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# Concepts



## Concepts

We explored different concepts/ideas for the social videos: — What is homelessness — Causes of homelessness (*why*) — How you can Help — What happens when you help — What happens when you fight homelessness



## Content

Bringing in content from the different videos together - getting the message across ("Homelessness is not a crime - Chief Burns")



## Content

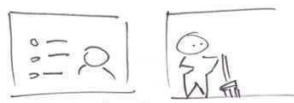
Testimonials from different people



## Message

Different concepts that fit into the "See, Change, Fight" tagline but also the "Ending homelessness through the dignity of work" mantra.

ZURB Downtown Streets Team VIDEO Ideation



WHAT IS HOMELESSNESS

WHAT IS HOMELESSNESS 5-7 VIDEOS

CAUSES OF HOMELESSNESS

HOW YOU CAN HELP

~~WHAT HAPPENS~~

WHAT HAPPENS WHEN YOU HELP

WHAT HAPPENS WHEN YOU FIGHT

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FREE SOUND.ORG = SOUND FOR VIDEOS

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SEE - EDUCATIONAL

FIGHT - SOBRIETY  
ENVIRONMENT

CHANGE - SEEING THE CHANGE

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**ZURB** Downtown Streets Team Ideation

**HOMELESSNESS IS NOT A CRIME - CHIEF BURNS**

CHIEF FORBES

HOMELESSNESS CAUSES

CAUSES OF HOMELESSNESS

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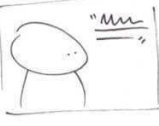
- DRUGS
- DEATH
-

YOU TOO CAN HELP

FAITH BELL - LIBRARY  
POLICE - CHIEF BURNS  
CHAS FORBES - REASONS WHY  
LOVELY - WHY / WHAT  
MATT MAJOR - FIGHT BACK  
RANDY - DONATE  
PATRICK - THANK YOU / HOMELESS LIVING IN A TRUCK

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ZURB Downtown Streets Team Ideation

IT COULD BE YOU BELIEVE I DESERVE IT! PUTTING A FACE TO HOMELESSNESS	START WITH BELL - "THE RING OF SUCCESS" → "KEVIN RINGS" <del>THIS IS THE FACE OF HOMELESSNESS</del> THIS IS THE FACE OF HOMELESSNESS PEOPLE MATT MAJOR - "YOU HAVE TO FIGHT"  I WANTED TO BE PART OF THE SOLUTION NOT PART OF THE PROBLEM - MICHAEL RANDY = A SECOND CHANCE
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ZURB Downtown Streets Team / Ideation

The ideation board is a hand-drawn sketch on a grid background. It features three columns of sketches and text. The first column is titled 'SEE' and includes a sketch of two people at a table. The second column is titled 'FIGHT' and includes a sketch of a person with arms raised. The third column is titled 'CHANGE' and includes a sketch of a person holding a bell with the words 'DING DING' written above it. Below these columns is a large box containing the text 'ENDING HOMELESS THROUGH THE DIGNITY OF WORK - SEE - FIGHT - CHANGE'. A curved arrow points from the 'Ideation' label to the top of the board.

<u>SEE</u>	<u>FIGHT</u>	<u>CHANGE</u>
<ul style="list-style-type: none"><li>• EDUCATIONAL</li><li>• CAUSES</li><li>• WHY? WHO?</li></ul>	<ul style="list-style-type: none"><li>• HOW YOU CAN HELP</li><li>• END HOMELESSNESS</li><li>• EQUIPMENT</li></ul>	<ul style="list-style-type: none"><li>• RESULT IN SOCIETY</li><li>• SUCCESS STORIES</li><li>• EMPLOYMENT</li><li>• HOME</li></ul>

ENDING HOMELESS THROUGH THE DIGNITY OF WORK - SEE - FIGHT - CHANGE

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