

YOUR DATA YOUR MONEY

own it, earn it



Welcome our team of 3



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THE CAMPAIGN

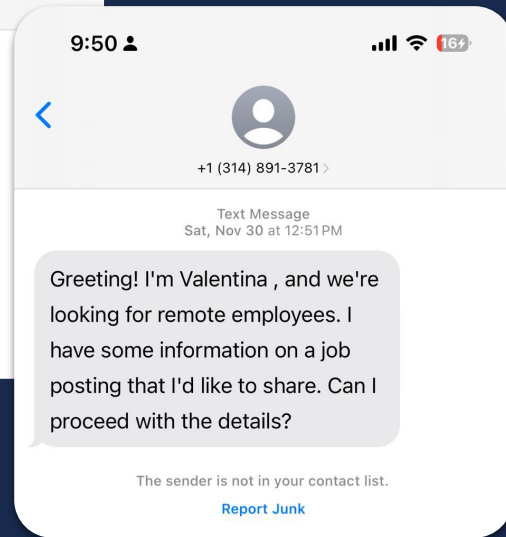
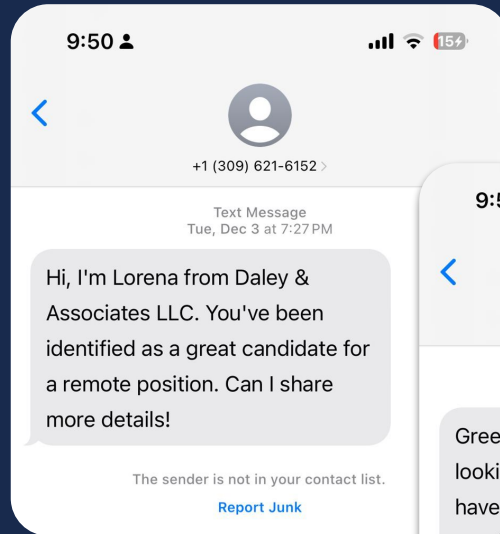
Inspiration behind

Facebook made
\$86 billion from
your data last
year, and

You didn't see a dime of it.



