

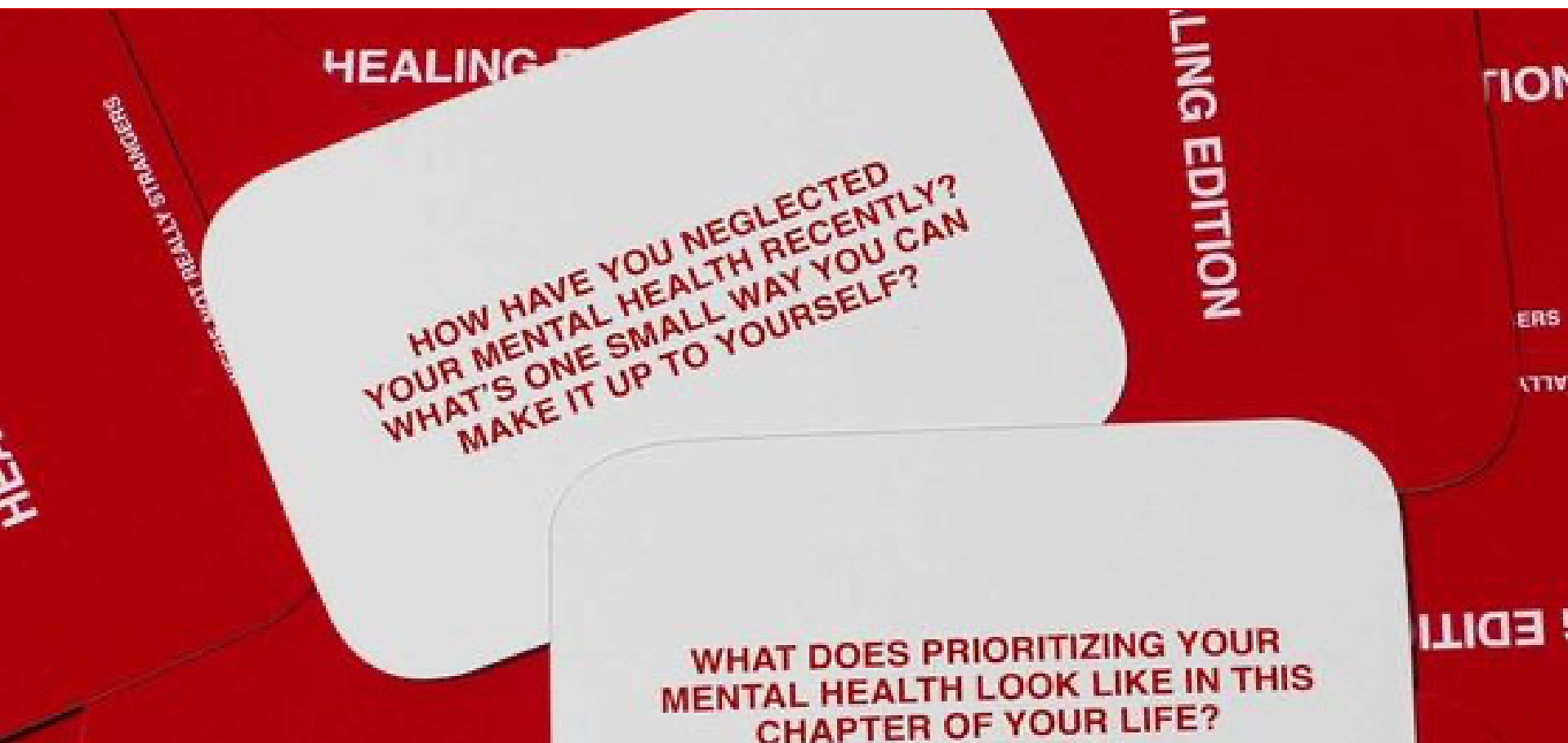
# WE'RE NOT REALLY STRANGERS

A CARD GAME THAT FACILITATES  
CONNECTION TO THE SELF AND OTHERS



# PART ONE

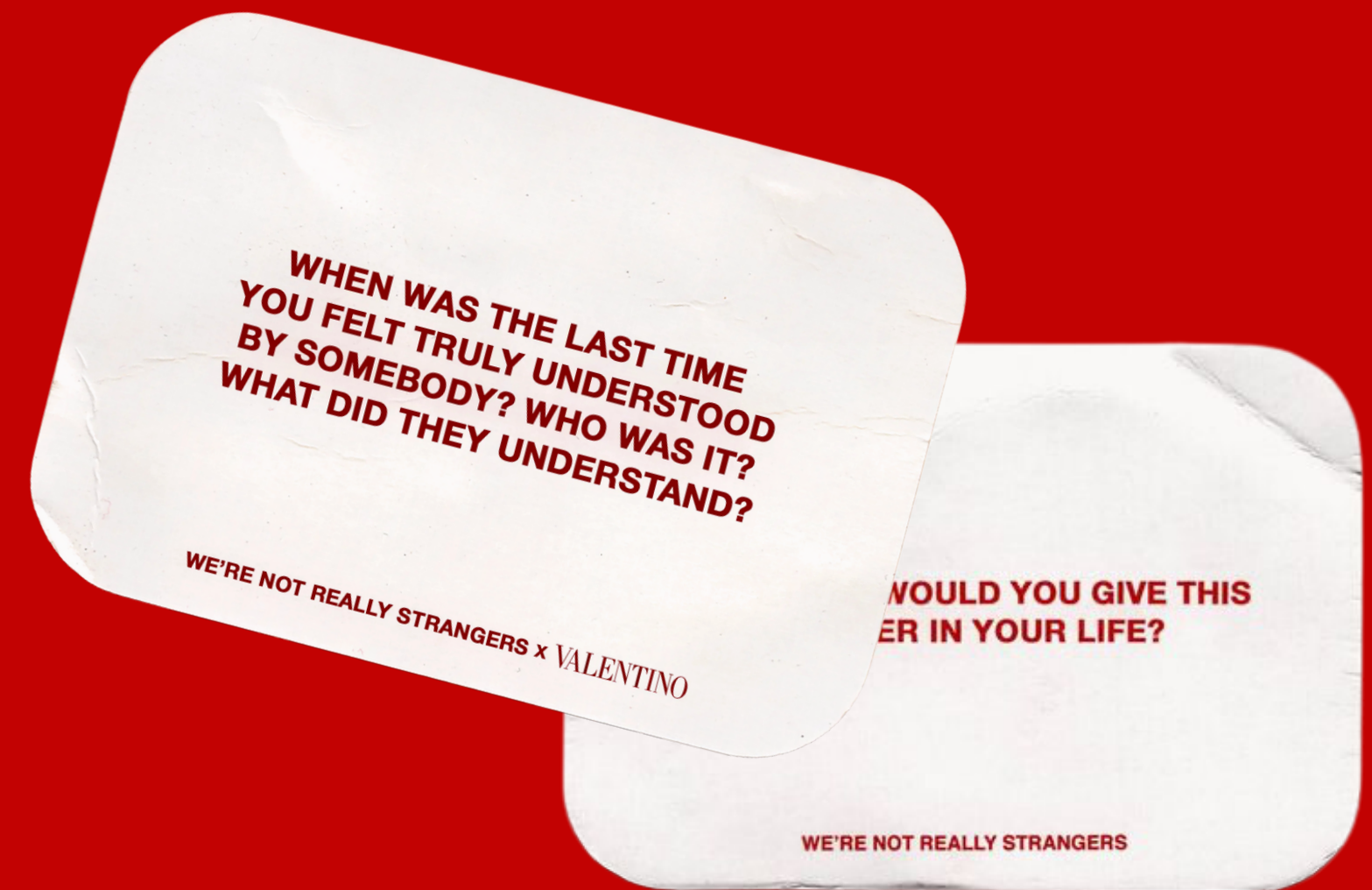
# THE BRAND **NOW...**



We're Not Really Strangers (WNRS) is about bringing people together for real talks. They believe that true connections go beyond the surface, so they make games and products that help you open up and be yourself. Forget the formalities – WNRS is all about keeping it real and making genuine connections with others.

