

The background of the image features a repeating pattern of stylized, elongated leaves in a muted sage green color. The leaves are arranged in a way that creates a sense of depth and movement, with some leaves appearing to be in the foreground and others receding into the background. The overall aesthetic is clean and modern, with a focus on natural elements.

# Divestment Day

A Good Excuse For A Party

# The Problem

There is a large group of people who either identify as being environmentally aware or want to become more environmentally conscious.

The main issue for this group is the lack of knowledge and resources that look at sustainability from a non-mainstream perspective - rather than just recycling, avoiding plastic, etc. They may want to do *more*, but are unsure of how to do so.

Changing lifestyles may seem daunting, therefore not as many people are taking the extra steps to help the environment.

An abstract graphic consisting of several thick, light green lines that intersect and loop, creating a complex, geometric pattern on the left side of the slide.

# The Solution

We want to inspire people to divest their money from unethical super funds and banks. We understand the process of divesting may seem unfamiliar and daunting, so we want to de-stigmatise the process and make it as simple and easy as possible.

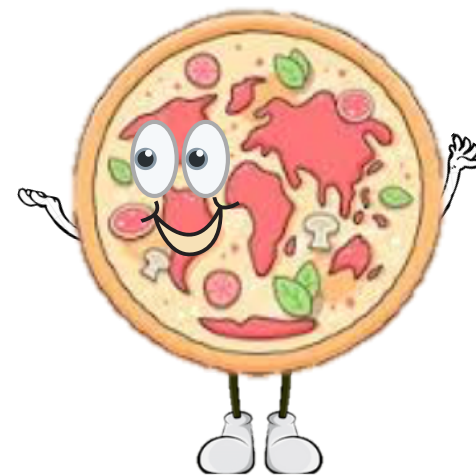
Our main goal is to create a campaign for Divestment Day, throughout which our audience are given the resources to learn where their money is being invested. Generally our audience is anyone with a super/bank account, specifically people who are already environmentally conscious.

The day itself will promote a social event where people can gather in their homes and all divest together, in a quick, easy and social way.

# Branding

The branding will be kept fun and lighthearted. We will utilise a colour scheme predominantly made up of green and white/grey, consistent across all content.

To keep the lighthearted, social aspect of Divestment Day, our logo will be a combination of a pizza and planet earth - catering to our environmental aspect and the thing we are promoting (a pizza party)!



# Components

A series of ads and other content across various mediums that explains, inspires and encourages people to participate in Divestment Day. In conjunction with the following, a website will be created at the start of the journey to act as an all-in-one resource of information.

Examples:



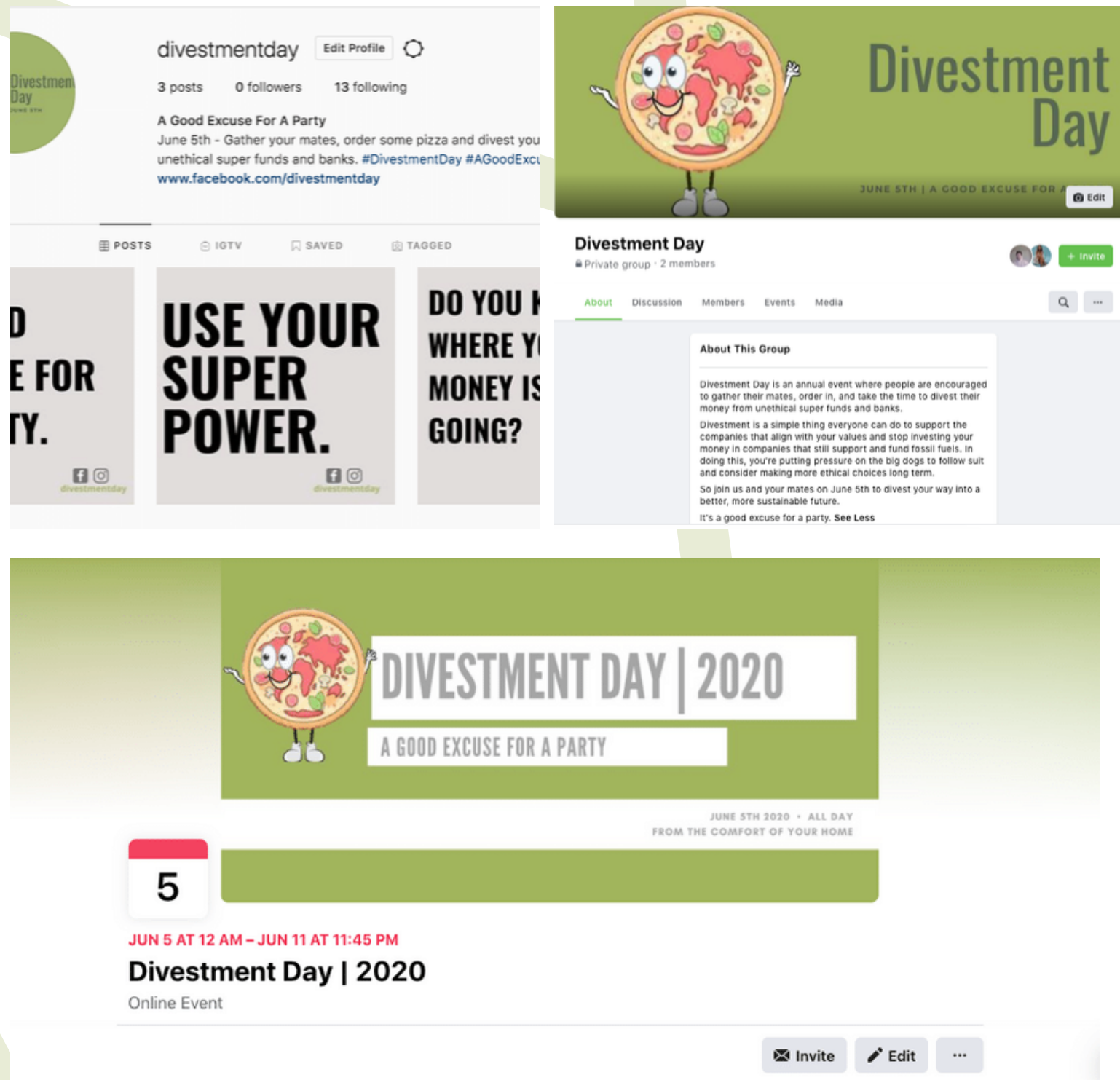
# Phase 1:

