

Appendix 1

OneMississauga Campaign

Initial Creative Directions

Campaign Objectives

To connect our City by actively and poignantly addressing and combatting hate, discrimination, and racism in our community.

How?

Now: creating a starting point through an initial overarching campaign which will aim to:

- raise/build awareness
- foster curiosity over judgment
- promote unity and allyship
- promote a move away from merely countering and tolerating to actively respecting, embracing, and celebrating

How?

Future: Address existing barriers and take action against hate against specific identified community groups through co-creation.

Tone

- firm, strong, direct
- in-your-face although not accusatory
- eye-catching
- provocative



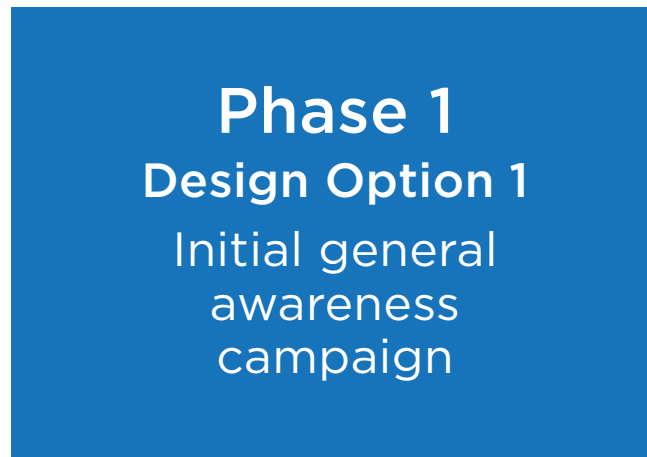
**“Go back to where
you came from!”**

“Go back to where
you came from!”

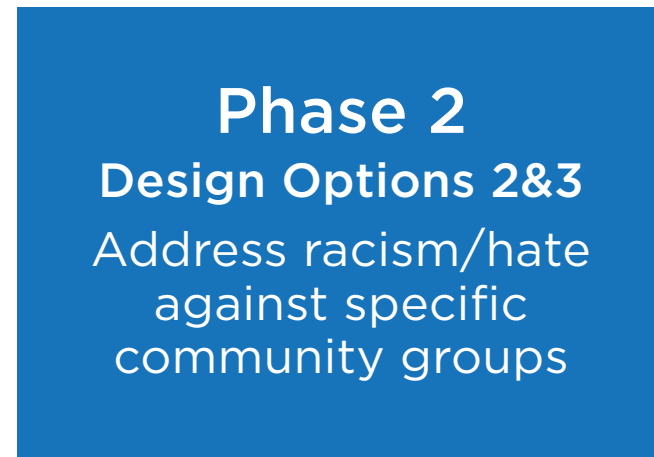
Where, Port Credit?

By leveraging attention-getting **racist and hateful statements**, we are creating awareness and fostering curiosity by reclaiming the narrative through a series of **retorts** which flip the hate.

We propose a two-pronged phased campaign approach to bring this same **insult/retort** concept to life:



City-led



New look co-created with specific communities
(same concept as Phase 1)


Phase 1

(Design Option 1)

**Go back
to where
you came
from!**

**Where?
Port Credit?**

Embrace and celebrate our diversity.
OneMississauga.ca



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Phase 2

(Design Options 2 & 3)

The following are possible design approaches to be co-created in consultation with specific community groups.

**GO BACK TO
WHERE YOU
CAME FROM!**

Where, Port Credit?