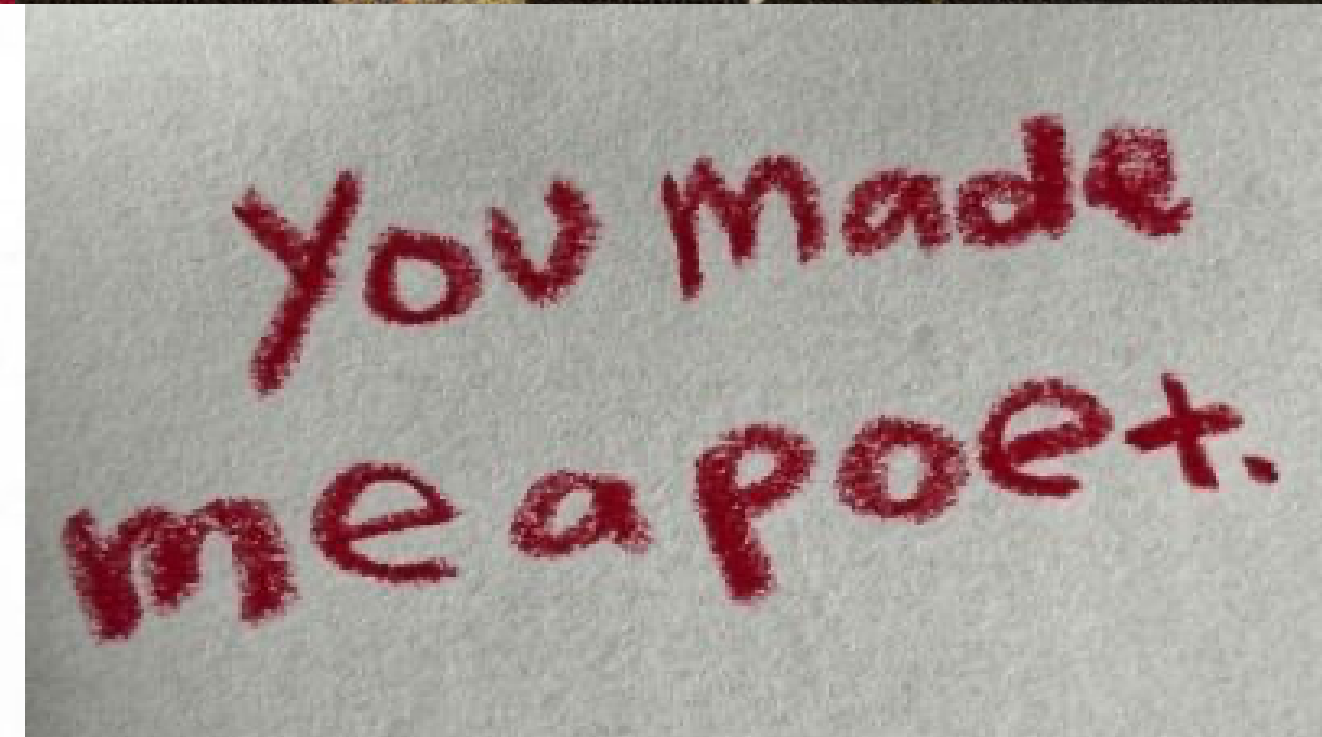
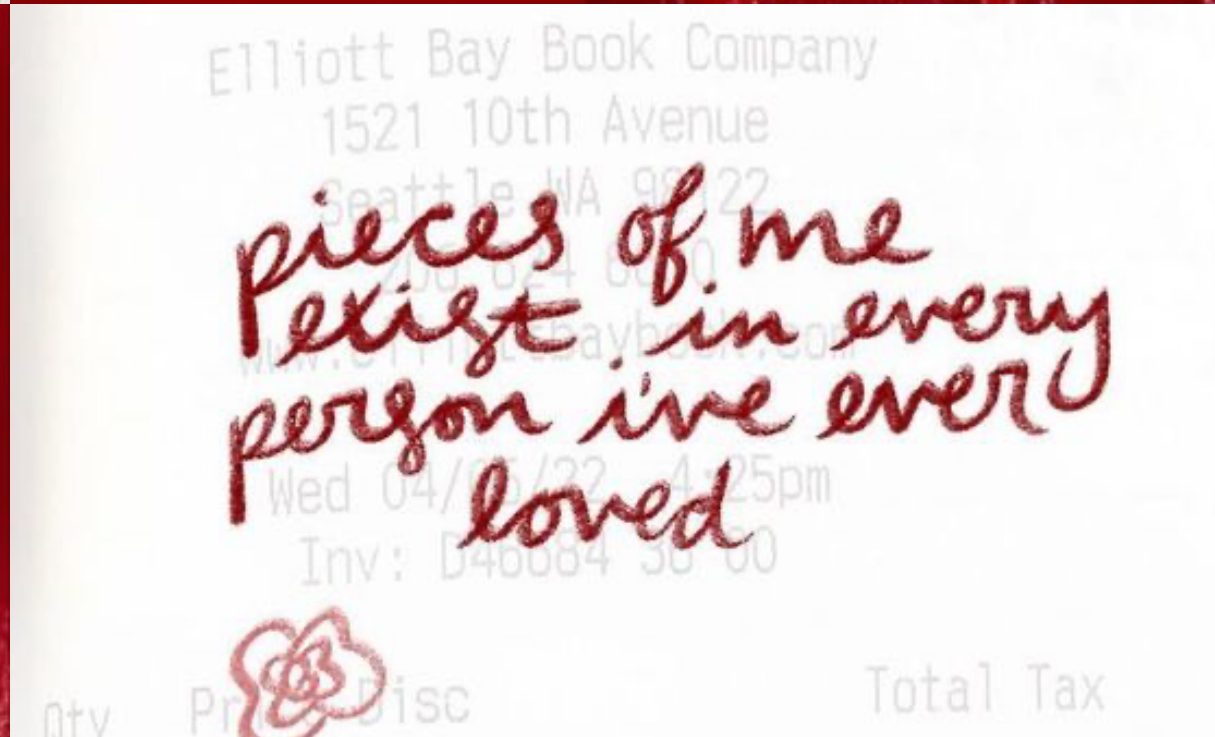
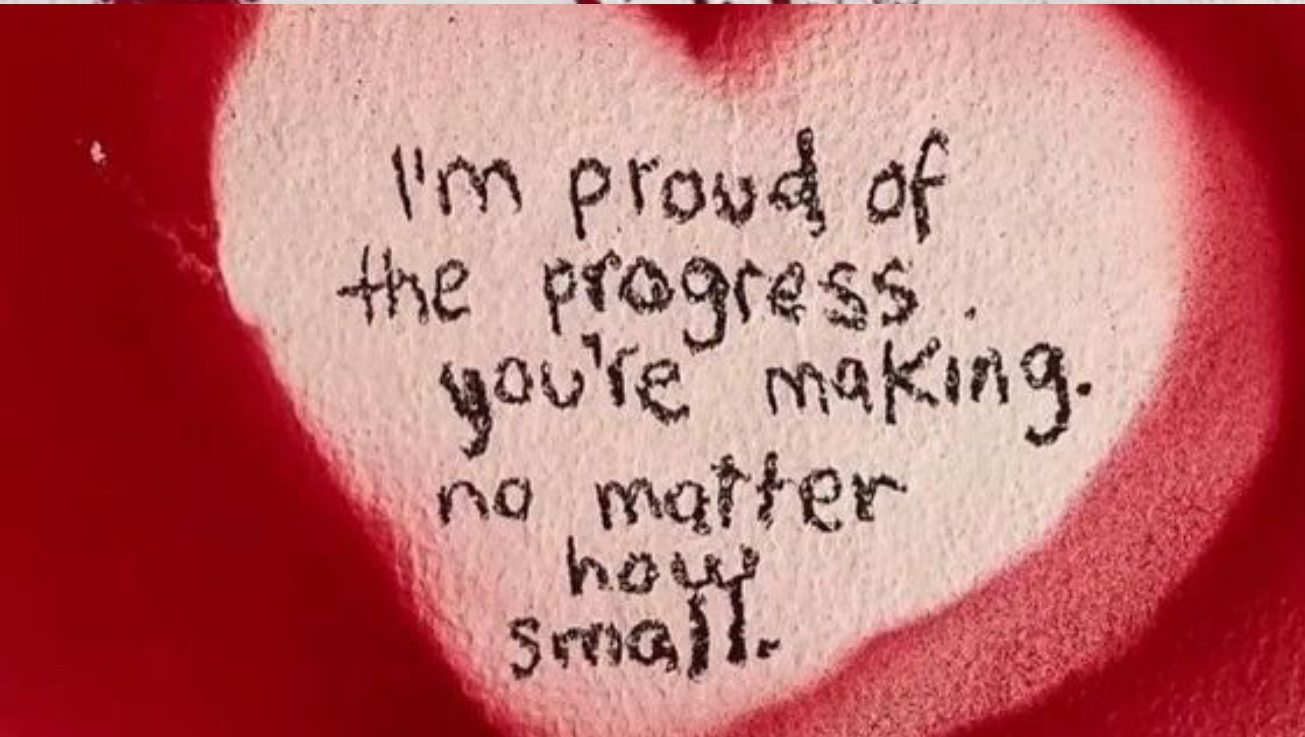
WNRS appeals to individuals who crave genuine connections in an increasingly digital and superficial world. The brand is popular among **Millennials and Gen Z**, reflecting a demographic that values authenticity, self-discovery, and emotional intelligence. Whether connecting with friends, family, or new acquaintances, WNRS products resonate with those seeking deeper, more meaningful relationships in their personal and social lives.

