

# JOY IN COLOUR



# Agenda

- X Problem & Insights
- X Solution
- X Mood Board
- X Personas
- X Our Campaign



# Problem

There is serious racial inequality in the US, and that hate can be deadly.

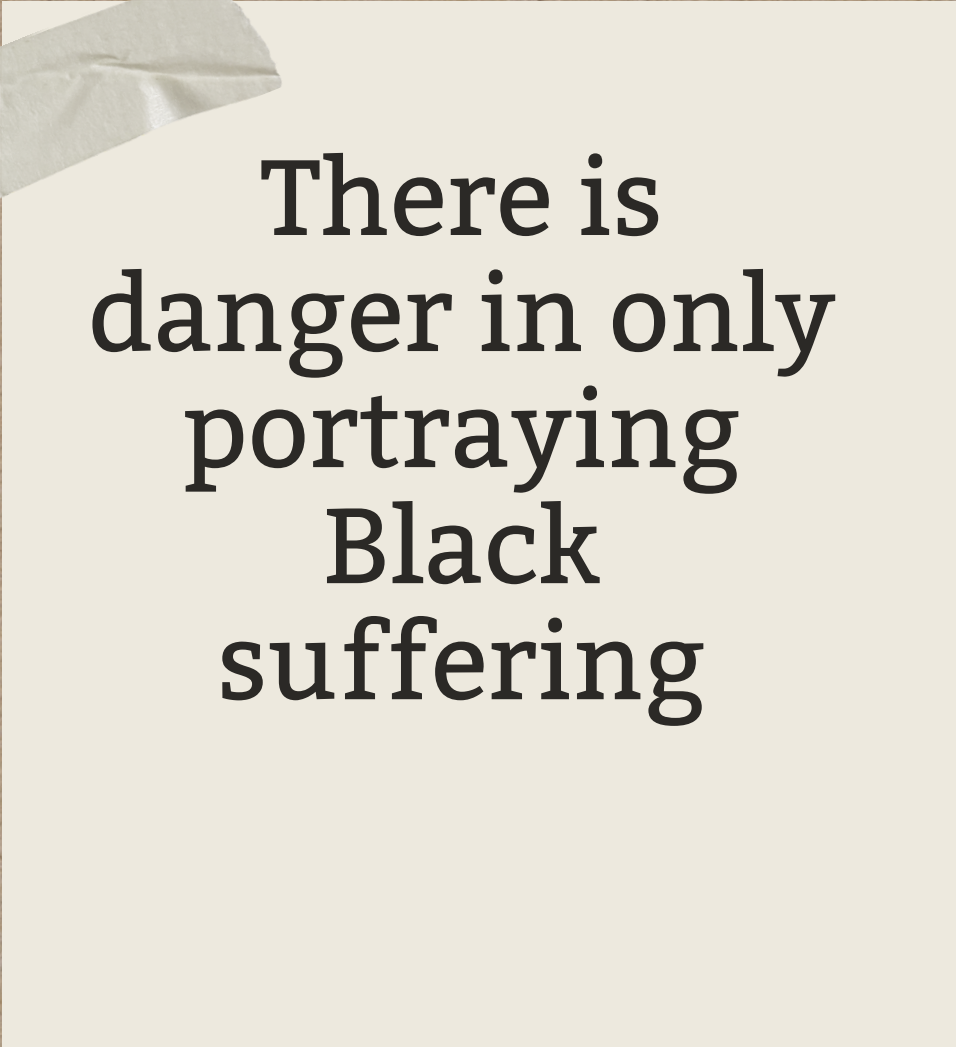
Black Americans experience **real** and **valid** struggles,

Little focus is placed on the joy and humanity that exists in the Black Community.

