Another Language

POWERED BY Google Translate +Babbel

Silence on LGBTI issues affects young people mostly in educational environment, because adults cannot understand and help them properly. We will realize an integrated campaign that will increase awareness on LGBTI terminology treating its words as a new language to learn. To make it happens, we will partner with Google translator and Babbel with the objective to involve as much people as we can through those platforms usually utilized as tools to support the users in learning a new language or translating unknown words.

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INSIGHT

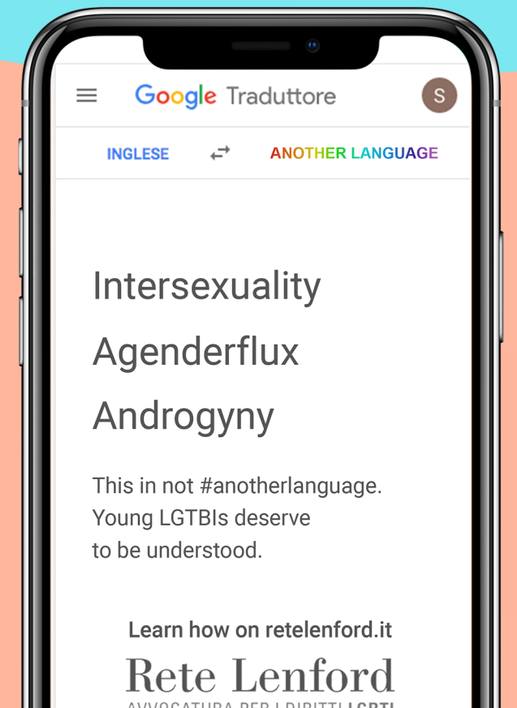
Adults should be the point of reference for young LGBTIs, but often they do not know the topic, so they are not able either to face a dialogue nor to understand their questions. Sometimes it's like they speak different languages.

SOLUTION

In order to involve adults and make them aware, we will compare all the terms of the LGBTI world to a language which they do not know. And in order to do so, we will use tools and platforms that are usually used to translate or learn new languages.

HOW DOES IT WORK

1. During the on air we will create an alternative version of Google Translator: users will have an unexpected option available: #AnotherLanguage. After clicking on it, a window will show them some terms of the LGBTI world and a cta will invite them to visit retelenford.it to find out the unknown language that should become an integral part of their vocabulary.

2. Through a partnership with Babbel, we will add #AnotherLanguage within the language options available on the site. By choosing it, users will have an interactive experience that will show them how much they have still to learn about the LGBTI world and a cta will invite them to visit the website retelenford.it

3. A series of banners will show up some terms of the LGBTI world followed by a cta.