Embrace and celebrate our diversity.
OneMississauga.ca

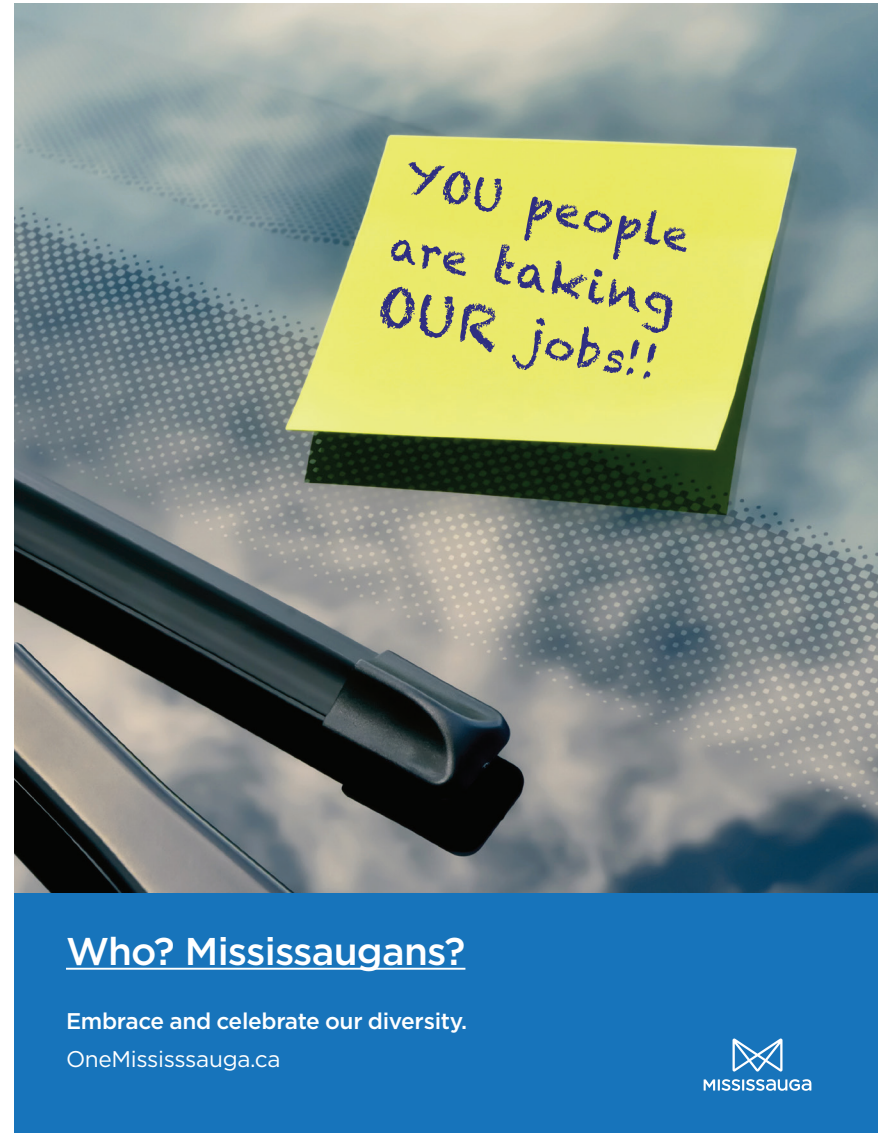
Sam Jon
You don't sound Black...