That's you



Our Campaign Purpose

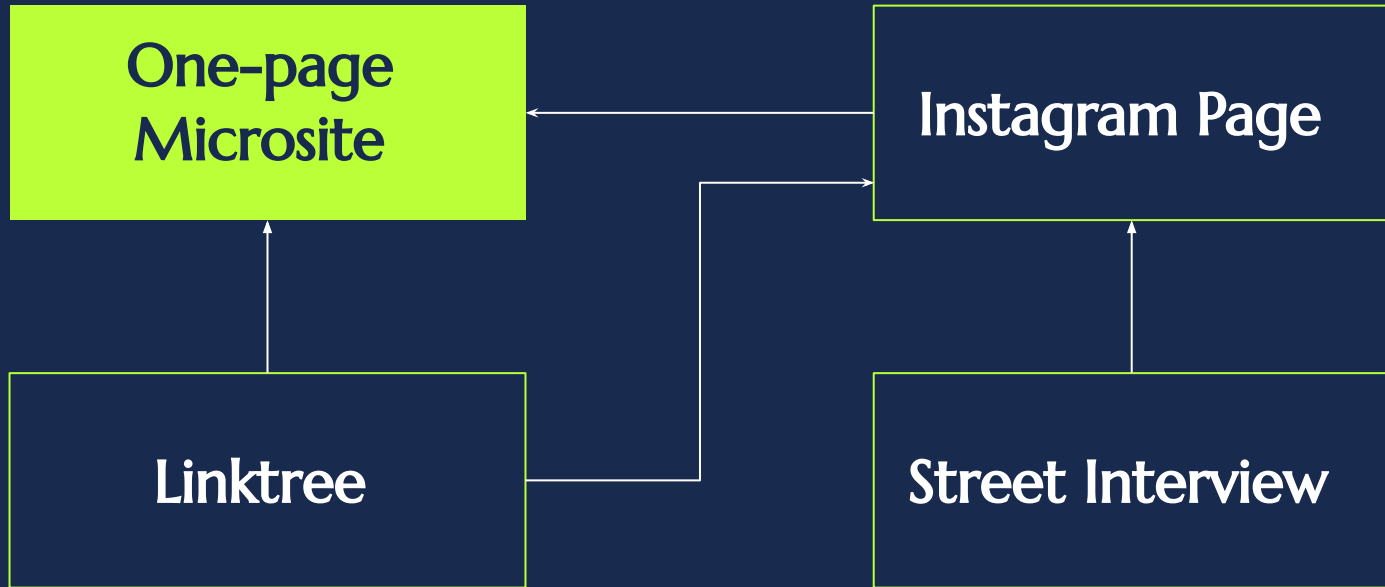
To Address

- people (particularly Gen Z) not fully recognizing the value of their personal data
- big tech companies make significant profits

How

- Raising awareness among Gen Z
- empowering them to demand proper compensation for their data

Deliverables



Call to Action

Participate in Our Movements

- Email Flood
- Social Media Blackout

Support Us on Social Media

Spread the Word

Tell Us Your Story

AUDIENCE



Demographics



PERSONA 1



Sophia Lee
19 Los Angeles, CA

OCCUPATION: Part-Time Barista / Photography Student

SALARY: \$20K

LEVEL OF EDUCATION: Associate Degree in Progress
(Photography)

STATUS In a Relationship

SEXUAL ORIENTATION: Straight

RELIGION: Spiritual (Meditation & Wellness)

ETHNICITY: American

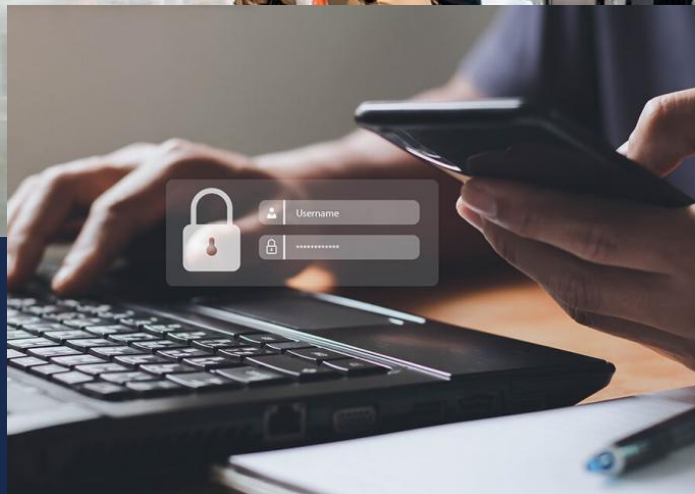
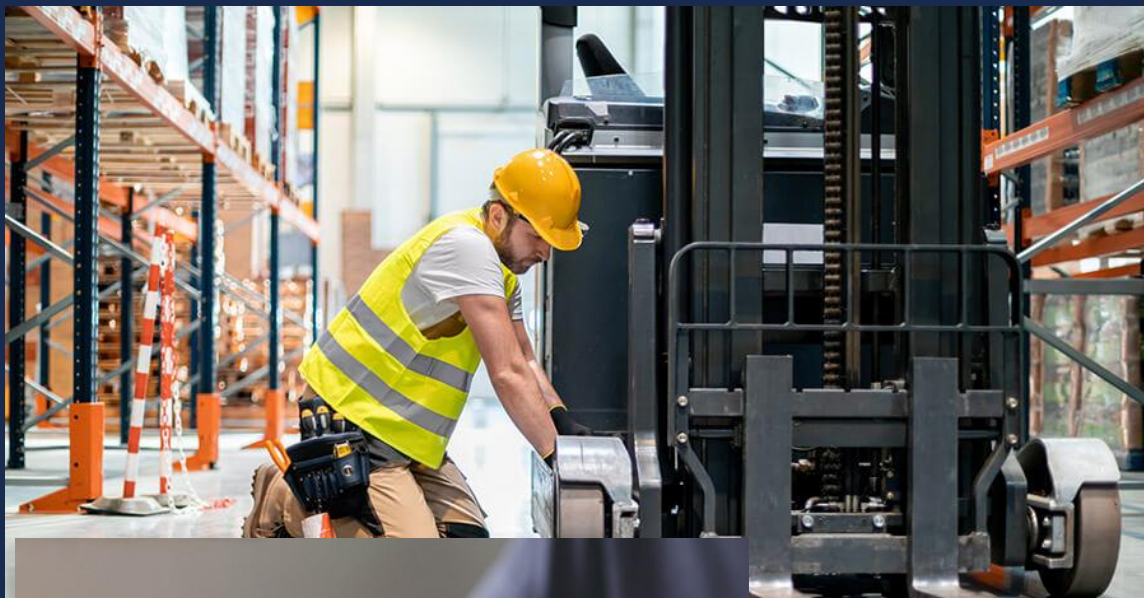
Loves sharing tips and advice with friends, especially when it comes to making smarter or safer life choices.

