

TEAM 5

# CASE STUDY

# MEET THE TEAM



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**20+**  
**YEARS ACTIVE**

**31,000**  
**REACHED**

**500**  
**ASSISTED**

**150**  
**PARTNERS**

**Combat Hate Crimes**

Report and assist victims of LGTBI+ violence.

**Promote Inclusion**

Tackle workplace and social  
exclusion.

**Aid Migrant LGTBI+**

Offer legal, social, and emotional support.

**Educate on Diversity**

Provide sexual and gender education in schools.

**ABOUT ARCOPOLI**





# THE PROBLEM

**“It’s a mistake to ban homosexuals from therapy.”**

Macarena Olona, Vox Spokeswoman in the Spanish Congress

**“There are therapies to redirect his psychology.”**

Fernando Paz, Vox’s #1 candidate in Albacete

“If my son said he was gay, I’d try to help him. There are therapies to redirect his psychology.”

homosexuals from going to therapy to find their identity.”

**“Remove the gay and lesbian flag.”**

Vicente Lera, Vox leader in Huesca

“We are in favor of removing the gay and lesbian flag. Everyone’s sexual orientation belongs at home and in their own bed.”



## THE PROBLEM \*

Recent legislation in Madrid  
weakened  
**anti-hate speech enforcement**

33% of LGBTQI+ individuals reported  
suffering *microaggressions* such as **invasive  
questions & aggression masked as  
curiosity**

# H\*TE SPEECH

Sexual orientation/gender identity hate crimes:  
**522 overall in 2024**

Online anti-LGBTI **hate speech in Spain surged by 130%  
from 2019 to 2022**





# THE INSIGHT

## THE INSIGHT ✕

Non-LGBTQI+ individuals don't fully empathize with hate speech victims because they only notice it when it's said by politicians or public figures;

**But LGBTQI+ individuals live through a quieter, more persistent version of it every day — disguised as “harmless” questions;**

## THE SOLUTION ✕

**We flipped the script to expose what happens when non-LGBTQI+ individuals get asked the same questions.**

Can hate speech against someone else hurt you more after you've stepped into their shoes?



# OUR AIMS



# WHAT WE AIM TO CHANGE #

*Shifting the Narrative*

REACHING A DIVERSIFIED AUDIENCE OF NON-LGBTQI+  
INDIVIDUALS (20-35) TO TRANSFORM:

INDIFFERENCE

SILENCE

CASUAL CRUELTY

PASSIVE

TOLERANCE

AGGRESSION



**WHAT WE AIM TO CHANGE #**  
*Shifting the Narrative*

**ACTIVE ACCEPTANCE RESPECT EMPATHY**  
**SOLIDARITY CONSCIOUS KINDNESS**





# THE CAMPAIGN



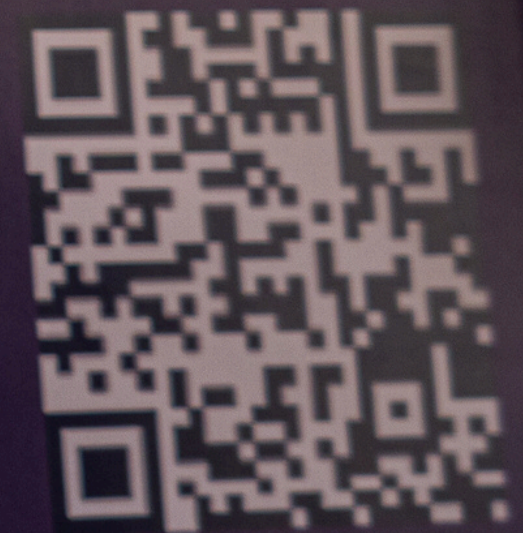
CREATIVE  
CONCEPT

**#Unidas**

\* x #

**contra**

**el odio**





# VISUAL IDENTITY



**Awareness  
towards  
Hate Speech**

Asterisk which is often  
used when people say  
slurs



X to signify condemnation  
and resistance

**Deconstruct Hate  
Narratives  
and Condemn them**



**Unite Against  
Hate Speech,  
raise your voice!**

#To show solidarity and  
unity against hate



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## CREATIVE CONCEPT

 *Awareness towards  
Hate Speech*

# WHEN DID YOU FIRST REALIZE YOU WERE STRAIGHT?

In this social experiment, we asked straight men real questions that are often directed at LGBTQI+ individuals about their identity, their love life, even their bodies.

