

Appendix 2

OneMississauga Campaign

Phase 2

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

Phase 2

(Design Options 2 & 3)

Address racism/hate against
specific community groups

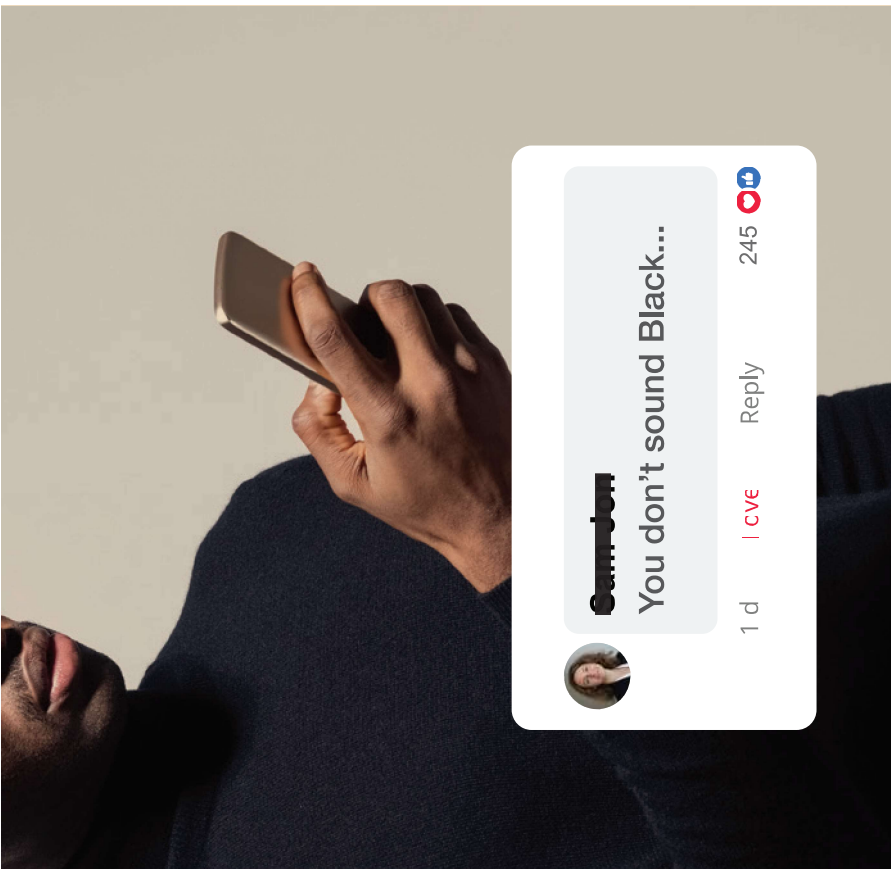
New look co-created with specific communities
(same concept as Phase 1)



Where from Port Credit?

Embrace and celebrate our diversity.
OneMississauga.ca





What does Black sound like?

Embrace and celebrate our diversity.
OneMississauga.ca



Copy is for concept only. Not final.



How about no more hatred instead?

Embrace and celebrate our diversity.

