

#**imagineif**

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ABOUT US

OUR BRAND

We are a grassroots human rights movement that challenges systemic discrimination against the LGBTQ+ around the world the power of the community.

ABOUT US

OUR MISSION

To empower and to create a better life for the LGBTQ+ community while continuing to promote powerful milestones, as the LGBTQ+ community have been the front runners of equality throughout history.



ABOUT US

OUR MILESTONE

Jun 28, 1969

Stonewall Riots & Gay liberation against police brutality and inequality

December 15, 1973

American Psychiatric Association removes homosexuality from list of mental disorders

April 1997

Ellen DeGeneres comes out as gay on the cover of Time magazine

April 1, 1998

Coretta Scott King asks Civil Rights movement to help in efforts to extinguish homophobia

July 2, 2012

Anderson Cooper comes out as gay

2014

Tim Cook becomes the first CEO of a Fortune 500 company to come out as gay

June 26, 2015

Same sex marriage becomes legalized in all 50 states.

ABOUT US

OUR CHALLENGE

50

Anti-LGBTQ+
have been filed
in 19 states

0

Federal laws
that
consistently
protect
LGBTQ+
individuals
form employee
discrimination

1 in 5

Hate crimes
committed in
the U.S. was
due to sexual
orientation

15

States allow
the right of
gay couples to
parent
together

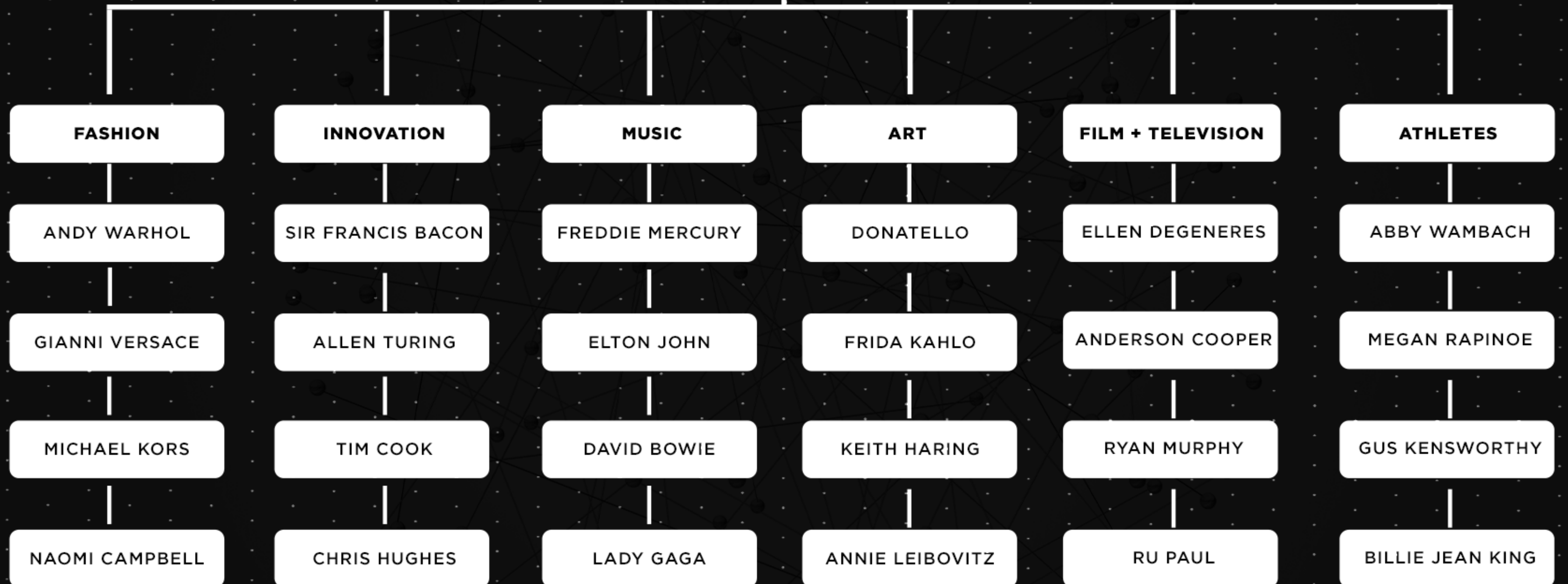
92%

LGBTQ+ youth
say they hear
negative
messages
about being
LGBTQ+

2019

Trump
administrations
pass a new
policy bans
most
transgender
from serving in
the military

GAY ICONS



ABOUT US

OUR SOLUTION

Create a social movement by showcasing a world what it would be like ~~without~~ the LGBTQ+ community and how essential they are as individuals.

