

**WE  
ARE  
TEAM  
CULTURAL  
NORM**

Alexia Cohen  
Kevin Cook  
Will Crum  
Jiani Lin  
Antriksh Nangia  
Teng Yu

# Wearable campaign



# Postcard Stories project

IT WAS DECEMBER 5TH 2009, I HAD BEEN DEPLOYED TO IRAQ  
6 MONTHS EARLIER, AND WAS FEELING ESPECIALLY HOMESICK

#SheServed

How did we get here?

# Research prompt

**How might we establish a new cultural norm that a woman veteran is also a veteran?**

RESEARCH → INSIGHTS → PRINCIPLES → CONCEPTS

- 
- Primary, secondary resources
  - 10 expert interviews
  - 27 intercept interviews
  - 25 survey responses

# RESEARCH —→ INSIGHTS —→ PRINCIPLES —→ CONCEPTS

People would say,  
“you’re too pretty  
to be a vet!”

Kelly Kennedy veteran

We need more female gen-  
erals. The more women in  
combat the more women we  
will have in higher ranks.

Desree Valentine veteran

I want to be portrayed as  
strong and capable, like I did  
my job well...I don’t want to  
be perceived as a victim.

Michelle Dallochio veteran

Men wear vet gear,  
women don’t. Female  
vets don’t associate.

Lois Katz VA physician

The first time someone  
publicly acknowledged  
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# RESEARCH



# INSIGHTS



# PRINCIPLES

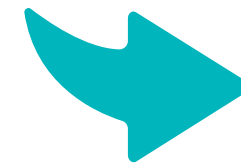


# CONCEPTS

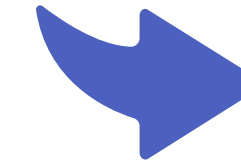
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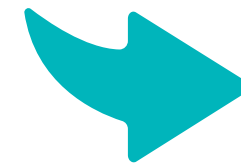


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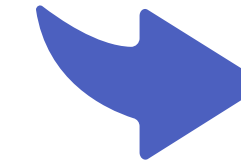
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Structural barriers in the  
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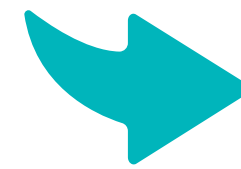


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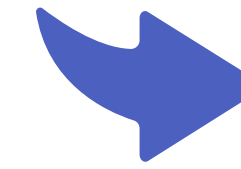
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How might we invert the  
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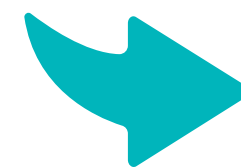


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How might we show  
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# The Game of Military Life

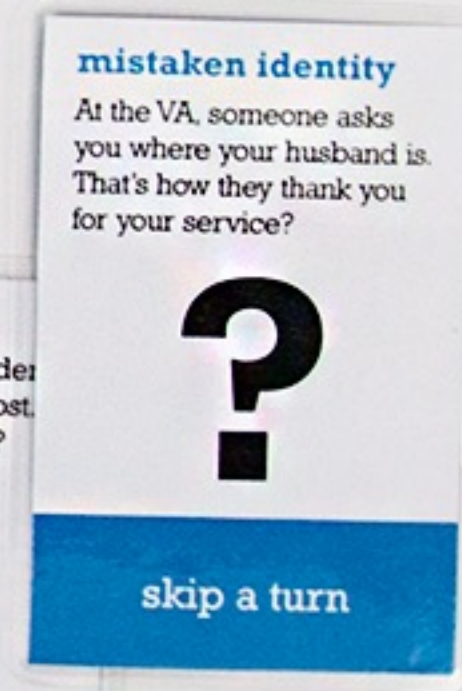
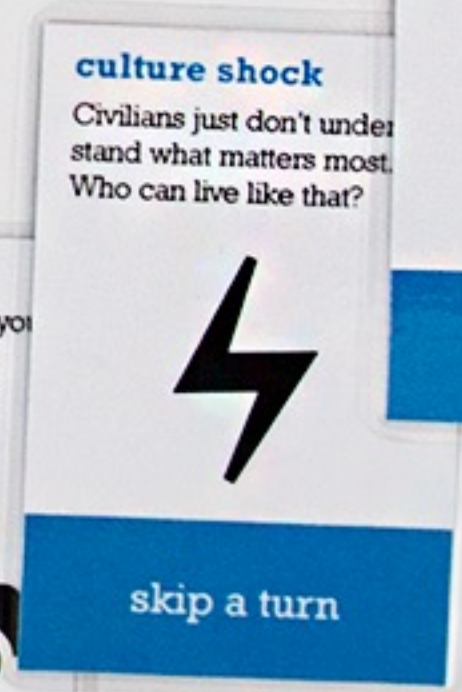
## Veteran life



## Active duty





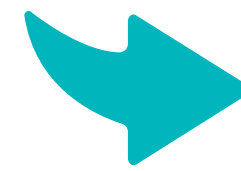


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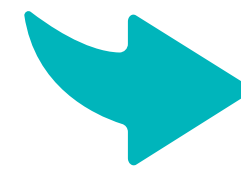


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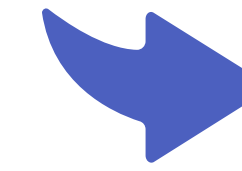
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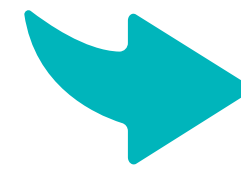


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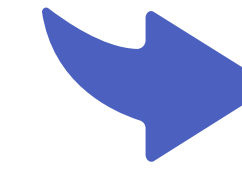
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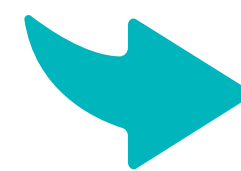


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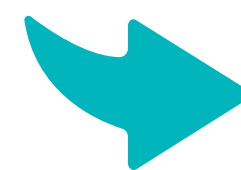


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**Men**



**Women**

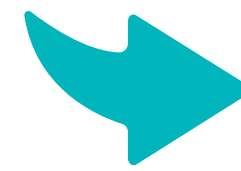
**How Veterans Are Portrayed**

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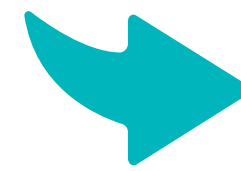


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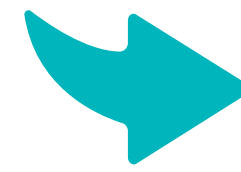


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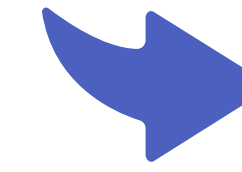
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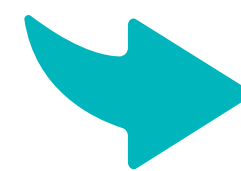