1 d Love Reply 245

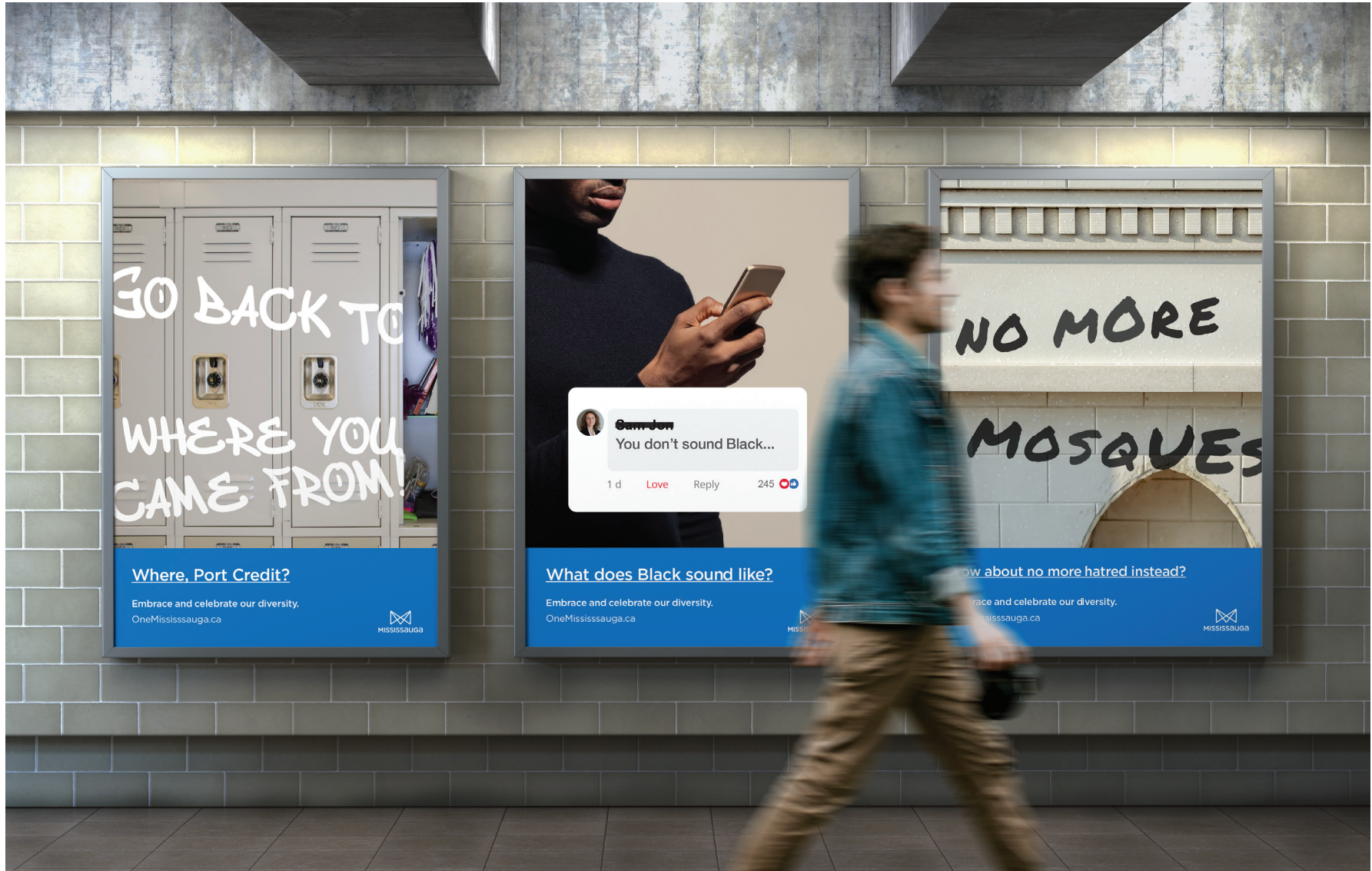
What does Black sound like?