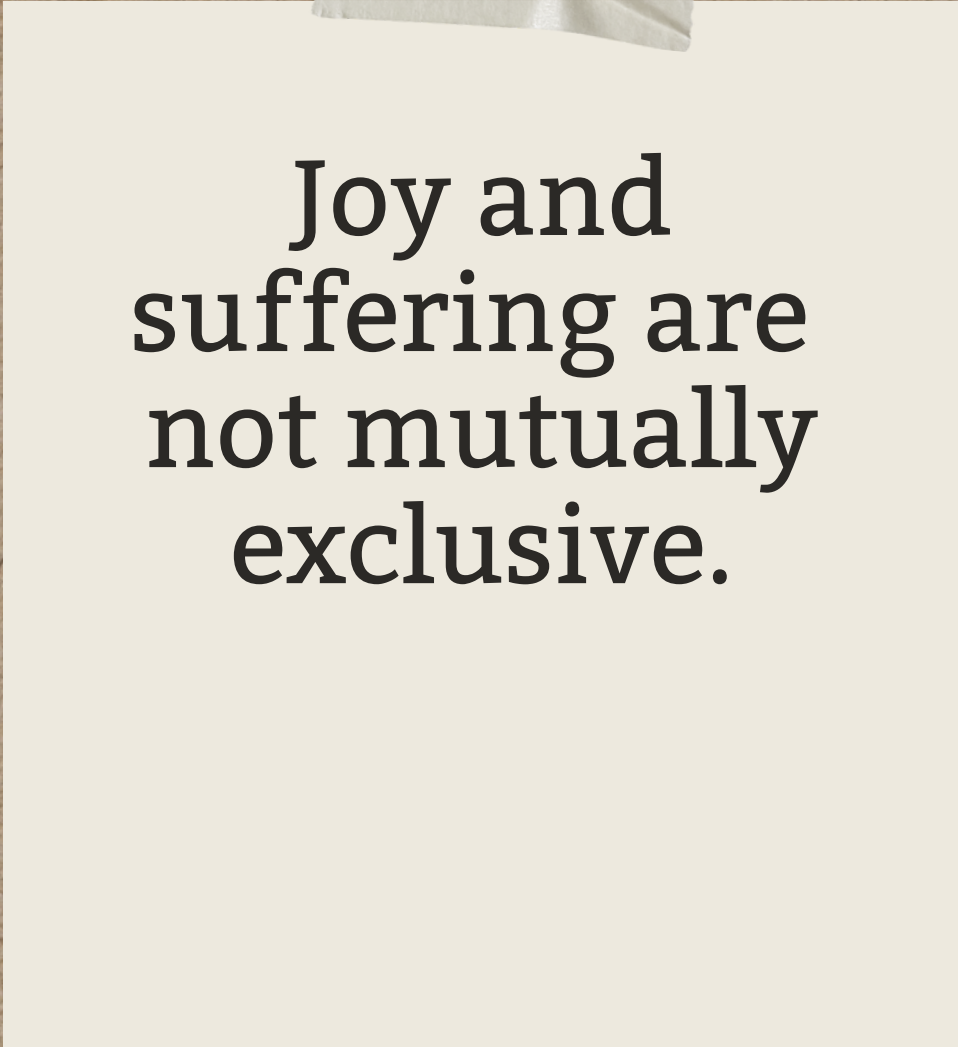




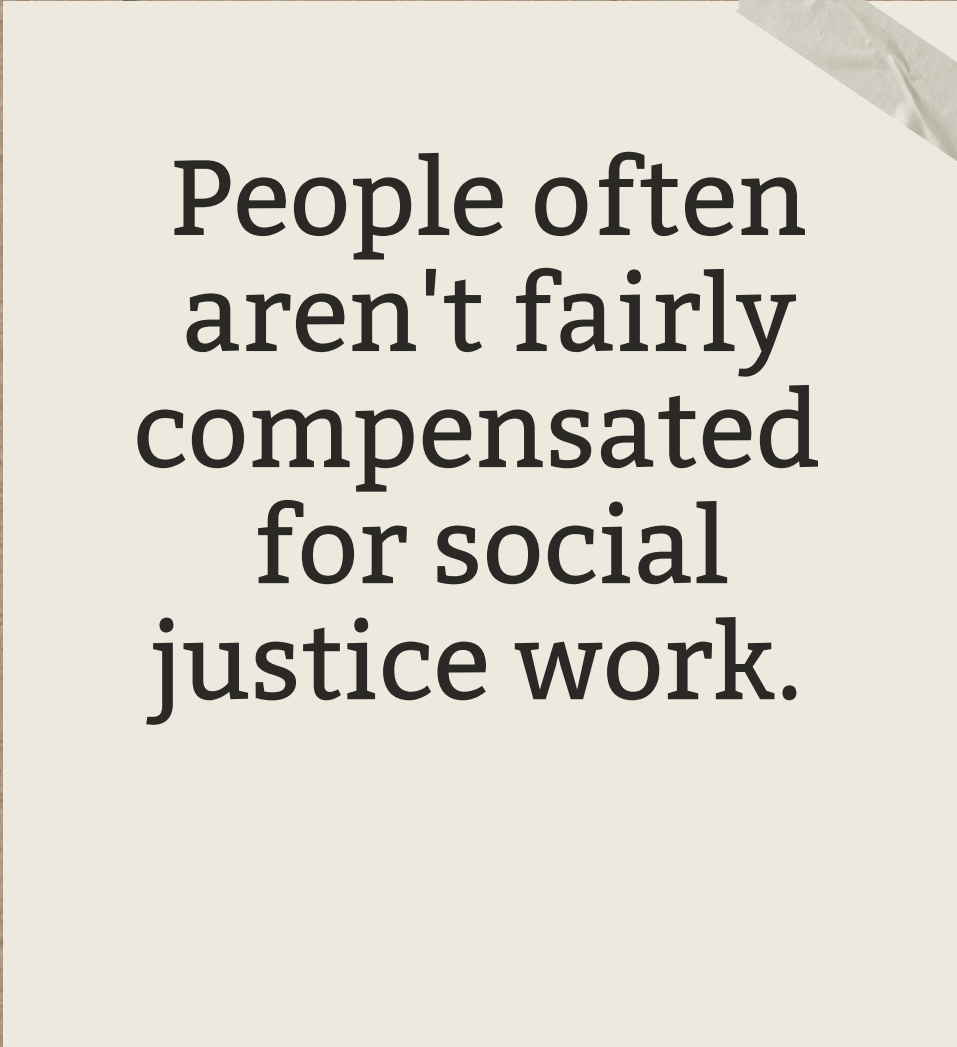
# *Insights*



There is  
danger in only  
portraying  
Black  
suffering

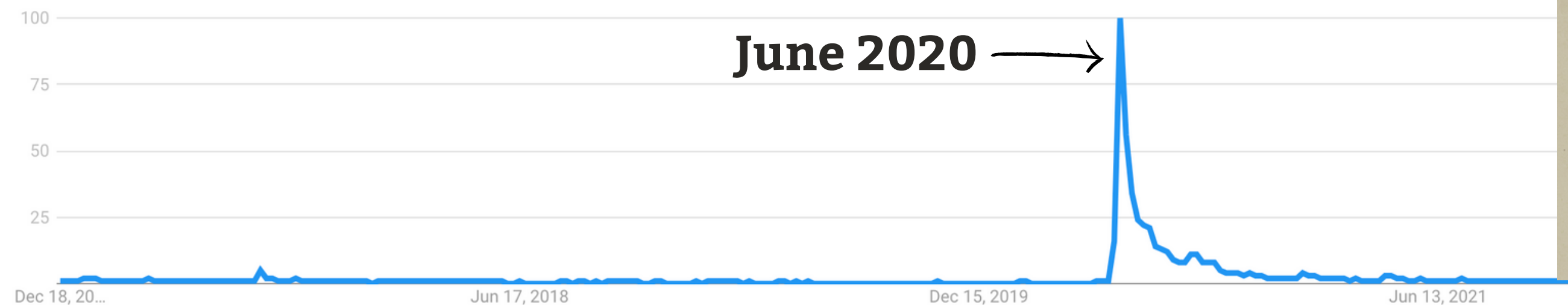


Joy and  
suffering are  
not mutually  
exclusive.



People often  
aren't fairly  
compensated  
for social  
justice work.