# DO YOU THINK YOUR SEXUALITY IS NATURAL?

But here's the twist: These aren't made-up. These are the questions that are regularly asked to the community and is laced with subtle  
**HOMOPHOBIA**







*Deconstruct Hate Narratives  
and Condone them*

....WE MADE THEM  
READ REAL COMMENTS  
BY ~~PEOPLE~~

## PEOPLE IN POWER

We recorded their candid reactions to raise awareness on the fact that these aren't exaggerated. These are real, lived experiences.

**“Remove the gay and  
lesbian flag.”**

Vicente Lera, Vox leader in Huesca





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## CREATIVE CONCEPT

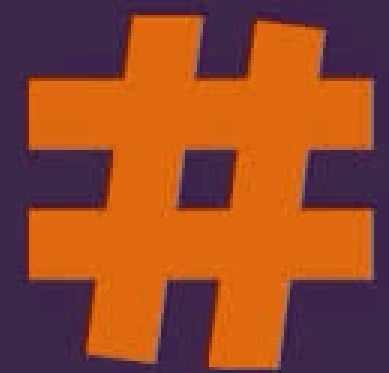
**#** *#UnitedAgainstHate  
and raise our voice*

**....FLIPPED THE NARRATIVE FROM SILENCE  
TOWARDS SOLIDARITY**

Urging people to take action!



