



Concept presentation

Graphic design project at Linköping
University, VT2025

To create a world where

Children can be children:

We have...

- An important purpose
- Close relationships with real people
 - Knowledge & stories from girls
- Expertise

But... →

There are some things to consider:

→ General unawareness
of the organisation
(= low engagement)

→ The budget is small,
work is done by
volunteers

→ There are many larger
organisations with a
wider cause

A narrower cause and closer relationships is **GOOD**, but

Those wanting to help don't know they can!



It's these specific people we need to reach

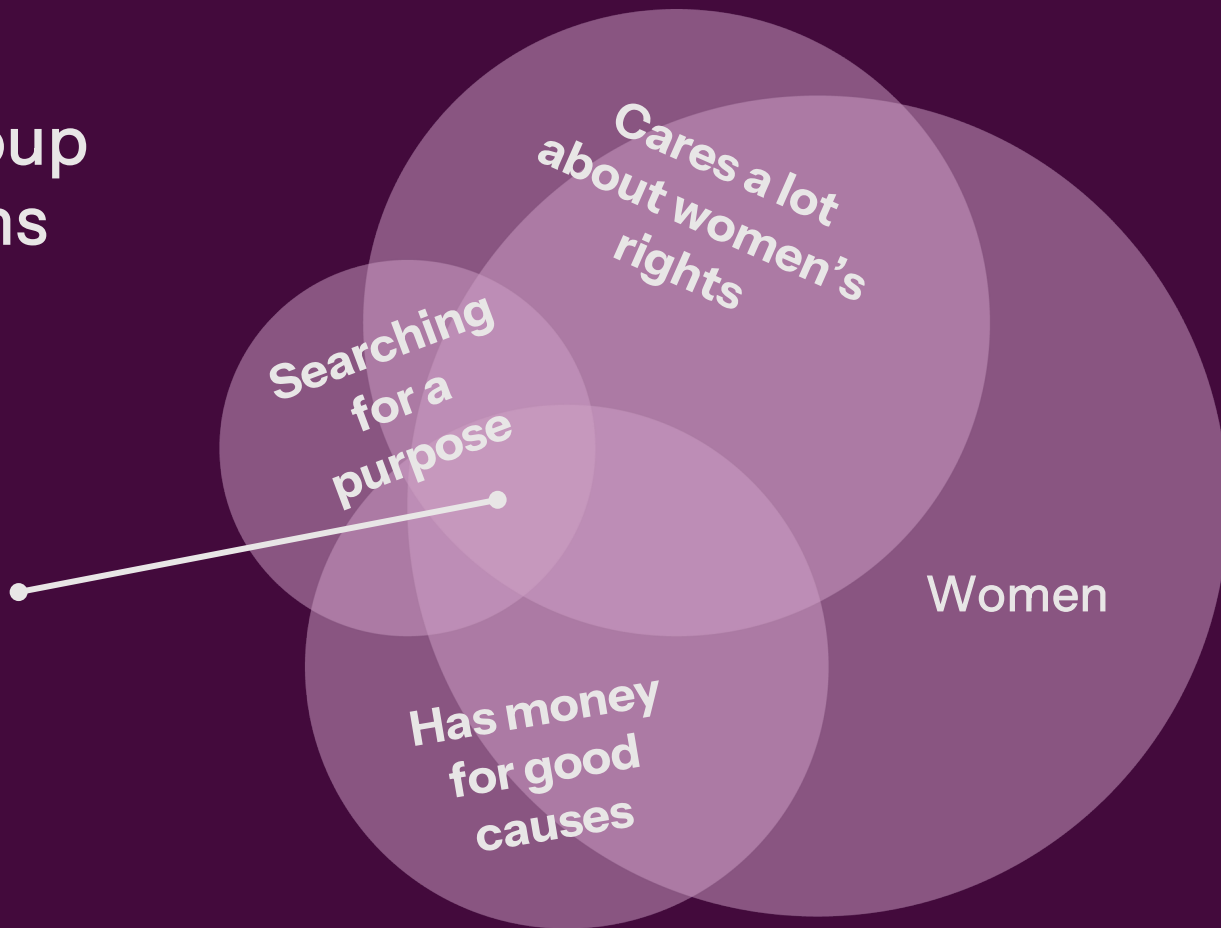
- Those reached see more value in your work and feel more heard
 - which makes them more likely to donate
- It saves time and money for the marketing
- It's fitting for the close and personal work you do

Then:

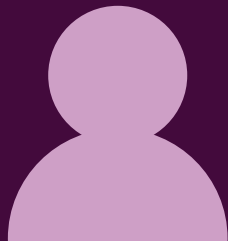
- Inform them of what you do
- Make it clear how to help
- Make it easy to take the step and donate

Target group conclusions

Effective target group



Persona



- ♥ Swedish woman (Stockholm)
- ♥ 60-70 years
- ♥ Recently retired or will be soon
- ♥ Saw equality rise first hand

Why retired women?