## Instagram and Facebook

A series of social media posts - Facebook, Instagram - to spark interest amongst the public. Instagram content will be simple text pictures with informative captions utilising the hashtags #DivestmentDay and #AGoodExcuseForAParty.

Facebook posts will mirror Instagram, posted in a group called Divestment Day. A public event will be created for June 5th where people can click 'attending' and encourage others to do so.

[www.facebook.com/groups/divestmentday](https://www.facebook.com/groups/divestmentday)  
[www.facebook.com/events/283389259349053](https://www.facebook.com/events/283389259349053)  
[www.instagram.com/divestmentday/?hl=en](https://www.instagram.com/divestmentday/?hl=en)





# Phase 2:

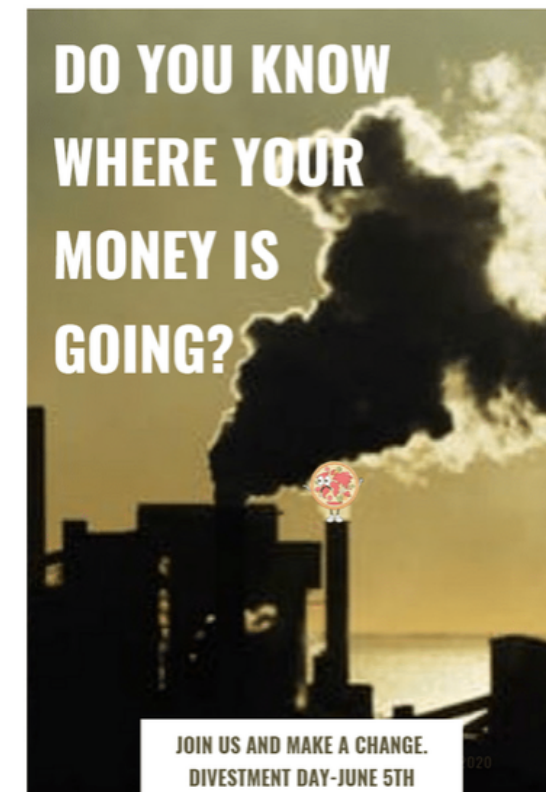
## Posters

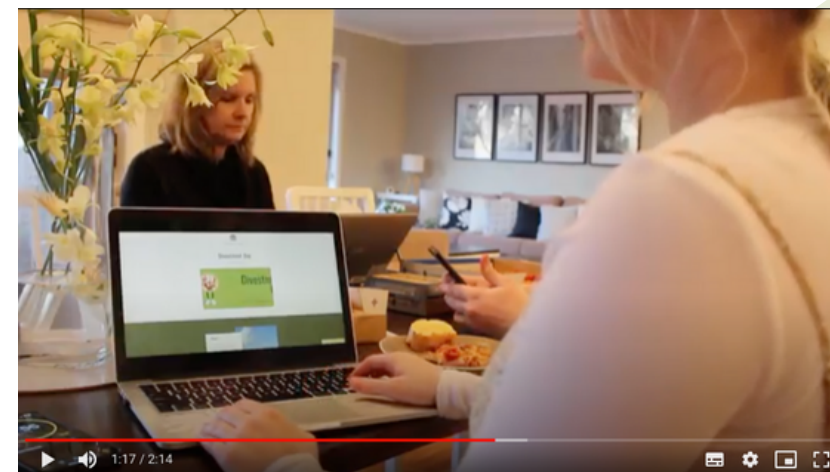
Two promotional posters to be distributed across the social media platforms and in physical shop-front locations - the physical form being one double-sided poster.

The first poster is a hype-up, with the details of the Divestment Day event, encouraging people to participate with friends and to 'like' our socials.

The second poster will feature more information explaining what divestment is, why it's important and how to do it.

[https://www.canva.com/design/DAD89k9wHr0/D5lnMQojzRVG8uaHj81dMw/view?](https://www.canva.com/design/DAD89k9wHr0/D5lnMQojzRVG8uaHj81dMw/view?utm_content=DAD89k9wHr0&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink)  
[utm\\_content=DAD89k9wHr0&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink](https://www.canva.com/design/DAD89k9wHr0/D5lnMQojzRVG8uaHj81dMw/view?utm_content=DAD89k9wHr0&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink)





