

TWIST,TWIST,TWIST PRESENT

EINDHOVEN PRIDE

WE ARE

TWIST
TWIST
TWIST



ANDRA

HEDIEH

DIANA

XIANTHE

BIANKA



**Eindhoven
PRIDE**



Who is our CLIENT?

- LGBTQ+ organization
- Increase visibility, acceptance, and inclusion



**3 SOCIAL MEDIA
REELS FOR:**

DRAG

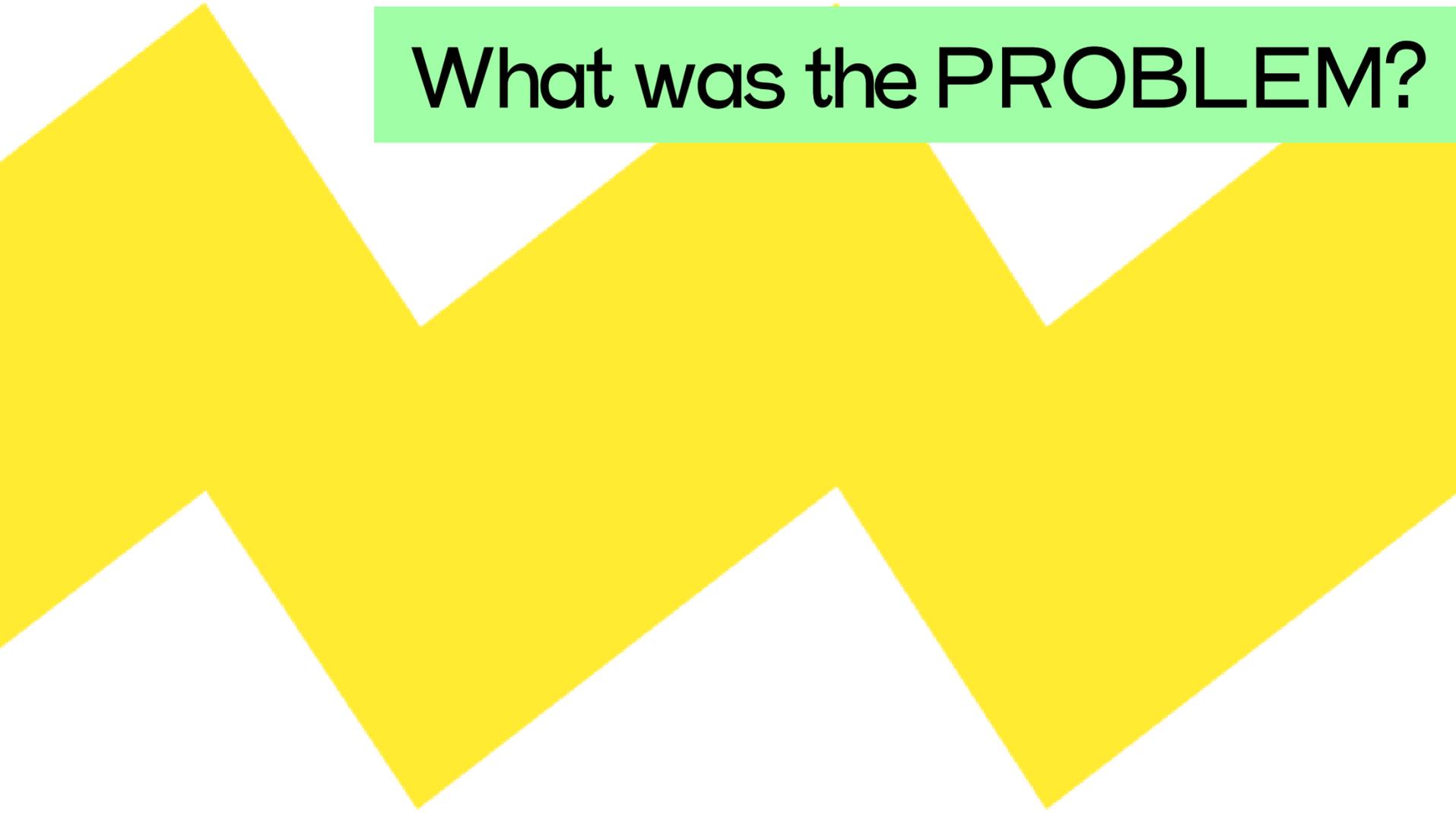
LGBTG+

NON-PROFIT