OneMississauga.ca



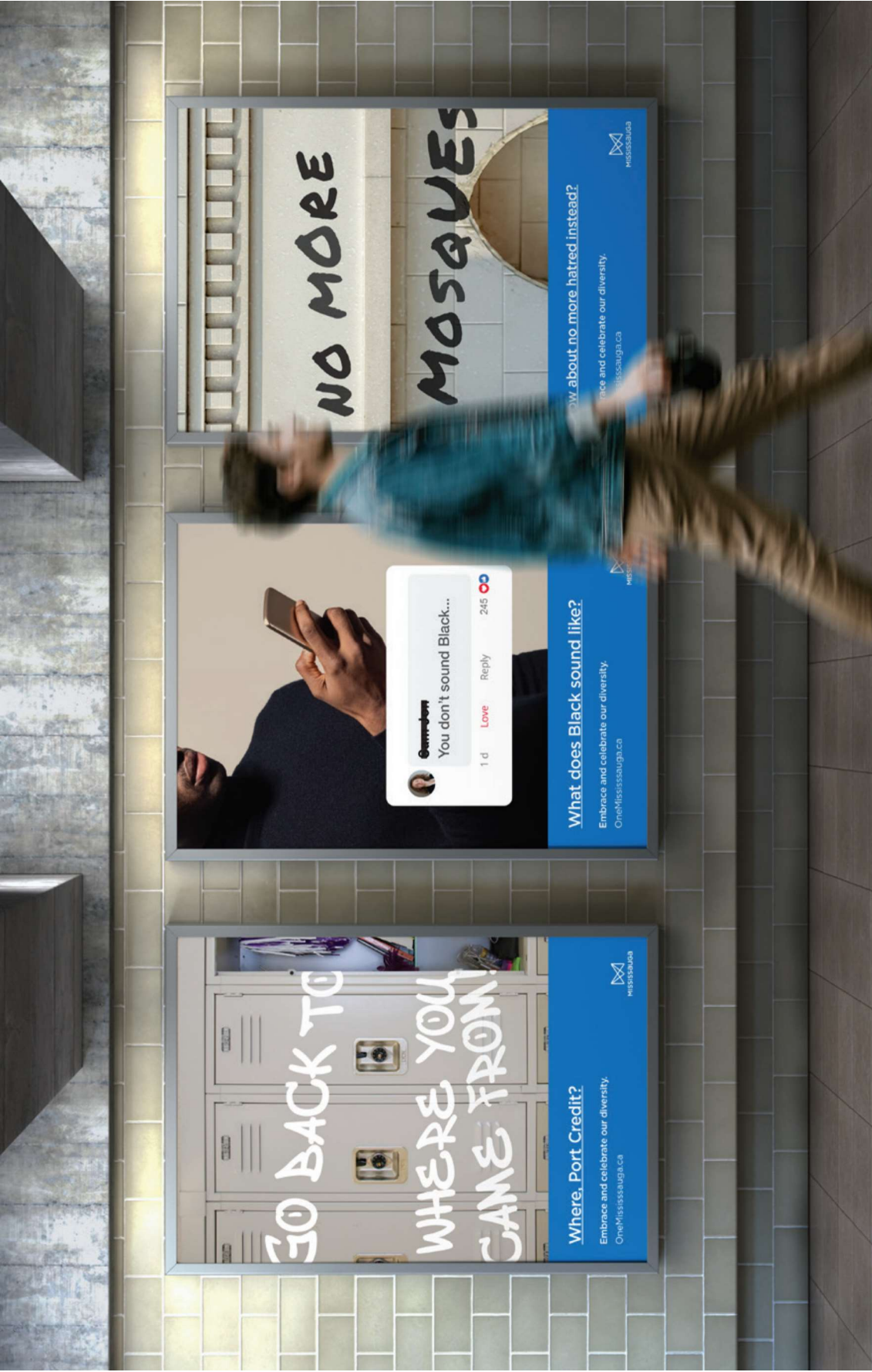
Who? Mississaugans?

Embrace and celebrate our diversity.

OneMississauga.ca



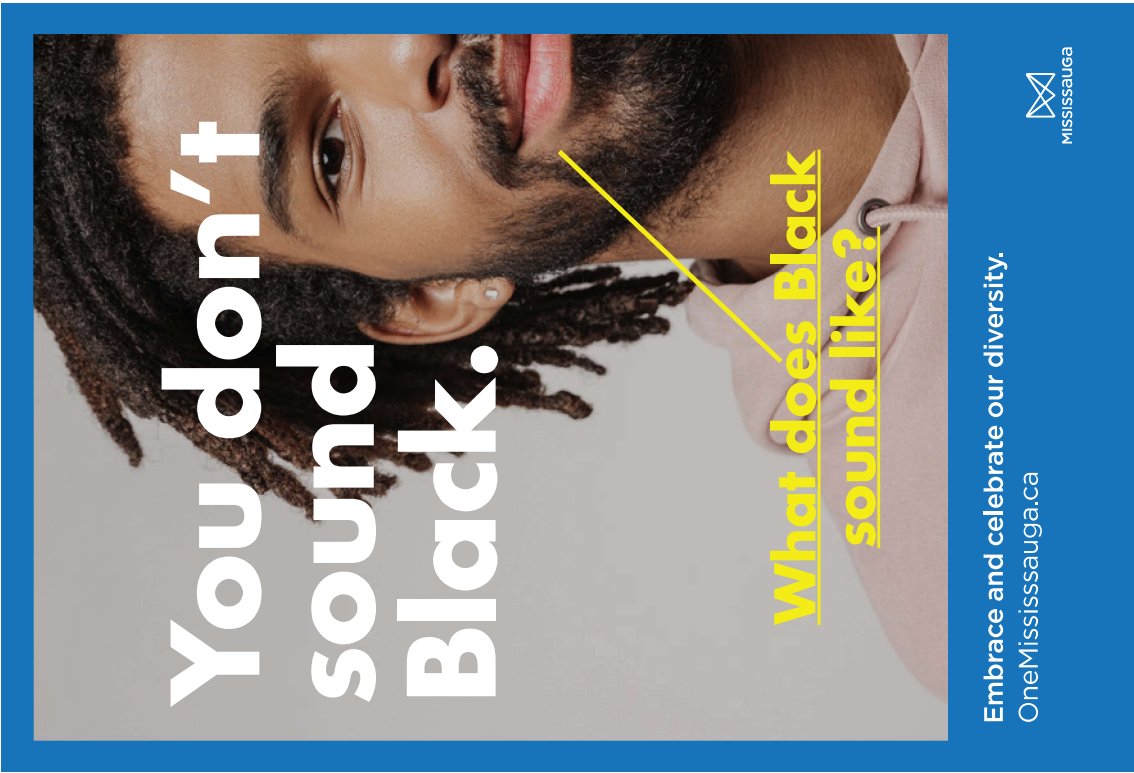
Copy is for concept only. Not final.