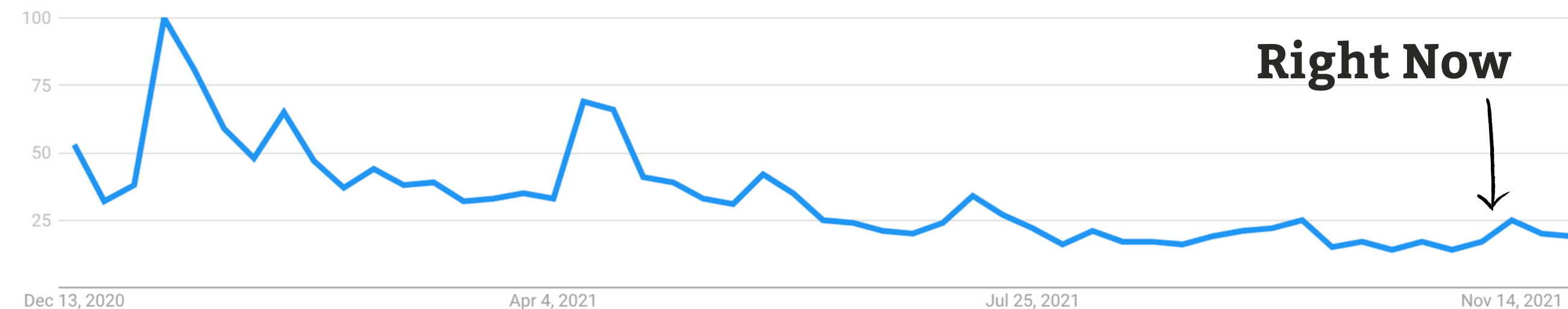
Interest over time ?



Source: Google Trends

Interest over the last 5 years

Interest over time ?



Source: Google Trends

Interest over the last 12 months

# *The Solution*

## **Create**

20 immersive  
artistic experiences  
in rural and  
cosmopolitan areas

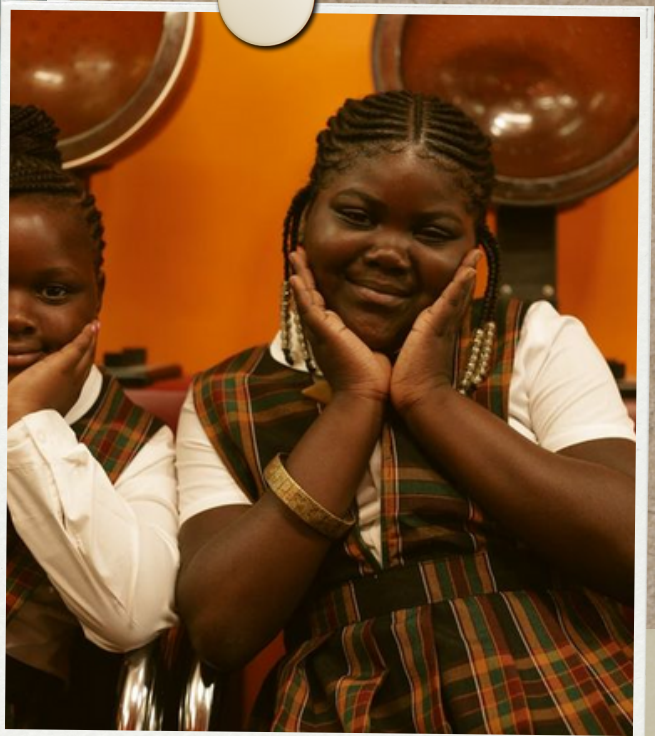
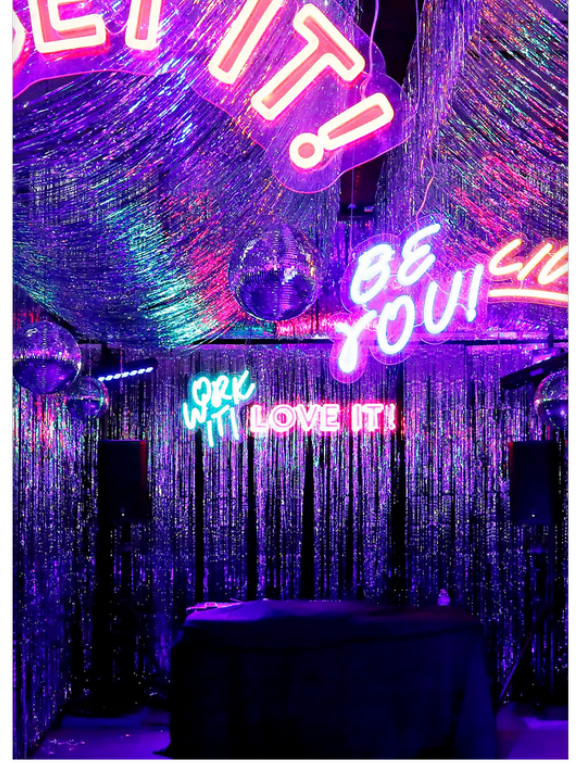
## **Feature**

Black artists' work  
and stories of love  
and joy,  
compensating them  
fairly

