

## Domestic Bliss: Making Change Through Advertising

Megan Ziemann

### Purpose Statement

To educate the Iowa State community on the signs of healthy and unhealthy romantic relationships and empower them to recognize and act on these signs in their own lives through a photo series advertising campaign.

### Situation Analysis

#### Strengths

Skills in creating marketing campaigns from past jobs and projects.

Currently work in violence prevention and know the vocabulary to use when addressing issues of violence.

#### Weaknesses

One person's project - making a lasting impact may be difficult on such a large campus.

Must learn a new photo editing tool to get the desired effect.

#### Opportunities

Presence of a violence prevention program on Iowa State's campus.

Most students are willing to do their part to prevent power-based personal violence.

#### Threats

Presence of rape culture, human trafficking, and existing violence on Iowa State's campus.

Poor campus climate due to racist, sexist, homophobic, and transphobic chalking and threats in the Fall 2019 semester.

### Target Audience

Iowa State students that have made significant connections on campus and may be in a serious romantic relationship themselves. They wish to feel comfortable and safe in their own relationships and strive to be ready and willing to reach out for help themselves or on behalf of someone else.

#### Barriers

- Bystander effect
- Not wanting to call out a friend
- Past trauma
- Fear of retaliation

### Actors



MACEY BRACKIN (SHE/HER/HERS) is from Humeston, Iowa and is a liberal arts student at Des Moines Area Community College. She will be attending the University of Iowa in the fall to study Theater and Cinema. She's been in shows such as *Fuddy Meers* (Claire), *Love's Labor's Lost* (Rosaline), and *The Matchmaker* (Dolly Levi). She hopes to pursue a career in film but eventually aims to teach drama on a collegiate level.

AKAN DUT (HE/HIM/HIS) is a soon-to-be graduate from the Des Moines Area Community College theatre program. His interests include acting, music, and film. In addition to this project, he has performed in *The Matchmaker*, *Circle Mirror Transformation*, and a handful of on-camera gigs.



HAILEY GENTZ (SHE/HER/HERS) is a sophomore taking theatre classes in Ankeny, Iowa. During her time as an actor, she has had the opportunity to work in many productions, speech competitions, and choirs. She was given the opportunity to play the role of Sarah Brown in DMACC's spring performance of the musical *Guys and Dolls*. In the future, she plans to study at Columbia College in Chicago and graduate with a degree in acting and music.

ADAM HORTON (HE/HIM/HIS) is a Theatre and Performing Arts student at DMACC and is honored to be a part of this project. Adam has been in several theatre productions in the Des Moines metro area, including *Fuddy Meers* by David Lindsey-Abaire, *The Matchmaker* by Thornton Wilder, *Love's Labour's Lost* by William Shakespeare, and *Eat Your Heart Out* by Courtney Baron. He has also been featured as a lead actor in Iowa short films like *Intervention* written by Ben Matthews, and a new production that is on its way.



### Marketing Mix

#### Product

Photo series depicting couples in color with something "off" in the black and white background.

#### Price

Free to access.

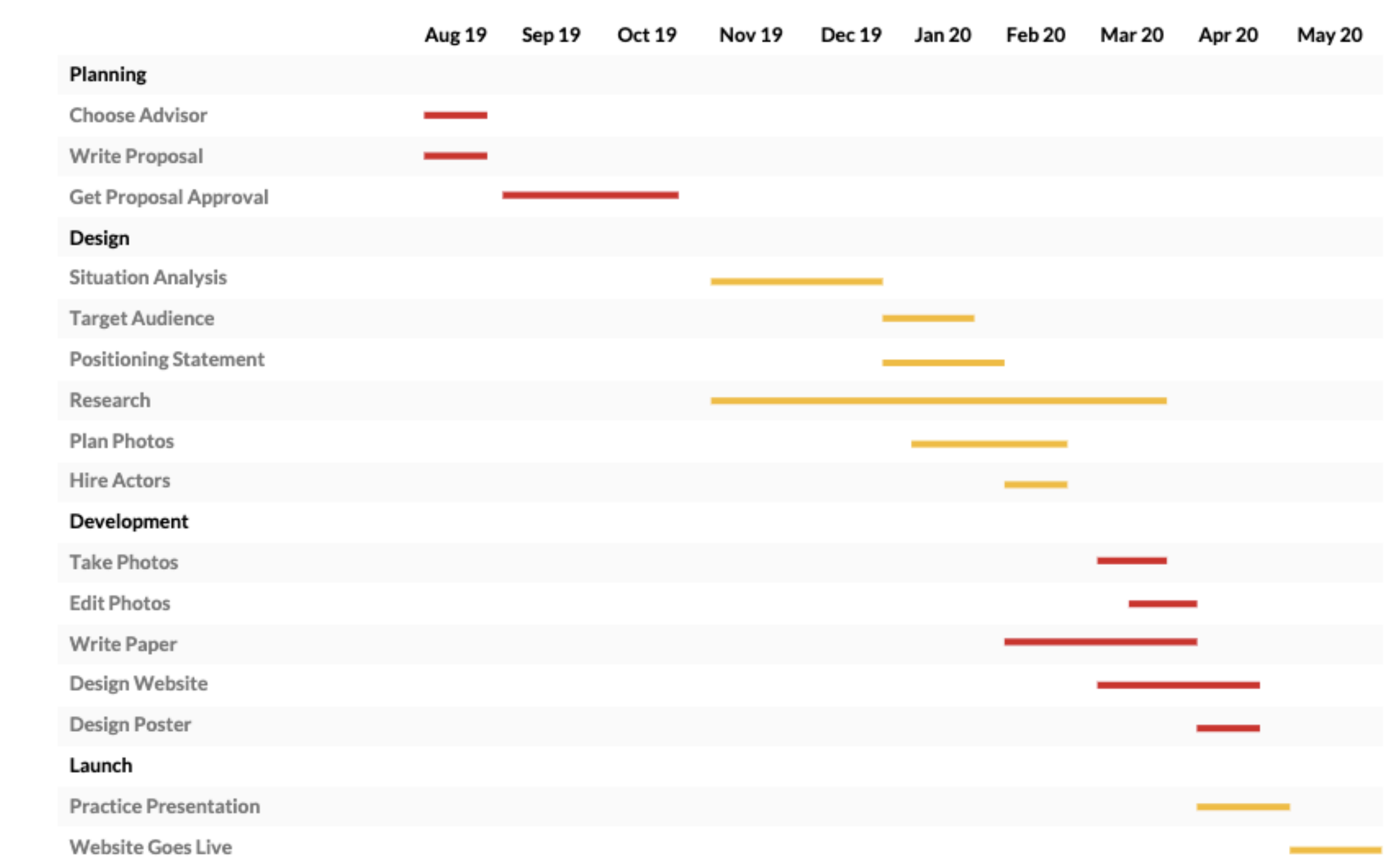
#### Place

Online through Squarespace, physically at the Honors Poster Presentation.

#### Promotion

Social media - buildup to launch the week before, launched on May 1, 2020. Word of mouth.

### Implementation Plan



### Website

Scan the QR code to the right to access my website and read more of my work.

