



# TWINNING LGBT







**ANYTHING BUT USUAL**

# PROBLEM?





**PEOPLE HAVE STARTED TALKING AND  
READING ABOUT HOMOSEXUALITY, BUT  
HAVEN'T STARTED ACCEPTING IT YET**



**HATE CRIME**



**ONLINE ABUSE/ CYBER BULLYING**



**DISCRIMINATION AT WORK**



**FAMILY REJECTION**



**SOCIAL OUTCAST/ PUBLIC HARASSMENT**

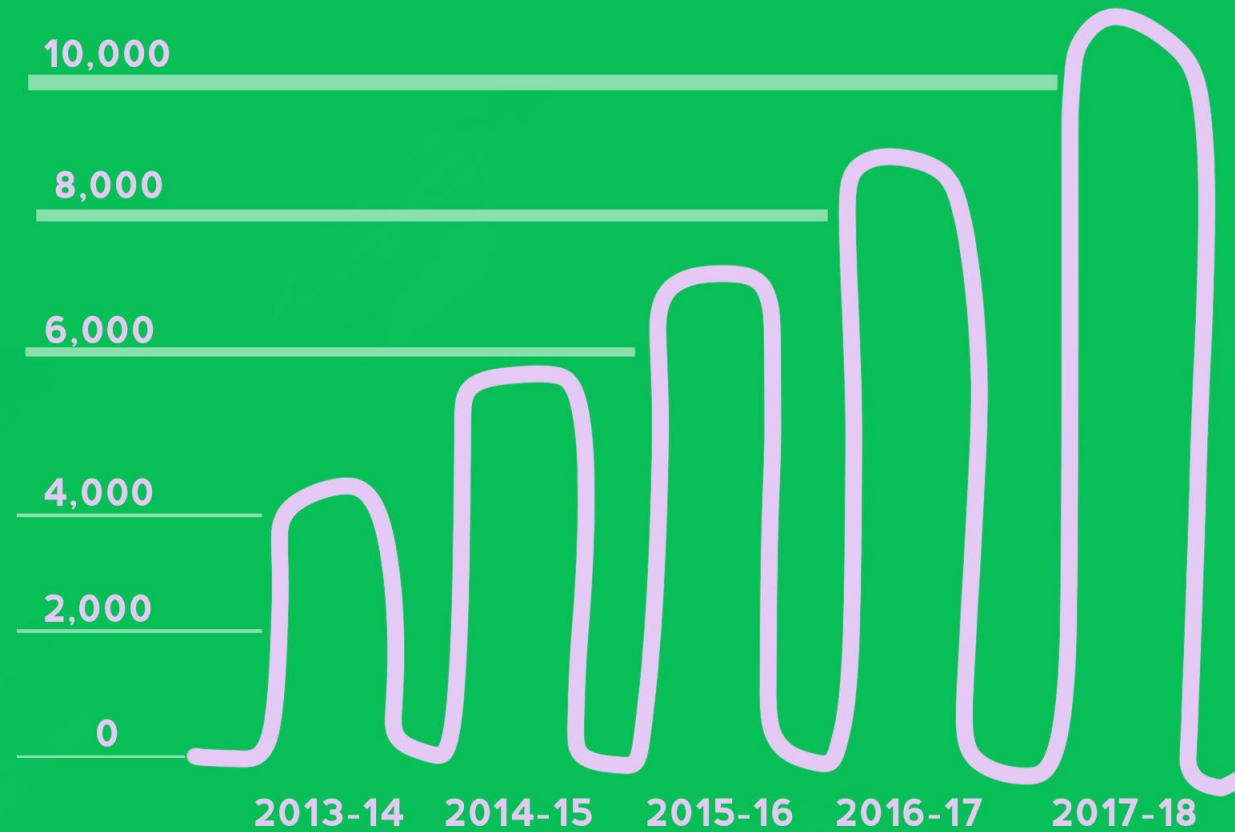


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# EFFECTS



# REPORTS OF ANTI-GAY AND LESBIAN HATE CRIMES HAVE **MORE THAN DOUBLED** IN FIVE YEARS



SOURCE: HOME OFFICE

GROWTH IN HOMOPHOBIC HATE - CRIME RATE IN ENGLAND AND WALES





**WHAT  
AN  
LGBT  
INDIVIDUAL  
GOES  
THROUGH**



# THE ROOT CAUSE





# HETERONORMATIVITY



THIS IS A DEEP ROOTED ISSUE IN PEOPLE'S MINDS

Coz they're so used to seeing  
heterosexual couples as a  
norm!