Enjoys staying updated on the latest tech and lifestyle trends, particularly those that make daily life more efficient or enjoyable.

Seeks a better understanding of how to protect himself online without needing technical knowledge or major lifestyle changes.

Curious about balancing a tech-savvy lifestyle with mindfulness and a sense of control over her personal space and choices.





PERSONA 2

Alex Martinez
24 Chicago, IL

OCCUPATION: Mechanic / Warehouse Worker

SALARY: \$30K

LEVEL OF EDUCATION: High School Diploma

STATUS: Single

SEXUAL ORIENTATION: Straight

RELIGION: Christian

ETHNICITY: Hispanic-American

Wants to find ways to save money or make smarter financial choices.

Interested in making a positive impact and contributing to causes that matter.

Wants to learn how to make better decisions that benefit both himself and those around him.

Had an incident where his personal data was used by a big company without his permission, which made this Campaign stick out to him



BRANDING DESIGN STRATEGY

Perception and Tone

- Bold – Encouraging individuals to take a stand
- Fun – Using lightheartedness to engage and educate
- Empowering – Making people feel they can take control of their data
- Relatable – Speaking directly to Gen Z in a tone they understand and appreciate
- Provocative – Encouraging them to question the digital landscape and their role in it.

Color Exploration

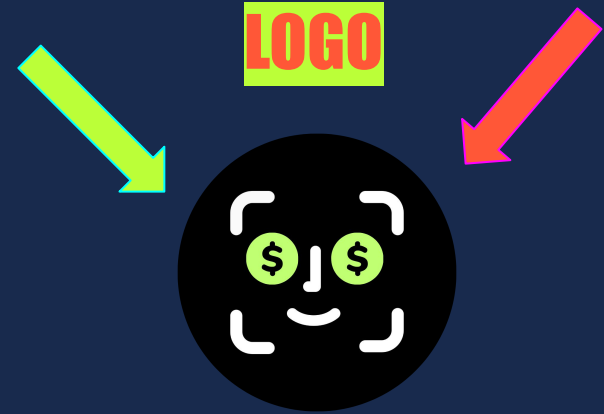


Our Design

PAY ME FOR MY DATA NOW!

Our campaign differs from other privacy or data protection initiatives by emphasizing humor, virality, and empowerment instead of fear or distrust of technology. While other campaigns may focus on the negative aspects of data privacy, we're encouraging individuals to flip the script and profit from their data instead. - using it is inevitable let's change rules.