# VISUAL IDENTITY



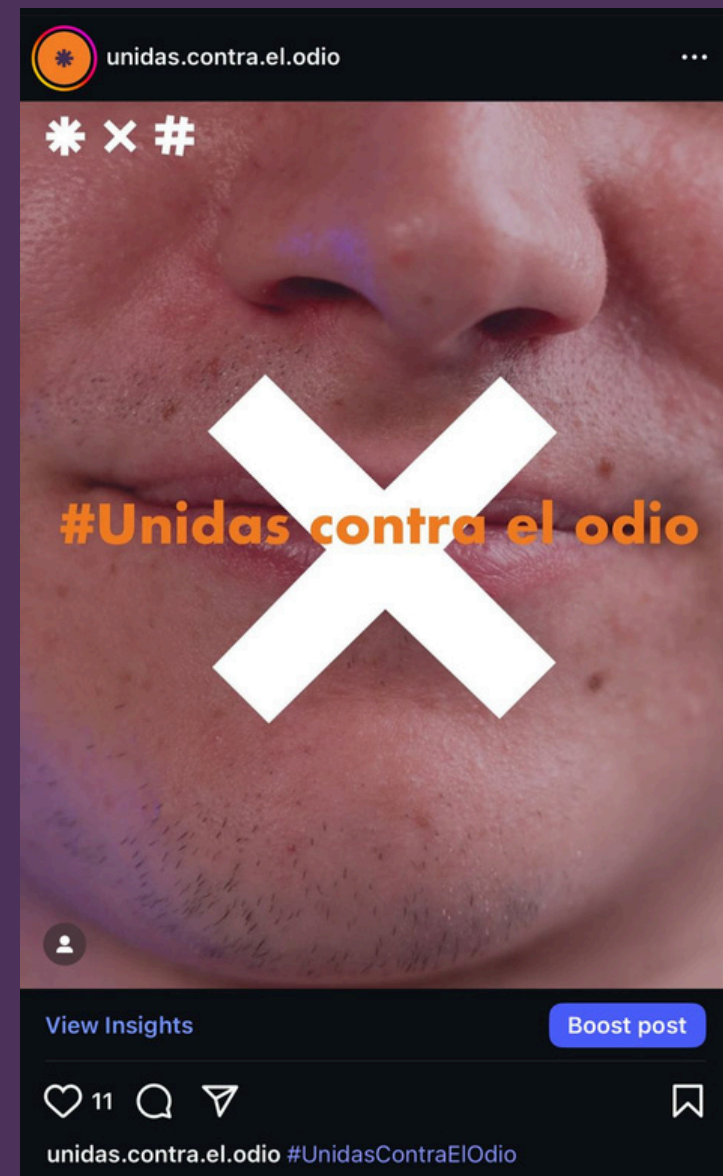
**UNIDASCONTRAELODIO**



A woman with long dark hair, wearing a patterned jacket, stands on a city street holding a black protest sign with white text. The sign reads "#Unid" on the top line, "contr" on the second line, and "el od" on the third line. In the background, there is a white car, a dark SUV, trees, and a building with a sign that says "LIQUIDACIÓN POR CIERRE". The entire image has a purple tint.

# CREATIVE STRATEGY AND EXECUTION





## WE LAUNCHED A SERIES OF CREATIVE SOCIAL MEDIA POSTS

*that highlighted real homophobic quotes and reimagined them as messages of inclusion and solidarity.*

**“La orientación sexual  
de cada persona  
~~pertenece al hogar~~”  
pertenece a  
todas partes”**

*El 60% de las personas encuestadas  
dijeron que evitan o siempre evitan  
**tomarse de la mano con una  
pareja del mismo sexo en  
público, no por vergüenza, sino  
por miedo a ser atacadas.***



**#Unidas contra el odio**

Detén el odio. Actúa. Hazte voluntario.

**<https://arcopoli.org>**



## ....LAUNCHED A TEASER

*We released a teaser trailer to build anticipation and spark curiosity around the campaign.*



**....LAUNCHED OUR FIRST  
CAMPAIGN VIDEO**

*asking men uncomfortable questions  
to create awareness*

**CAMPAIGN**

*Video 1*

**Y LES HICIMOS  
PREGUNTAS**

A man with short brown hair, wearing a light blue button-down shirt and grey trousers, is sitting in a dark grey armchair. He is smiling and looking towards the camera. His hands are clasped in his lap. The background is a dark, textured wall. A bright light source is visible in the top right corner, creating a soft glow. The text "Y LES HICIMOS PREGUNTAS" is overlaid in the center of the image.

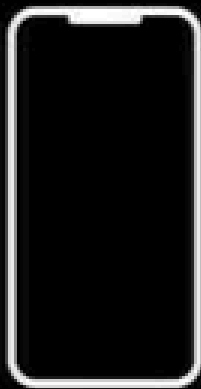
## **....LAUNCHED OUR SECOND CAMPAIGN VIDEO**

*reading quotes from people in power  
which are Homophobic*



CAMPAIGN

Video 2



POR FAVOR  
**GIRA**  
TU TELÉFONO



\*X#

"Si mi hijo dijera que es gay,  
~~intentaría ayudarlo~~  
**lo apoyaría**"

