

COVA

Design Brief

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Introduction

COVA (Colorado Organization for Victim Assistance) is a committee that provides fairness and healing of human trafficked victims. COVA, operates inclusive with clients in a fully private manner. They also create solutions towards a positive change.

Stakeholders

Students
COVA Members
Police Department
Truckers
Health Care Departments
Hotels/Motels
Airports

Context

Since 1982

Non-Profit

800 Members throughout Colorado

Denver is a Hub for human trafficking

- Stock show Jan 9th 2015 Human Trafficking
- Denver Auraria Campus
- City is in the middle two major highways: I-70 & I-25

Problem Identification

Hotline

Poster Campaign

How will posters be properly understood and communicated.

- Issues with stereotypes??

QUESTION: How might we.....?

Objectives

Educate

- Victims on their rights as humans
- Colorado residence that this is going on in the state

What do we want to accomplish?

- Help those in need
- Inform those on the issue
- Cultural Understanding

COVA Communications with clients and victims

Audience

Local Colorado

People being trafficked

- Labor
- Sexual

Demographics

- Ages Children-Adults
- Male and Females
- Working immigrants
- Spanish Speakers

Psychographics

- People looking for work
- Emotional
 - Fear of Police, law, etc...
 - Reserved
 - Desperate
 - Ashamed
 - Traumatized

Geographics

- Rural
- Colorado agricultural areas
- Cities
- Anywhere close to major highways

Positioning & Communication Strategy

This is happening in Colorado!

How will we work with stakeholders?

- Keep communication with clients funders
- Keep updates
 - Appropriate design or not

Art

- Effective communication
 - Simple Design

Health

- Human rights
- Help is available not just physical care but also psychological

Heritage

- Overcome language barriers

Pragmatic Issues

Possible issues

- Tasteful design
- Diversity
- Appropriate language usage

Hurdles

- Problems with client deciding on appropriate design imagery

Competition

- First Crisis-Hotline in Colorado
- National Human trafficking

What has been done in the past?

- Posters with heavy imagery
- National hotline
- Handouts

Possible Barriers

- ...?

Other Campaigns

NHTRC

National Human Trafficking Hotline Colorado

- Very little imagery

- Blue Colors

Polaris Project

Human trafficking is a form of modern slavery

- Blues on website

- No images showing any form of slavery, bruises, blood, etc...

HTAP

Our mission is to prevent human trafficking by empowering individuals through education and collaborative action in Southwest Florida.

Voluntee, Intern, Donate, Sponsors

- More of a volenteer campaign, empowering groups in order to provided help to deal with human trafficking

Blue Blindfold

Canadian Government Funded

- Imagery of general population not victims

- Oblivious to who is human trafficked

Love146

More based on child and minors

- Infographics, very positive imagery, happy and diverse

Thank You