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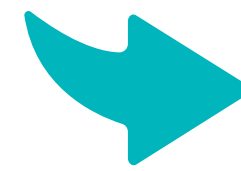
**How Veterans Identify**

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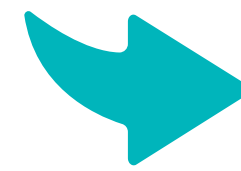


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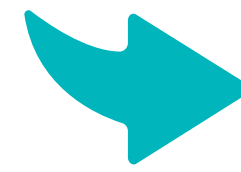


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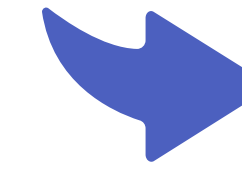
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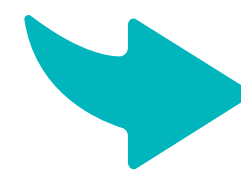


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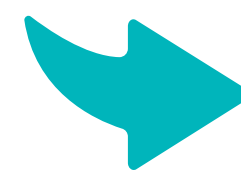


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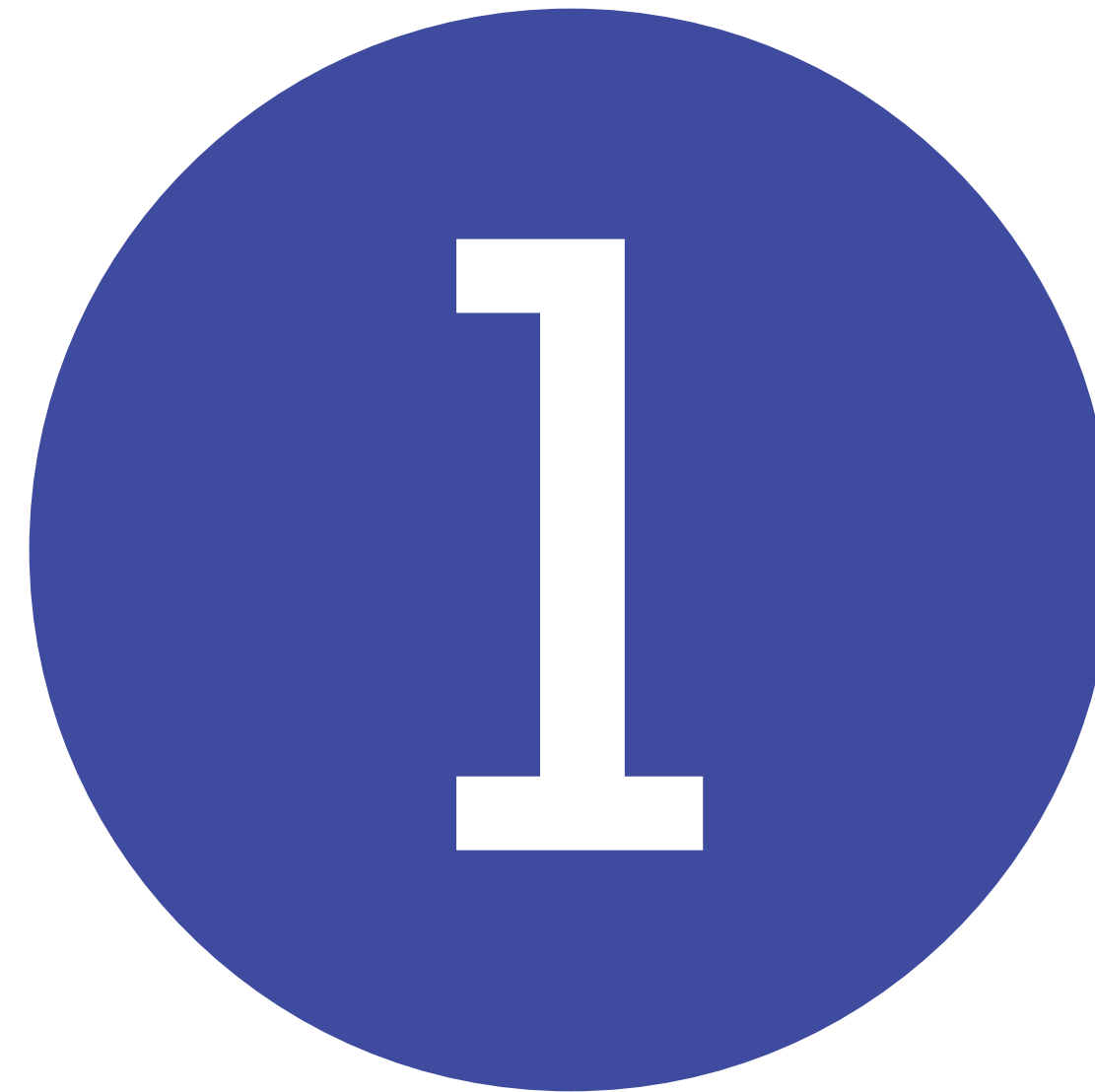
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How might we invert the media's portrayal from victims to rockstars?

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How might we show women veterans the recognition they want and deserve?