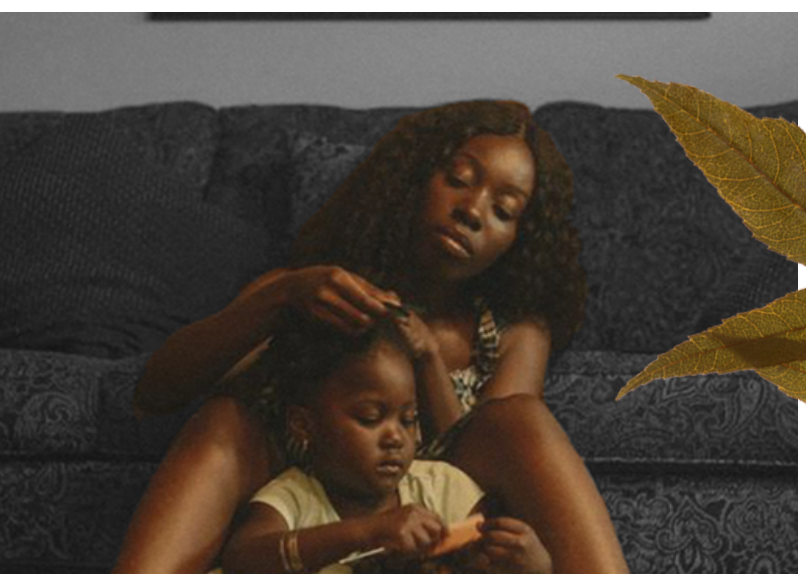
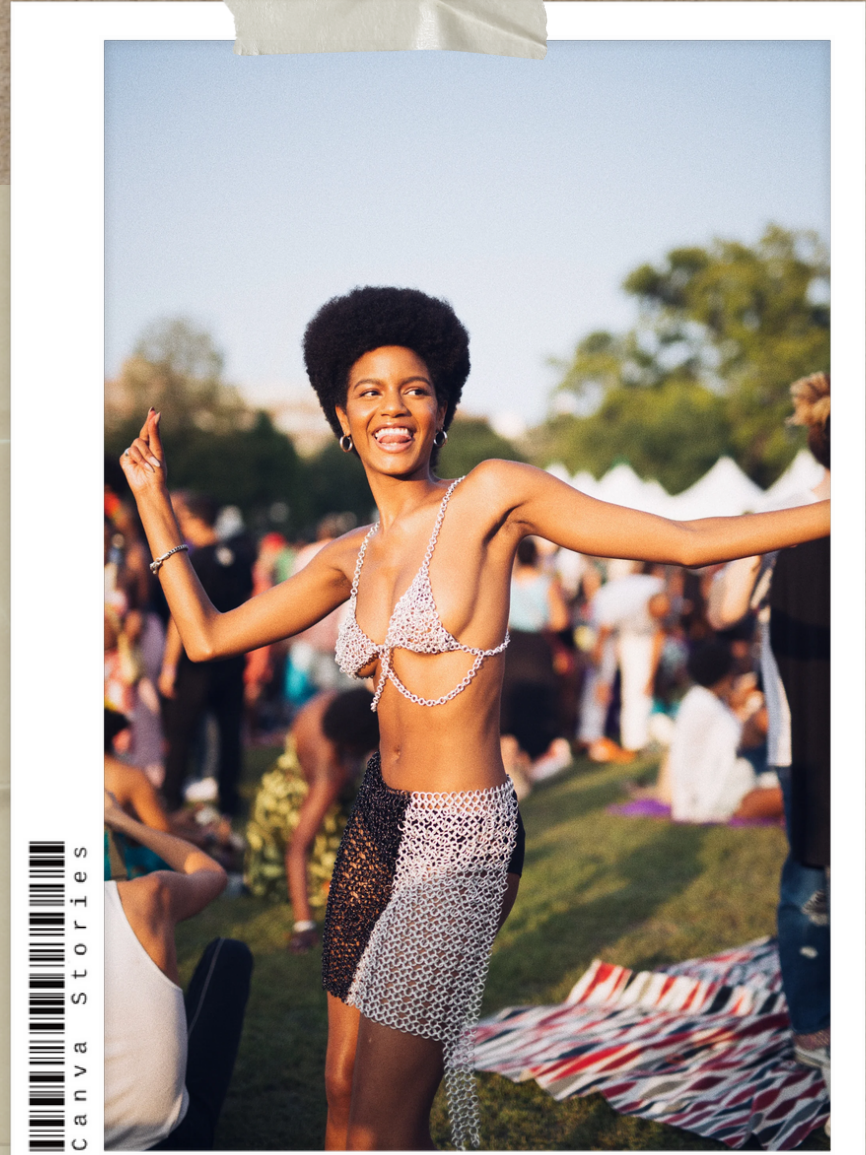
## **Direct**

A nation-wide  
social media  
campaign and  
fostering a space of  
storytelling

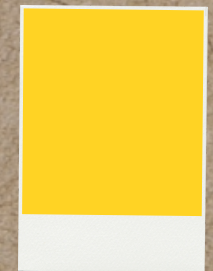
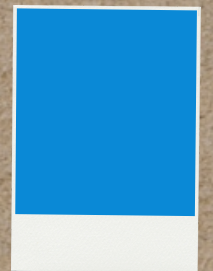
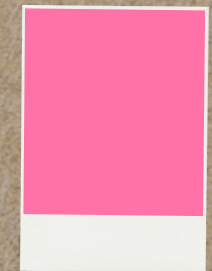
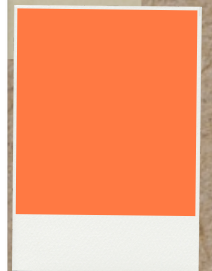
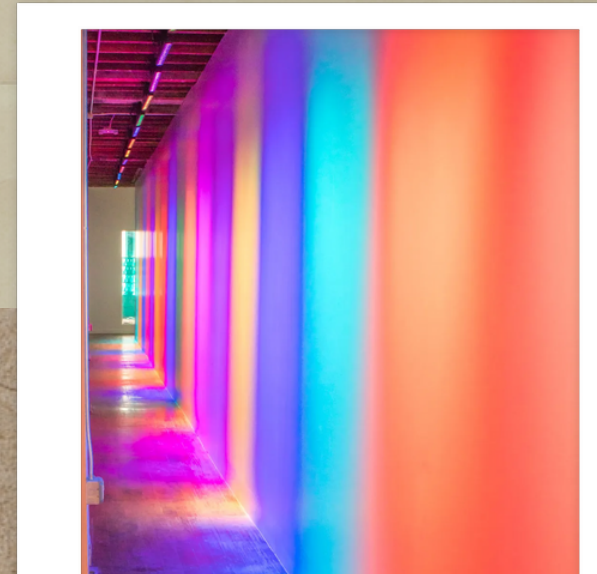




