

Factuality



NATIONAL CAMPAIGN:

Words at Work

Working with Diversity Council Australia and 2016 Australian of the Year, Lt Gen David Morrison AO, Factuality devised a video-based campaign which used humour to demonstrate the power of words to help or hurt work colleagues. The campaign, #Wordsatwork, addressed all forms of discriminatory language. It was supported by international engineering firm, Aurecon ●

The challenge was to develop a campaign which delivered a serious message in a way which would engage office workers and not patronise them or preach to them.

Our research demonstrated that people have little understanding of how the language they use can hurt others. At the same time they are highly sensitive to being 'lectured to' about how they speak.

Factuality worked with leading comedy writer, Jennifer Wong, to produce scripts for the production and engaged actors.

Factuality worked with cameraman/director Nigel Traill to shoot and edit.

Factuality also assisted with the branding and graphic design of support documents used by the Diversity Council for educational sessions in Australian workplace.

Play the video at <https://www.youtube.com/watch?v=jTt3Vb4FTI>



Campaign team



David Hardaker
Campaign head



Jennifer Wong
Writer/producer



Nigel Traill
Camera/director



Will Farge
Graphics/branding