ABOUT US

OUR ACTION PLAN

Launch one week before
Pride Month in June.

May 25 - May 31

ACTION PLAN

DAY
1

ART

MUSEUMS
GALLERY
PERFORMANCE

DAY
2

FILM + TV

NETFLIX
HBO
CABLE

DAY
3

MUSIC

SPOTIFY
ITUNES
CONCERT

DAY
4

SPORTS

LIVE GAMES
FOOTBALL
SOCCER

DAY
5

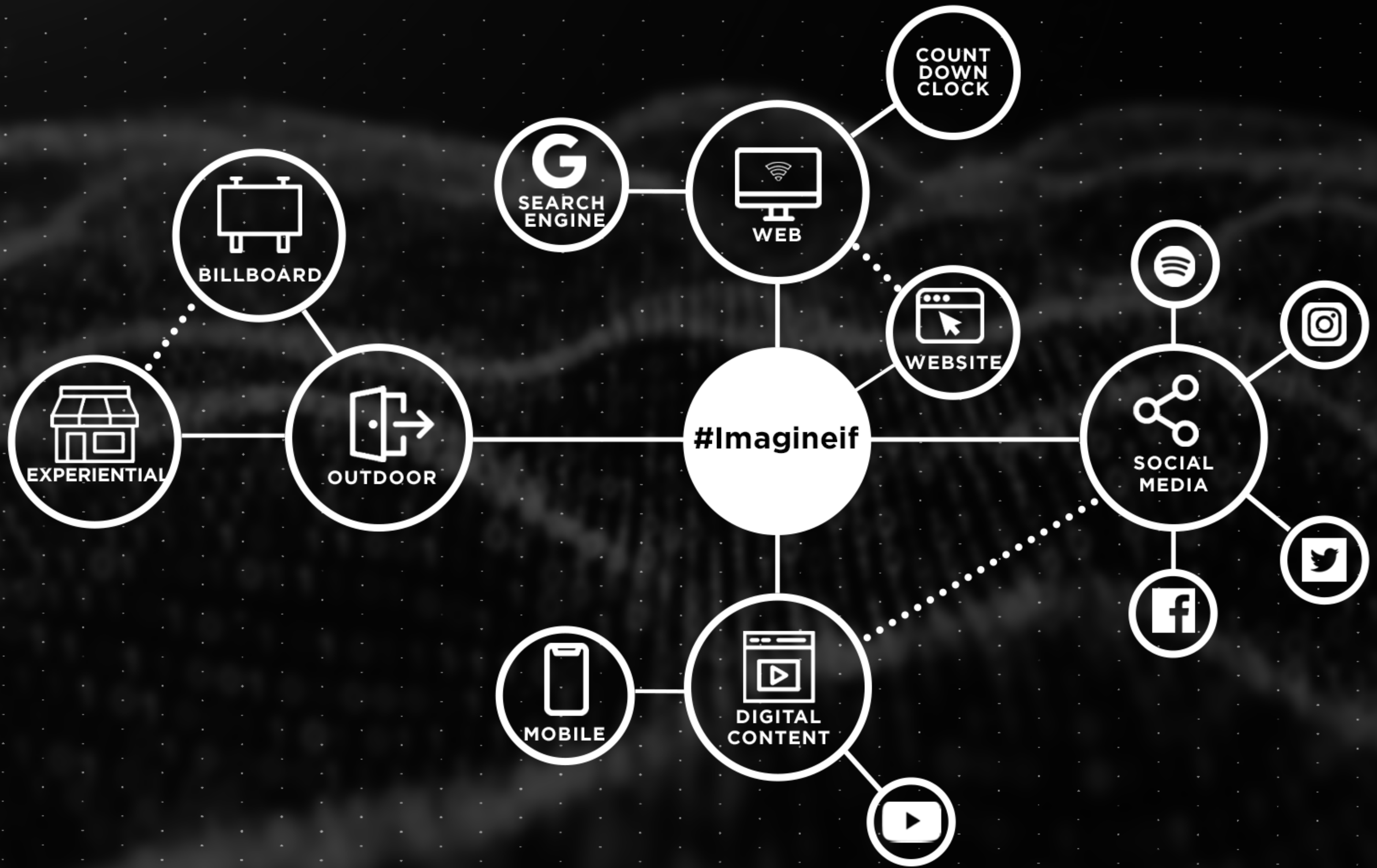
FASHION

STORES
FASHION
RUNWAY SHOWS

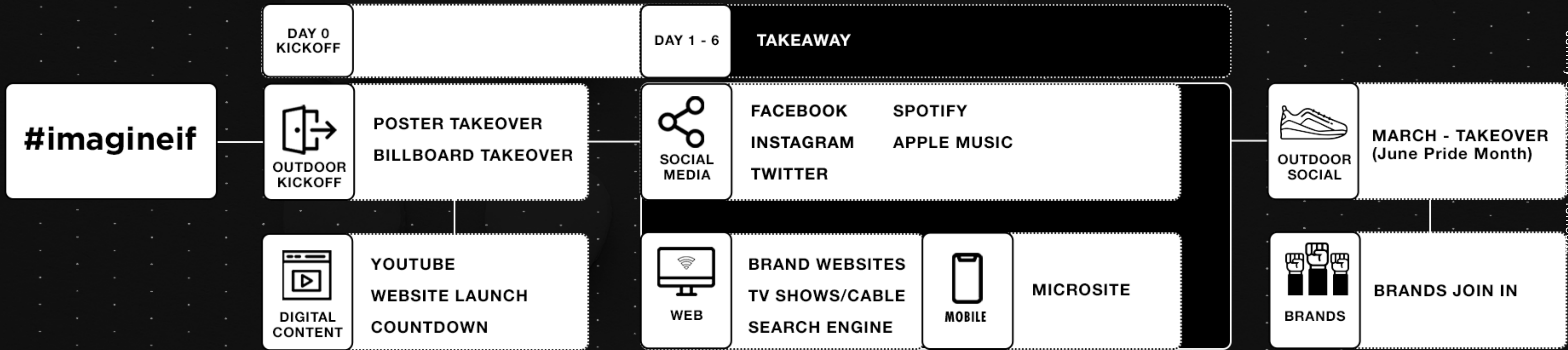
DAY
6

TECH