# JOY IN COLOR MOODBOARD



FILM NEGATIVE



**Passion  
Power  
Desire**

**Joy  
Sunshine  
Adventure**



*"Through color,  
we feel; we  
communicate;  
we heal."*

**Personal  
Imaginative  
Compassionate**

**Happiness  
Energy  
Intellect**

**Tenderness  
Hope  
Optimism**



FILM NEGATIVE

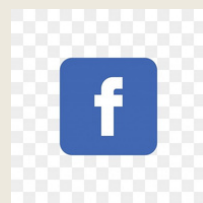
VE





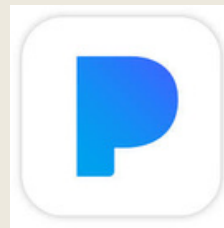
# Personas

Kathy Lynott



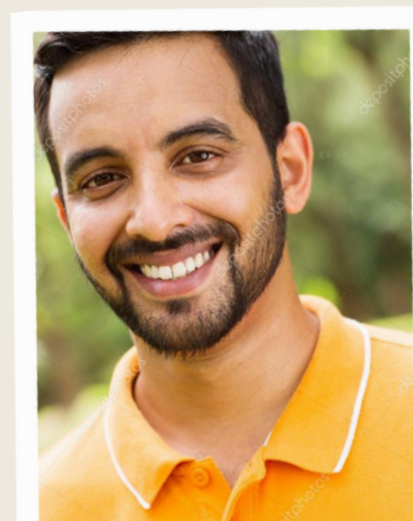
- **Age:** 75 years old
- **Profession:** Retired
- **Location:** Scranton, Pennsylvania
- **Values:** family, truth, academics
- **Brands:** Coke-A-Cola, Denny's, Folgers Coffee

Wendy Kuryan



- **Age:** 53
- **Profession:** Walmart Manager
- **Location:** Salt Lake City, Utah
- **Values:** Community, Family, Kindness, Church
- **Brands:** Sam's Club, Oprah, Bravo, Esty

Arjun Kumar



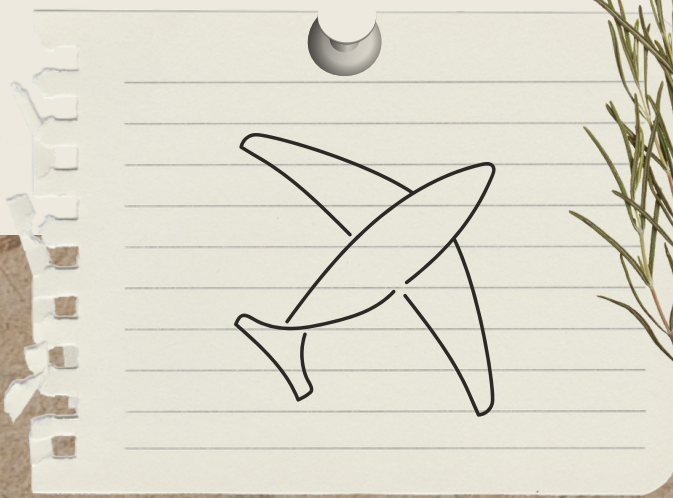
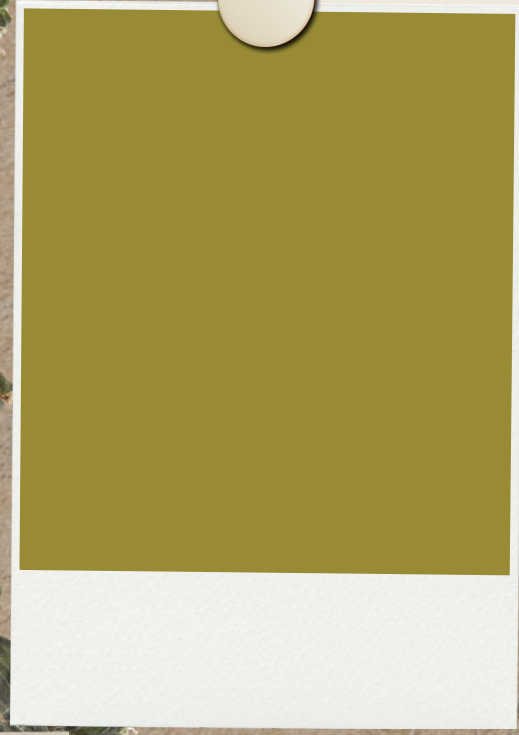
- **Age:** 25
- **Profession:** PHD Student
- **Location:** Trenton, NJ
- **Values:** - Ethical Journalism, Education, Current Events
- **Brands:** Apple, NYT, NPR, GymShark

Ashton Martinez



- **Age:** 21
- **Profession:** Dancer
- **Location:** Los Angeles, California
- **Values:** -Social Justice, Fair and Equal Pay
- **Brands:** Telfar, Fenty Beauty, Youtube

*Out Of Home*



# Joy in Color



*Love* is the  
new Black.

