

## **Comm 470: Public Campaigning**

Creating my PR campaign for Butterfly Effect Clothing allowed me to combine my creativity with the strategic communication skills I've developed throughout my coursework. This project taught me how to think like a public relations professional—crafting messages that align with a brand's mission while also appealing to its target audience. Because Butterfly Effect Clothing is a nonprofit brand that supports community outreach and a scholarship fund, I wanted the campaign to reflect its message of kindness, remembrance, and social impact.

Using Canva to design this project helped me strengthen my visual communication skills and understand how design elements—like color, typography, and layout—can influence how an audience feels about a brand. I focused on creating a warm, authentic tone that matched the brand's story while incorporating clear calls to action that encourage engagement and support. Through this project, I also learned how important it is for PR campaigns to balance emotional storytelling with strategic planning. From concept development to visual design, I gained experience in brand identity, message framing, and campaign cohesion. Overall, this assignment deepened my appreciation for how creativity, empathy, and communication work together to build trust and awareness for meaningful organizations like Butterfly Effect Clothing.