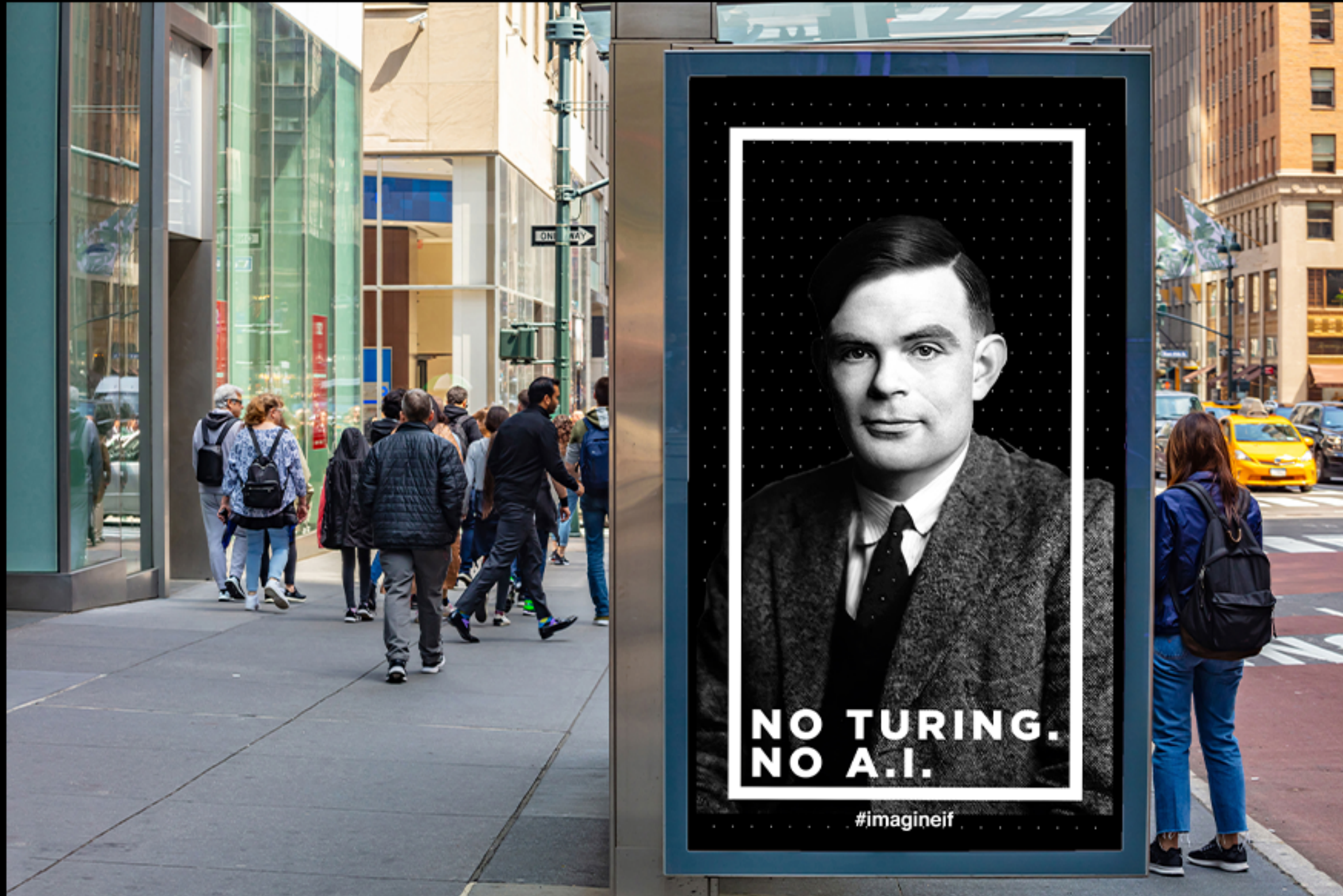
SOCIAL MEDIA
A.I.
CELLPHONES



JOURNEY MAP



BILLBOARDS



**NO GAGA.
NO ART POP.**

#imagineif



#ImagineIf

Interactive Mobile UI/UX

Microsite

Welcome to ImagineIf a human rights, grassroots organization that challenges systemic discrimination against the LGBTQ+ community. ImagineIf is a movement that empowers the LGBTQ+ community by showing the key figures in LGBTQ history.