Embrace and celebrate our diversity.
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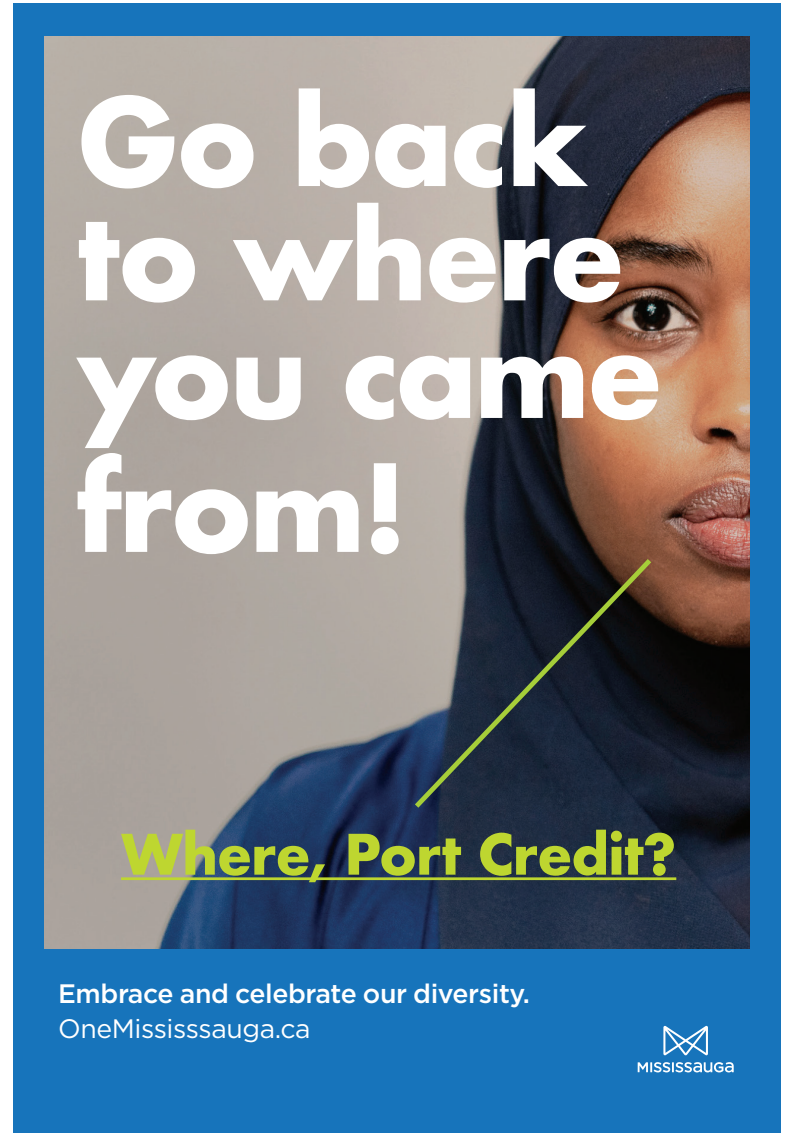
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It's just a phase.

This is who I am.


Embrace and celebrate our diversity.
OneMississauga.ca



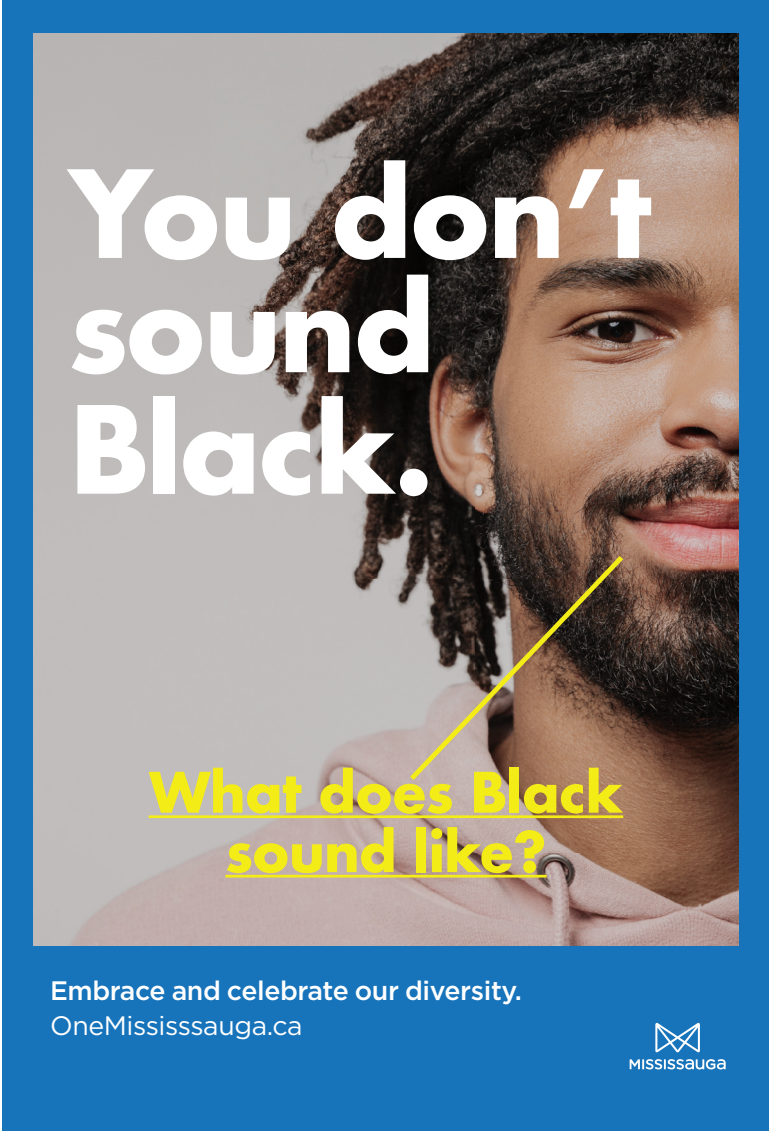
Go back to where you came from!