# The Current Demographic





## THE CURRENT MOOD BOARD



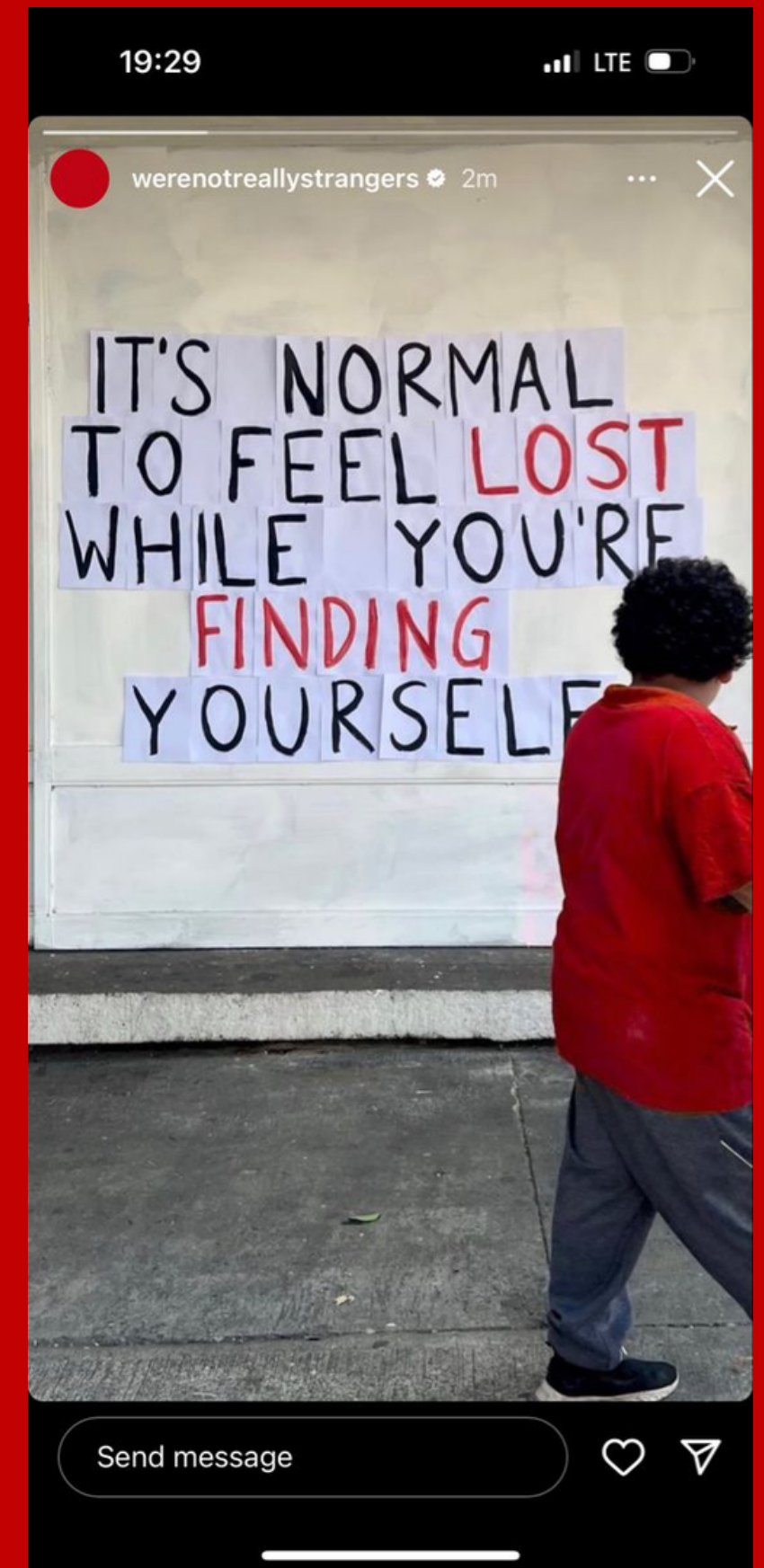
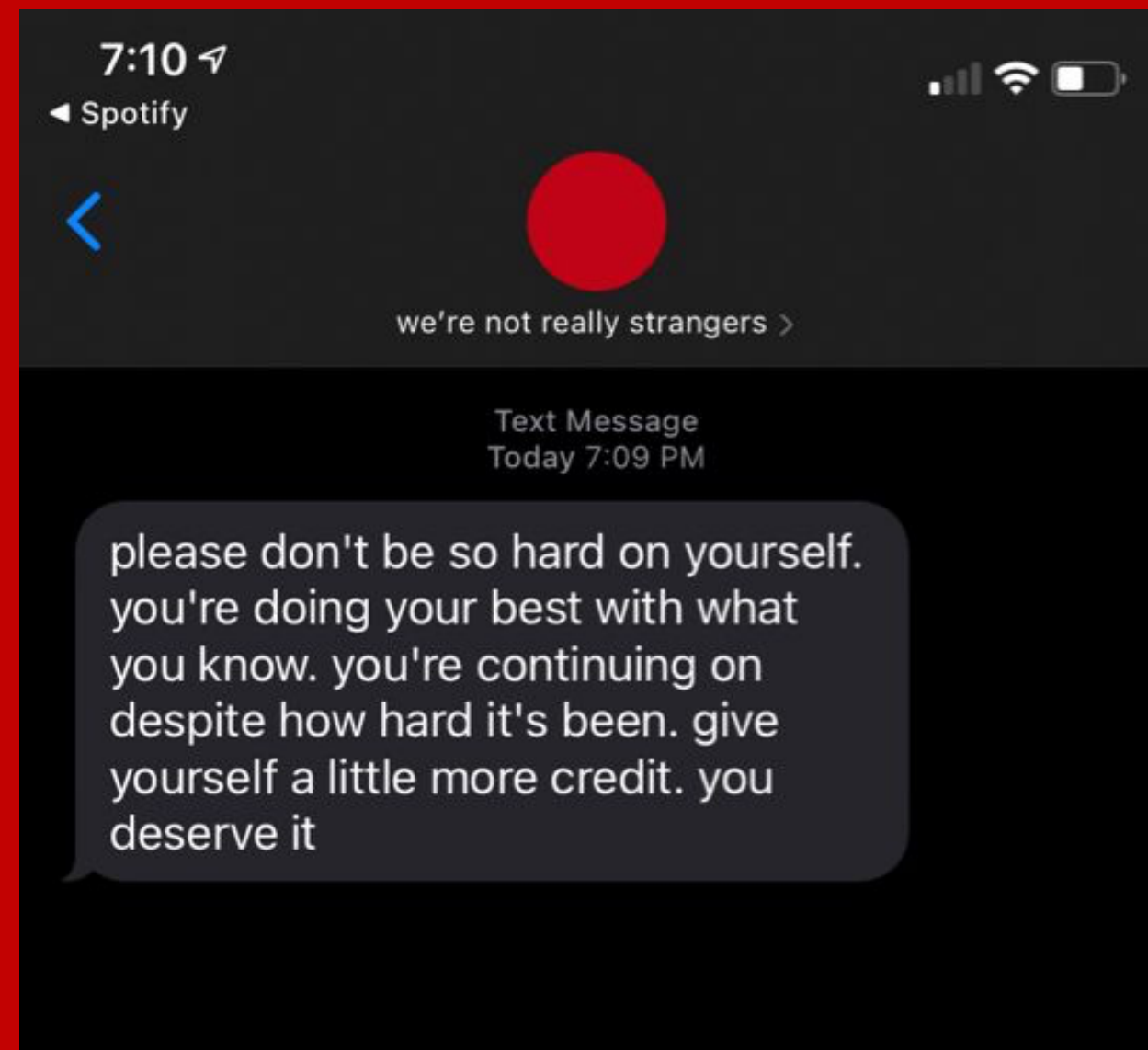