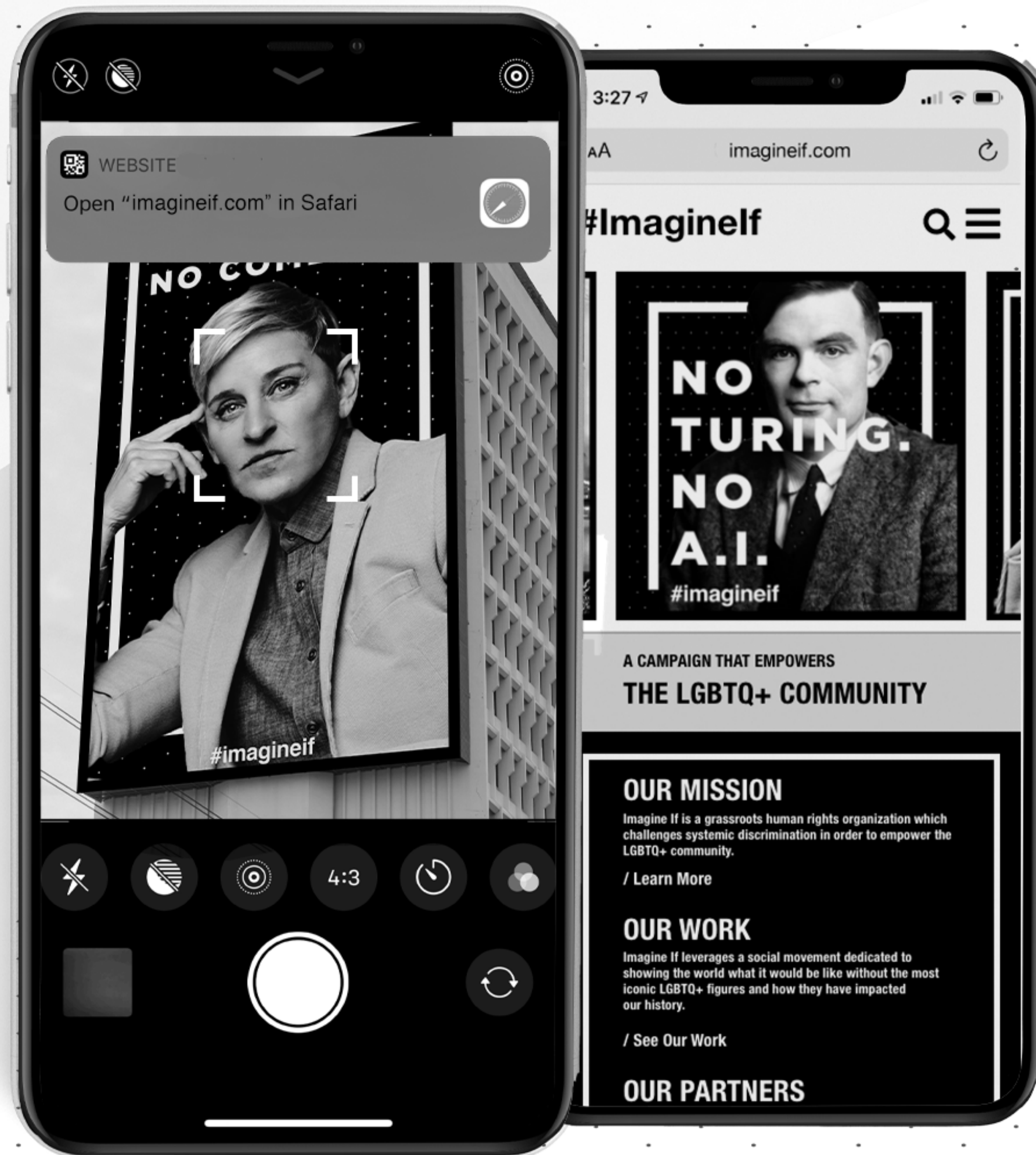
Interact

Engage

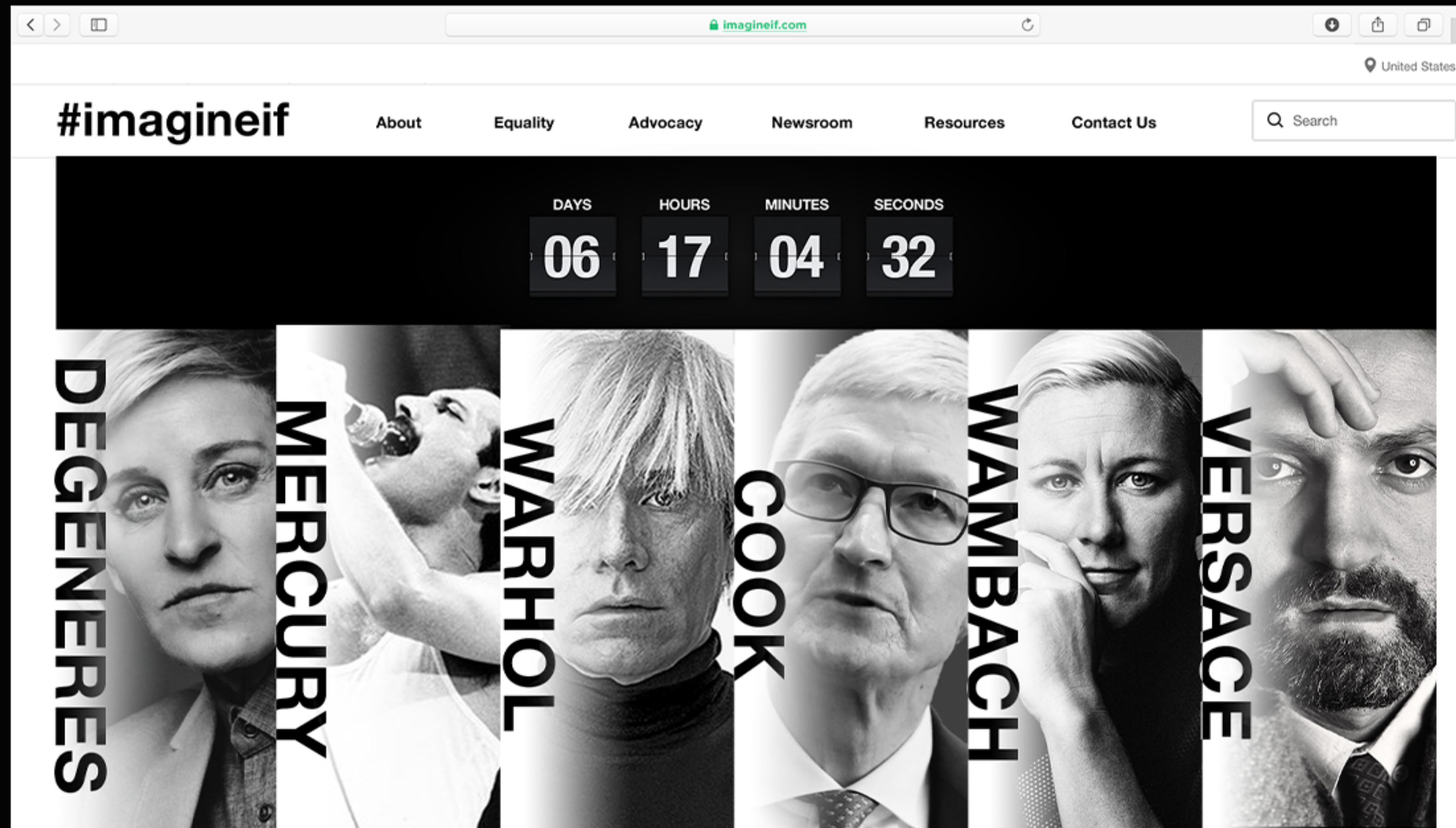
Scan Billboard

Application

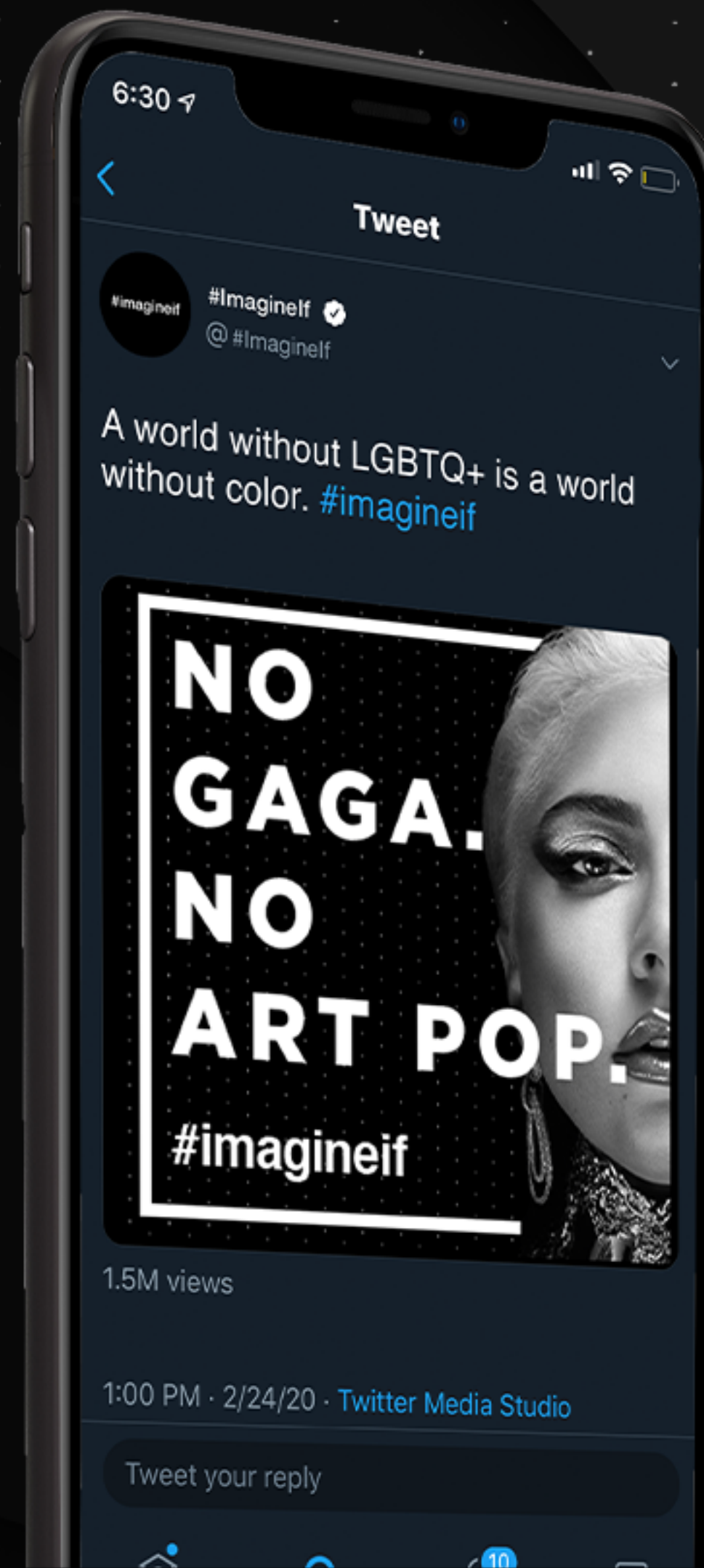
By simply using your smartphone by opening your camera settings and capturing the **#ImagineIf** billboards you will be led to the ImagineIf mobile website dedicated in educating the user on key LGBTQ+ figures while ultimately creating awareness to their iconic roles in history.