Proposal



# Wearable campaign

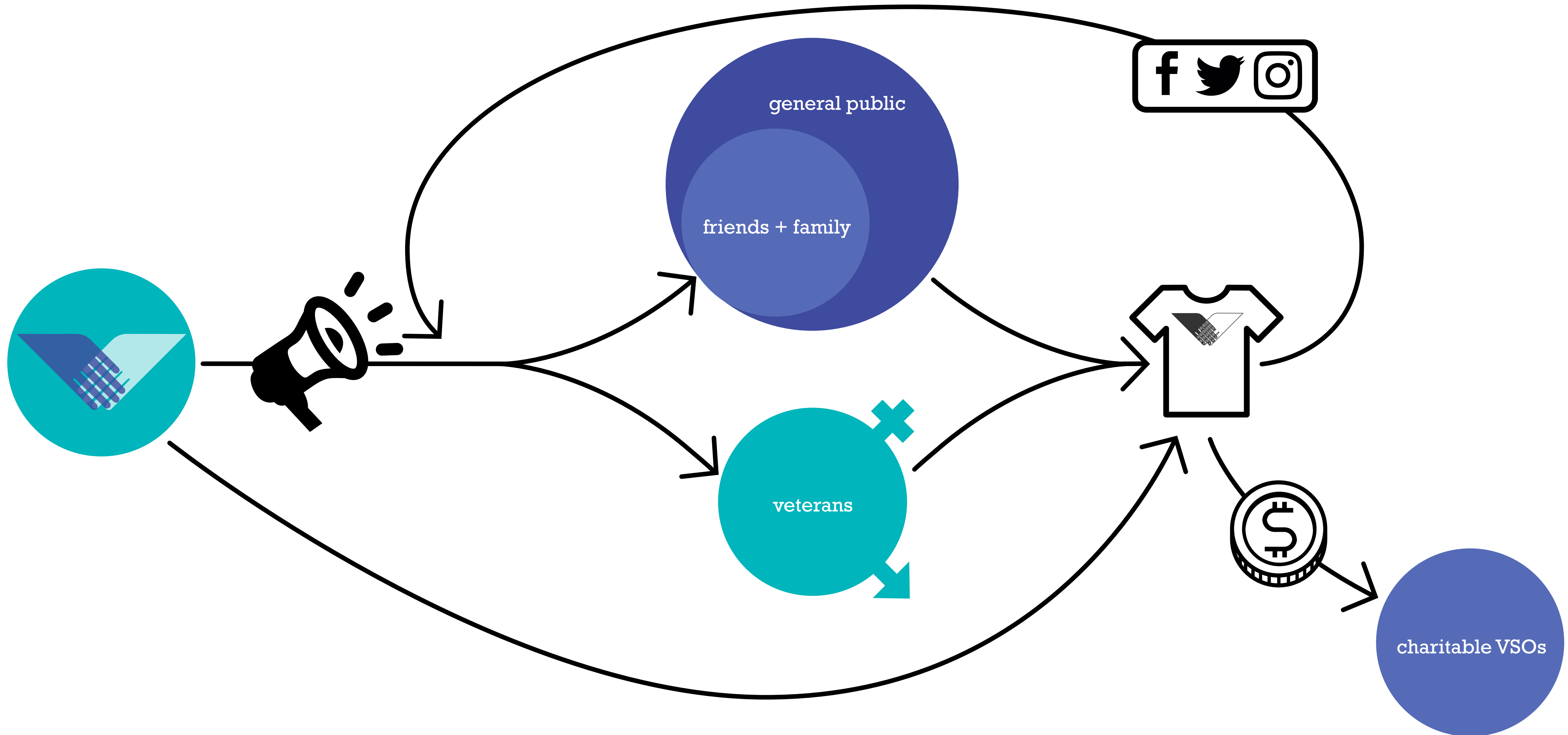


# What is it?

A physical emblem that signifies that the wearer identifies with the following statement:

The service and sacrifices of women veterans are equally significant to those of their male counterparts. I stand with veterans—women vets included—in their search for recognition and fair treatment.

# How does it work?



# Who is it for?

- **Women veterans**
- **Men veterans**
- **Friends and family**
- **General public**









**Angelina Stern** @proudvvetangelina ·18h  
So THIS finally arrived, representing my pride. Can't wait to share my story with the world. #sheserved #WomenVetsRock

103 1.6K 4.6K



**Chris Cook**  
December 16 · 1  
View on Instagram  
Supporting the #sheserved campaign.Proud of all the women serving in our force. #respect #honor

Tag Photo Edit

Like Comment Share  
Deep Dawda, Kamal Chawla and 13 others

**Aman Vig** #sheserved is awesome!  
Unlike · Reply · 1 · December 16 at 4:42am

Write a comment... Add Photo Add Video

Create Ad



**\$20 off your order of \$40+ on HSN.com**  
When you pay with Visa Checkout, the easier way to pay online. Terms apply.



**Fiona cook**

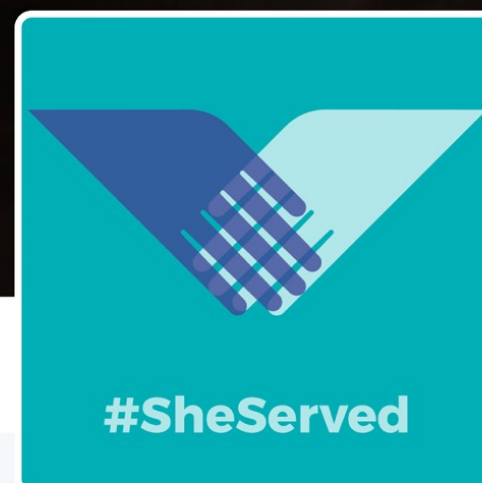


**22 Likes**  
**Fiona.says** So proud of my aunt for her journey as a marine then as a veteran. Enlightened at the gallery show today. #sheserved #empowered #respect



#SheServed

# #SheServed



## #SheServed

@#SheServed

We believe that every veteran deserves recognition for their service. She Served provides a platform where women service members' stories and achievements can be shared and celebrated.

New York, NY

<http://sheserved.com>

Joined December 2016

Born on December 17, 2016

1,004 Photos and videos

TWEETS 16.4K FOLLOWING 654 FOLLOWERS 82K LIKES 192 LISTS 3

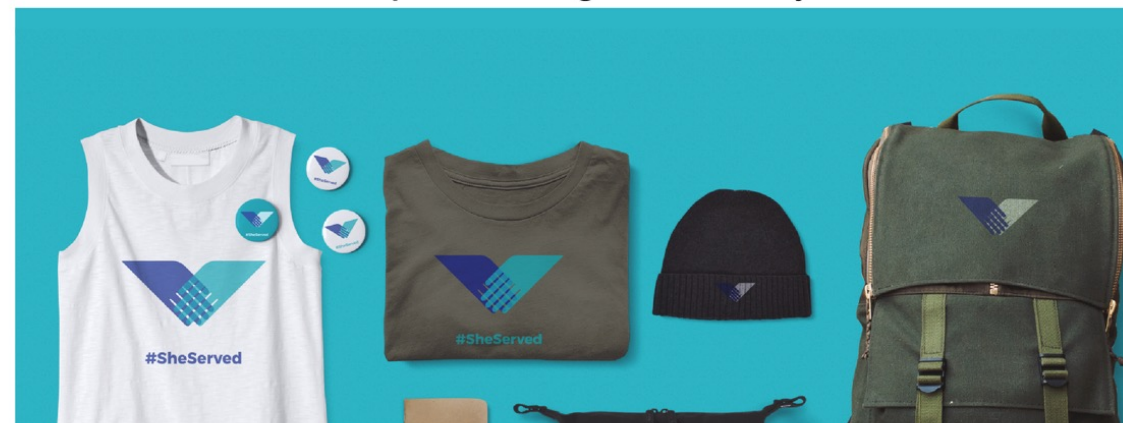
Follow

Tweets Tweets & replies Media



#SheServed @SheServed 17m

The [#sheservedmerchandise](#). Wear em to support our women vets. Some proceeds go to charity.



### New to Twitter?

Sign up now to get your own personalized timeline!

Sign up

Who to follow · Refresh · View all



Capitol Crossing @Capitol...

