PART 1: PROBLEM

Problem: Miami University college women don’t know how to accept and love their bodies due to the body image standards set by the media.

TARGET AUDIENCE

Women ages 18 - 22 attending Miami University.

SOLUTION STATEMENT

My solution will have succeeded if more women accept their body and start to love it despite the body image standards set by the media.

42% of women felt positively encouraged to take a picture
The mass media's depiction of women portrays a standard of beauty that is unrealistic and unattainable for a majority of women in society. Research has shown that females who are repeatedly exposed to/internalize the thin ideal are at greater risk to develop body image issues and eating pathology.
The positive body kit is a way for women to have something to take home with them that reinforces positive body perception. This is done through literature, products, and brand elements encouraging self-love.
PROTOTYPE 2: MEDIA OUTBURST

Through short informative videos I will demonstrate ways to become body positive. These will take the forms of interviews, DIY's, and blog posts.
The mirror reflections campaign will target women in times they will be caught off guard and reevaluate their image. This will be done through the uses of stickers, warning labels, and mirror pop ups.
PART 3: FINAL SOLUTION
SKETCHES, LOGOS, APPLICATIONS

The mirror reflections campaign will target women in times they will be caught off-guard and reevaluate their image. This will be done through the uses of stickers, warning labels, and mirror pop ups.
93% of women fat talk, you wouldn't do it to your friends why do it to yourself?
youtube.com/tweets
shapematters.org/ FightFatTalk