MICROSITE



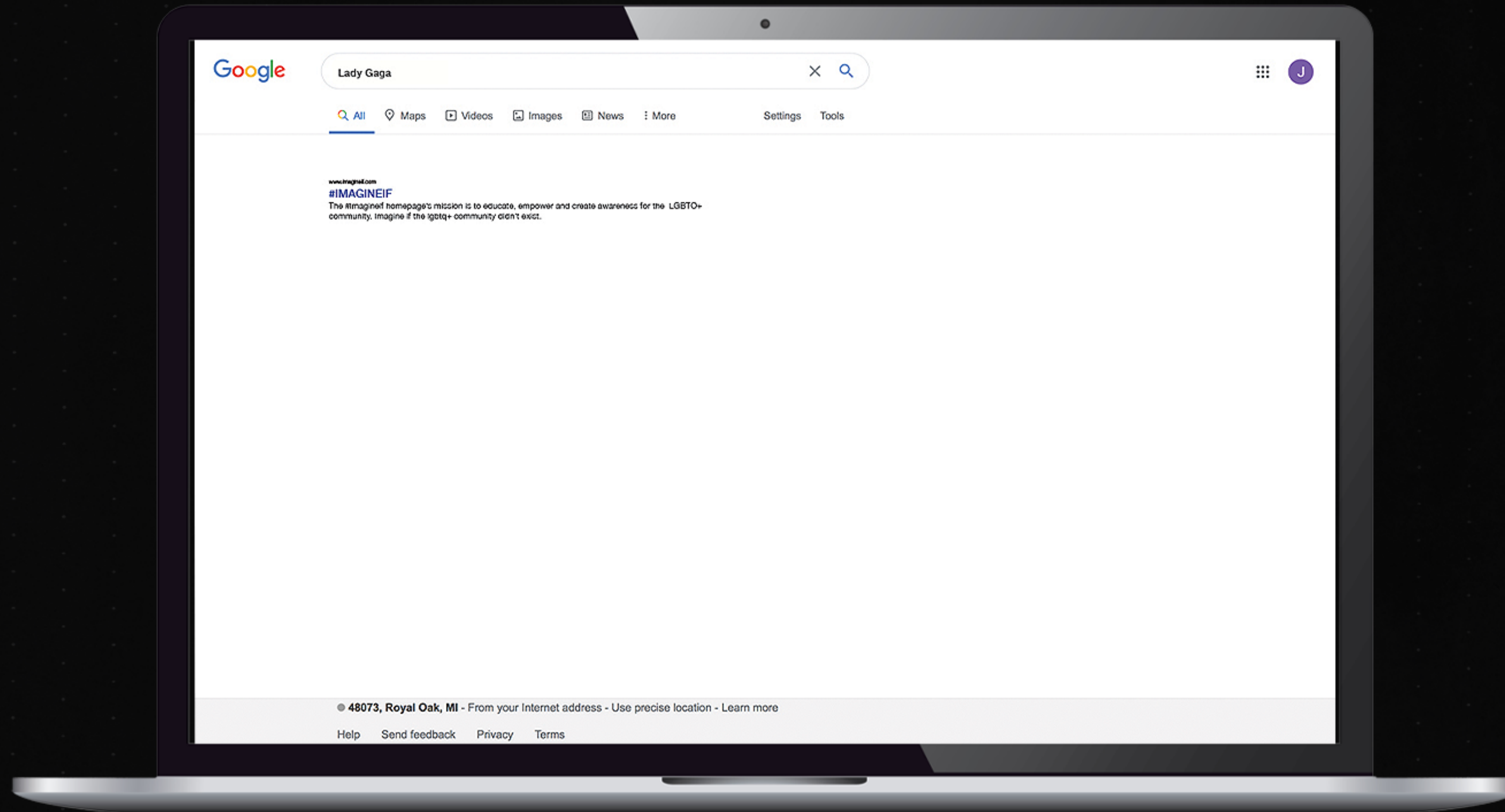
SOCIAL