Where, Port Credit?

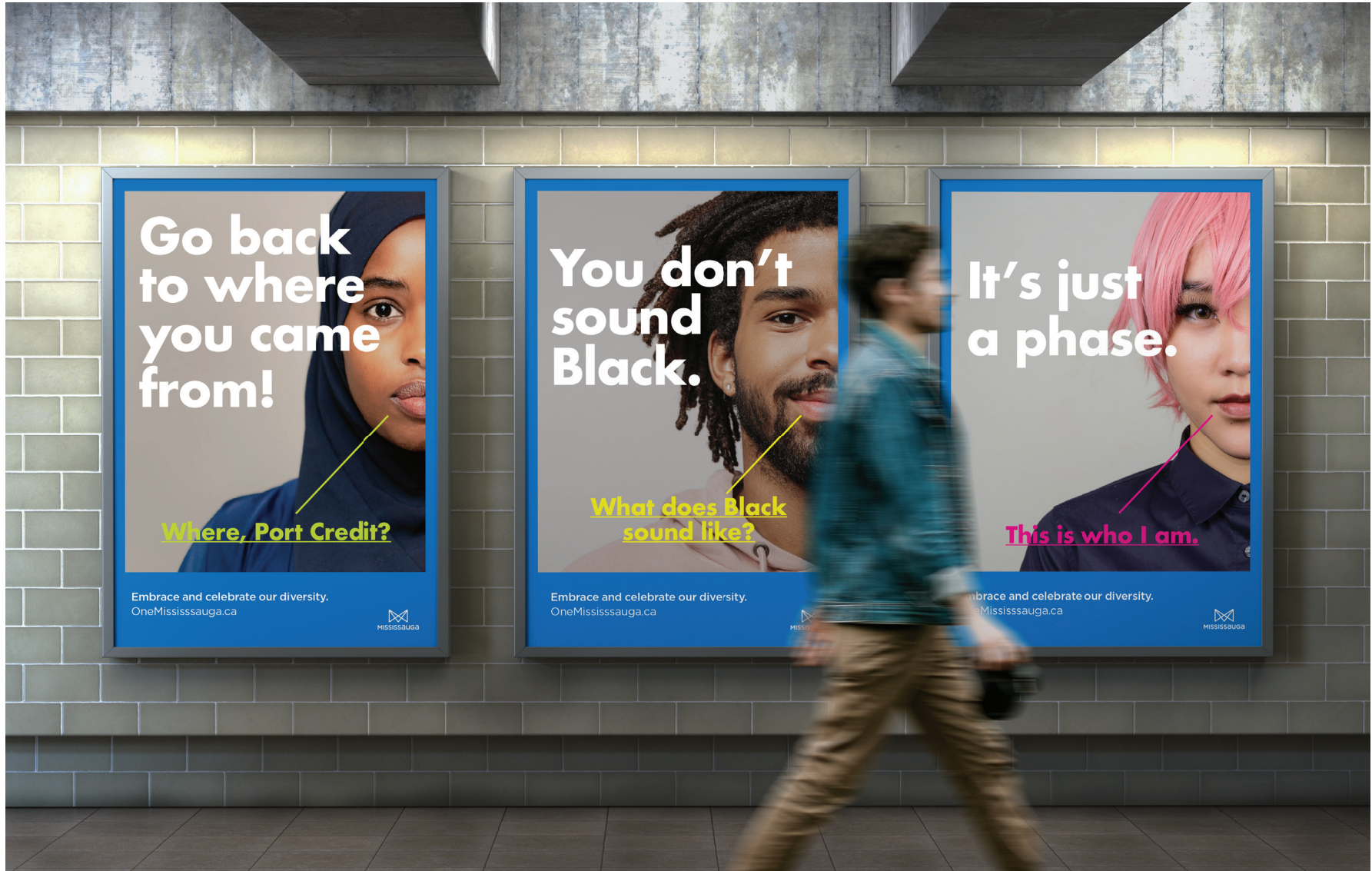
Embrace and celebrate our diversity.
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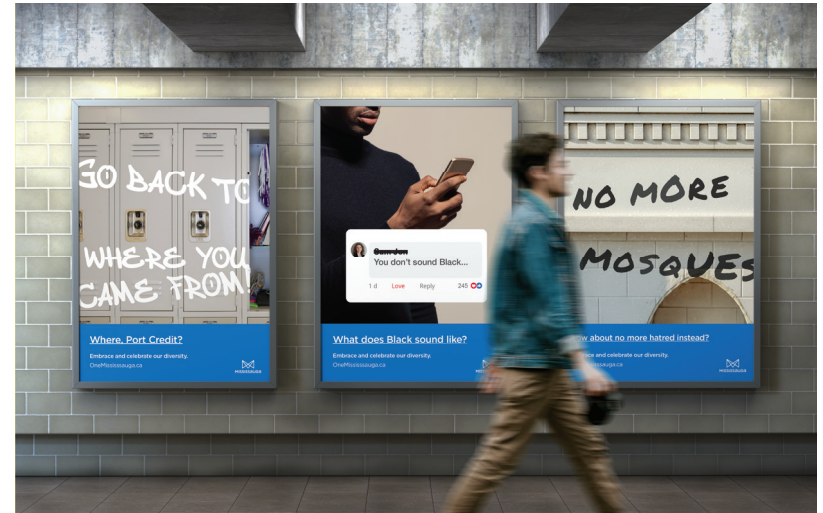
Thanks.

