

Equal Rights Washington Event Promotion Case Study

Company

Equal Rights Washington was founded to further the human rights movement for the lesbian, gay, bisexual and transgender (LGBT) community. They work with fundraising, campaigning and awareness education and hope that one day we will all be treated as equals regardless of gender or sexual identity.

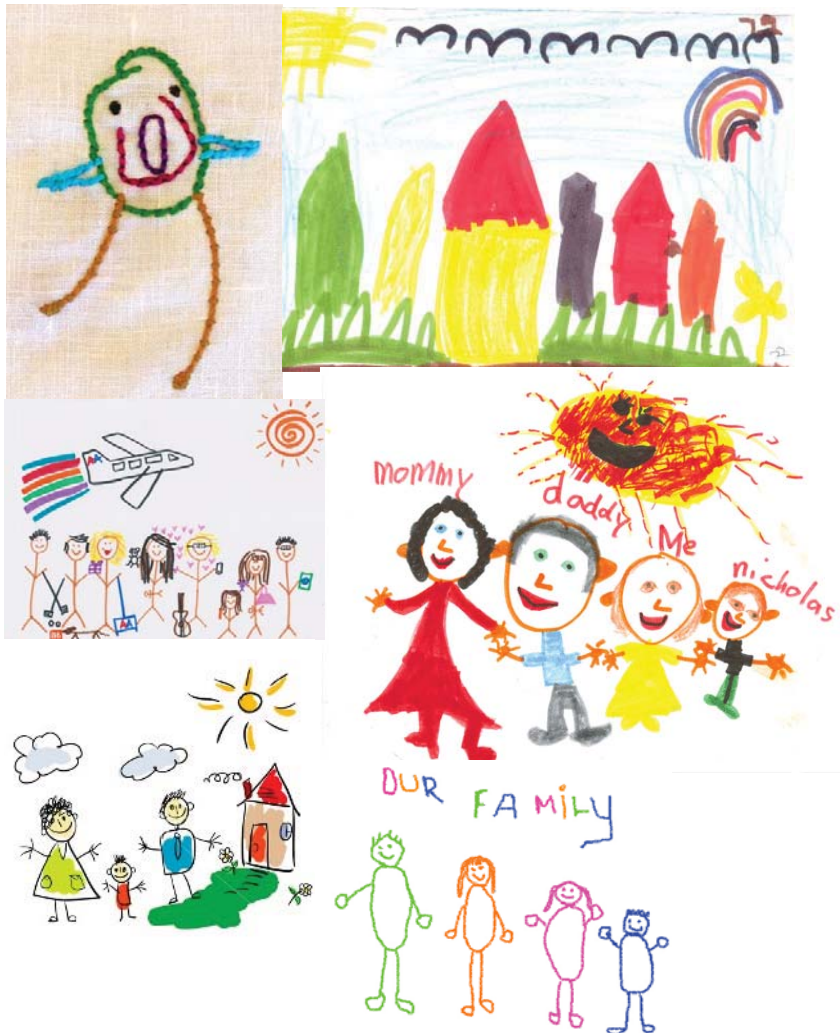
Problem

Equal Rights Washington is hosting an event and a promotion to promote the equality of all families, and need promotional material.

Opportunity and Solution

This gives us the chance to explore how equality affects children and families of all gender. My solution was to use a simple child's drawing of a family, from all of the different kinds of family to try to display how simple equality is to understand if you simply look at it through the eyes of a child.

Inspiration



Finals