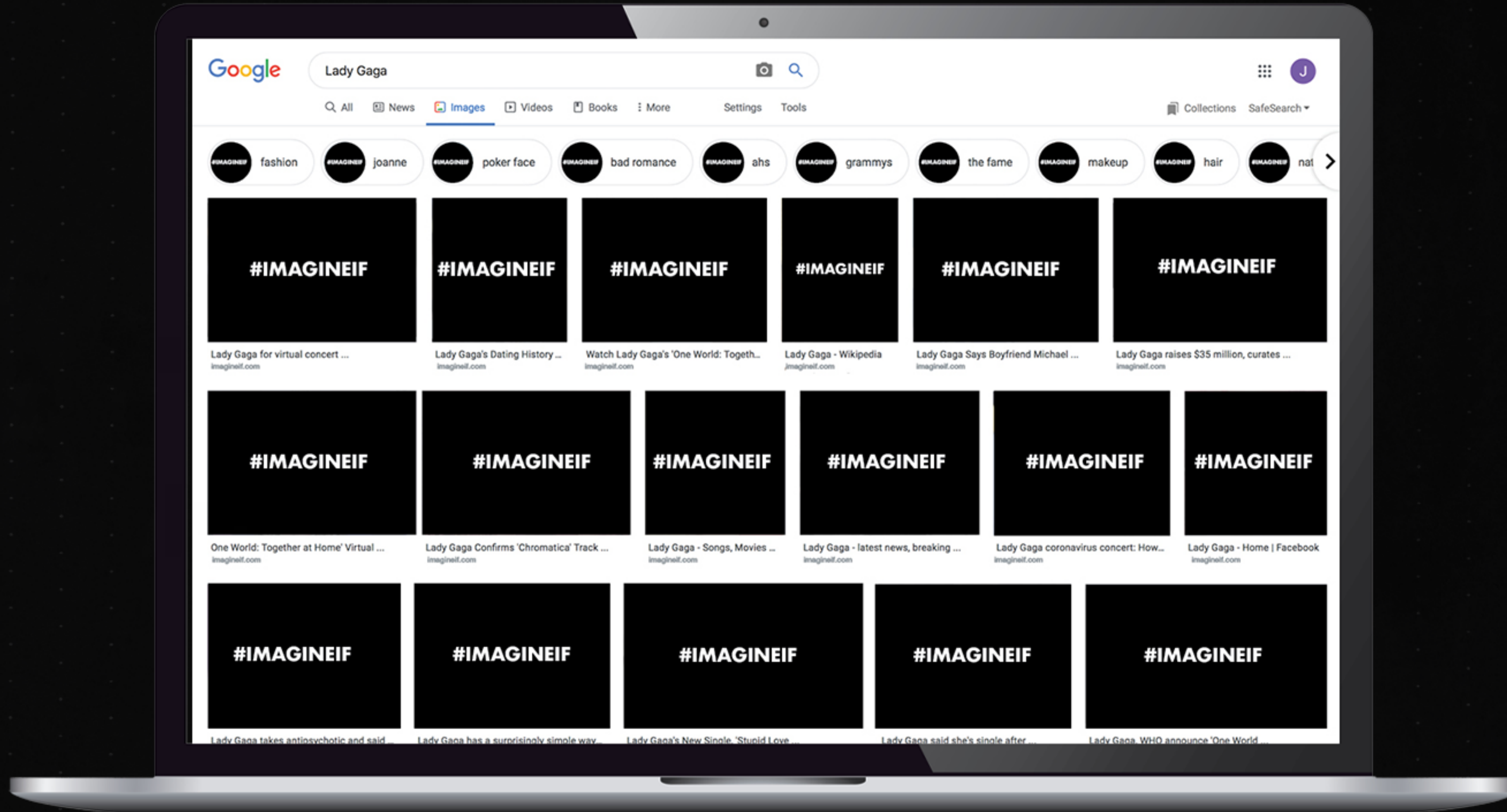
OOH



TAKEAWAY



TAKEAWAY



Thank You