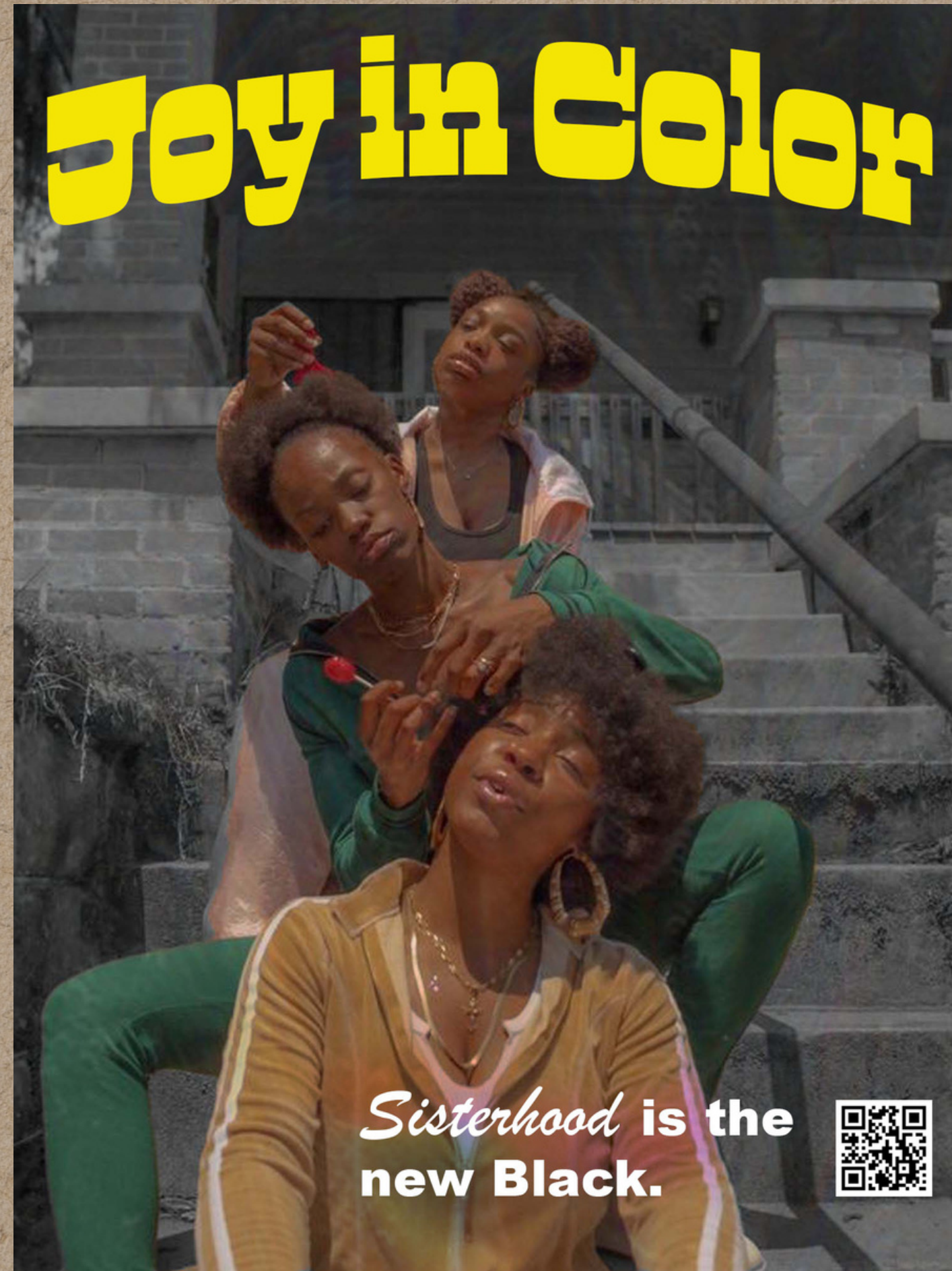


# Joy in Color

*Wonder* is the  
new Black.



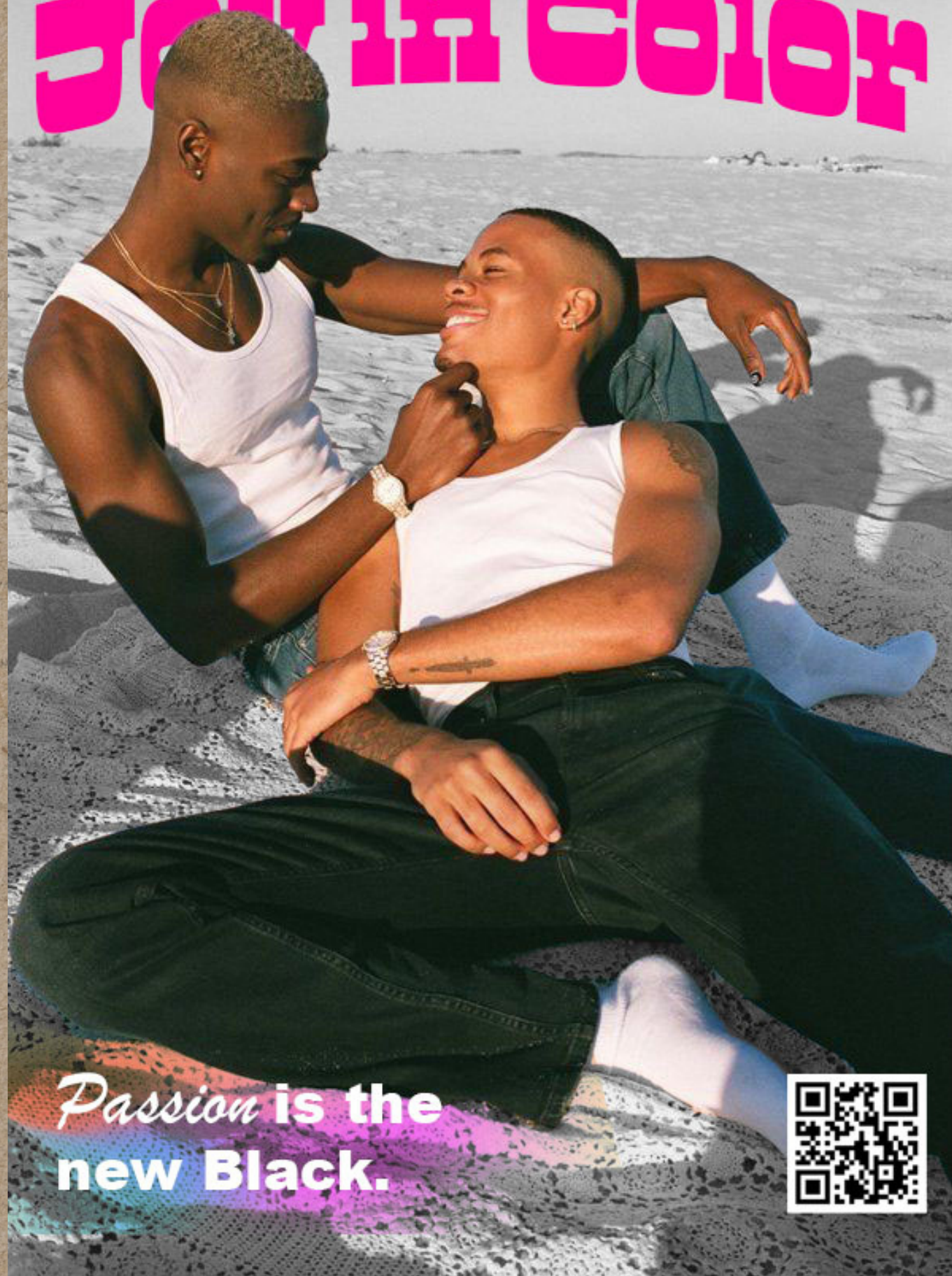
# Joy in Color



*Sisterhood* is the  
new Black.