Follow

Promoted



stan lee @TheRealStanLee

# Why?

- Build awareness of an underserved, under-appreciated community
- Shift and build public perception of who veterans are
- Contribute funds to organizations that help house, feed, and employ women veterans in need

The main billboard is mounted on a metal frame. It features a black and white portrait of a young woman with long, straight hair, looking directly at the camera with a serious expression. To the right of the portrait is the headline "Are you waiting for your husband?" in a large, bold, sans-serif font. Below the headline is a paragraph of text: "Military women face a unique set of challenges, during and after active duty. One of the most common ones? Not being recognized as a veteran in the first place—even at the VA." Below this paragraph is another line of text: "For more information on women veterans and their stories visit [www.sheserved.org](http://www.sheserved.org)". At the bottom right of the billboard is the #SheServed logo, identical to the one on the left panel.

**"But you're too pretty  
to be a veteran!"**

Military women face a unique set of challenges, during and after active duty. One of them? Most people assume that a feminine woman must not be a veteran.

For more information on women veterans and their stories visit  
[www.sheserved.org](http://www.sheserved.org)



**Prince St Station  
Downtown & Brooklyn**



USCITA  
Vitate  
entrare



"I don't know, **3%?**  
It can't be that much..."

Most of us know very little about the military and the women who serve in it. In reality, **15%** of the active US military is women. The number increases every year. Be aware, be respectful. For more information on women veterans and their stories visit [www.sheserved.org](http://www.sheserved.org)

