Coming soon...

- We kickstarted with a teaser campaign that positioned the UNACORN logo.

REAFFIRM COLLABORATIVE
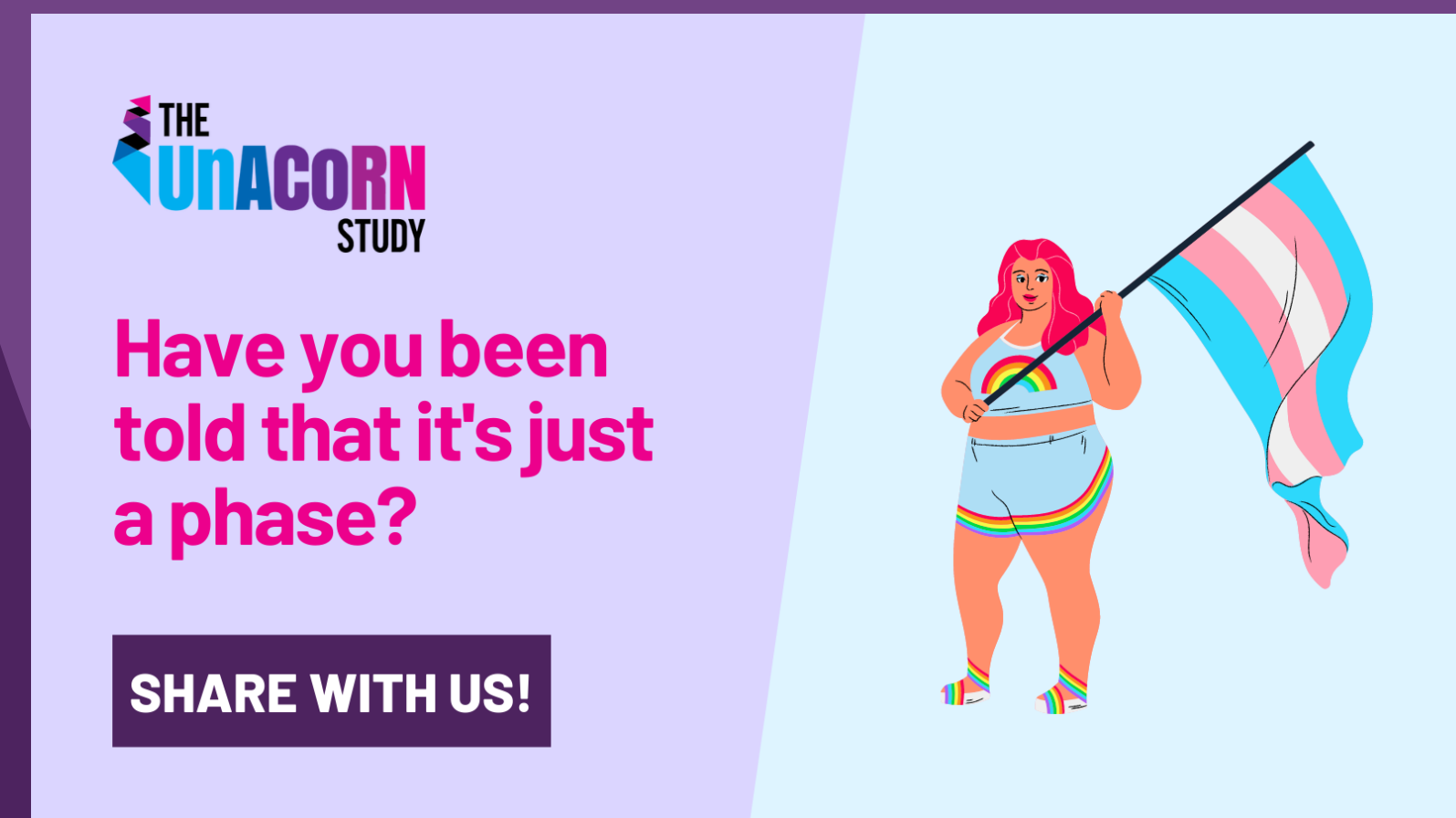
Framing

- Our colours and messages aimed to be inclusive and make the 2S/LGBTQ community feel welcomed and safe.

THE UnACORN STUDY

Unicorns aren't real, but your identity is.

SHARE WITH US!

THE UnACORN STUDY

Have you been told that it's just a phase?

SHARE WITH US!

REAFFIRM COLLABORATIVE

Section-specific content

- We also used thematic content to appeal participants whose background matched key exposures explored in the survey

THE
UnACoRN
STUDY

Do you feel like there's a place for you in sport?

SHARE WITH US!

REAFFIRM COLLABORATIVE

Section-specific content

- We also used thematic content to appeal participants whose background matched key exposures explored in the survey

THE **UnACoRN** STUDY

Who supports your mental health?

SHARE WITH US!

CENTRE FOR
GENDER & SEXUAL
HEALTH EQUITY

REAFFIRM COLLABORATIVE

Closing gaps

- However, it became evident that we needed to address some gaps, mainly for men

THE UnACORN STUDY

Make a place for yourself in sport.

SHARE WITH US!

REAFFIRM COLLABORATIVE

Closing gaps

- However, it became evident that we needed to address some gaps, mainly for men, cis-het participants

REAFFIRM
COLLABORATIVE

Closing gaps

- However, it became evident that we needed to address some gaps, mainly for men, cis-het participants, and older age groups

Key takeaways

- 2S/LGBTQ-friendly framing works for sexual and gender minorities.

- Cis-het participants might have felt out of place, although they were eligible as study participants.

- Online campaigns skew towards what is most effective, creating recruitment "gaps."

- Diversifying your campaign can mitigate these effects.

REAFFIRM COLLABORATIVE