- More free time → need a purpose
 - The timing is fitting to really engage them!
- Care more about social issues & donate more to charity
- Have more money (unlike parents or young people)
- Can relate to worse times for women's rights

We did the research

A diverse group, found in many contexts (social media, newspapers, in the city, events)

Often not very good at english

Less good with tech

Afraid of being scammed online

Who?
When?
Where:

Recently retired swedish women in Stockholm

When they are just about to retire/have just retired

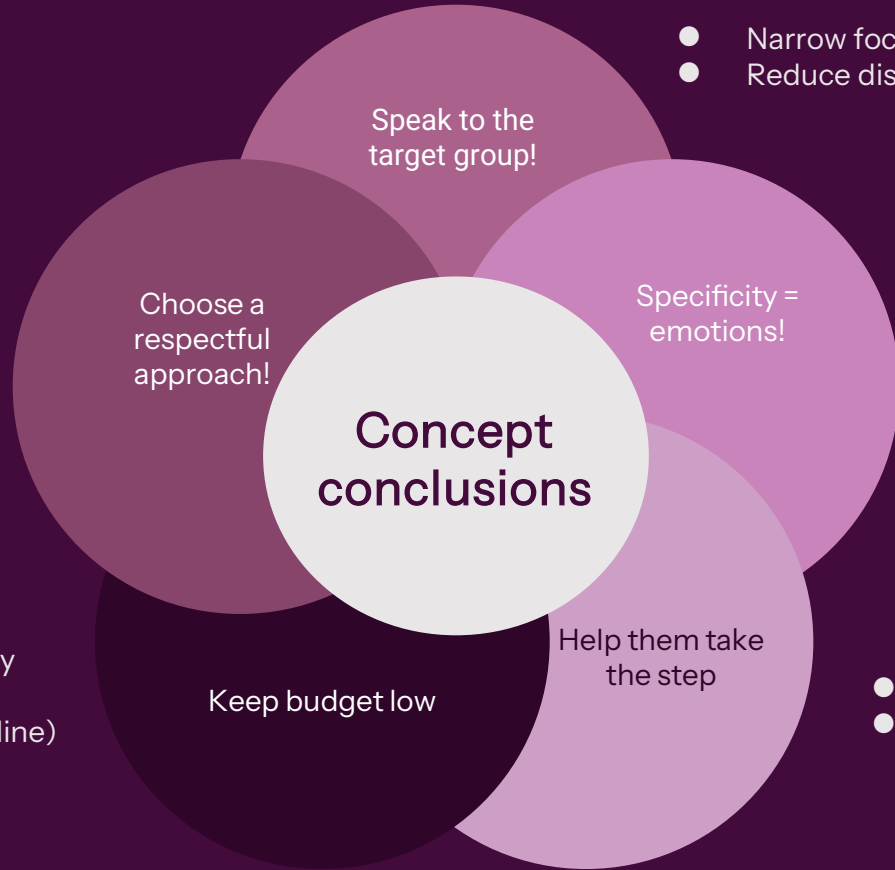


Print (personal,
space-bound,
reaches group)



Social media
(free, shareable,
builds awareness)

- Empowerment!



- Narrow focus
- Reduce disadvantages & focus on strengths

- Narrower cause
- Real pictures/stories
- Personal relationship = emotion = action

- Reach them personally where they are
- Make it shareable (online)

- Clear call to action
- Print first, social media second

Generating the concept



Brainstorming
session according
to conclusions




Chosen concept:

THE ADULTS OF THE FUTURE


“The [doctors] of the future need your help”

**FRAMTIDENS
LÄKARE**

BEHÖVER DIN HJÄLP



Swisha ditt bidrag
till 070 234567



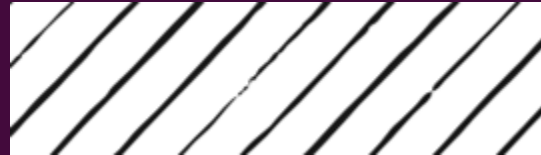
Visa flickorna
utklädda till sina
drömyrken

Vad flickorna vill
göra i framtiden
- ritat ovanpå
bilden



Design choices

- A drawn, sketchy style
 - Mirrors existing design assets like website
 - Looks hand-made by the child themselves
- Background pattern
 - Also drawn by the child
 - The viewer understands the message quickly
 - Visual interest
- Personal, touching text



Then we put it all together...

Poster



Instagram/linkedin post



Instagram stories



Extra: Engaging & shareable video



Tips for the future

Build trust / eliminate worry

- Show clear examples of who you help
- Keep colors and typefaces consistent to feel professional
 - Feel free to copy the ones in this presentation

Make it easy to donate

- Focus on clear calls to action
 - Direct to the donate page on socials, not the home page
 - Always as few clicks as possible
 - Use swish QR-code

Work on the website

- Looks professional and trustworthy
- The website is a great asset to inform those who care

**Let's empower the
girls of the world, one
mission at a time!**

Questions?