



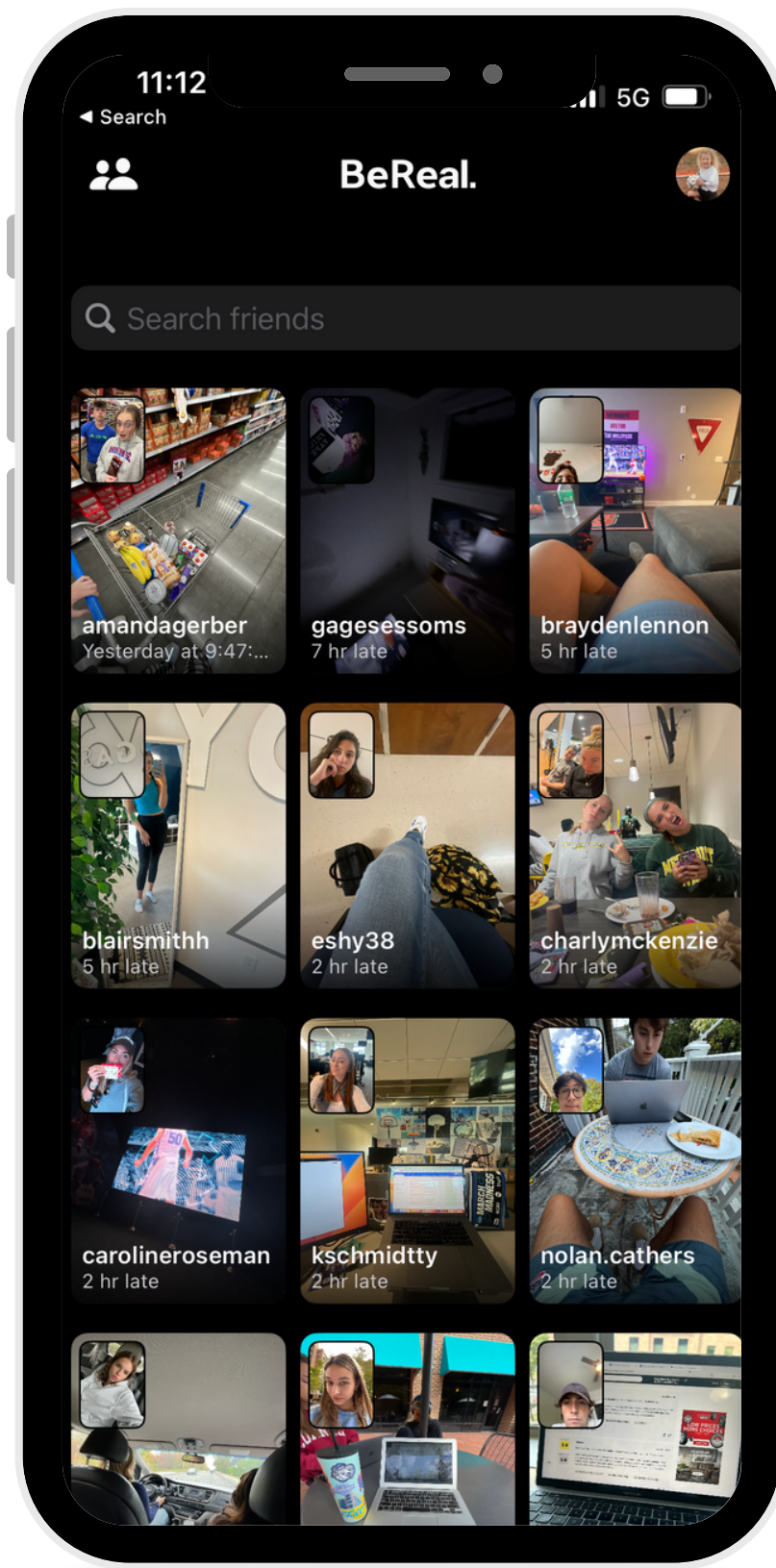
# BeReal.

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The “**LetsGetReal.**” Campaign

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How can we help more college students get **REAL**?

This campaign aims to increase downloads and usage of the BeReal app among college-aged individuals.

BeReal.

