



EMBRACE THE HYPHEN

WHERE CULTURES MEETS COMMUNITY | UNIVERSITY OF FLORIDA



Inside This Issue

2024

UF BATEMAN
CASE STUDY
COMPETITION
ENTRY

CULTUROTM
THE GLOBAL MULTICULTURAL MAGAZINE

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EXECUTIVE SUMMARY

In an ever-changing, globalized world, a growing number of individuals find themselves navigating multiple cultural identities, or hyphens, and are considered “in-betweeners.” The city of Gainesville mirrors this trend as a home to more than 140,000 people from unique backgrounds, including an 11% foreign-born population. As hyphenated identities become more prevalent, more people struggle to find spaces to fully express them and establish meaningful connections with others. This challenge became especially true with the state of Florida’s recent efforts to erase diversity, equity and inclusion (DEI) initiatives and the University of Florida’s (UF) elimination of all such offices.

In a survey sent to Gainesville residents by the team, 84% of those surveyed said they need a community that embraces different cultures. The CommuniGATORS responded to the call and partnered with Culturs to create a campaign called “**Embrace the Hyphen.**” The initiative aims to create safe spaces that empower those with multiple cultural backgrounds, encourage “in-betweeners” to showcase their full identities and inspire everyone to celebrate hidden diversity.

Recognizing the power of multiculturalism, the CommuniGATORS successfully built a movement that exceeded all campaign objectives and inspired individuals to take agency over all aspects of their identities. Through purposeful strategies, forming key partnerships, and empowering both students and community members to celebrate their unique backgrounds, the “**Embrace the Hyphen**” campaign focused on championing Culturs’ mission of building an environment of connection. By bringing communities together through multiculturalism, the campaign paves the way for an inclusive space where the hyphens that unite overshadow the barriers that divide.

IN THIS ISSUE

- Gainesville Mayor Harvey Ward proclaimed **Feb. 24 Multicultural Day.**
- The team secured **32 media placements** across 11 local TV, radio and online outlets in English and Spanish.
- The “Embrace the Hyphen” **PSA aired 292 times** on local NPR radio, PBS and ABC TV affiliates.
- The team partnered with **56 groups to reach 65,863 people** through community outreach, 10 educational presentations and earned media coverage.
- The “Unlock the World” **blog featured 10 posts** highlighting multicultural voices.
- The team recruited **44 multicultural ambassadors** to create content, and **17 expressed serious interest in working for Culturs.**

FEATURES

32	Media Hits
44	Ambassadors
56	Partnerships
292	PSA Placements
969	Unique Site Visits
2.5K+	In-Person Participants
15K+	Social Media Impressions
65K+	Residents Reached
450K+	PSA Impressions

CAMPAIGN DIRECTIVES

Culturs tasked the CommuniGATORS to make it a household name and help provide safe higher educational spaces for cultural “in-betweeners.” Culturs outlined three key objectives to address:

- Build a network of ambassadors and affiliates that leverage social media and their networks to educate about the cultural in-between.
- Garner media coverage to introduce Culturs and how its nuanced message of diversity will benefit the local community and support local higher education institutions.
- Establish or create plans to form a partnership with the university to offer brand visibility on campus that will educate students, faculty and staff on the cultural in-between.

SITUATION ANALYSIS

Despite the importance and relevance of the mission of Culturs to embrace global multiculturalism, there are continued threats to consider for this campaign, specifically in Gainesville. Beneath the surface of Florida’s mosaic of cultural backgrounds lies a profound political divide deeply rooted in contrasting views on diversity and inclusion. This was seen most recently when UF closed the office of the Chief Diversity Officer and terminated all DEI positions on March 1, 2024. Additionally, many people who are not multicultural themselves have a lack of interest in or are against creating safe spaces for different cultural backgrounds. The team created safe spaces for multicultural people to celebrate their cultures and have conversations on the importance of diversity. Amid political polarization and cultural apathy, the CommuniGATORS leveraged primary and secondary research to emphasize the importance of celebrating the stories and identities of diverse individuals, connect everyone to multiculturalism and empower “in-betweeners.”