Primary: **ARCHIVO**
Secondary: MARCELLUS



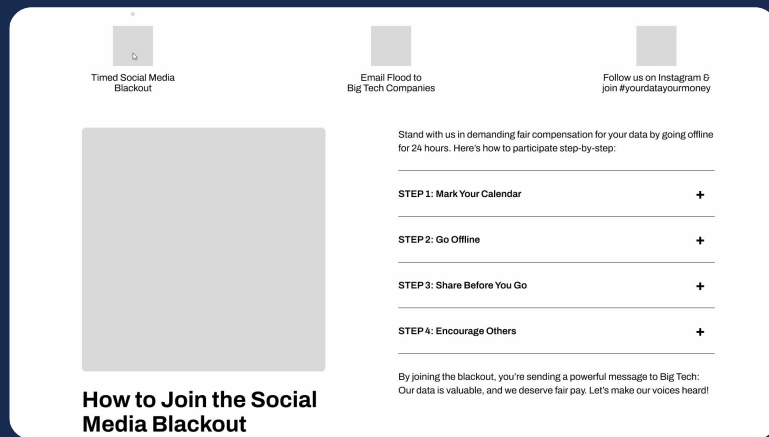
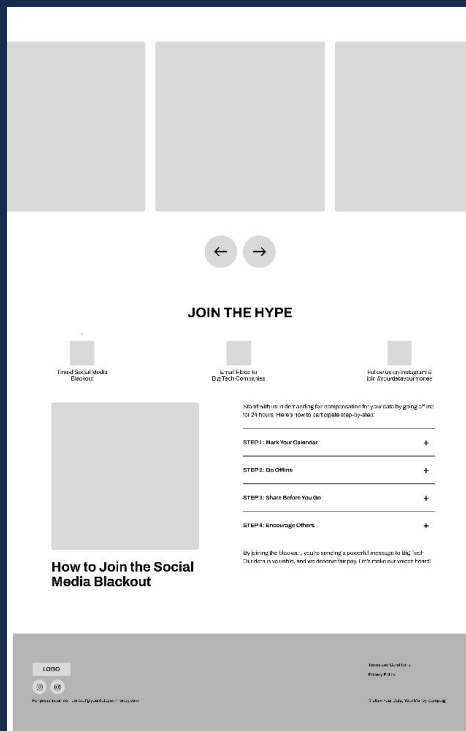
182A4D Space cadet	FF5737 Tomato	BBFF38 Green Yellow
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WEBSITE STRATEGY