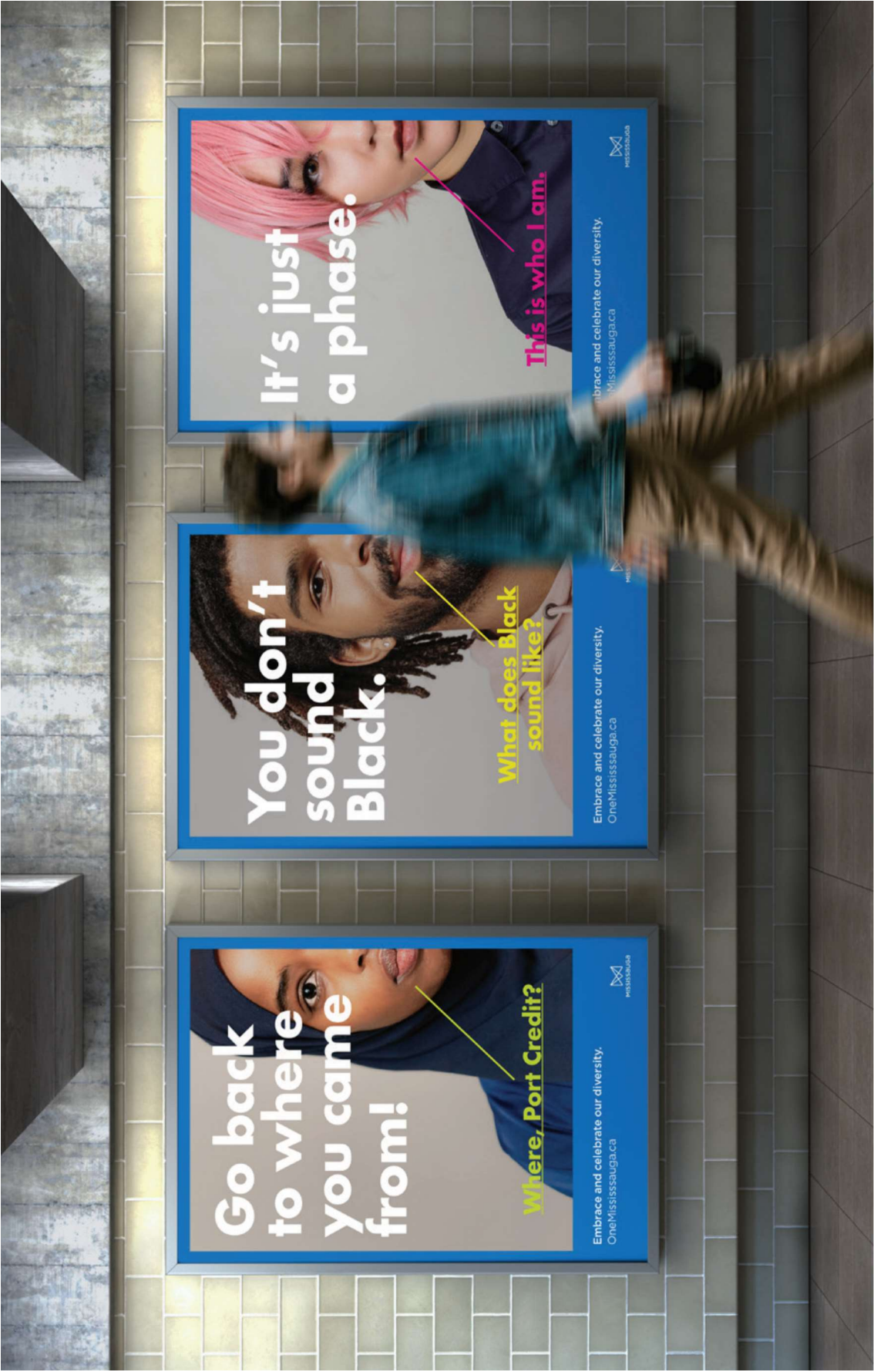
Copy is for concept only. Not final.



Copy is for concept only. Not final.



Copy is for concept only. Not final.



Copy is for concept only. Not final.

Thanks.