SECONDARY RESEARCH

Research revealed valuable insights into the multicultural composition, interests and media habits of the campaign’s target audiences. Findings indicate decline in magazine readership among younger generations, prompting the team to prioritize digital platforms. Additionally, Forbes dubbed Generation Z the “loneliest generation,” emphasizing the need for Culturs’ mission of fostering human connection and supporting the team’s focus on in-person events. As Gen Z is the most diverse generation, the team leveraged multicultural content while broadening the concept of identity. Research showed the need for ongoing international resources and a clear definition of concepts like “in-betweeners” and Third Culture Kids (TCKs) (refer to pp. A3). Studies also revealed that cross-cultural individuals connect through shared experiences rather than specific cultures. Finally, engaging the broader audience who don’t identify as multicultural is key to foster inclusivity.

Nearly half of Gen Z do not read print magazines at all.

About 49% of Gen Z identifies as an ethnic or racial minority.

Globalization has expanded multiculturalism worldwide, affecting even those raised in monoculture environments.

TCKs prefer connections with those who understand their experience rather than race or nationality.

See appendix pp. A1-A3.

PRIMARY RESEARCH

In-Depth Interviews

The CommuniGATORS conducted six interviews with professionals who study multicultural topics, gathering key insights on the campaign's target audiences.

The team learned the following:

- **Hidden diversity:** Geographically mobile individuals have a hidden diversity that needs to be acknowledged.
- **Fostering a conversation:** Learning about different cultures through dialogue allows people to gain new perspectives and understand other populations better.
- **Celebrating multiculturalism:** By creating spaces for everyone to celebrate multiculturalism, people would be able to learn more about different cultures and embrace their own diversity.

Focus Groups

The CommuniGATORS conducted two focus groups totaling eight participants representing TCKs, Cross-Cultural Kids (CCKs) and geographically mobile people. Key findings include:

Participants often expressed their desire for a strong sense of community.

Participants consume more digital media than traditional media.

Participants feel that dialogue is important to create a safe space for cultural "in-betweeners."

Qualtrics Survey

The CommuniGATORS surveyed 334 people in the Gainesville area and revealed:

- More than 70% of respondents agree it is important to have a place to freely express their cultural identity.
- More than 60% of TCKs surveyed feel they have had to repress their cultural identity to fit into certain social spaces.
- Participants were most willing to read online multicultural content and attend a multicultural event. They were least willing to purchase a print multicultural magazine.

See appendix pp. A4-A7.

PLANNING

Target Audiences

Research showed UF students are predominantly white, and the largest minority group is Latino students, followed by Asian and Black students. The demographic breakdown of Gainesville is similar, as the city is predominately white with a large representation from Black and Latino residents.

Based on this, the CommuniGATORS identified the primary target audiences as:

- UF students ages 18-24, primarily those who identify with multicultural and hyphenated cultural identities.
- Adults living in Gainesville ages 23-34, primarily those who identify with multicultural and hyphenated cultural identities.

The secondary audiences were college staff, the general Gainesville population and monoculture individuals.

Campaign Challenges and How to Resolve Them

Challenge: Print magazines were some of the least consumed forms of media and expensive for Gen Z, yet students said they would be interested in reading more about multicultural topics.

Opportunity: Curate high-quality content focused on multicultural topics that is visually appealing, user-friendly and accessible via web browsers.

Challenge: More than 40% of those surveyed feel they have had to repress their cultural identity to fit into certain social spaces.

Opportunity: Establish supportive communities both online and offline where individuals can freely express and celebrate their cultural identities without fear of judgment or discrimination.

Challenge: Culturs and the concepts of “in-betweeners” and “Third Culture Kids” were widely unknown to UF students and community members.

Opportunity: Plan interactive yet educational events throughout the campaign that introduce Culturs and these concepts.