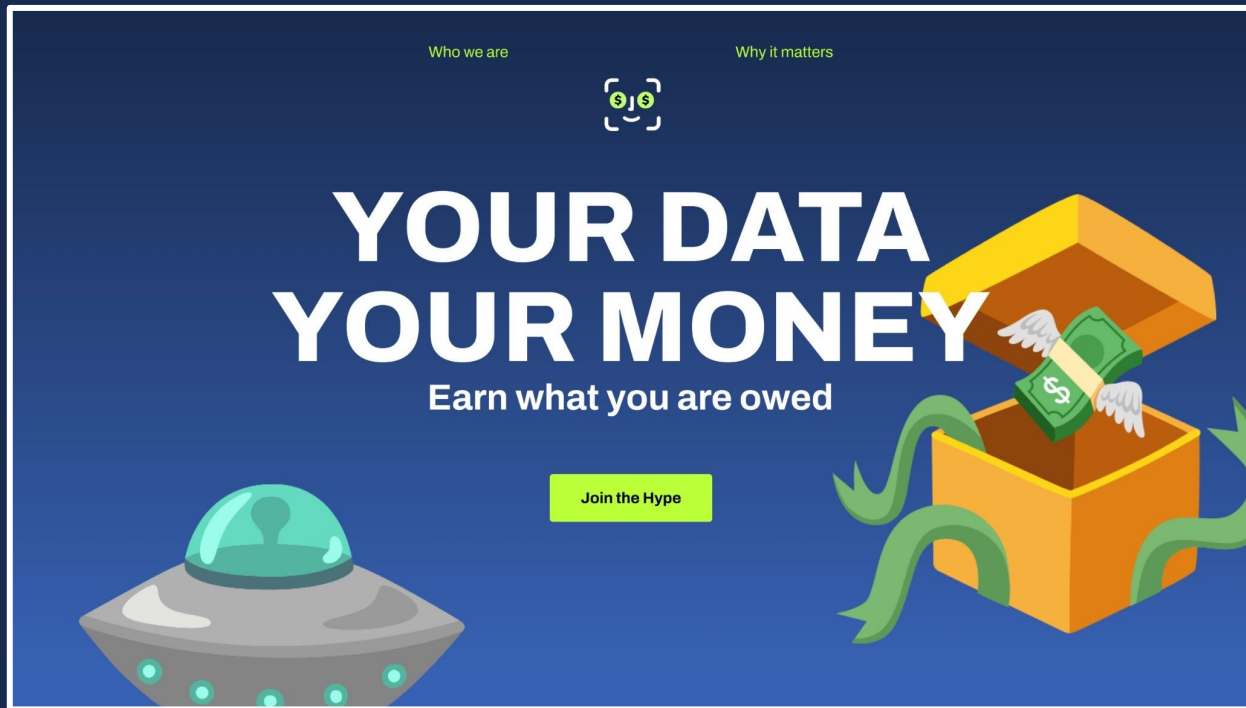
Website Wireframes



Website Wireframes

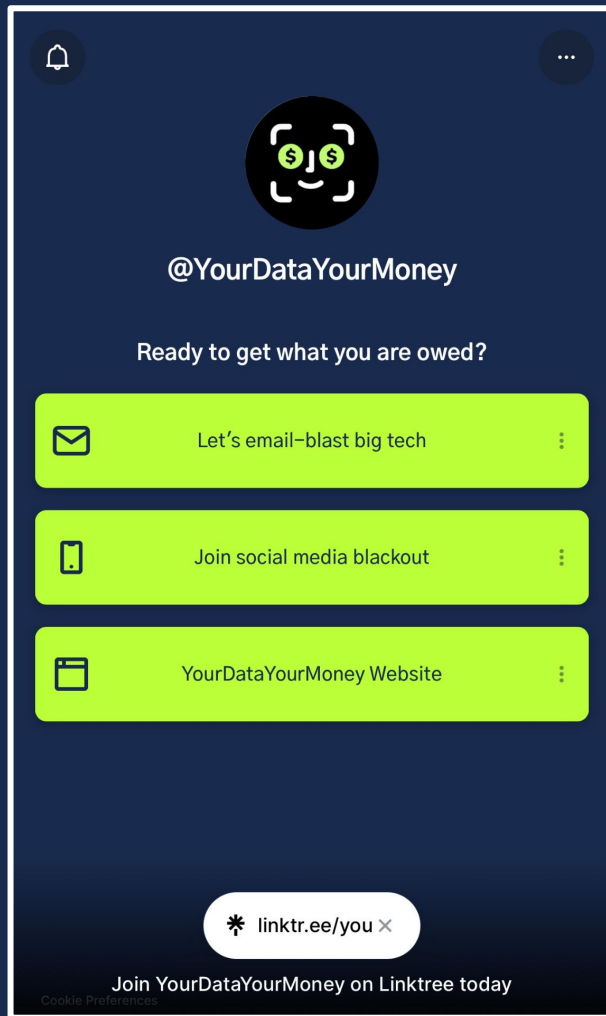


Website



Linktree

- Let's email-blast big tech
- Join social media blackout
- YourDataYourMoney Website