## Phase 3:

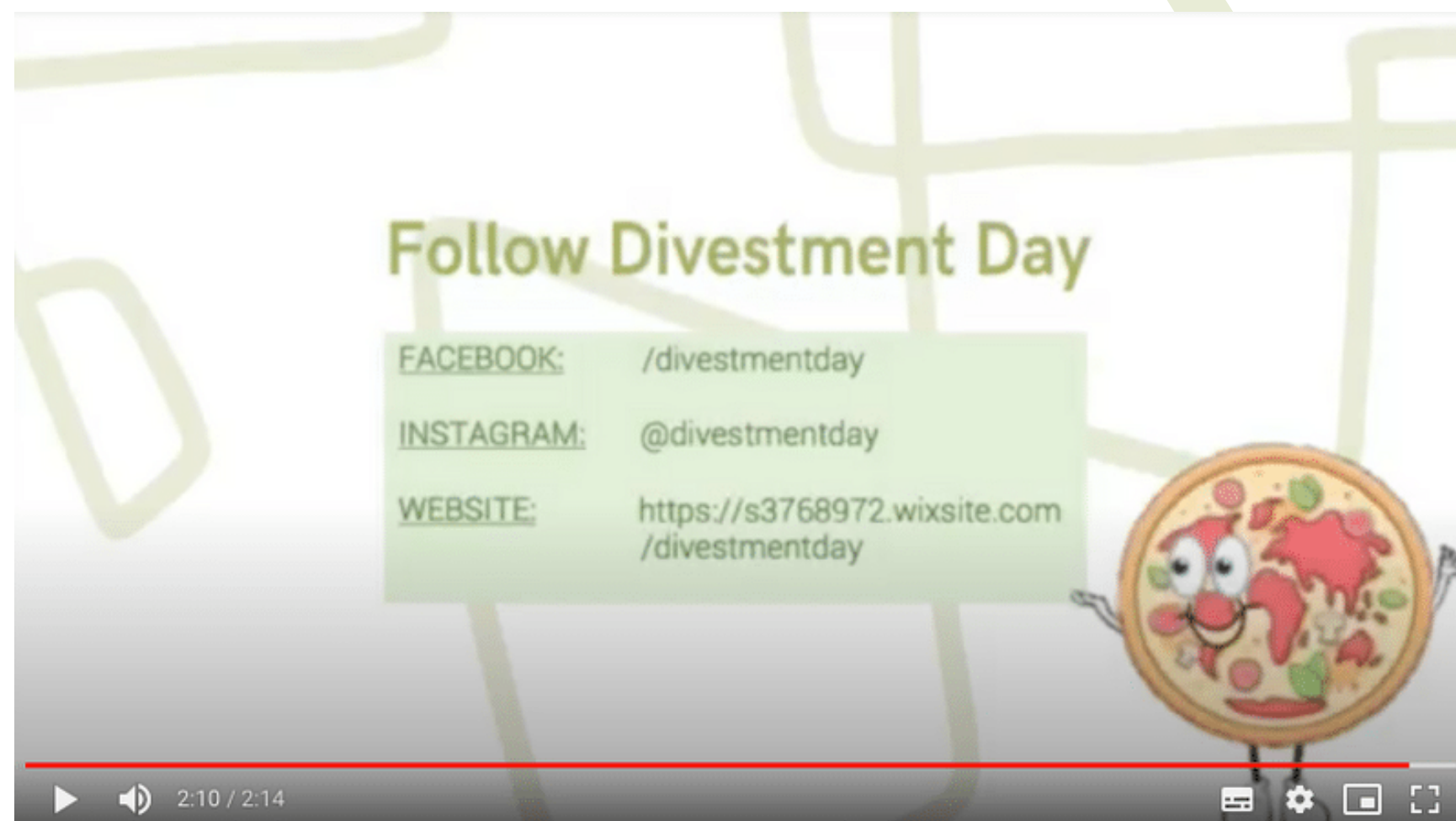
### Audio/Visual Content

A short video that mirrors the information in the posters from phase 2 to be released across our social media platforms.

It will consist of a group of people participating in Divestment Day together, and will feature a voiceover encouraging and explaining the process of divestment in a casual, entertaining way.

This will be the last component of the campaign as people will, at the point of viewing, already be familiar with our previous content.