Introducing



BeReal Verified



Where

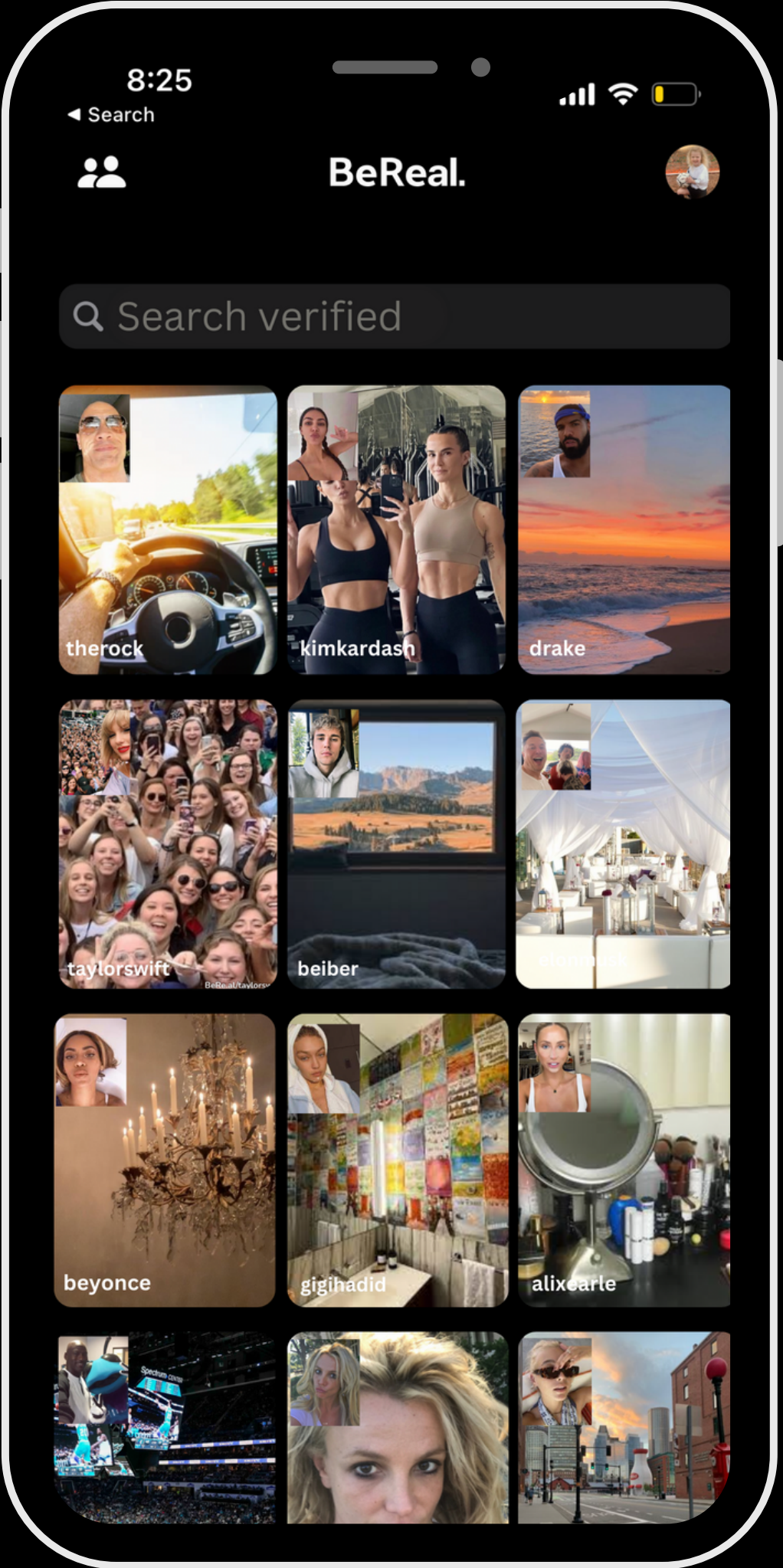
