

# GIRL *is* GIRL

22-23 APRIL 2022

## EXHIBITION



📍 1559 SPACE

- ♥️ As of now, Thailand still faces significant challenges in promoting gender equality and empowering women. Despite progress being made in recent years, many Thai women still face discrimination and inequality in their personal and professional lives.
- ♥️ Raising awareness about the importance of empowering women is a crucial step towards achieving gender equality in Thailand. Women in the country often face discrimination and inequality, which hinders their personal and professional growth. Our team is dedicated to promoting gender equality by encouraging attendees to take pride in their unique identities and embrace diversity in all aspects.
- ♥️ We believe that normalizing diversity can help women recognize their worth and appreciate their individuality. By empowering women to feel confident in themselves, they can achieve their full potential and contribute to the betterment of society. Our efforts aim to promote a more equitable and sustainable future for all members of society, where women have equal access to education, economic opportunities, and leadership positions. Through raising awareness about the importance of empowering women, we can create a more just and inclusive society that benefits everyone.

## OBJECTIVE

Our aim is to create an art exhibition that celebrates the diverse identities and beauty of women, while empowering them to embrace their unique features and enrich their inner beauty. The exhibition, entitled "Communicate to Engage, Enrich, and Empower," is a platform for showcasing the essence of each team member's personal experiences in communicating this issue through a series of still photographs and a video.

## ABOUT US

As we are four girls, we aim to create awareness of the problem of beauty standards, along with to empower women to embrace their uniqueness



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THEMES

## EXHIBITION DETAILS

SKIN COLOR, BODY, MAKEUP, FASHION

# TARGET AUDIENCE

## DEMOGRAPHICS

- all ages
- reside in Bangkok
- Students and first jobbers

## PSYCHOGRAPHICS

- interests in arts, videos, still photography

## BEHAVIORAL

- Explore new ideas and topics
- Spending time with friends
- Loves taking photos
- Interested in still photography

# COMMUNICATION STRATEGIES

### Public Relations

We promote our PR through posts and reels on **Instagram** and **Tiktok** accounts.



Girlisgirl.s



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### Content

Content pillar

General information about women's empowerment

Promote our four themes

Announcements about the exhibition

Game on Instagram's stories

# BRANDING STRATEGIES

## LOGO



## SLOGAN

“Be confident, be yourself, BE-LOVED”

## NAME STRATEGY

- Using Bold font in order to show an ability to take risks
  - Confident and Courageous
- Pink is often used to represent or symbolize women
- 'Girl is Girl' implies the message to respect the worth of all girls/women, regardless of differences

# ACTIVITIES AND VIDEO PROJECT

## SHARE SPACE



A space for our participants to share their thoughts and opinion about an exhibition or anything at all

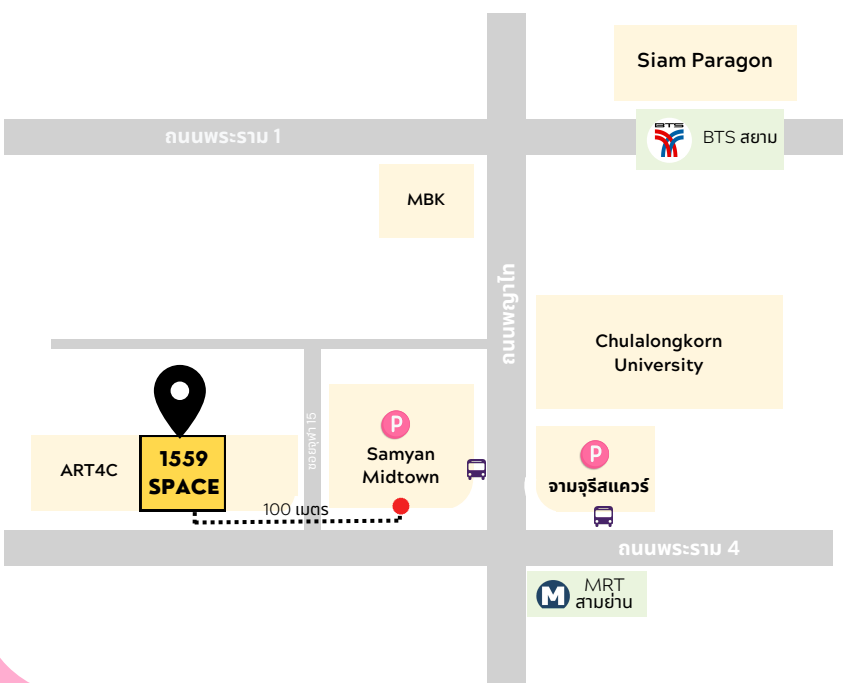
## VIDEO



A video that shows photos that have not been printed and a short clip of us explaining our objectives behind the exhibition



# TRANSPORTATION



จอดรถได้ที่ : อาคารจามจุรีแควร์, SAMYAN MIDTOWN(สยามย่านมิดทาวน์)

ป้ายด้านหน้า SAMYAN MIDTOWN : สาย 25, 29, 34, 36, 40, 47, 50, 93, 177, 187, 501, 529, 542

ป้ายด้านหน้าจามจุรีแควร์ : สาย 4, 21, 45, 46, 67, 93, 109, 141 (เที่ยวกลับ), 507

ลงสถานีสยาม ทางออก 2 และเรียกแท็กซี่หรือรถรับจ้างได้ (Muvmi, Taxi)

ลงสถานีสยาม ทางออก 2 เข้าสู่ซอยเชื่อมเข้าสู่สยามมิดทาวน์

รถตุ๊กตุ๊กไฟฟ้า Muvmi (บริเวณจุฬา-สยามย่าน) ปักธงที่ สัตยาการสีนทวงเม้ง, สยามมิดทาวน์