# CURRENT ADS



# CURRENT ADS

WNRS advertises with the intention to increase brand awareness with positive mental health messaging displayed in unique, organic ways. This is displayed OOH and posted online. These advertisements are predominantly consumed by Gen Z and Millennials.



# PART TWO

## EXPANSION



# WHERE DO WE GO NOW?



We're Not Really Strangers' (WNRS) authentic vibe and out-of-home (OOH) advertising game remain, but now they're making a **slight pivot to bring the older generation into the conversation.** They're taking the past advertising strategy and blending it with a new narrative that engages the older audience. The goal is to facilitate moments of connection between them and the younger generation, especially their children.



THE NEW MOOD BOARD - TAKE WHAT WE HAVE, ADD A LAYER OF SPECIAL LOVE



you have a place in my heart  
no one else ever could have

f. scott fitzgerald

I'm  
the progress  
you're making.  
no matter  
how  
small.

pieces of me  
exist in every  
person i've ever  
loved



I want to be a house for love



# THE BRIEF

Pull at the heartstrings of an older, parental audience (40-60) by showcasing the emotional realities of the parent to child connection, still using the current advertising strategy.

# A slight adjustment: “Parent-ification”

Do what WNRS always does, but *adjust* the statements, calls to action, and tone to fit the demographic of 40-60 year olds.

# PART THREE

**THE BRIEF:** Create an OOH campaign that pivots to appeal to an older audience, encouraging them to think about connecting with their children, or the younger generation.

# Local, handmade Murals.













# WHY THIS?

**LESS REBELLIOUS:** Instead of the traditional OOH Graffiti done by WNRS, we are pivoting to a cleaner, bolder mural that will appeal to and capture the attention of an older audience.

**THOUGHT PROVOKING:** The statement provokes thought about the connection between older and younger generations. This classic statement is simple but serves as a reminder to the older audience that may prompt thinking and promote brand awareness for this audience.

**INDIRECT STATEMENTS:** The older generation does not want to be told how/what to think. Thus, statements that provoke a new way of thinking are “spoken” towards the younger audience, but resonates greatly with the older audience.

**THE BRIEF:** Create a new physical method to increase brand awareness that assists the older generation in understanding what the product is/how it works.

**A SAMPLE  
CARD IN  
THE MAIL.**



# WHY THIS?

**PHYSICALITY:** At the end of the day, the product that of WNRS creates is a card game. To showcase the game and how it works to an older audience, digital media is not the most impactful. Thus, we have created a mail campaign that sends a sample card in the mail.

**OPPORTUNITY TO EXPLORE:** Along with the sample card is additional information on the brand values, goals, and how the product works in the entire context of the card game.

**ATTENTION-GRABBING:** The bold, unique nature of the card will catch their attention and provoke thought.