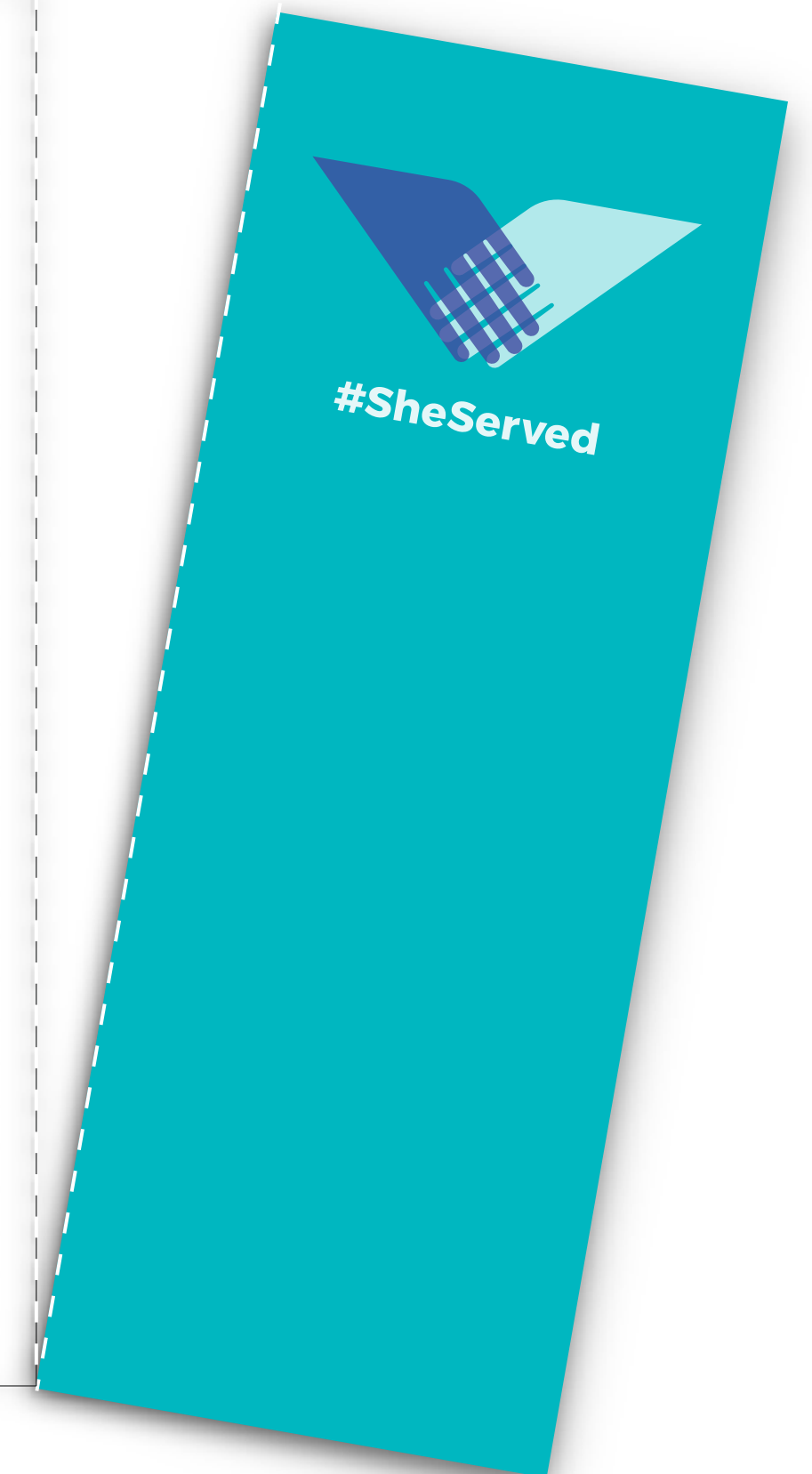


#SheServed

**Proposal**



# Postcard Stories project

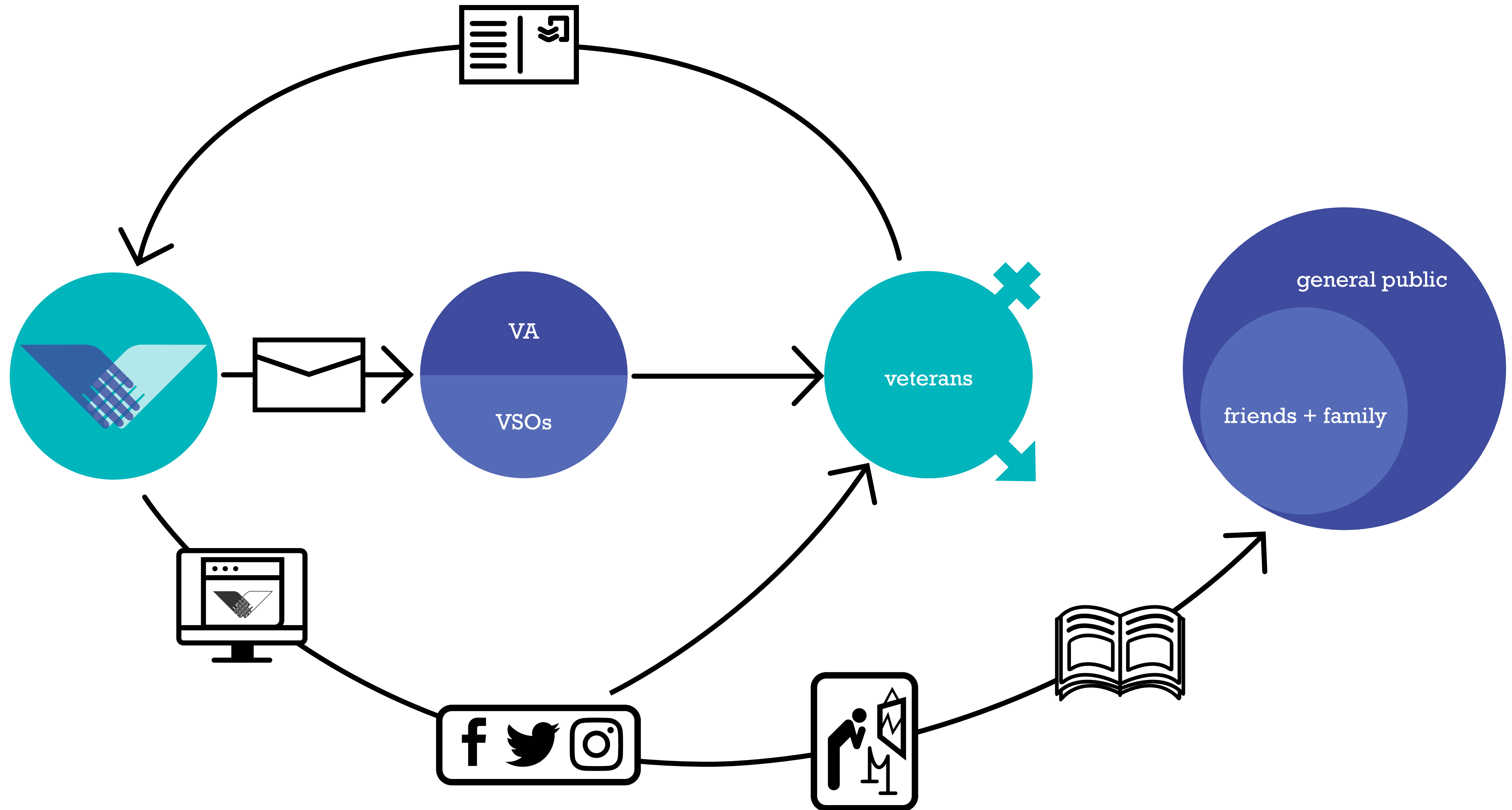


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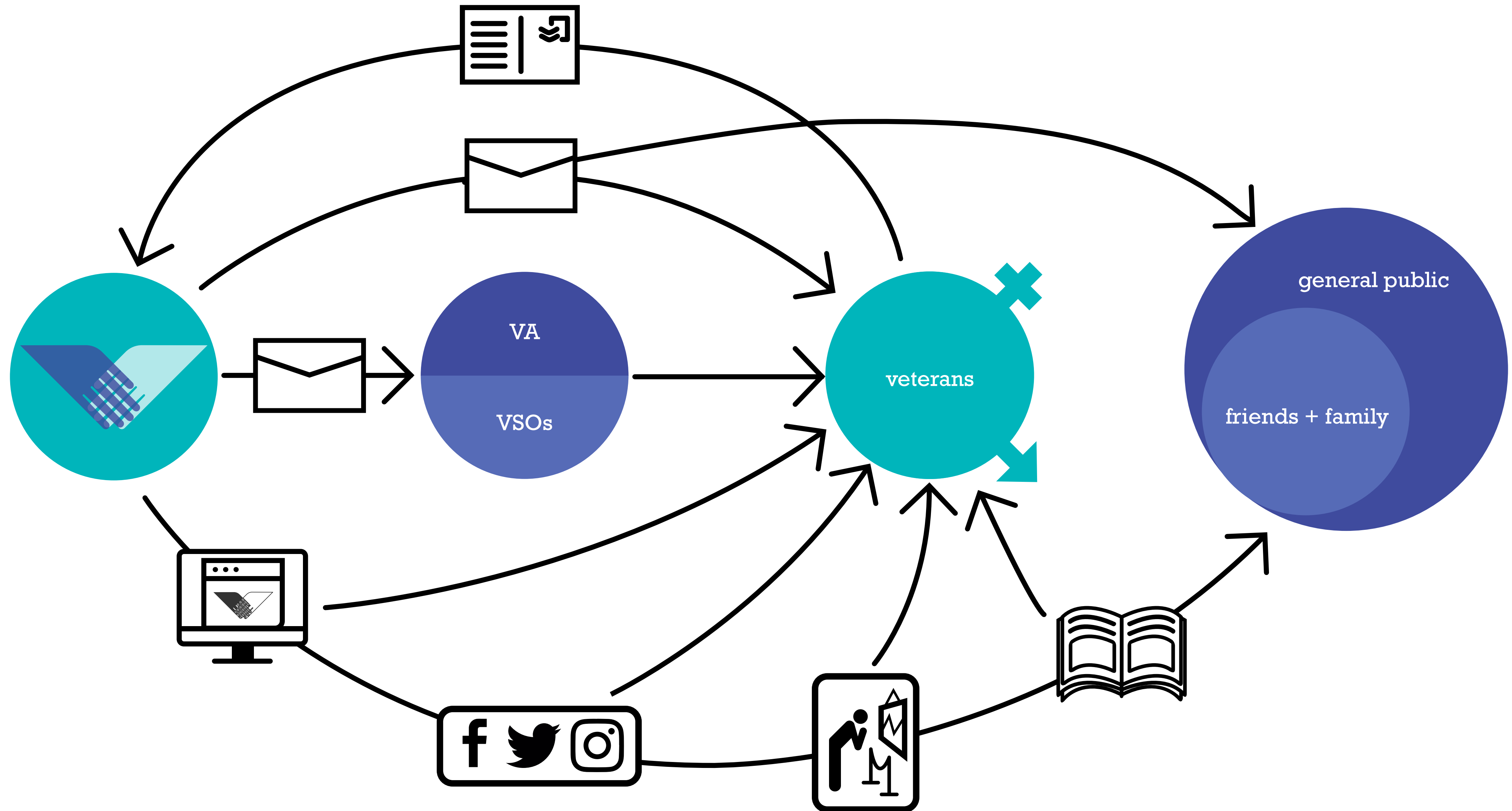
The SheServed postcard stories project provides a platform where women servicemembers' stories and achievements can be shared and celebrated.

Vets are sent blank postcards and are invited to respond with a defining story about an outstanding woman veteran they know. The SheServed team curates submissions and publishes select stories.

