

UnACoRN Survey: Campaign design changes over time

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Coming soon...

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

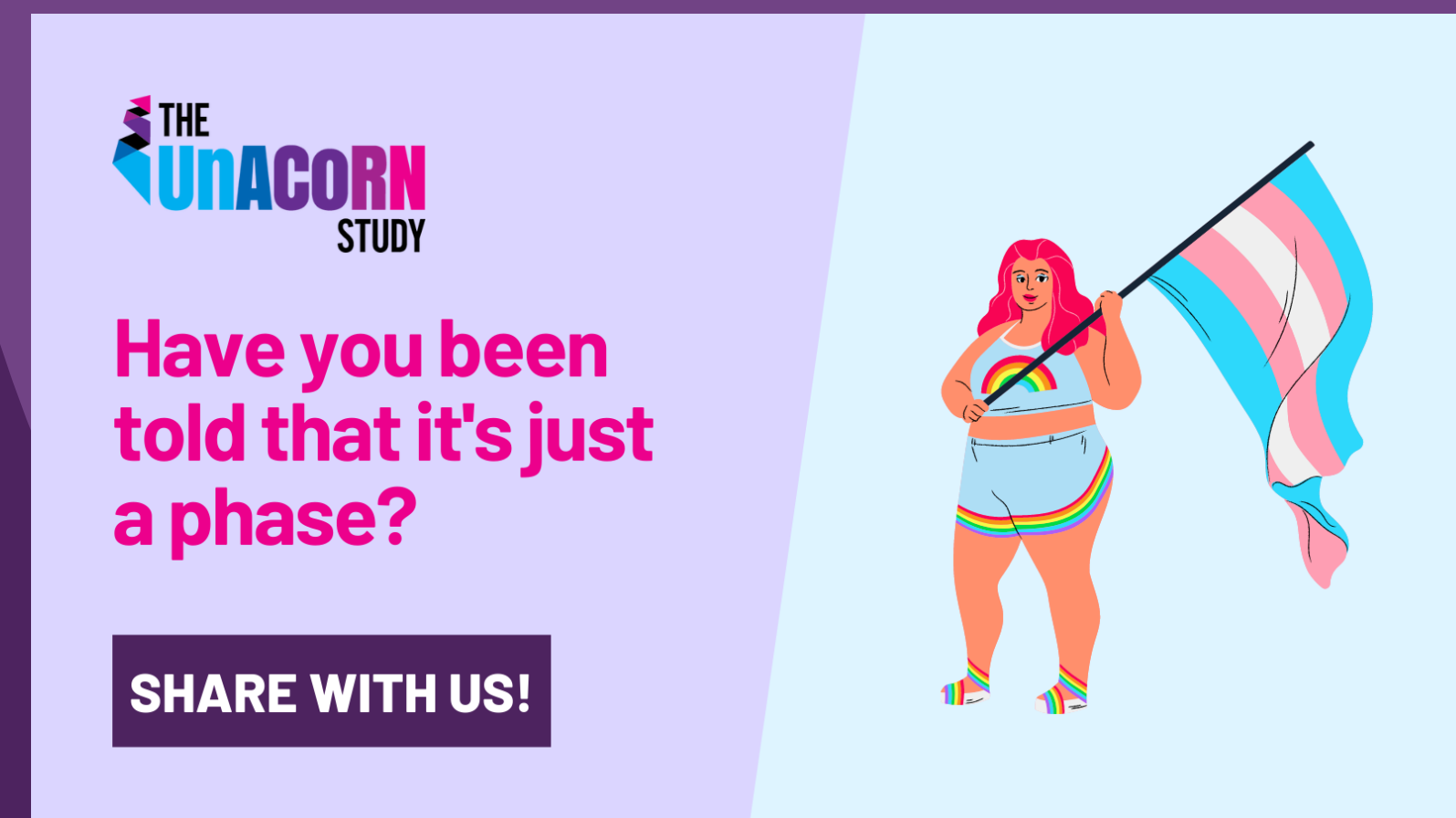
Coming soon...

 THE
UnACORN
STUDY



Framing

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



Section-specific content

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



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

SHARE WITH US!



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

Closing gaps

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



**Make a place for
yourself in sport.**

SHARE WITH US!



Closing gaps

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



THE UNACORN STUDY

TELL US ABOUT ROMANCE, BROMANCE, & MORE

TAKE THE SURVEY!

The banner features an illustration of three men standing together. The man on the left is wearing a dark sweater and light pants. The man in the middle is wearing a light jacket and dark pants. The man on the right is wearing a brown jacket and dark pants. There are decorative wavy lines and a small heart icon around the men.

Closing gaps

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



THE UNACORN STUDY

BROS DON'T WANT TO TALK?

TELL US WHERE *YOU* FIND COMMUNITY!

TAKE THE SURVEY!

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.

Learn more:
unacorn.ca