<https://drive.google.com/drive/folders/16xnHfJ5Chztx8zkblT4n5SO9T1-jcRGF>





# Throughout:

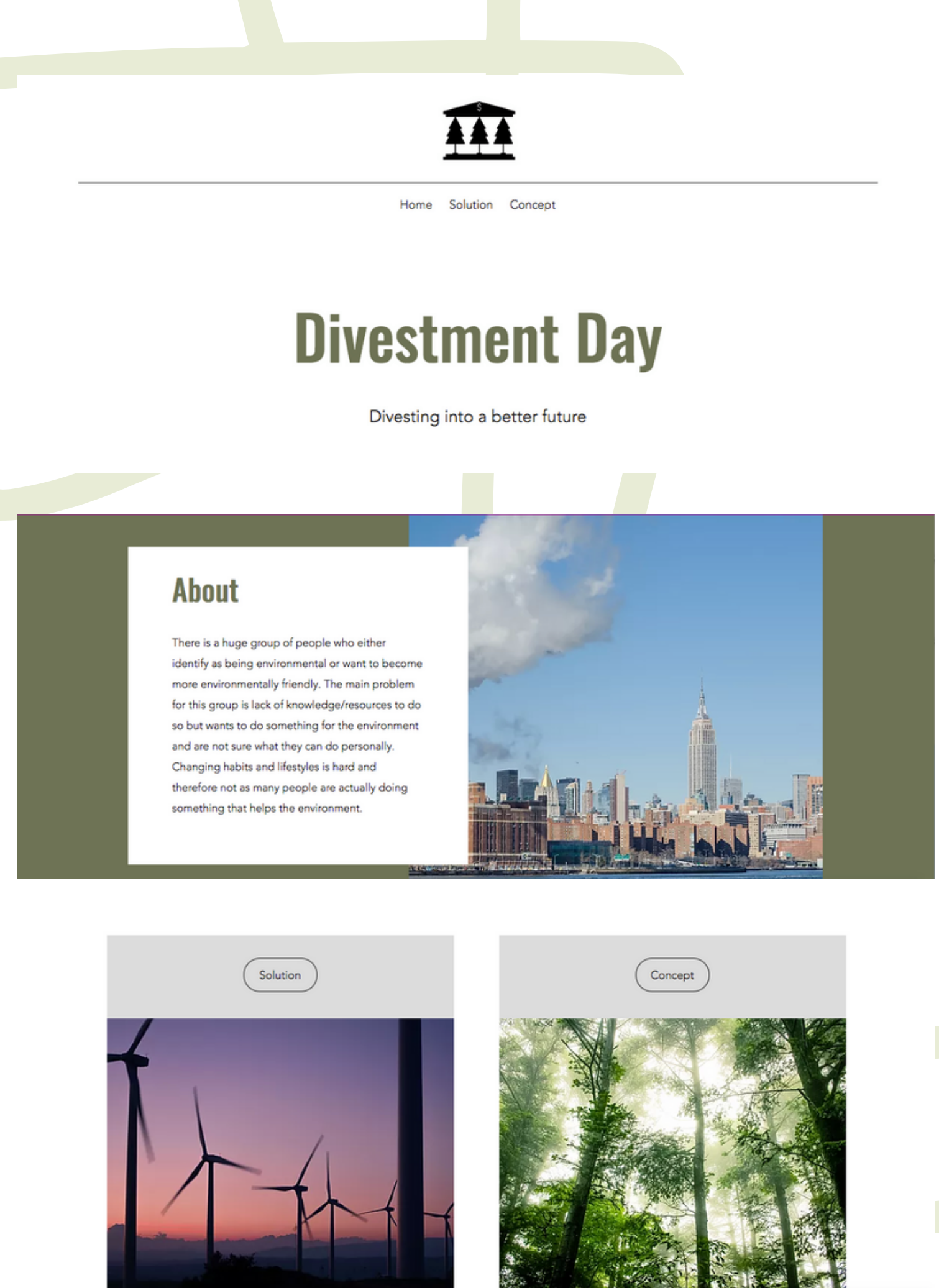
## Website

We've created a website that will act as a library of resources and content for people to visit for more information about Divestment Day, and divesting more generally.

It will feature links to resources such as Market Forces and Super Switch, two organisations who have already investigated which banks and supers are the most ethical.

It will also feature articles about why divesting is important to further convince and inspire people to participate in the cause all year round.

[https://s3768972.wixsite.com/divestmentday?fbclid=IwAR27GUeI8\\_i-6h2biadXfZKA1EoDkLOSl1-riWVQNtJ72Lnfi1IZ6zUirdk](https://s3768972.wixsite.com/divestmentday?fbclid=IwAR27GUeI8_i-6h2biadXfZKA1EoDkLOSl1-riWVQNtJ72Lnfi1IZ6zUirdk)