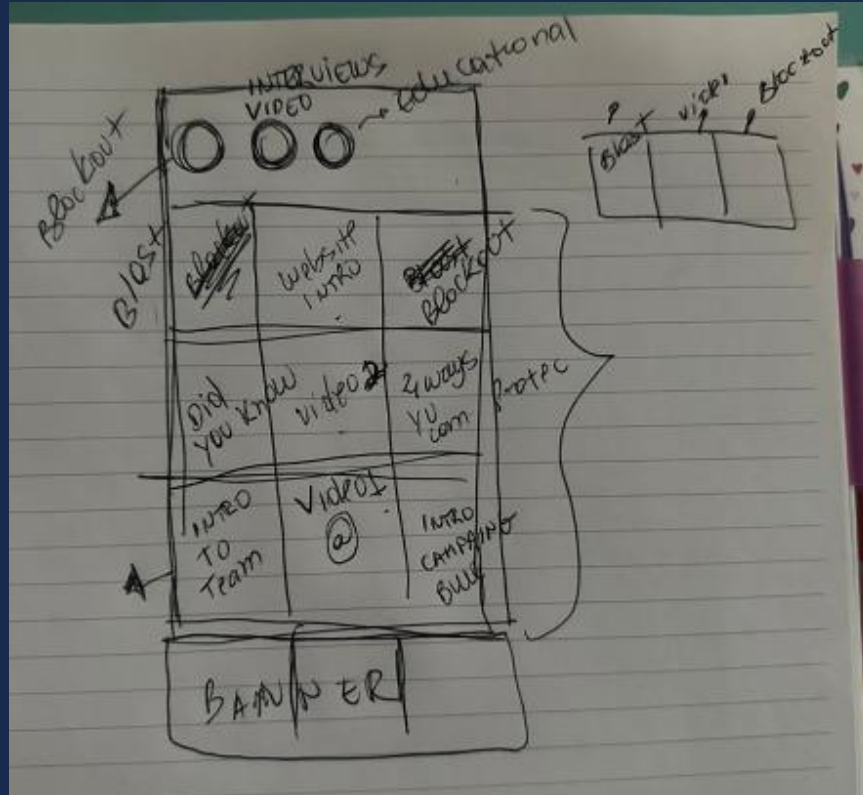


Codes behind

```
Welcome  index.html X  # styles.css
index.html > html > body > div#wrapper > p.intro
2  <html lang="en">
14
15  <body>
16    <div id="wrapper">
17      <h1>How to Join the <span class="highlight"> Social Media Blackout</span></h1>
18      <p class="intro">
19        Stand with us in demanding fair compensation for your data by going offline for 24 hours. Here's how to
20        participate step-by-step:
21      </p>
22
23      <div class="steps">
24        <ol>
25          <li>Download and Share</li>
26          <li>Mark Your Calendar</li>
27          <li>Go Offline</li>
28          <li>Invite Friends</li>
29        </ol>
30      </div>
31
32      <div class="section">
33        <h2>Download and Share</h2>
34        <ul>
35          <li>
36            Download the blackout image [here] and post it on your social media or story before logging off.
37          </li>
38        </ul>
39        <div class="button-container">
40          <a href="https://drive.google.com/file/d/1x20IFqN3NzmBli37rk4oAFSg7Vq3N69R/view?usp=sharing" class="button">IG post</a>
41          <a href="https://drive.google.com/file/d/1M5q380Jtsky5LvsUPFiiwcCIz1THRlNn/view?usp=sharing" class="button">IG story</a>
42        </div>
43      </div>
44
45
46
47
48      <div class="section">
```