# Gay in Color



*Passion is the*  
**new Black.**



# Joy in Color



*Freedom* is the  
new **Black.**



# Joy in Color



*Love* is the  
new Black.



# Joy in Color



*Wonder* is the  
new Black.



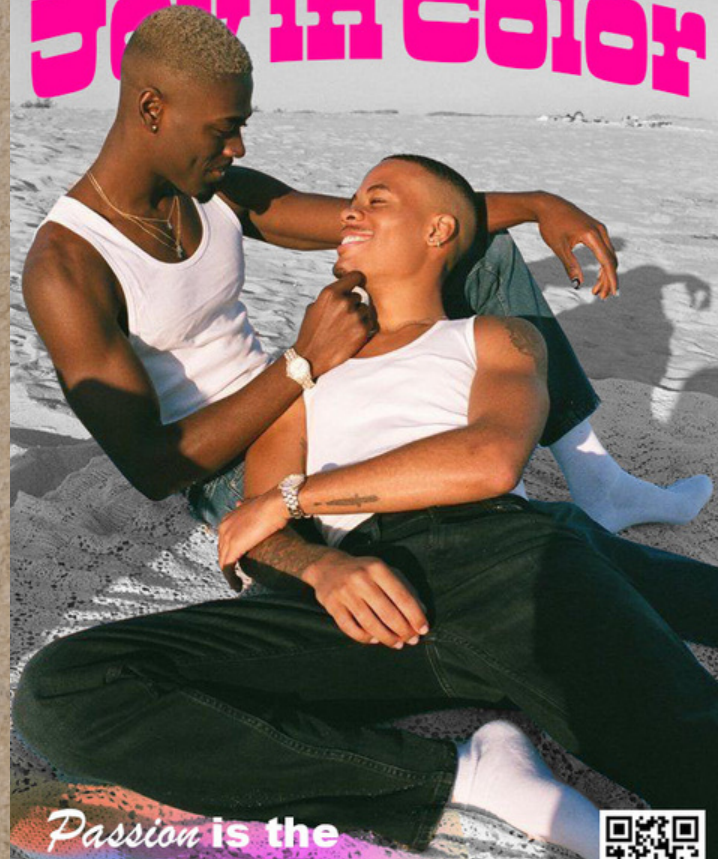
# Joy in Color



*Sisterhood* is the  
new Black.



# Joy in Color



*Passion* is the  
new Black.



# Joy in Color



*Freedom* is the  
new Black.





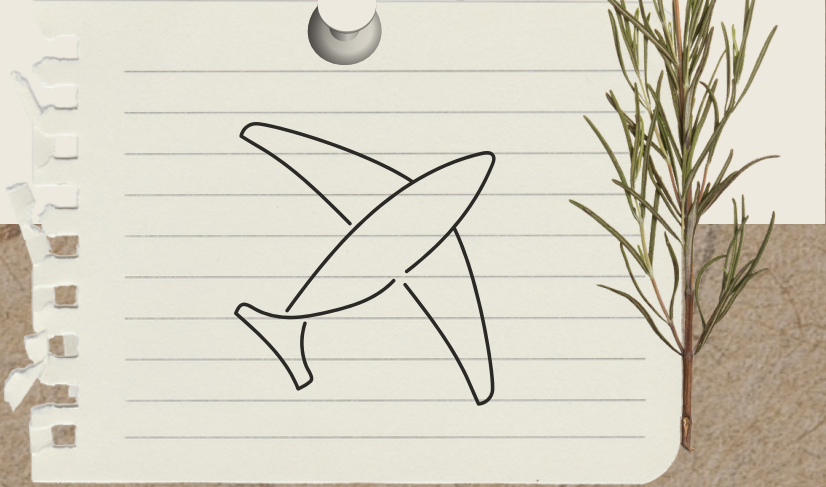
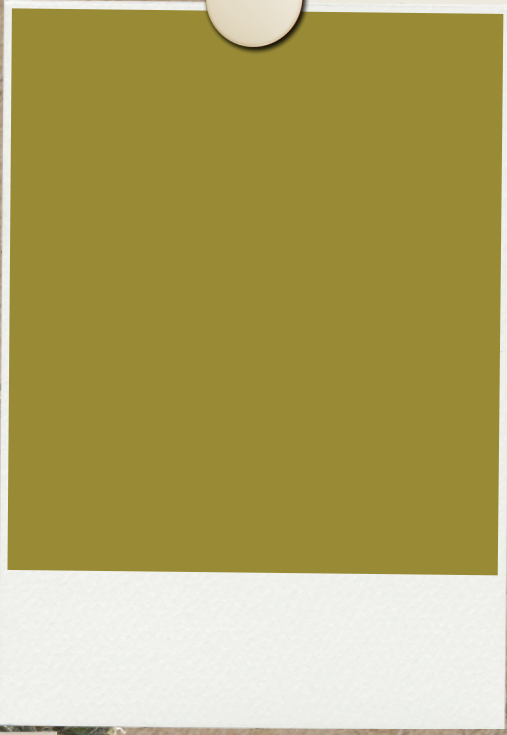
Joy In Color PR



*Joy In Color PR*



*Experiential*



# Joy In Color Exhibit Locations



**18 cities  
90 artists  
infinite joy.**



# **JOY IN COLOR**

Join us for an immersive artistic experience.  
Coming to a city near you.