To any person, who's grown up in a society built with stereotypes, LGBT people seem to contradict their social ideologies and idea of 'perfect relationships'

**Appealing to the common- man's senses would come from shaking things up and showing things in ways they've never seen before**



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# SOLUTION





WE INTEND TO  
**CREATE AWARENESS BY**

- shaking up conventional beliefs
- showing empathy and acceptance
- through design innovation
- identifying with people's emotions



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# TWINNING LGBT



# TWINNING LGBT:

A concept where we show  
**2 women twinning**  
**in simple**, everyday activities like eating,  
drinking, traveling, etc

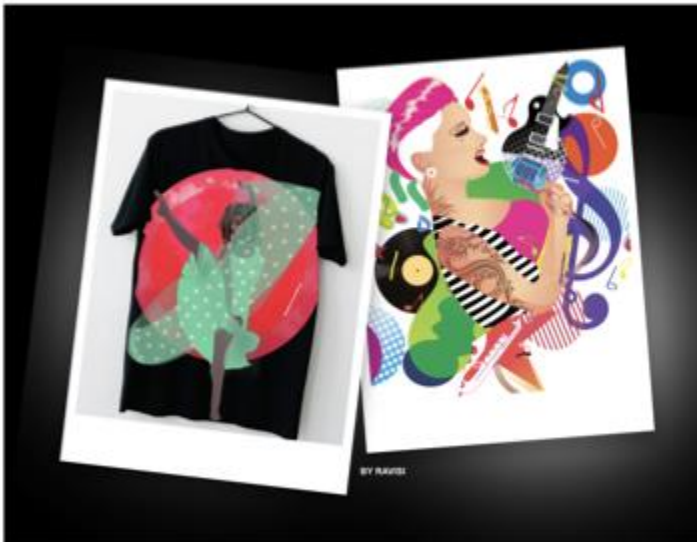
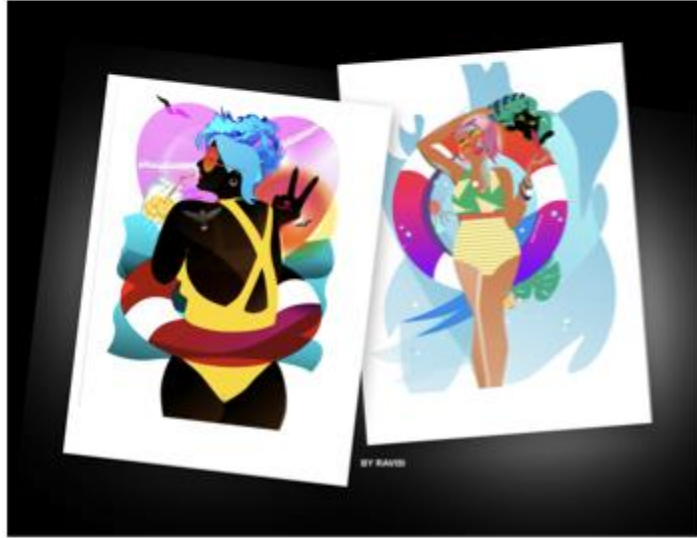
Phase 1 focuses on women



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# WOMEN OF DIFFERENT CULTURES, ETHNICITIES, BACKGROUNDS ARE SHOWN TWINNING...



The point is to **MAKE PEOPLE SEE** how normal, happy, **OKAY** it is for 2 women to be in companionship.

