

It starts with
a _____ letter



Campaign

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.

A group of soldiers in camouflage uniforms are shown in profile, facing right. One soldier in the foreground is adjusting the collar of another soldier's uniform. The scene is set outdoors, and the overall tone is professional and focused.

It starts with
a *Acceptance* letter



It starts with
a *Resignation* letter



A woman with dark hair, wearing a blue sleeveless top and a blue skirt, stands behind a bar. She is smiling and looking towards the camera. The bar is well-stocked with various bottles of alcohol, including gin, whiskey, and liqueurs. The background features a dark, textured ceiling and a mirror reflecting the woman's face. The text "It starts with a Resignation letter" is overlaid on the image in a white, serif font. The word "Resignation" is written in a cursive script, while the other words are in a clean, sans-serif font.

It starts with
Resignation letter





It starts with
a *Love* letter





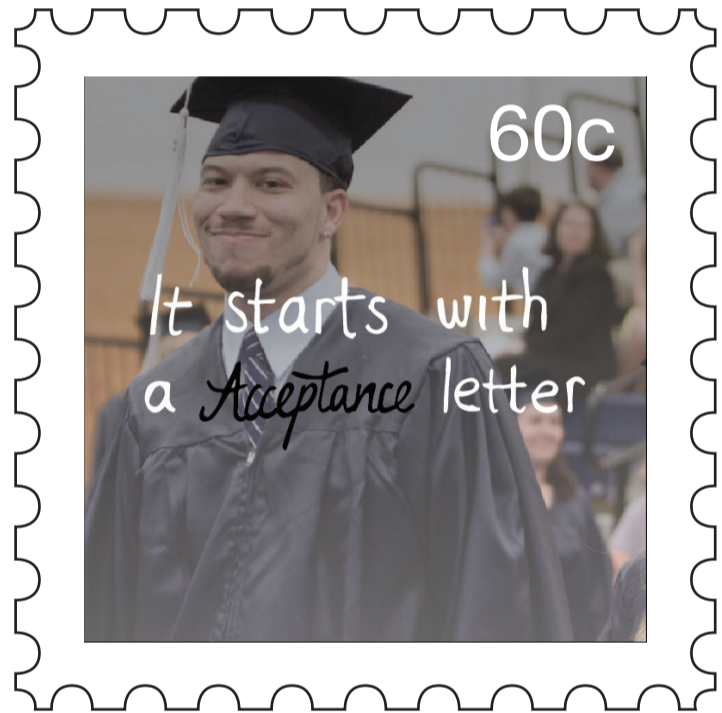
It starts with
a *Love* letter



A photograph of a graduate in a dark blue cap and gown, smiling. He is wearing a light blue shirt and a striped tie. In the background, other graduates in caps and gowns are visible, some sitting and some standing. The text "It starts with a Acceptance letter" is overlaid on the image. The word "Acceptance" is written in a cursive font, while the other words are in a simple sans-serif font.

It starts with
a *Acceptance* letter





Music courtesy of Andreas Ferronato

<http://www.youtube.com/watch?v=M96w642f8Bs>

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Image courtesy of Matt Radickal

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