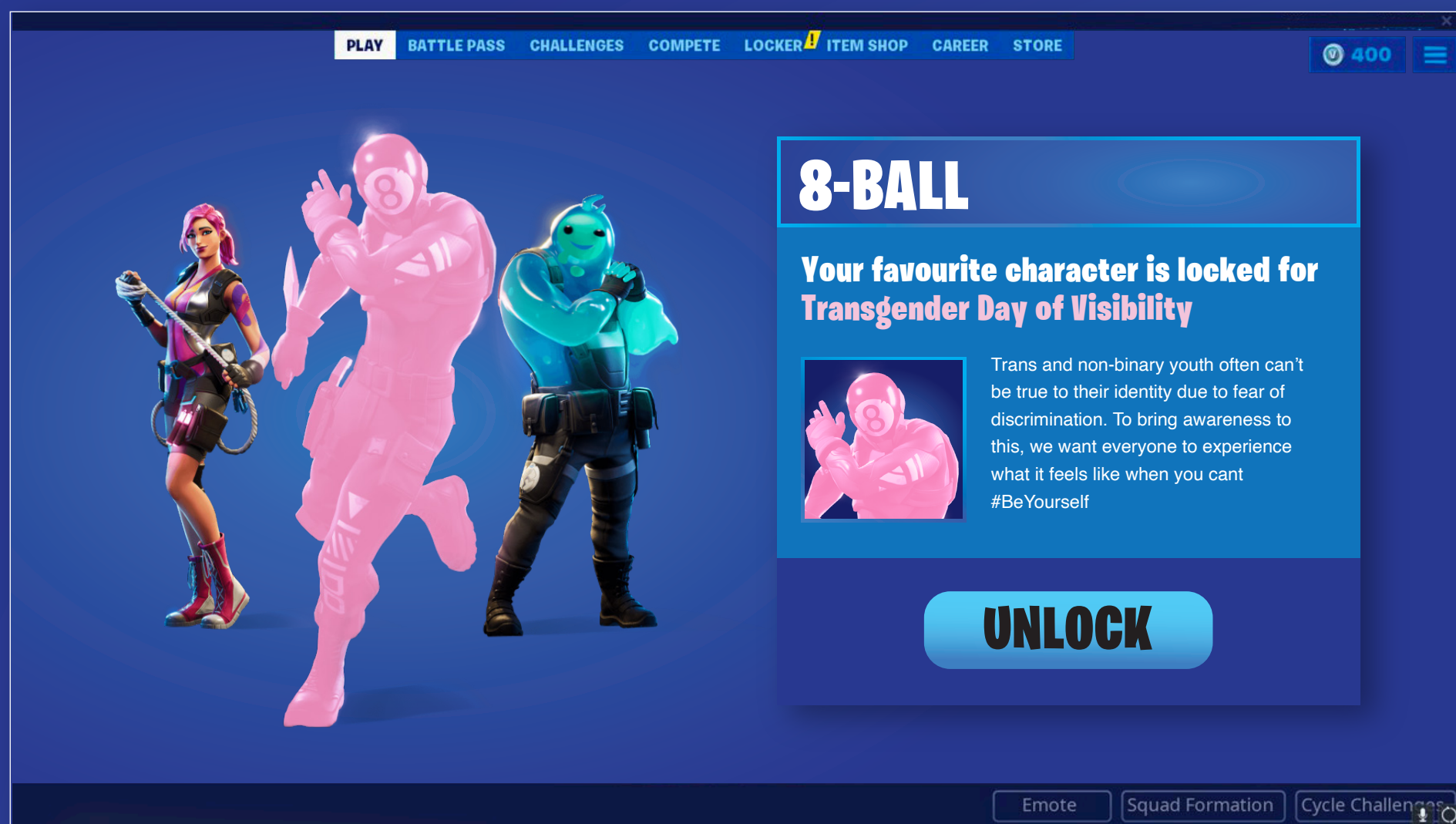


Game Interface



Insight

In video games, like Fornite, everyone has their go-to character. It's part of a player's identity and it doesn't feel right to play using anyone else.

During International Transgender Day of Visibility on March 31st, to bring attention to the issues facing trans and non-binary youth, we will highlight what it feels like when you can't #BeYourself by taking away Fortnite players' ability to choose their favourite character.

