

# DEAF WEST THEATRE

*Artists Pins - May Campaign Brief*



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## Company Overview

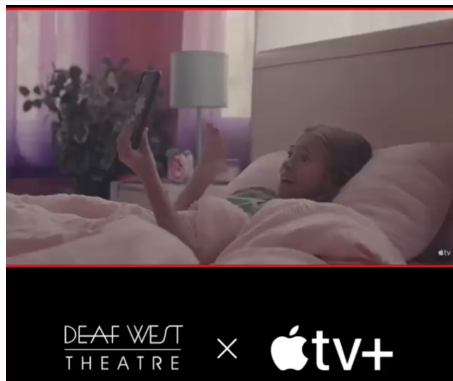
### About us:

Committed to innovation, collaboration, training and social change, Deaf West serves as the artistic bridge between the Deaf and hearing worlds.

Founded in Los Angeles in 1991, Deaf West engages artists and audiences in unparalleled theater and media experiences inspired by Deaf culture and the expressive power of sign language and spoken English.

### Collaboration Highlight

Apple TV+



### Celebrity Partnerships Highlight

Calum Scott



### Celebrity Partnerships Highlight

Kelly Clarkson



## Campaign Brief

### DEAFPOWER.ME:

Deaf Power promotes the history, languages and values of Deaf communities all over the world. As both sign and symbol, it spreads our cultural pride. Our identity is widely diverse and Deaf Power can be used by you to reflect this diversity. Being an open-source symbol, we encourage its application both within and beyond the Deaf community. The symbol can be used by you for anything.

### Collaboration Overview:

Deaf West x deafpower.me collaborate to celebrate Deaf West Theatre's 32 years of bringing accessibility to the arts by bridging the Deaf and hearing worlds and celebrating the diverse Deaf identities that make up our community.

These pins reflect multiple Deaf first designs that were inspired from the minds of artists Christine Sun Kim and Ravi Vasavan of deafpower.me.

Deaf West and deafpower.me share core principals that promote the history, languages and values of Deaf communities all over the world. As both companies spread our cultural pride.

## Campaign Brief

### Campaign Goal:

Social media influencer marketing viral campaign promoting the DWT developed pins, creating an engaging fundraiser that activates the Deaf community and elevates equity

### Campaign Message:

#### **Suggested Talking Points**

- The symbol is based on the written form of Deaf Power, which is signed with an open palm over an ear and with other hand forming a closed fist in the air.
- Deaf identity is widely diverse and the aim of the Deaf Power is to unite everyone.
- Christine Sun Kim is an American sound artist based in Berlin. Working predominantly in drawing, performance, and video, Kim's practice considers how sound operates in society. Musical notation, written language, American Sign Language, and the use of the body are all recurring elements in her work.
- Ravi Vasavan is an artist and designer. Creating beautiful, unique and impactful brand and digital experiences for the new era.
- Deaf West's work is committed to advancing accessibility in the arts. By creating theater, film, and television that combines American Sign Language and spoken English, we create truly inclusive entertainment experiences.
- DWT's work is designed to advance equity and create powerful social change, both tangible and intangible, speaking to the direct need of active visibility and representation in media.
- DWT uplifts Deaf artists and cultural institutions by centering them as community anchors in the Los Angeles and New York cultural landscape.
- DWT expands our understanding of art and culture through the expressive power of ASL.

## Campaign Brief

Key Objectives:	Increase awareness and funds for DWT and promote Deaf visibility
Channels:	Instagram
Deliverables & Timeline:	~10 (give or take) influencers to post their content in late early September Content: One feed post and one story with direct CTA to purchase pins and to donate

## Campaign Brief

Target Audience:	Men & Women 18+ years old
Deadlines:	Launching Campaign on THURSDAY, SEPTEMBER 15, 2022

## Campaign Brief

Campaign Reporting Requirements:	Post reach, # of engagements, pin purchases and donations
Content Review Process:	Yes, we request that all content creators submit their image + caption via email prior to posting content  Due date: WEDNESDAY, SEPTEMBER 7, 2022

## Campaign Deliverables

Deliverable #1	IG post/IG Reel + 1 IG Story – includes license to repurpose and reuse content for all other DWT paid, earned and owned media executions.
Deadlines	A. Content Review: Wednesday, September 7, 2022 B. Final Review: Friday, September 9, 2022
Deliverable description:	A. 1 Video Post that integrates the pins and artwork B. 1 IG Story can be a post C. Caption should include provided messaging script and relevant DWT talking points with clear CTA to purchase pins and donate



## Campaign Deliverables

This campaign through Deaf West and deafpower.me is focused on increasing the employment and training of our diverse community and empowering our youth by creating and supporting initiatives that break down the barriers between the entertainment + fine arts fields between the Deaf community, at every level of creation. This includes employing Deaf people, providing education for Deaf and disabled youth, telling authentic stories, and igniting change for the 1.3 billion disabled people around the world. All funds go directly towards Deaf West Theatre.

