

# Overview

The following is a proposal for a social media campaign that serves to educate those interested about the significance of matchbooks and matchbook collecting across multiple generations.

## Main Topics & Goals

This campaign will address four main topics of interest:

- 1. History:** Content created for this topic will pull lots of research from areas such as matchbook making origins, the first matchbook designers and collectors, purpose and initial intended uses of the matchbook, and collecting as a generational hobby. The main goal here is to inform, and the visuals will include mostly written content.
- 2. Design:** Like history, this topic will also use lots of research to explore and create content related to iconic design eras, famous designers, and the subtle influence of these designs in advertising. The main goal of this topic is to entertain, and this means that the content will include lots of creative, image and graphic based visuals.
- 3. Nostalgia & Resurgence:** Here, we will discover what makes this hobby special and sentimental for those who partake, and what caused the recent revitalization of matchbook enthusiasm. The goal here is to invoke feeling, whether that be for the older generation collectors who love their hobby, or for the young social media users who appreciate the aesthetics of matchbooks and want to learn more. Posts will involve a combination of written content and image-based visuals.
- 4. Matchbooks Modernized:** In between all the informative content, this campaign will explore how matchbooks are used today, but specifically about the ways in which the younger generations are using them to create memorabilia and pieces of artwork. Visually, this content will be image and graphic based. The goal of this topic is to engage the audience so it will also include my own personal experiments with matchbook creations.