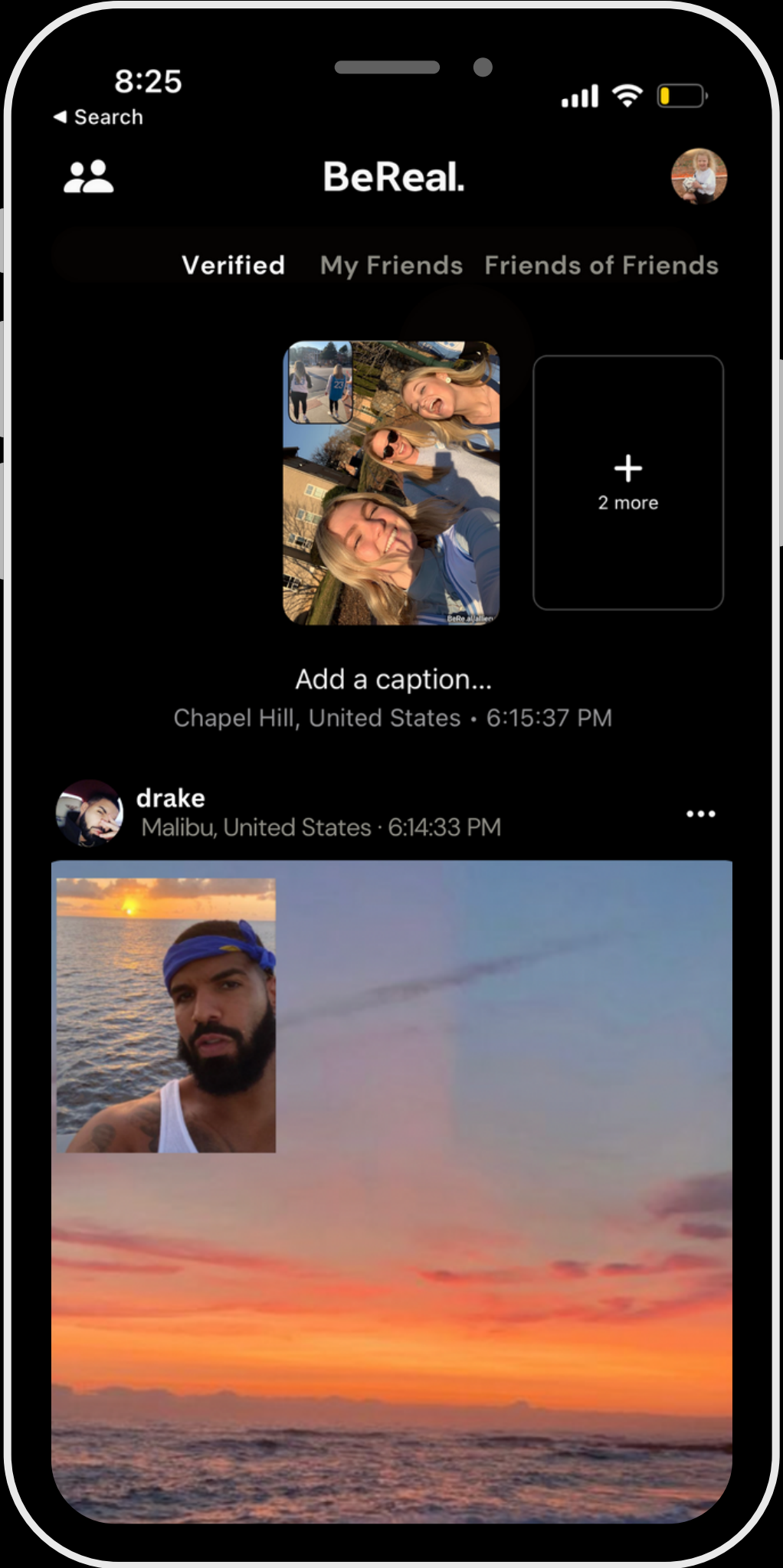
Your Favorite People