**10/10/2022 - 11/10/2022**

**@joyincolor**

# *Announcement of Experiential*



*'Heritage' Exhibit Floor Plan*



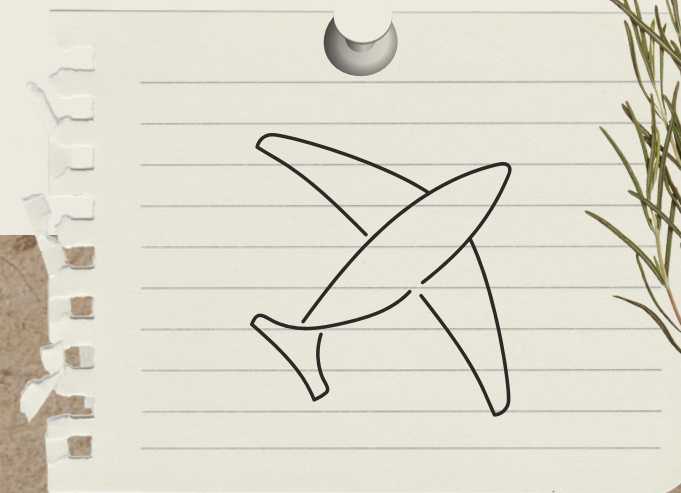
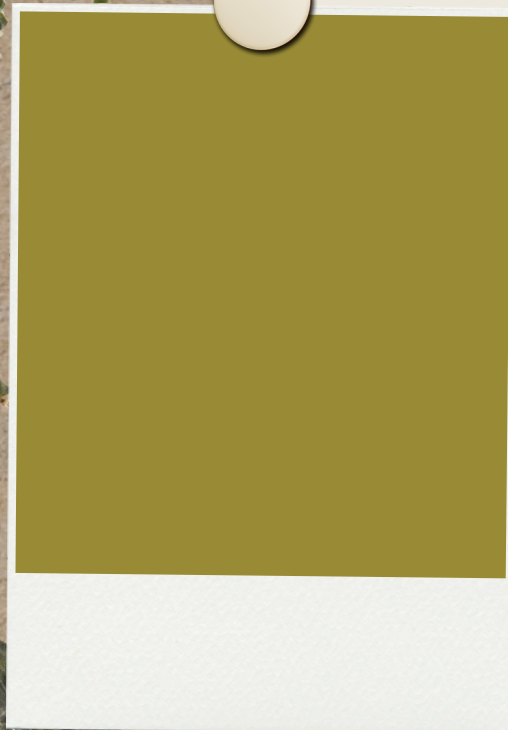
# 'Hairitage' Exhibit Floor Plan







*Social Media*



# #JoyInColor

 iamtabithabrown



23,041 likes

iamtabithabrown Cooking new delicious recipes and teaching them to you all with @cbssundaymorning is my #JoyinColor! Can't thank y'all enough for tuning in!  
View all 224 comments  
October 29

 jnaydaily



2,939 likes

jnaydaily Y'all know I love a good party. Hosting for my girls is where I feel #JoyinColor. I have been on IG for a

 cautiousxclay



3,317 likes

cautiousxclay Music is where I get my #JoyinColor  
View all 28 comments

orangejuliusmusic LOL not my cart falling over 🤔


johanlenox My fav instrument

October 26



# #JoyinColor: User Generated Content

**maya.rose.mc**  
Gov Ball



Liked by amandalzhu and others  
maya.rose.mc Music festivals bring me joy! #JoyInColor

**agapeslens**



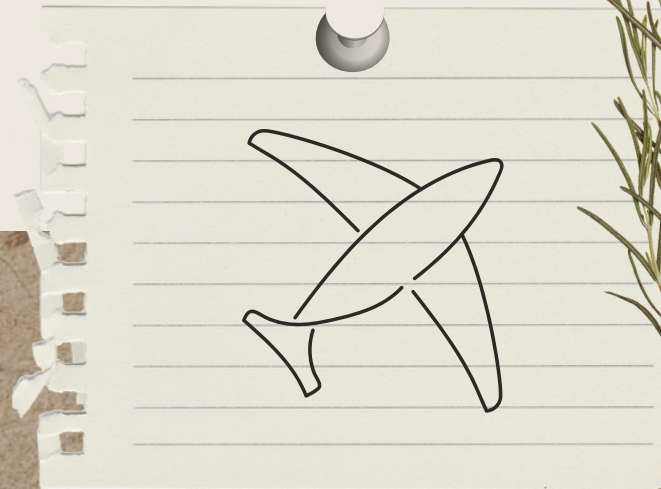
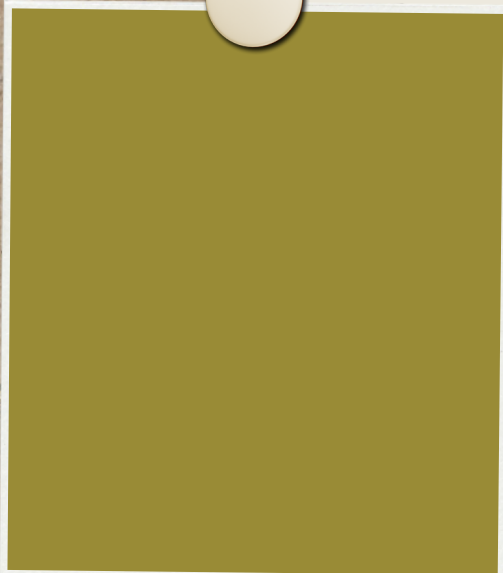
agapeslens Playing dress up! Is my #joyincolor  
7 seconds ago

**daymi\_ay**  
Thai Thai



Liked by danielle.mohie and 198 others  
daymi\_ay Even though it hurts see I smile,  
I know GOD is working so I smile  
He bring me #joyincolor

# User Experience Maps



# UX Map 1- Wendy



Seeing the ads on billboards

Going with her kids

Discovery

Engaging in social media

Experiential

Aftermath

Seeing information again from her kids on social media

Facilitate discussions at home



# UX Map 2: Arjun



See monument  
projection trending  
on NYT

Goes to exhibit to  
take IG pictures but  
learns more

Discovery

Engaging in social  
media

Experiential

Aftermath

Reposting #BLM  
related content to  
social media

More intentional  
about his activism



*Thank you!*



*Joy In Color*