INSTAGRAM STRATEGY

Vision



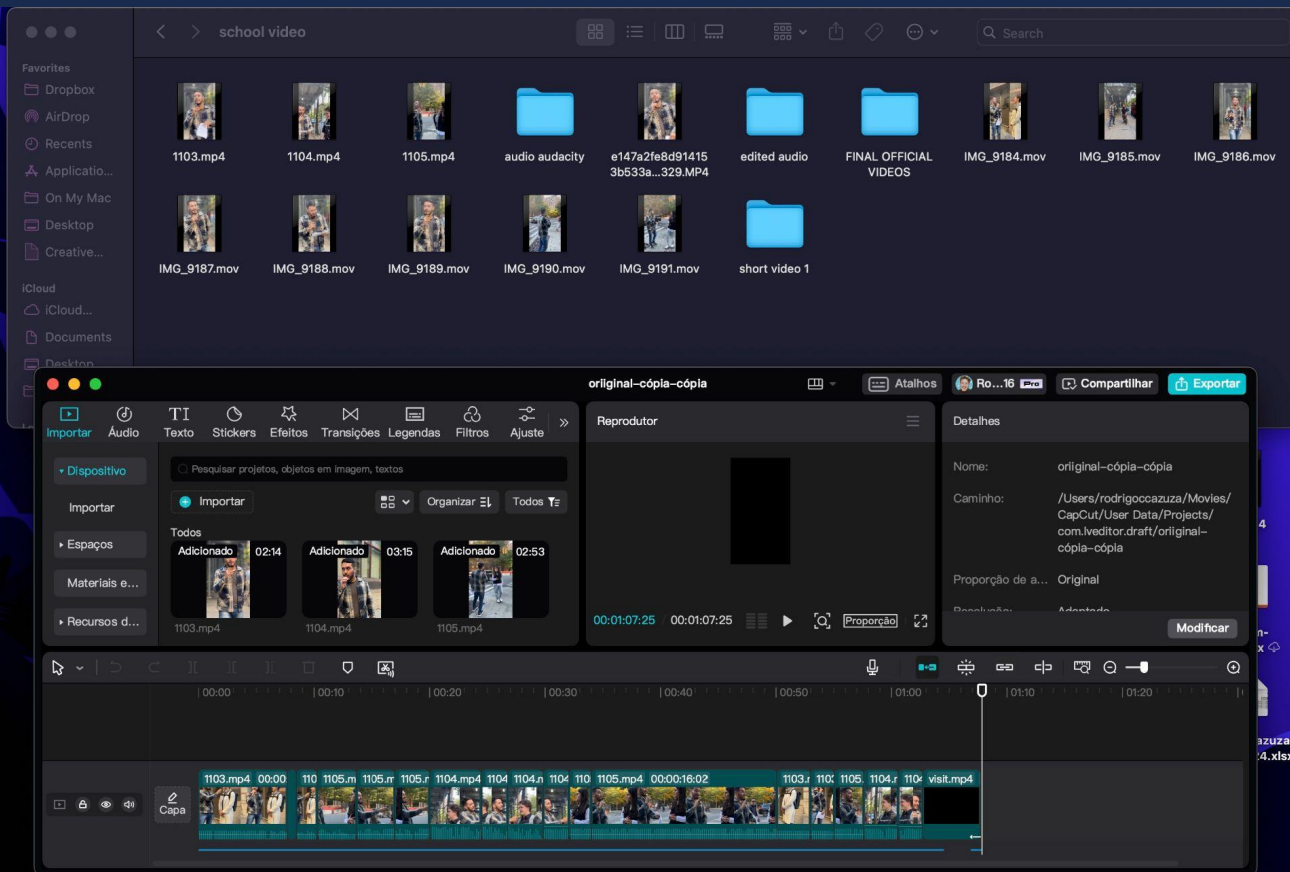
Interview

As part of our campaign, *Your Data, Your Money*, we took to the streets of New York City to engage with strangers and ask them thought-provoking questions about their data.

The responses we received were eye-opening and revealed just how little most people know about how their personal information is used, monetized, or controlled.



Interview



Blackout

Purpose of the Blackout

The Blackout is a digital protest aimed at disrupting Big Tech's Companies reliance on our constant engagement and data collection. By logging off social media for 24 hours, participants demonstrate the value of their absence, sending a clear message: *Our data is valuable, and we deserve fair compensation.* The Blackout raises awareness about data exploitation while empowering individuals to take control of their digital presence.



Email Blast

Purpose of the Email Flood

The Email Flood is a coordinated effort to directly address Big Tech companies by flooding their inboxes with demands for fair compensation for personal data. This action ensures that our voices are heard and keeps pressure on these corporations to acknowledge the value of the data they collect.



Instagram



Your Data Your Money — Instagram

The End...

With much love and gratitude, we conclude our presentation and warmly welcome you to the team. We look forward to growing together and making a global impact. We need you just as much as you need us.