# How does it work?



# How does it work?





HOME

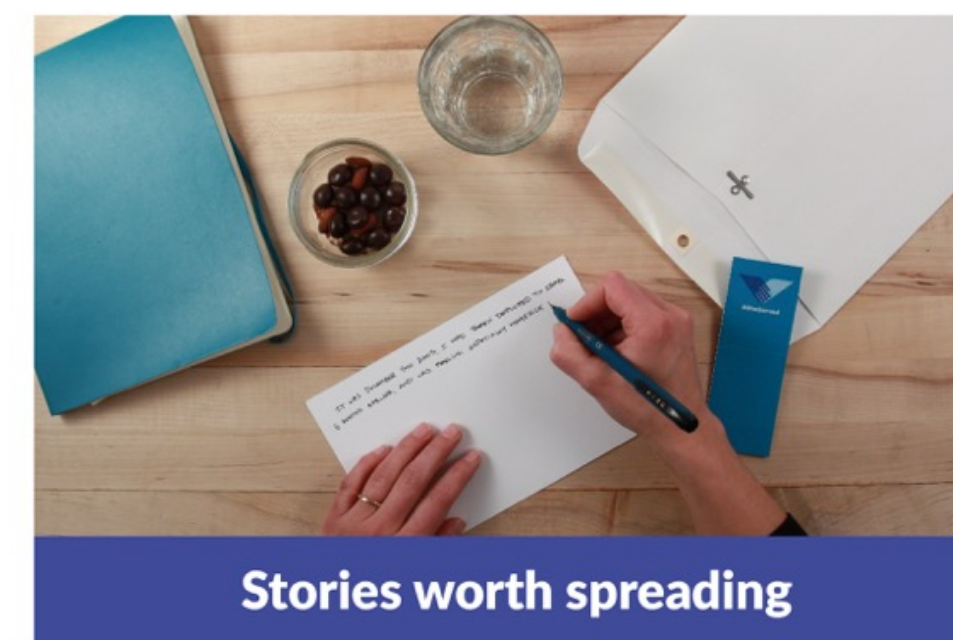
ABOUT

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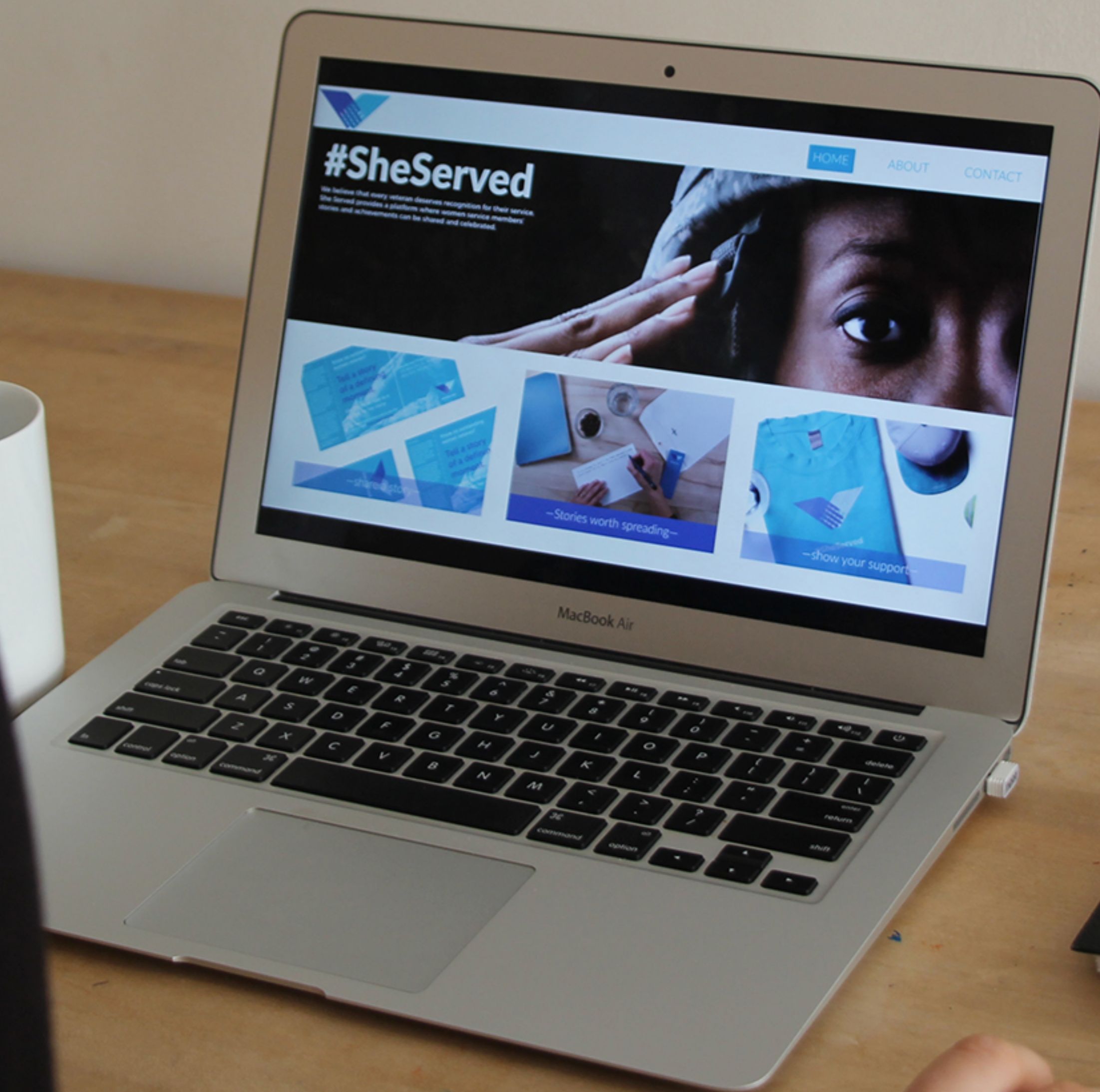
PLEASE WAIT  
BEHIND THE YELLOW LINE