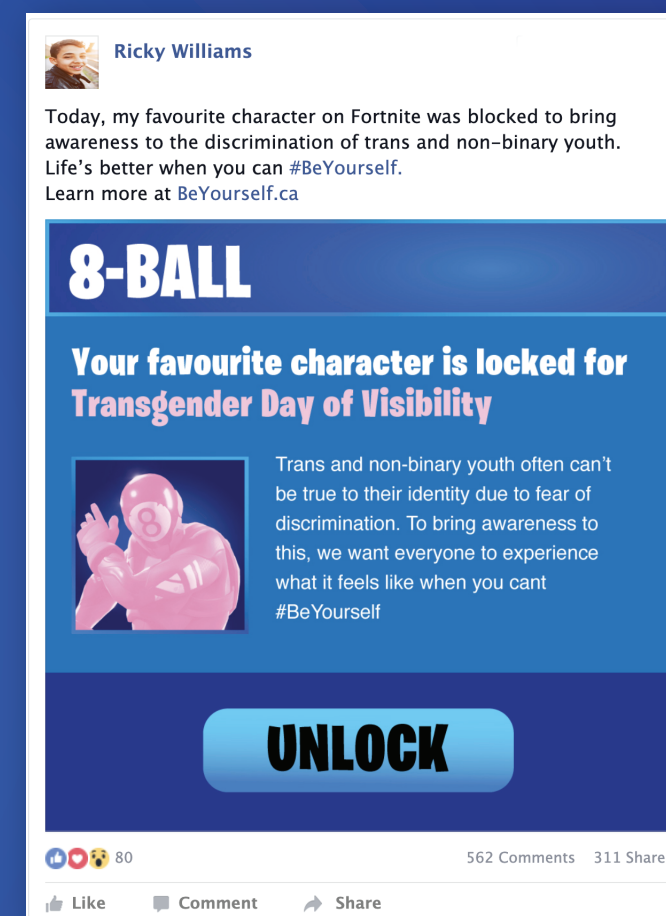
Social Media

LinkedIn

To get teachers on board, we will advertise the initiative to them on LinkedIn and try to get teachers to walk through the experience in class to further drive home the important message.