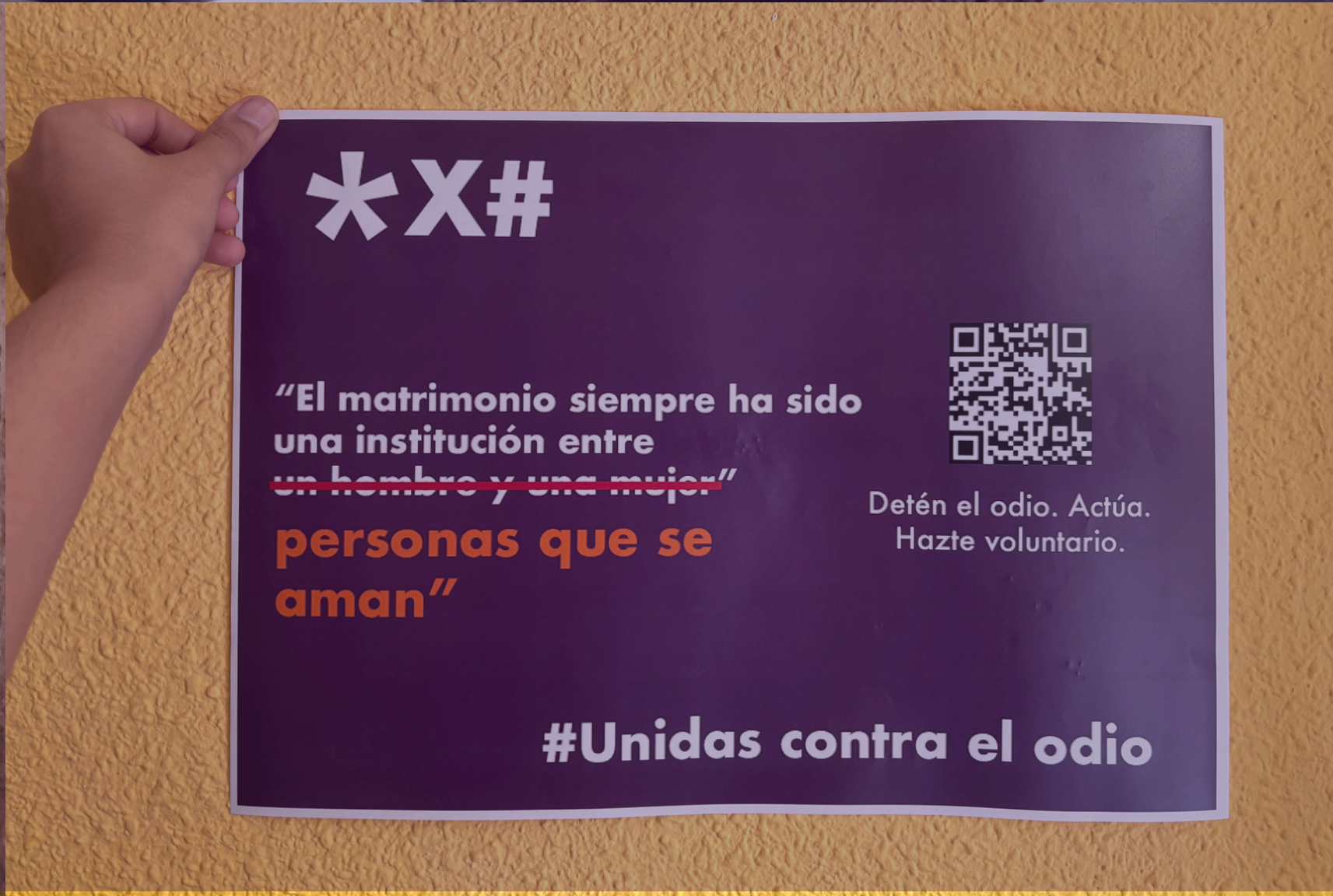
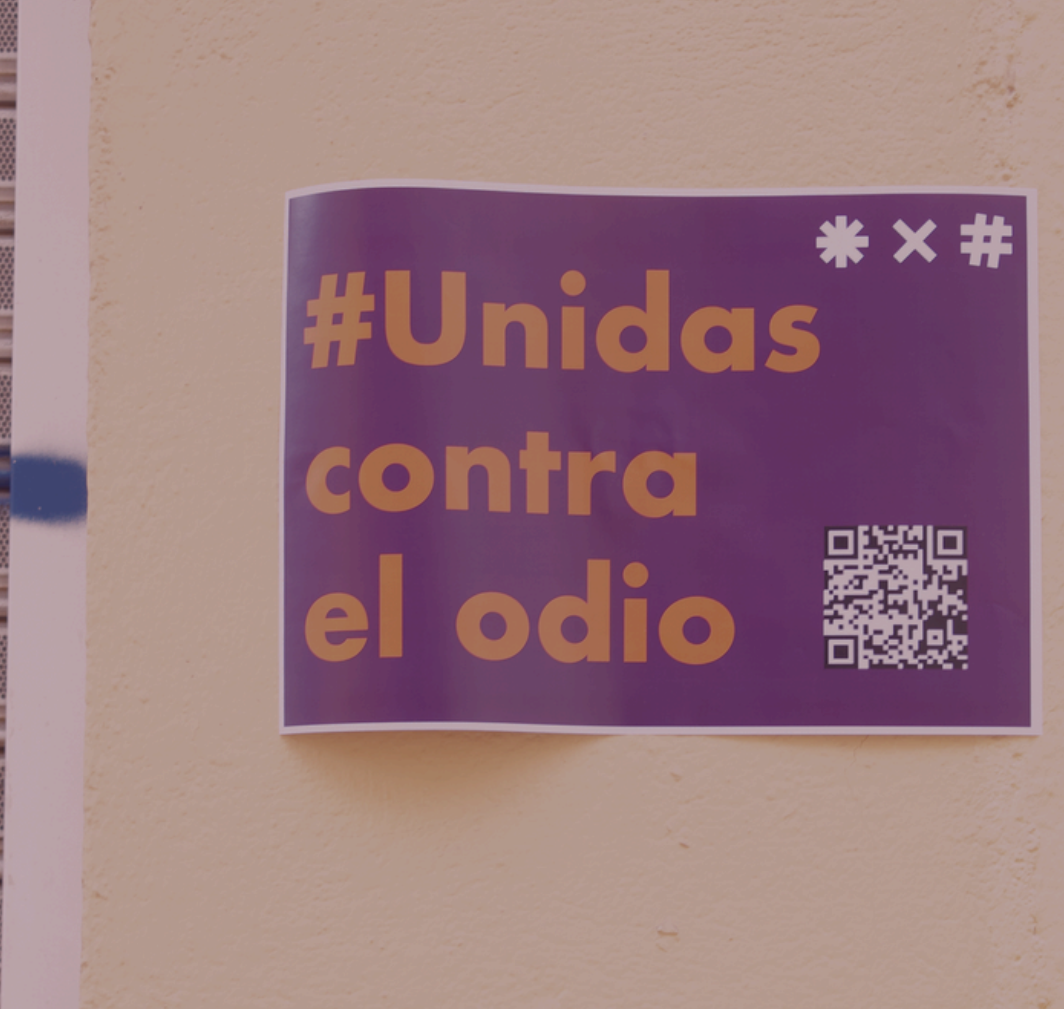
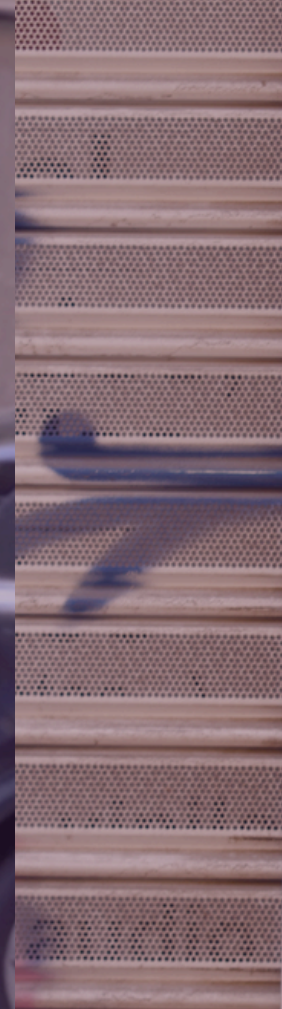