Campaign Taglines

Primary: Embrace the Hyphen

Primary research showed that individuals who straddle multiple cultures tend to find ways of identifying with others through symbols or metaphors. The hyphen, a punctuation mark that serves as a connector and brings words together, symbolizes how the many parts of one’s cultural background can come together to form one. “Embrace the Hyphen” is a direct call to action that encourages individuals to take agency over their multiple identities and celebrate multiculturalism in their community.



Secondary: Where Culturs meets Community

Creating community is a necessary part of celebrating multiculturalism and “in-between” identities. This tagline builds an emotional connection to Culturs by relating it to the goal of fostering a safe space and environment that empowers multi-hyphenate individuals.

Culture is Not Black and White:

The team chose to use purple, orange and green alongside Culturs’ brand black and white, as the colors are “in-between” primary colors.

Key Messages

1. **What It Is:** Culturs is a global multicultural lifestyle magazine and network dedicated to embracing “in-between” identities to make everyone feel like they matter.
2. **Why It’s Important:** Celebrating multiculturalism breaks down stereotypes, bridges racial divides and creates a shared sense of belonging for all, including “in-betweeners.”
3. **How You Can Help:** Embrace the idea that creating community is a necessary part of celebrating multiculturalism. Help foster an environment of empowerment where individuals of all backgrounds feel included and accepted, allowing them to showcase their full identities.

See appendix pp. A8-A10.

CAMPAIGN OUTLINE

Goals, Objectives, Strategies and Tactics

Campaign Goal:

To build an engaged community in Gainesville that celebrates multiculturalism and fosters safe spaces for cultural “in-betweeners” while creating an association between the brand Culturs and the term global multiculturalism.

Objective 1: By March 5, the team will reach 25% of Gainesville residents (approximately 32,500 residents) to raise awareness of Culturs’ mission of celebrating cultural diversity and creating safe spaces for cultural “in-betweeners.”

Strategy 1: Create safe spaces amplifying the voices of cultural “in-betweeners” in Gainesville.

Rationale: Focus groups showed people want to meet and learn about people from other cultures.

- **Culturs Festival:** Host a multicultural event at a local venue in Gainesville with performances by multicultural individuals, live artists, vendors, local resources and food trucks.
- **Caught In-Between Cultures Dialogue:** Partner with Changemakers’ Dialogue to facilitate a conversation surrounding cultural identity and shared experiences.
- **Film Screening:** Amplify multicultural voices by highlighting storylines of “in-betweeners.”
- **Cross-Cultural Identity Speaker Panel:** Organize and host a speaker panel with three “in-between” individuals across different professional fields to allow them to share their cultural experiences of navigating multiple cultural backgrounds.

Strategy 2: Garner earned media coverage across local media outlets.

Rationale: The message will gain third-party credibility and extend its reach across TV, radio and online outlets.

- **Public Service Announcement (PSA):**
 - TV: Create a 30-second PSA highlighting the festival and the campaign’s mission.
 - Radio: Produce an audio version of the PSA.
- **Media Relations:** Write press releases in English and Spanish and customized pitches to a targeted media list.
- **Media Coverage:**
 - WCJB TV20 (ABC): Aired twice on the evening news and was shared on its website, app and social platforms. The PSA also aired 42 times,
 - The Independent Florida Alligator: Published stories about the speaker panel in English and Spanish, and the Culturs Festival. Shared stories on multiple social channels.
 - WUFT-TV (NPR): Aired the PSA 156 times in the weeks leading up to the festival.
 - WUFT Radio (NPR): Aired the PSA 94 times in the weeks leading up to the festival.
 - Tu Fiesta Radio: Aired a 25-minute live interview with a member of the team highlighting the festival and the overall mission of the campaign.
 - 106.9 I Am Country: Aired a radio interview with a team member highlighting the festival and the campaign.
 - Mainstreet Daily News: Published an online story on the festival and shared on social.
 - Podcast: Appeared on a UF PRSSA podcast called “Caffeine & Comm.”
 - Calendar Listings: Gainesville Sun, What’s Good Guide and Visit Gainesville.