Phase 1

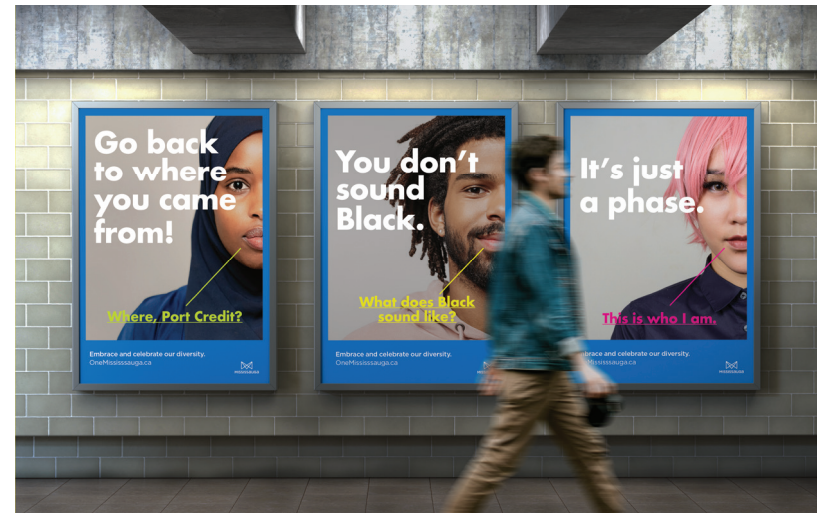


Design Option 1

Phase 2



Design Option 2



Design Option 3