FETISH

TO SHOW DIVERSITY WITHIN THE LGBTQ+ COMMUNITY

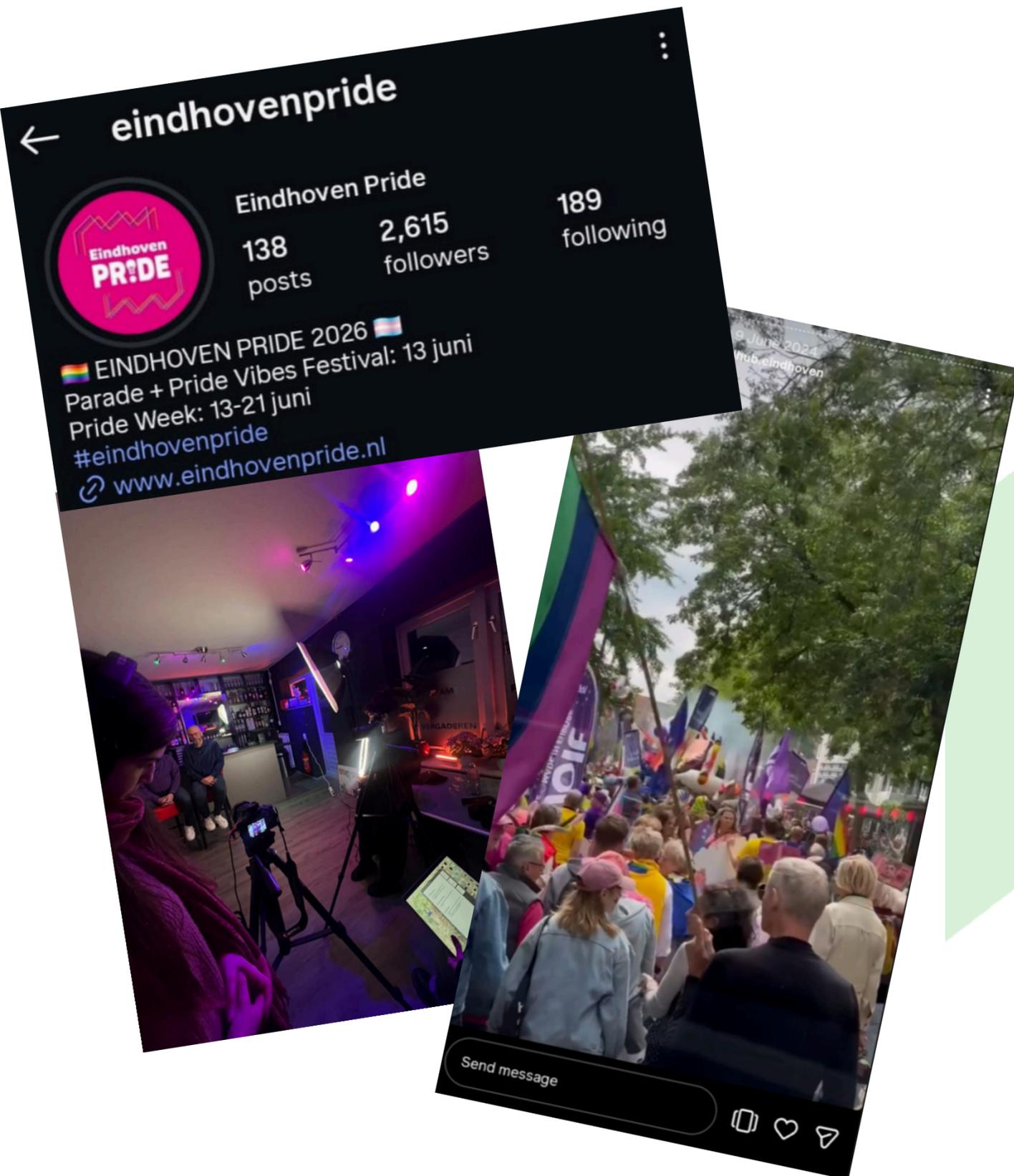


A large yellow zigzag graphic that spans across the middle of the slide, partially overlapping the text boxes.

What was the **PROBLEM?**

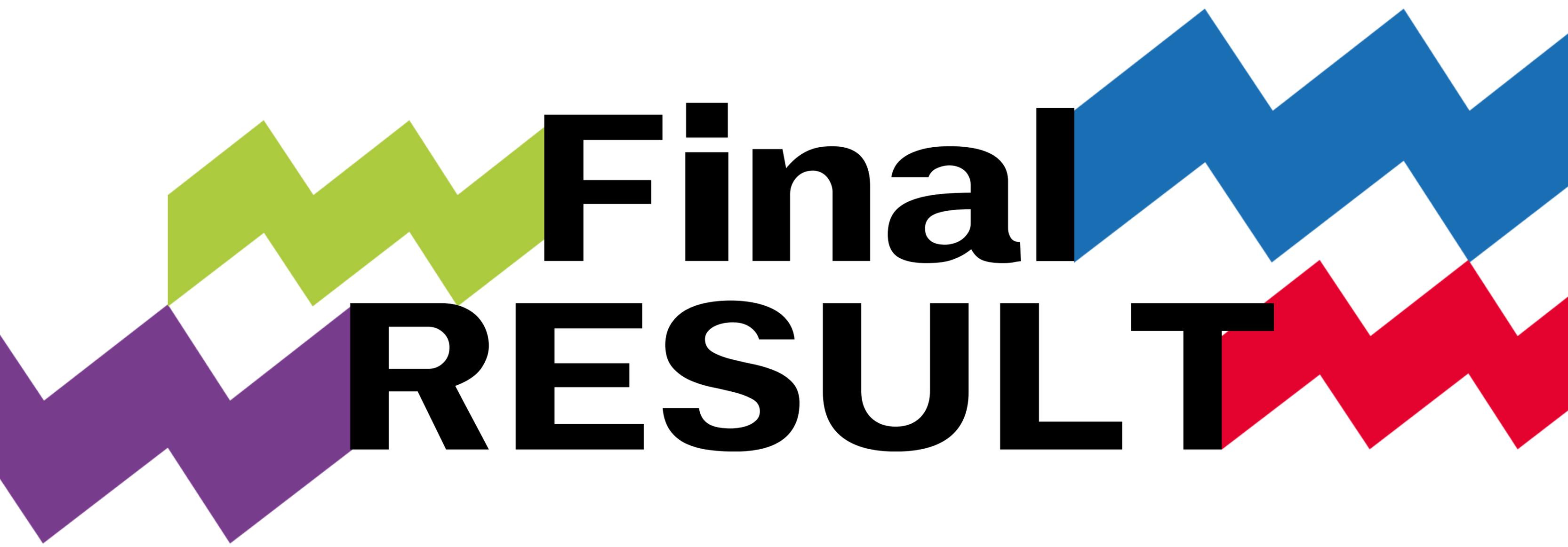
**UNDERREPRESENTED
LGBTQ+
SUB-COMMUNITIES**





How we SOLVED that?

- Created targeted social media reels
- Used educational and promotional storytelling
- Highlighted underrepresented sub-communities
- Normalized LGBTQ+ identities through visibility



Final
RESULT



Animated logo
+transition



Theme reveal video

SIDE PROJECT



Drag community Reel





Thank you!