The background features abstract, hand-drawn green lines that form a grid-like pattern of squares and rectangles, some of which are slightly tilted or irregular, creating a modern, organic feel.

# **Why we support Divesting**

Divesting is a great way for people to practice their sustainability in a meaningful way.

Voting with your dollar is one of the most effective ways to show big businesses and policy makers what you care about and where your ethics lie, and divesting is just one part of that.

By divesting, people put pressure on big companies to change their behaviour and start acting in a way that will create a better future for all generations - all the while supporting companies that do align with your own personal ethics.

# Follow Divestment Day

Facebook

[/divestmentday](#)

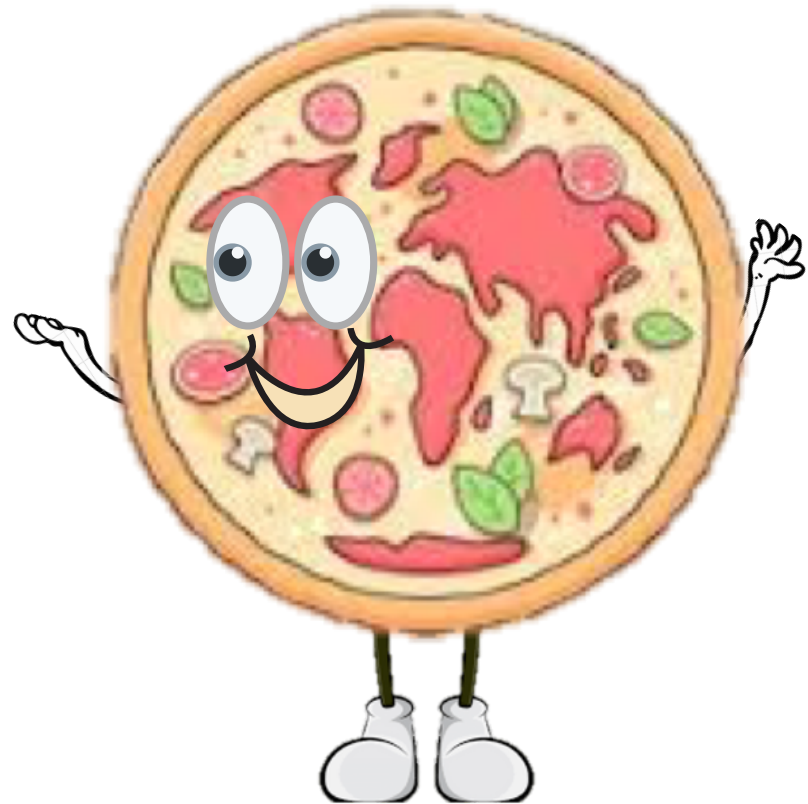
Instagram

[@divestmentday](#)

Website

[divestmentday.com.au](#)

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