FIRE

FIRE COMMAND STATION



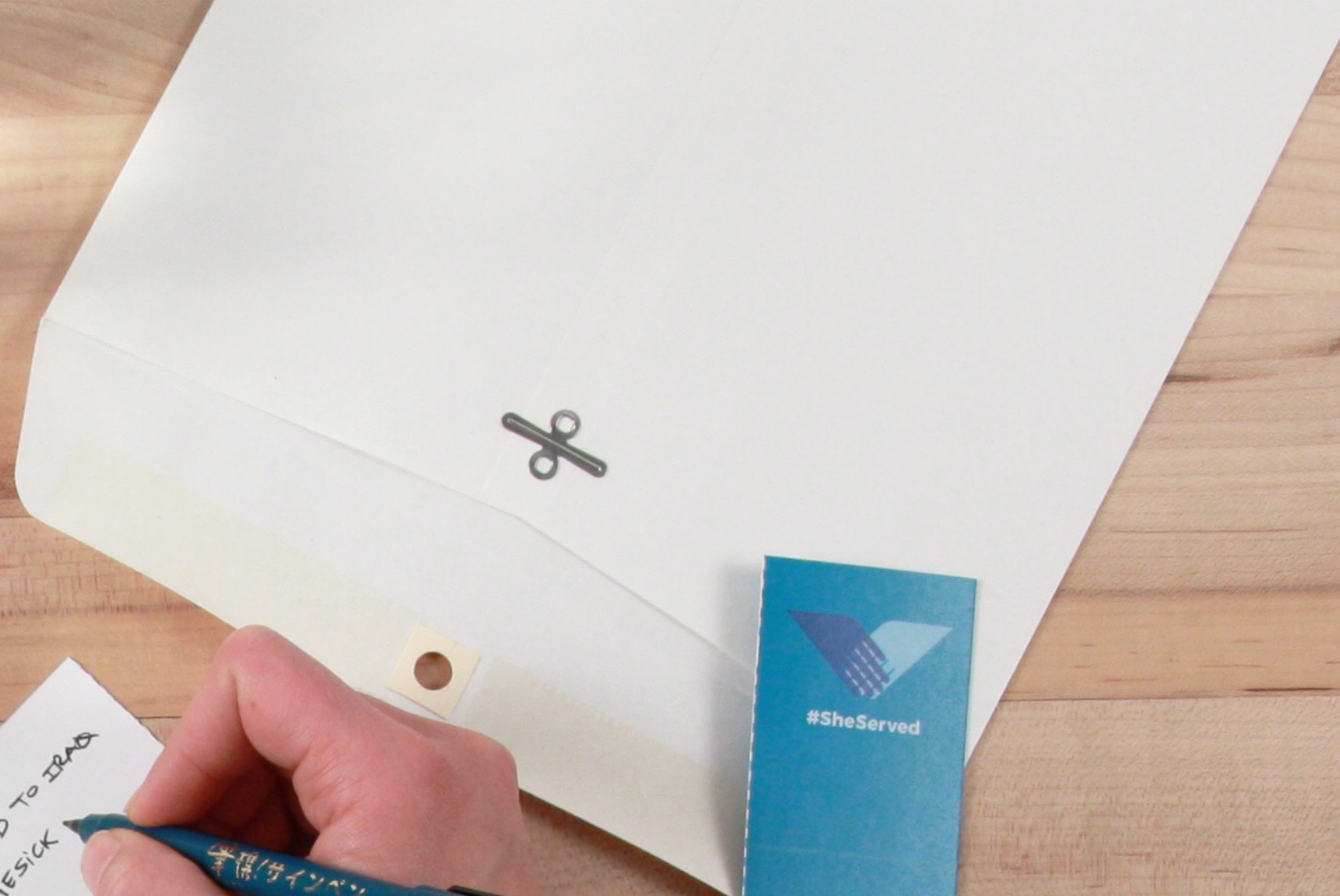








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# #SheServed

## A postcard exhibition of stories about women veterans



My friend was that on October 6th 2006, I do not remember anything but the look in her eyes, as life escaped her body. I haven't been able to be myself since, I dream of that moment everyday. It has haunted me since then. He had been with for six years and multiple depressions. Just a brave, but honest and wonderful soul. I will never forget her free even in the harshest adversity. She was the person I remember we could have. I would have to that pulled for her if I could. Why did that go on? Not that me, I should have taken that pulled, why her? Why her? Why her? Why, at all?

"It was December 1<sup>st</sup> 1905, I had been deployed to my new winter shelter and was feeling especially comfortable with the holidays coming up. This would be the 2<sup>nd</sup> year in a row that I would miss the holidays with my family. Even though at the time constant winter storms were not officially open to meadows, I was often at risk of being caught in the line of fire, and he obliged to defend myself in the home. This night we were called in to help assist a woman in a nearby village who was having serious complications with her baby. Because I was one of the midwives in the place, with the most experience I have been some place.



# Why?

- Leverage military's team-first mentality to get vets to celebrate their peers
- Empower women vets by showcasing their accomplishments and appreciation
- Get stories in front of a larger audience by leaning on men vet allies

# She served. Hear her story.



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Visit [www.sheserved.org](http://www.sheserved.org) to read the stories and  
learn how you can become part of the movement.

Now what?

# Next steps

Identify the right partners to bring each concept to life.

## Helping vulnerable vets

- Women Veterans Interactive
- Team RWB
- The Mission Continues

## Outreach and story collection

- The Women's Memorial
- American Legion
- Veterans of Foreign Wars
- IAVA

# Challenges

What might get in our way?

## Wearable campaign

- Become more than a gesture
- Overcome the belief that combat experience is what defines a veteran

## Postcard stories

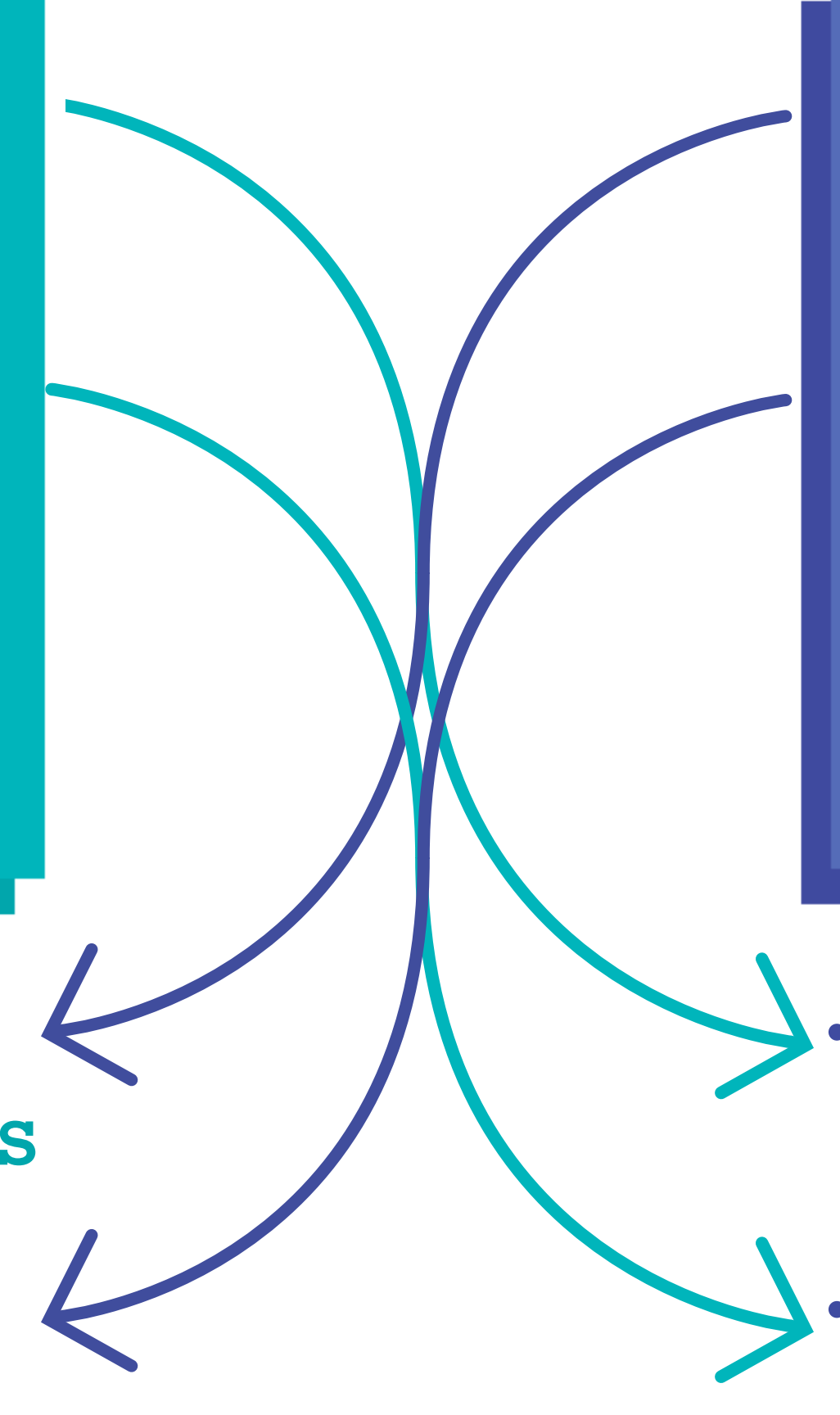
- Reach a critical audience size
- Create awareness of the content