Detén el odio. Actúa.  
Hazte voluntario.

#Unidas contra el odio

...OUTDOOR  
ACTIVATIONS TO  
MAXIMISE OUTREACH







## OBJECTIVES AND KPI



**AWARENESS**  
Digital // Physical



**SOCIAL MEDIA**  
**IMPRESSIONS** ♥  
Reach // Engagement





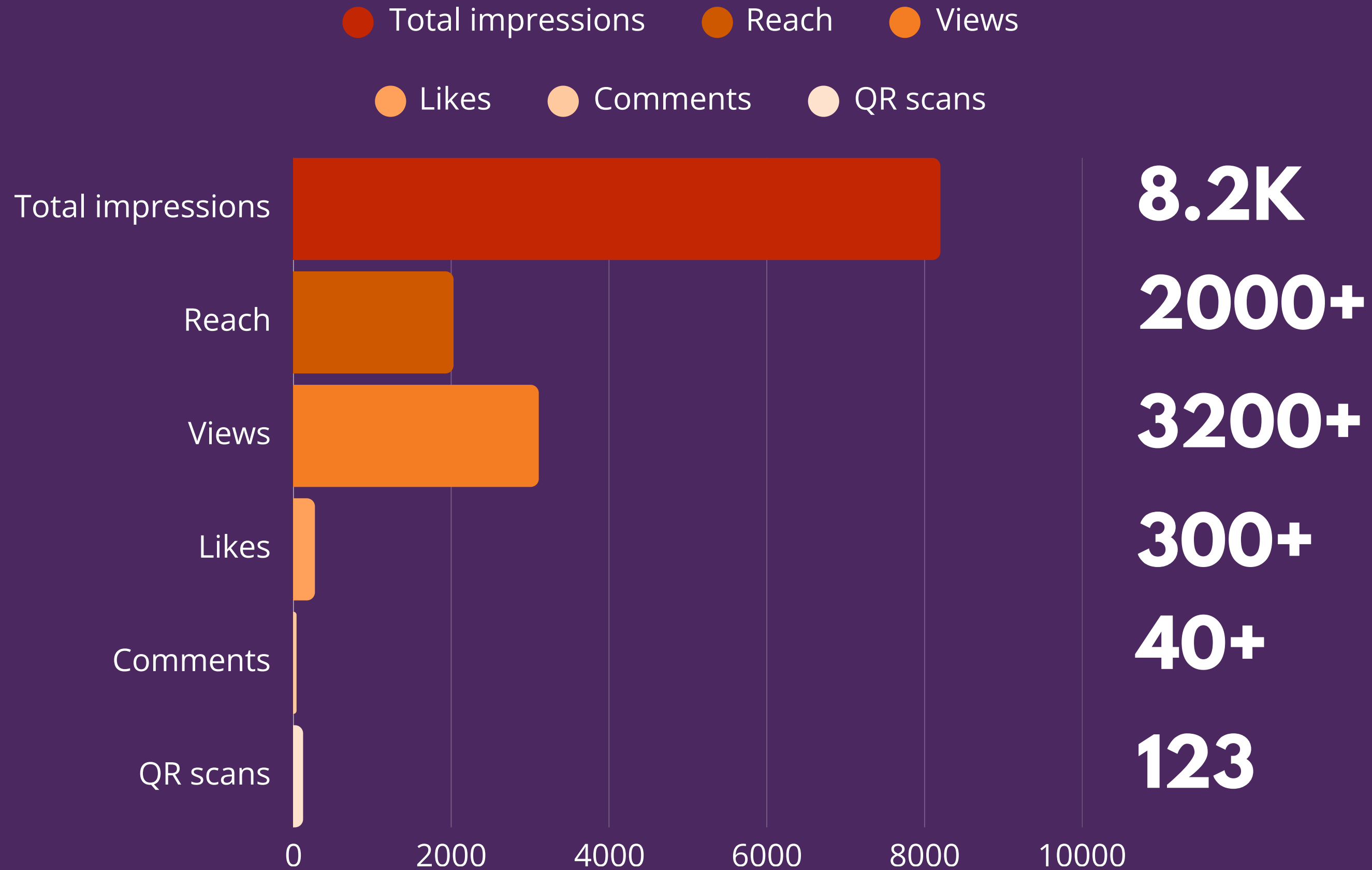
# THE RESULTS



**HATE SPEECH AGAINST LGBTQI+ COMMUNITY**



# RESULTS



*Engagement was organic, with no paid promotion.*



# 8.217 TOTAL IMPRESSIONS

**27.9%**  
*Followers*



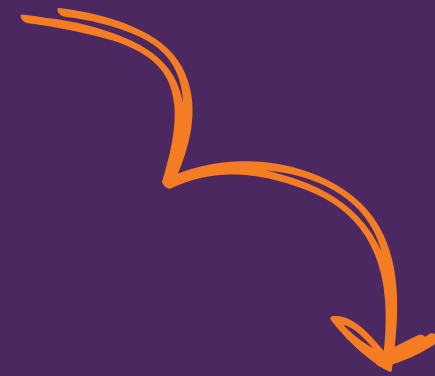
**72.1%**  
*Non-followers*



# KEY TAKEAWAY

## HIGH VISIBILITY IN RECORD TIME

In just 5 days, our campaign reached a visibility level comparable to the NGO's main account, matching the performance of their previously posted videos.