Post caption  
description

#deafwest #deafwesttheatre #deafpower  
#deafwestxdeafpower.me  
#accessibilitytheater #accessibility #asltheater #asl  
#deafculture

Website: [deafwest.org/artistpins](https://deafwest.org/artistpins)  
@deafwest (IG/TW/TikTok)  
@deafwesttheatre (FB)

Website: [deafpower.me](https://deafpower.me)

Christine Sun Kim  
IG: @chrisunkim  
Website: [christinesunkim.com](https://christinesunkim.com)

Ravi Vasavan  
IG: @ravivasavan  
Website: [ravivasavan.com](https://ravivasavan.com)

## Campaign Deliverables

Best Practices:  
Helpful content and  
caption guidance to  
increase campaign  
performance

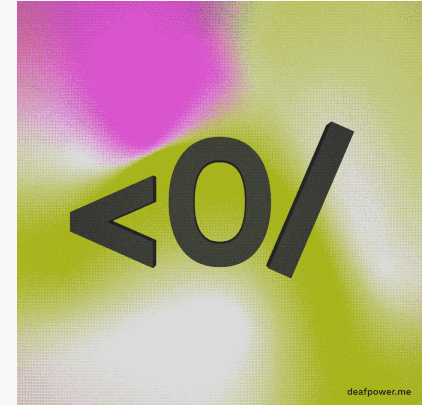
Caption	<ul style="list-style-type: none"><li>- Utilize the suggested formatting and provided DWT messaging</li><li>- Ensure proper tagging and linking so that your audience can easily navigate to donation links</li></ul>
Content	<ul style="list-style-type: none"><li>- Utilize creative formats and designs that are aligned with your accounts aesthetic and what your audience is familiar with</li><li>- Feel free to share what about the people tagged makes you grateful for them</li><li>- If creating video, ensure that the duration and style is similar to other videos you have posted</li></ul>

# Campaign Deliverables

## Mood board:

Find examples of images that we're looking for in terms of style, tone, resolution, etc.

- These images are from deafpower.me site and are examples of what can be done with the symbol.
- The style here is bold, fun and in line with the artist we are collaborating with
- Hero graphics should be infused with this style and married with DWT logo + pin artwork
- Partnership title 'Deaf West x deafpower.me'

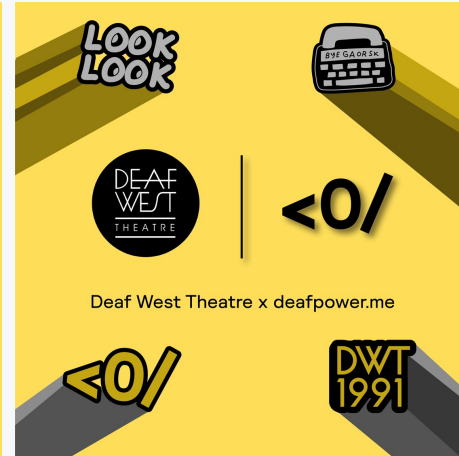
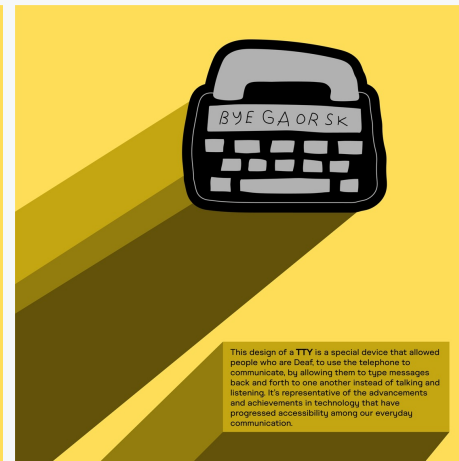
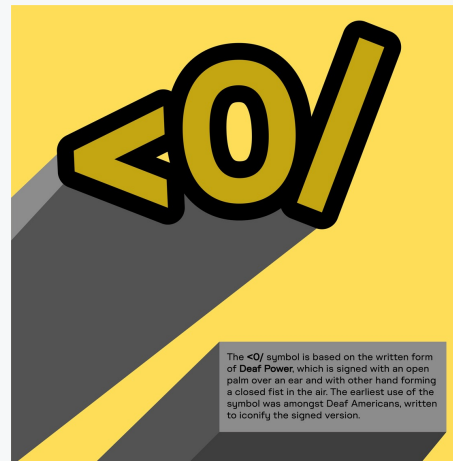


# Campaign Deliverables

## Mood board:

Find examples of images that we're looking for in terms of style, tone, resolution, etc.

- These images are the look/feel of the campaign assets DWT will use.
- Each pins has its own meaning behind it and should be used in describing the designs.



# Campaign Deliverables

Mood board:

Find examples of images that we're looking for in terms of style, tone, resolution, etc.