Strategy 3: Leverage owned media content to share multicultural information and connect the target audience to important resources from Culturs.

Rationale: Research shows people are interested in multicultural resources but unsure where to find them.

- **“Embrace the Hyphen” website:** Develop a website that acts as a hub for resources and tools and highlights upcoming events in the campaign.
- **“Unlock the World” blog:** Produce blog posts that highlight cultural experiences of ambassadors and share multicultural facts and information.

Strategy 4: Develop shared digital media to provide information about multiculturalism and the campaign, as well as showcase diversity.

Rationale: Research showed members of the target audience are frequent social media users.

- **Channels:** Create “Embrace the Hyphen” social media accounts on Instagram, YouTube and Facebook.
- **Content:** Produce posts and infographics about relevant cultural topics and events.
- **Partnerships:** Connect with UF organizations and student clubs to share content about the campaign on their platforms.
- **Influencers:** Recruit local influential figures, such as the Gainesville mayor, filmmaker Iman Zawahry and the dean of the UF College of Journalism and Communications (CJC) to raise interest for the campaign.

Strategy 5: Create activities and activations in high-traffic UF areas to encourage conversation about cultural identity.

Rationale: Going to locations that members of the target audience frequent can increase reach.

- **Culturs Reflections:** Set up a mirror to inspire people to reflect on their identity and hidden diversity. Have students answer the question: What is something about your identity that others don’t see?
- **Culturs Confessions:** Design a poster board with envelopes and encourage people to share a confession about their culture.

Objective 2: By March 5, the team will educate at least 1,000 UF students on the importance of embracing their cultural diversity on campus.

Strategy 1: Form strategic partnerships with organizations and local leaders.

Rationale: Working with organizations and people that members of the target audience respect can help with the reception of the message.

- **“Embrace the Hyphen” presentations:** Present to a variety of student groups and classes.
- **Sustained activations:** Set up tabling events twice a week at a UF high-traffic area to reach more students and spread awareness.
- **Multicultural events:** Educate students through four engaging events: a speaker panel, dialogue, festival and film screening.
- **University partnerships:** Create plans to establish partnerships with the Office of Global Learning and the Knight Division to continue to educate on the cultural in-between.

Strategy 2: Recruit 40 student ambassadors to help spread the key messages of the campaign.

Rationale: Ambassadors can expand reach by connecting with people on their personal platforms.

- **Blog Content:** The ambassadors will create blog posts sharing their personal experiences.
- **Social media:** Ambassadors will repost campaign content on their social media and create original content to share with their followers and on the campaign’s platforms.

Objective 3: By March 5, the team will encourage at least 300 students and Gainesville residents to attend a multicultural event associated with the Culturs brand.

Strategy 1: Promote the campaign’s four main multicultural events to UF students through campus activations.

Rationale: Providing resources directly to students can provide convenience and increase reach.

- **“Embrace the Hyphen” presentations:** Promote events during 10 student organization and class presentations to over 350 students.
- **Turlington tabling:** Promote events through flyers on display at each tabling event.

Strategy 2: Drive awareness for the events through earned media.

Rationale: Earned media allows for the Culturs name and the associated events to reach a larger audience.

- **Media coverage:** Mention Culturs and the events in any media coverage and calendar listings.
- **Email Communications:** Promote events through email blasts and newsletters.

Strategy 3: Promote the campaign’s four main multicultural events through owned media.

Rationale: Owned media will reach people interested in the campaign and those seeking more information.

- **“Embrace the Hyphen” website:** Include an “Events” section on the website that provides information about upcoming events in the campaign.
- **“Embrace the Hyphen” social media:** Promote the events through social media posts and stories, including links for easy event registration.

See appendix pp. A11-A40.