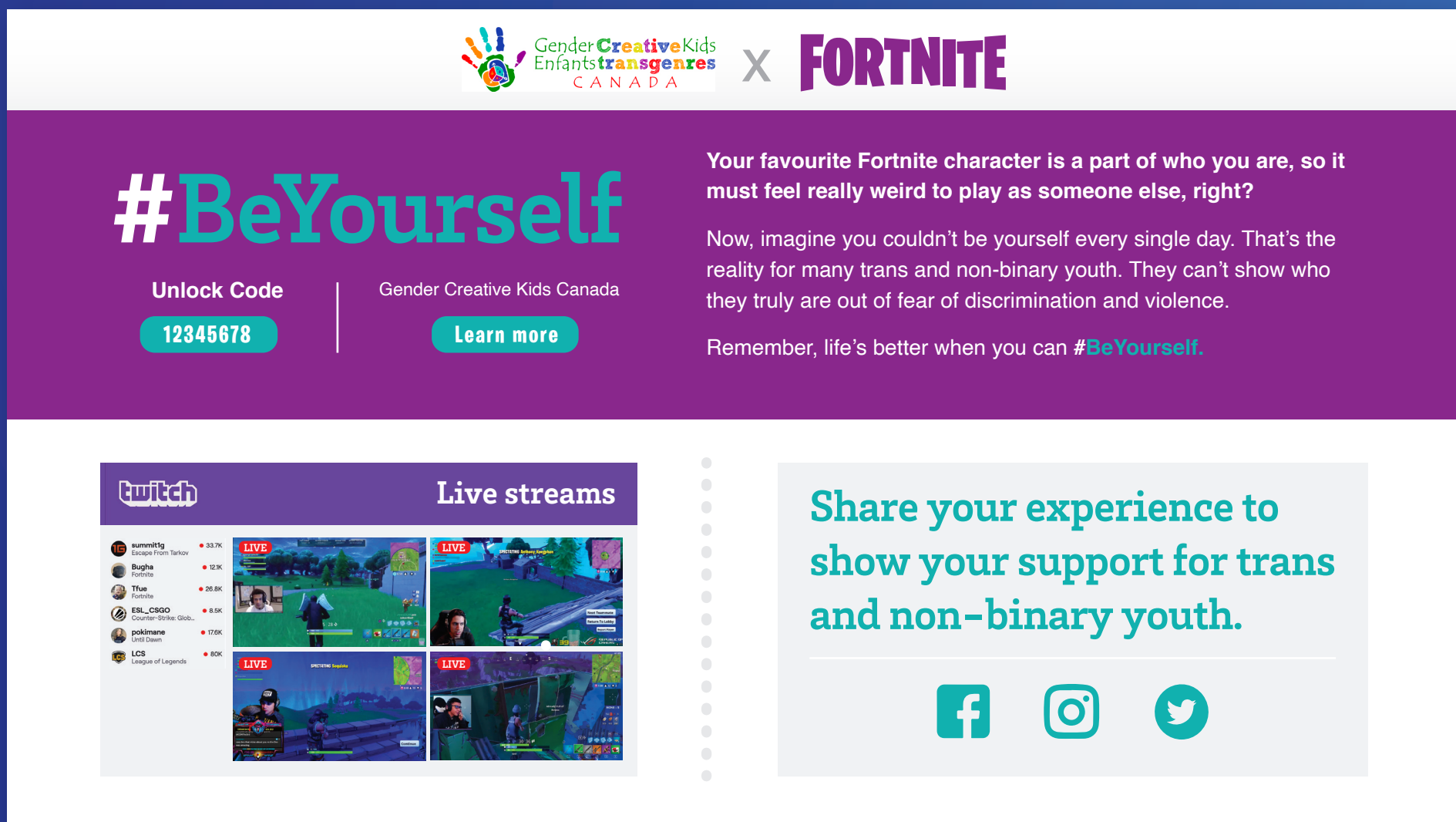


Facebook



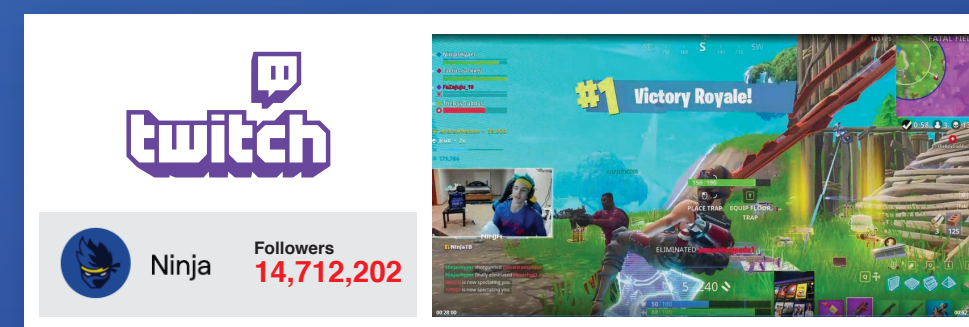
Participants in the campaign can share their experience through facebook and other social platforms.

Splash Page



Twitch

We will have popular fortnite players on Twitch live streaming their games and vocally supporting the campaign throughout the day.



Campaign Name and Summary

The campaign name is #BeYourself. This campaign is a partnership between Gender Creative Kids Canada and Fortnite that will use the game to bring attention to identity issues and others faced by trans and non-binary youth. By taking away the ability for Fortnite players to use their favourite character, it will bring attention to the fact that life is really hard when you can't be yourself, which is an unfortunate issue that many trans and non-binary youth face.

Creative Insight

In video games, like Fortnite, everyone has their go-to character. It's part of a player's identity, and it doesn't feel right to play using anyone else. Trans and non-binary youth often can't be themselves due to fear of discrimination or even violence. Let's use this parallel to send a message to youth in Canada: Life's better when you can #BeYourself.

During International Transgender Day of Visibility on March 31st, to bring attention to the issues facing trans and non-binary youth, we will highlight what it feels like when you can't #BeYourself by taking away Fortnite players' ability to choose their favourite character.

Solution

We will partner with Fortnite and create a block on each Canadian Fortnite profile that blocks their favourite character. They will then be driven to a splash page where they will get the campaign message, receive an unlock code, watch Twitch Live Stream influencers supporting the campaign and be driven to share their experience on social. There will also be a link out to the further GenderCreativeKids.ca website.

How does it work

The brief asked us to promote a safe, inclusive environment for trans, non-binary and gender-fluid kids by raising awareness of discriminatory behaviour and advocating for change. We are answering this ask by raising awareness and advocating through a game/social media that is wildly popular among youth. Fortnite has over 250 million users and the majority are youth and students. We are sending a powerful message through a powerful medium and will support the campaign through social influencers on the gaming site Twitch and through a teacher advocacy program. We believe that these will be successful avenues to getting the message out in a wide-reaching and meaningful way.