# Solution

## Wearable campaign

- Become more than a gesture
  - Overcome the belief that combat experience is what defines a veteran
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- Campaign targets an audience beyond vets
  - High-visibility of symbol drives more eyes to stories

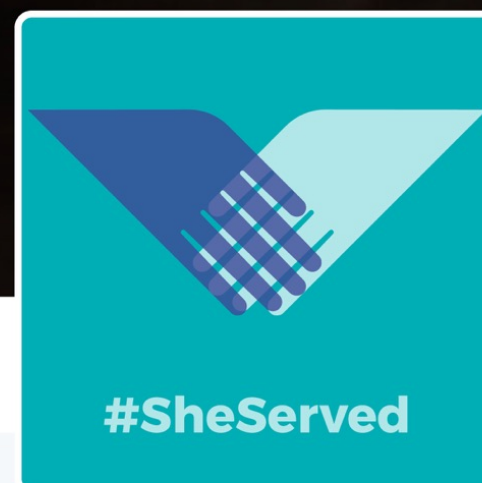
## Postcard stories

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- Engages with subject on a deep, human level
  - Stories showcase the varied types of military contributions women make



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1,004 Photos and videos

TWEETS 16.4K FOLLOWING 654 FOLLOWERS 82K LIKES 192 LISTS 3

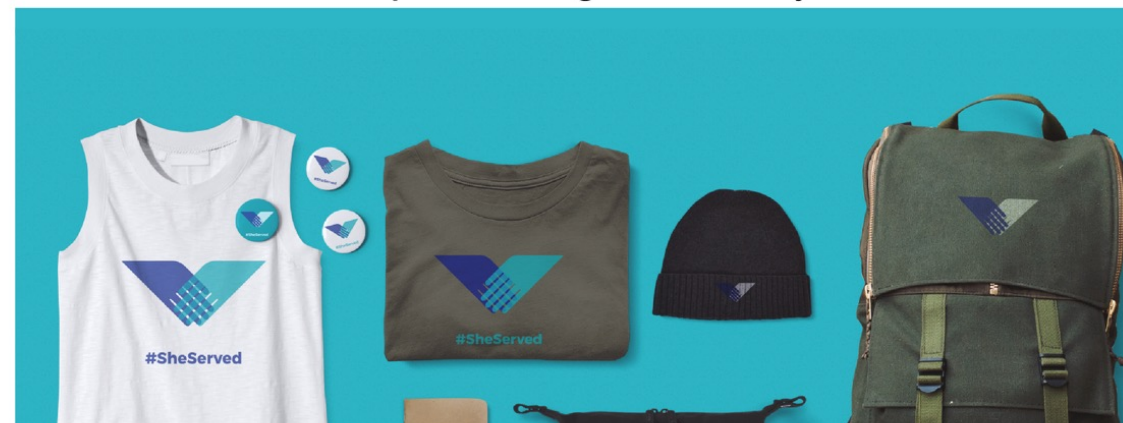
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The [#sheservedmerchandise](#). Wear em to support our women vets. Some proceeds go to charity.



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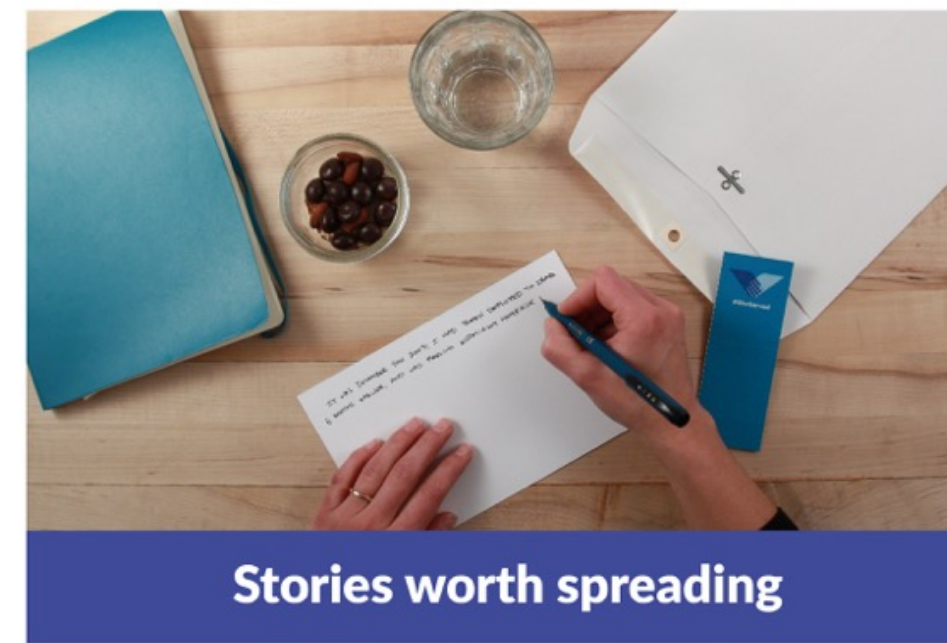
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# #SheServed

We believe that every veteran deserves recognition for their service.

She Served provides a platform where women servicemembers' stories and achievements can be shared and celebrated.



Thank you.