**PROVED THE POTENTIAL OF STUDENT-LED DIGITAL OUTREACH**



# SILENCE TO SOLIDARITY

8.217 TOTAL  
IMPRESSIONS

300+ LIKES

WE FLIPPED THE NARATIVE!

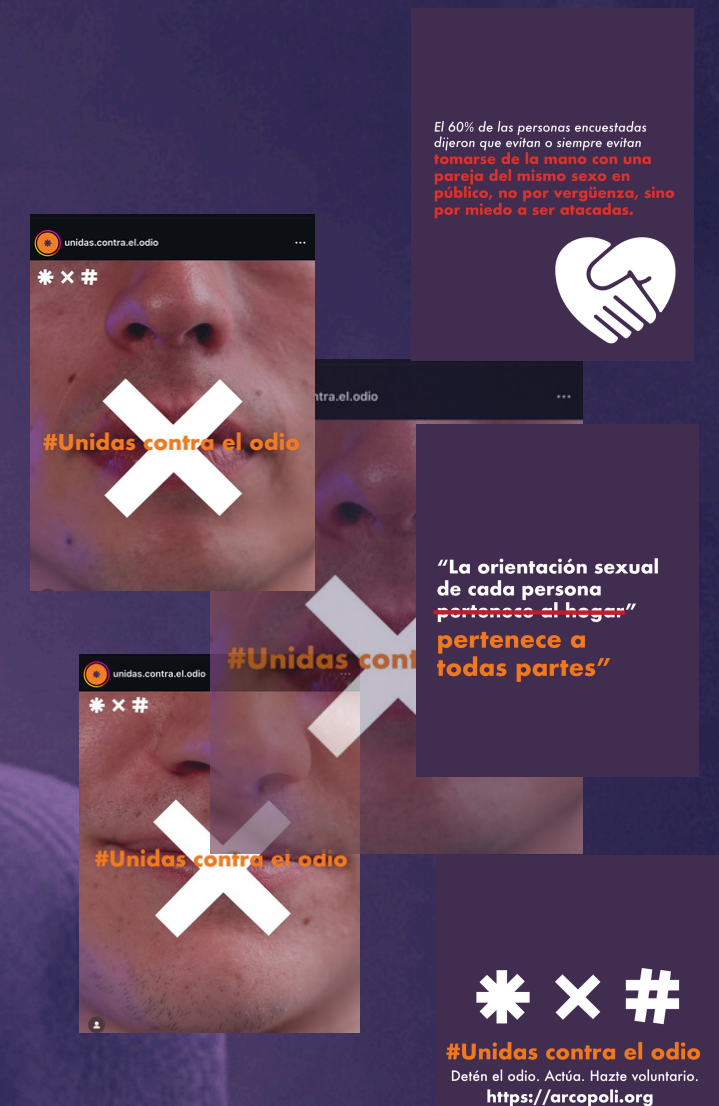
Our LGBTQ campaign flipped the script on everyday homophobia by asking straight men the invasive questions often directed at LGBTQ+ individuals—capturing their discomfort and reactions as they read real hate speech quotes from politicians.

The goal was to spark empathy and awareness. We launched the campaign with teaser visuals, bold social media posts, city-wide posters in Madrid, and two powerful videos. The response was incredible—over 8K impressions in the first week, with widespread engagement and support. The message was clear: We must be united against hate.

“....THIS IS NOT OKAY,  
THIS IS DISCRIMINATION”

– Mark

# #UnidasContraElOdio





**THANK YOU!**