EVALUATION

Throughout the campaign aimed at cultivating a global multicultural environment, the CommuniGATORS inspired individuals from a rich tapestry of diverse backgrounds to foster an inclusive environment. The team monitored progress daily to ensure effectiveness. Evaluation of the team’s impact included regular analysis of social media metrics, traditional media coverage and in-person feedback. Strategic partnerships with university and community groups and building a team of ambassadors were integral to expanding the campaign’s reach and amplifying key messages that resonated with target audiences and helped further the client’s mission. The “Embrace the Hyphen” campaign proved highly successful, inspiring multicultural and “in-between” individuals in Gainesville, along with the broader community.

Objective 1: By March 5, the team will reach 25% of Gainesville residents (approximately 32,500 residents) to raise awareness of Culturs’ mission of celebrating cultural diversity and creating safe spaces for cultural “in-betweeners.”

Result EXCEEDED: The campaign reached 65,000+ Gainesville residents through earned media and community outreach (see appendix pp. A26 and A41). The team garnered 32 media hits and 292 PSA airings. The campaign generated awareness about Culturs, surpassing the goal by 197%.

Objective 2: By March 5, the team will educate at least 1,000 UF students on the importance of embracing cultural diversity on campus.

Result EXCEEDED: The campaign partnered with 56 groups to host 25 activations. The team educated 2,527 people on the importance of cultural diversity on a college campus, surpassing the target goal by 253%.

Objective 3: By March 5, the team will encourage at least 300 students and Gainesville residents to attend a multicultural event associated with the Culturs brand.

Result EXCEEDED: The campaign led to 427 event attendees through the four main events held, surpassing the target goal by 142%.

See appendix pp. A41-A42.

CONCLUSION

The “Embrace the Hyphen” campaign spearheaded a powerful movement, urging individuals not only to celebrate the rich tapestry of multiculturalism within their community but actively create an environment where every individual can feel like they belong. In the face of Florida’s divisive political landscape on diversity and inclusion, the campaign showed how now, more than ever, voices with hyphenated identities matter. Informed by the team’s research and driven by a clear need for uniting people, the campaign provided a platform to amplify the mission of Culturs and highlight the importance of celebrating unique identities.

Through a multifaceted approach using traditional media, social platforms, local events and strategic partnerships, the campaign empowered “in-betweeners” to embrace their hidden diversity and showcase their full identities. The campaign addressed Gen Z’s desire for deeper social connections by harnessing Culturs as a vehicle to foster meaningful connections across cultures.

The CommuniGATORS reached the homes of more than 65,000 residents, inspired 44 ambassadors and partnered with 56 organizations to embrace Culturs and its mission. With more than 15,000 social media impressions, 32 media hits and 292 PSA placements generating 450,000 impressions, the team surpassed all campaign objectives and exemplified the transformative power of fostering inclusive spaces and amplifying diverse voices. The campaign serves as a replicable model for Culturs to inspire continued action around its messages and goal to empower individuals navigating “in-between” identities.

CLIENT RECOMMENDATIONS

- Refine website to be more user-friendly.
- Create a Culturs Club across campuses.
- Create an ambassador program geared toward college students.
- Host a Culturs Festival across cities.

See appendix pp. A43-A44.

BUDGET

Expenses

How Bazar Rental Fee.....	\$150
Mirror Activation.....	\$21
Envelope Activation.....	\$15
“Embrace the Hyphen” Pins.....	\$31
Website.....	\$48
Social Advertisements.....	\$35

Total: \$300

In-Kind Donations

Pizza for Events from Islamic Center.....	\$180
Banner from Renaissance Printing.....	\$125
Printing and supplies from UF	\$150
Auditorium Rental Fee from Islamic Center.....	\$144
Gift card from Satchel’s.....	\$25
Gift card from 108 Vine.....	\$50
Gift card from Uppercrust Bakery.....	\$25
Gift card from BJ’s Restaurant.....	\$25
Gift card from Mi Apá.....	\$25
Candy from UF CJC.....	\$20
Amazon Gift Card from UF CJC.....	\$25
Baseball tickets from Florida Gators.....	\$20

Total: \$814

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