. It offers the audience a chance to send a letter and start a transformation. The campaign appeals to the emotions of the audience through imagery and hand lettering that communicates an intimate caring feel.

The campaign’s call to action is for the audience to send a letter, which will promote dialogue and improve the intimacy in the current times.
It starts with a **Acceptance** letter
It starts with a Resignation letter
It starts with a Resignation letter
It starts with a Love letter
It starts with a Love letter
It starts with a **Acceptance** letter
It starts with a Love letter

It starts with a Resignation letter

It starts with a Resignation letter

It starts with a Acceptance letter

It starts with a Acceptance letter

It starts with a Love letter