*(Phase 1 focuses on women)*

**AFTER ALL,  
SEEING IS BELIEVING.**





**NOT JUST IMAGES, BUT POWERFUL  
MESSAGES** *are also* **GIVEN OUT AS**

*Poems and anecdotes*

**BY EACH WOMAN** *On*



Love, passion, social acceptance, family rejection,  
gender equality, hope, confidence, positivity, self-  
love, individuality, dignity, etc







# PRODUCTS

ARE CREATED TO PROMOTE AWARENESS

**...Everything is sold in pairs!**



# COASTERS



# MAGNETS

# T-SHIRTS



Code: TLT4



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... And

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**THERE ARE MORE THAN 50  
VARIANTS IN EACH PRODUCT  
CATEGORY!**



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# PHASE II

*We have bigger dreams...*

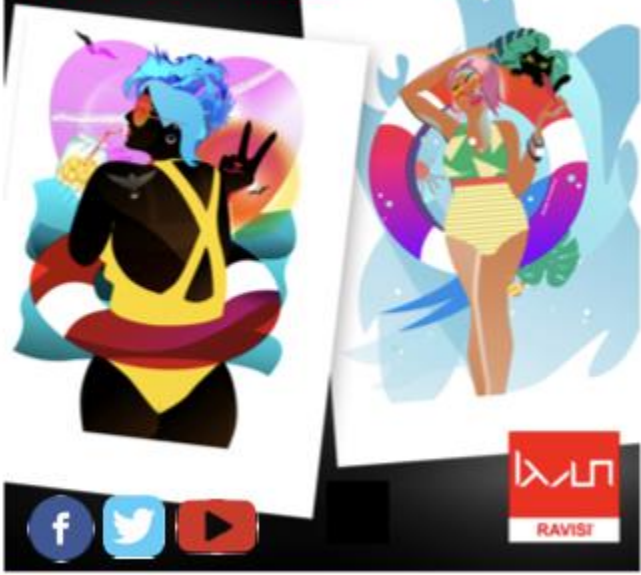


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# **MARKETING AND ADVERTISING MISSION**



## TRAVEL TWINNING



Print ads leading to social media

Interactive billboards



## FOOD TWINNING



Creating a sense of empathy by showing snippets of happy-moments of a real-life couple





# OUTDOOR



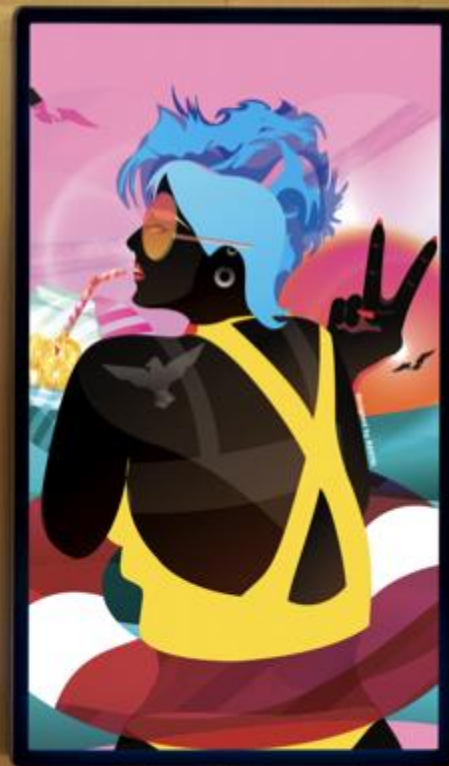
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Being present in places where people are likely to go,  
is just the first step

OUTDOOR



TRAVEL  
TWINNING  
WITH 



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Being innovative  
is the key  
to build a  
long- lasting  
experience



AMBIENT



# TARGET AUDIENCE



The people who will engage with the project are not just the lgbt community, but allies, supporters and everybody who believes in love and intends to make a positive change towards enriching people's lives.



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It's time to show some ❤️ to a  
marginalised section of the society, by  
**NOT** going to represent them through a  
generic symbol. Instead, we're going to  
highlight the emotions they feel as  
something felt by every human being  
who's in love!



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# USP

First ever campaign to focus on the feelings & emotions of the LGBT community, and create a culture where LGBT individuals and couples feel comfortable in coming out.

*Build a sense of empathy, compassion, understanding and ultimately PROGRESS*





{Call}.

WE NEED

IS...



**We need a platform that helps us  
with exposure and brings out the  
concept to the audience**



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**The purpose of this campaign is to bring awareness throughout the nation, to break the barriers that man has set up, thus appealing to the larger sense of NATIONAL PRIDE.**



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**LET'S BREAK THE STEREOTYPES.**



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**We're in it for the long haul.**

**And hope to have you together with us,  
in this journey...**



*Thank you*



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