Get Real



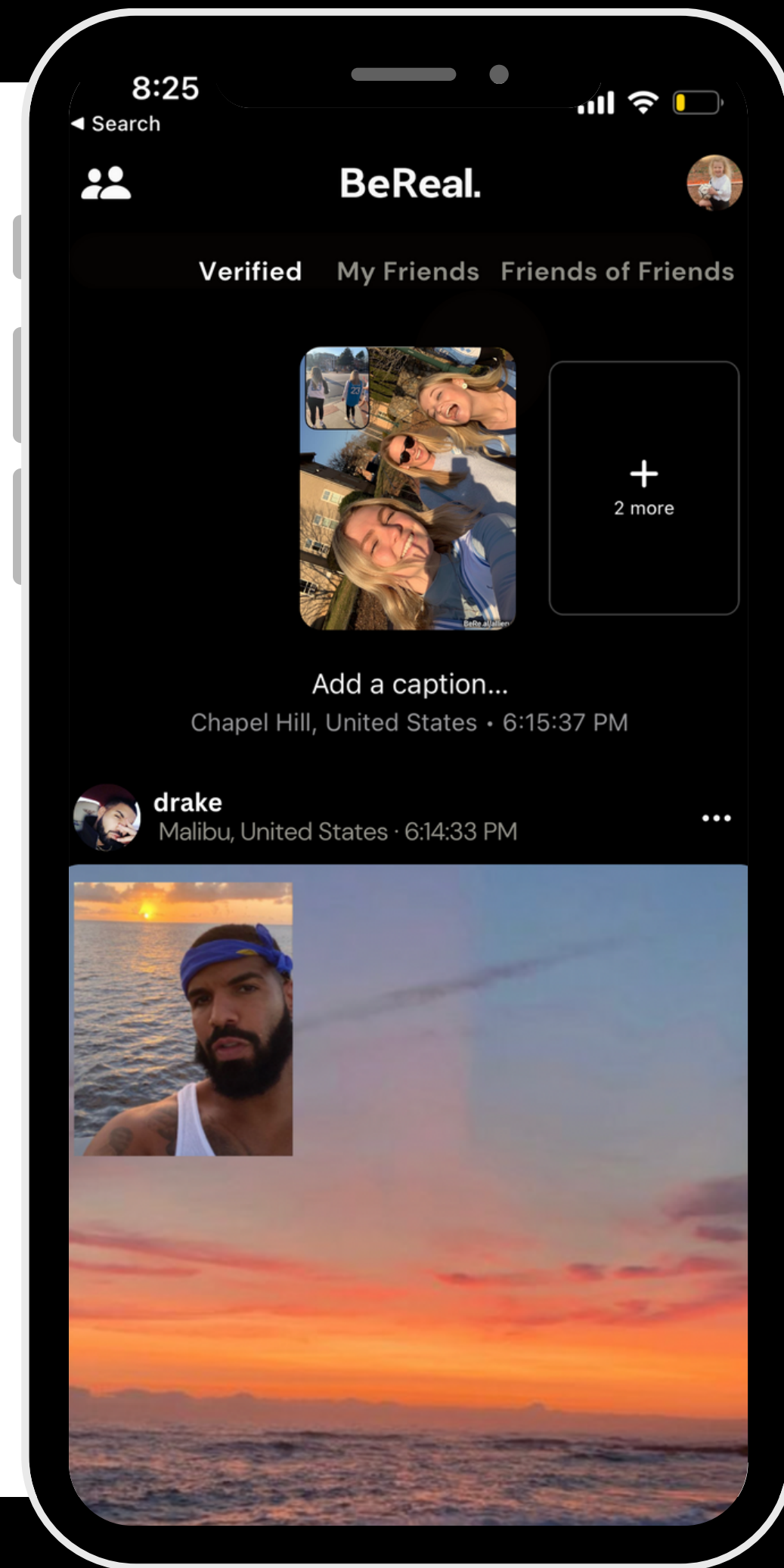
 **Download Now** 





# The Concept

- Celebrities and influencers can be registered onto a **Verified tab** where they have **public profiles**
- People certified under the Verified tab can **only post within the two minutes** announced by BeReal
- While you can search for your favorite people on the Verified tab, there are **no followers, only friends**
- Just like the typical usual, you **cannot see posts** on BeReal Verified **until you post** your BeReal
- You can interact with Verified posts through **reactions and comments**





# LetsGetReal.

This campaign is meant to encourage authenticity and genuine connections among all users. We envision a world where all people can freely express their true selves, forming communities of all kinds.

BeReal Verified will uphold our core beliefs while promoting involvement and interaction with more people. This section is dedicated to fostering a supportive and inclusive community where users with verified identities can share their real experiences, passions, and aspirations.

# LetsGetReal. Design Thinking

## Empathize

01

- Conduct research on similar social media apps to understand the approval patterns of college-aged individuals
- Understand current pop culture happenings, trends, and important figures for the youth
- Interview college-aged individuals based on likes/dislikes of specific social media platforms

## Define

02

- College-aged individuals have increased their interactions with celebrities/influencers drastically
- People do not like that social media platforms are fake and edited
- College-aged individuals like to feel close and connected with celebrities/influencers

## Ideate

03

- Sponsor celebrities and influencers to have them promote/use the app
- Campaign that could put you in “sweepstakes” for concerts, movie tickets, or chances to meet celebrities
- Potential “explore” or “verified” page where celebrities can post a BeReal within two minutes

## Prototype

04

- Edited BeReal overview of friends who have posted into potential “explore” page
- Introduction of the “Verified” tab next to the “My Friends” and “Friends of Friends”
- The past slide is an example of a possible layout

## Test

05

- Select a group of popular celebrities and influencers that would be willing to use the feature
- Select consistent BeReal users and place the update on their accounts
- Track response to the update and if positive and successful, slowly introduce to more accounts

**No filters, No followers, No ads, No bullshit.**



**Your favorite people, for real.**