- Supreme and Tiffany's did a collab and the striking images are good examples of how to showcase in a edgy, relevant way. We want to make these pins come across as cool/hip. Gap examples as well.
- Showcase pins on bags, clothes, shoes - creative ways a pin can be worn or kept

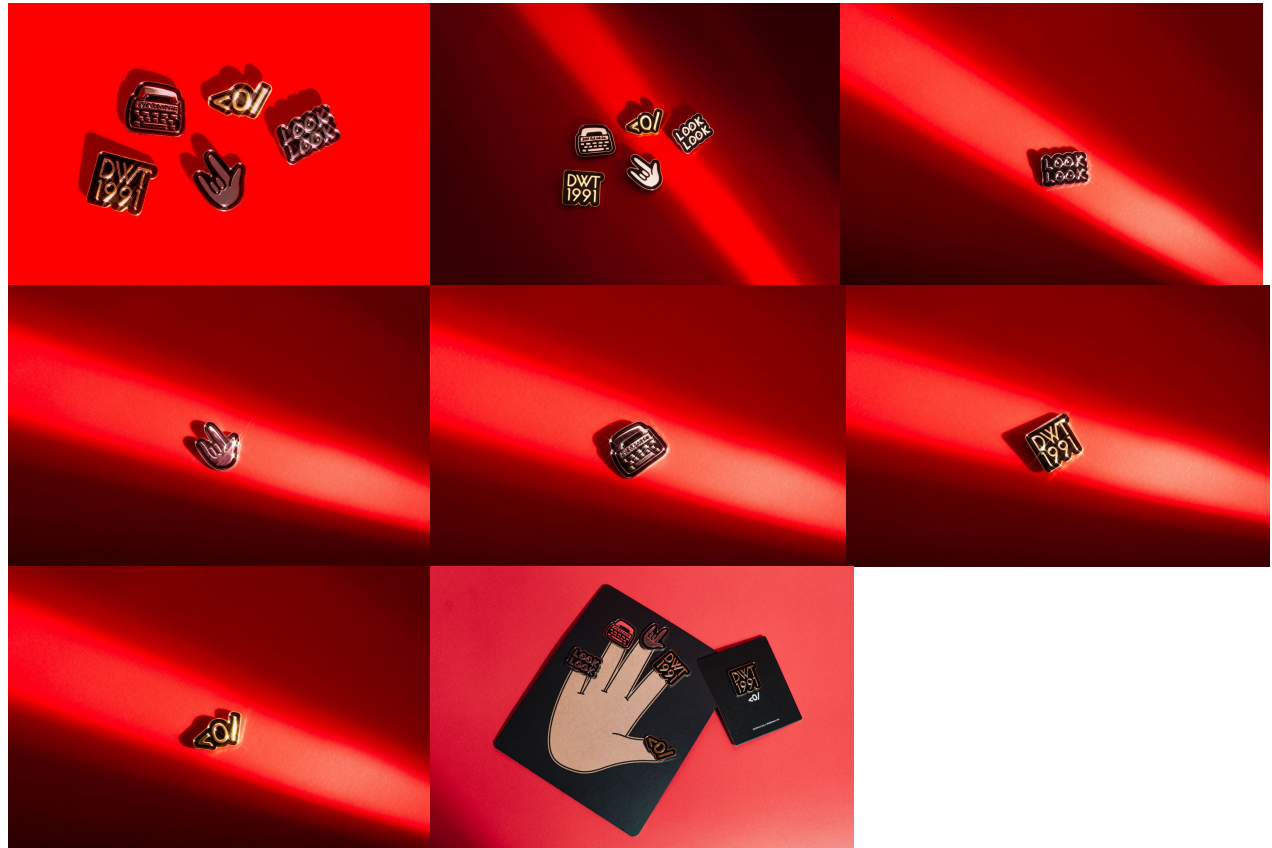


## Campaign Deliverables

Mood board:

Find examples of images that we're looking for in terms of style, tone, resolution, etc.

- Inspired by the last two slides, DWT created the assets with professional photographer David Benthol.

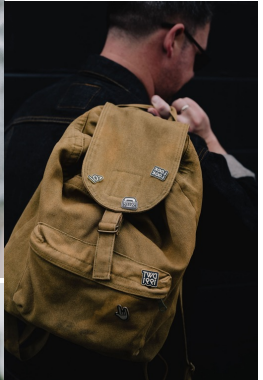


## Campaign Deliverables

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## Influencer Do's & Don'ts

Do's:	<ul style="list-style-type: none"><li>● Use the hashtags provided in the approved list</li><li>● Tag DWT in your posts</li><li>● Be creative: stories, photography and video are encouraged</li><li>● Save and share your content with Collidescope.io for our use during the agreed upon period</li></ul>
Don'ts:	<ul style="list-style-type: none"><li>● Use hashtags outside of the approved list in the posts</li><li>● Tag any other organizations in the posts</li><li>● Share about other causes, topics or partisan issues in these posts</li></ul>



## Contact Information

Point of Contact:

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