

# UnACoRN Survey: Campaign design changes over time

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# Coming soon...

- We kickstarted with a teaser campaign that positioned the UNACORN logo.

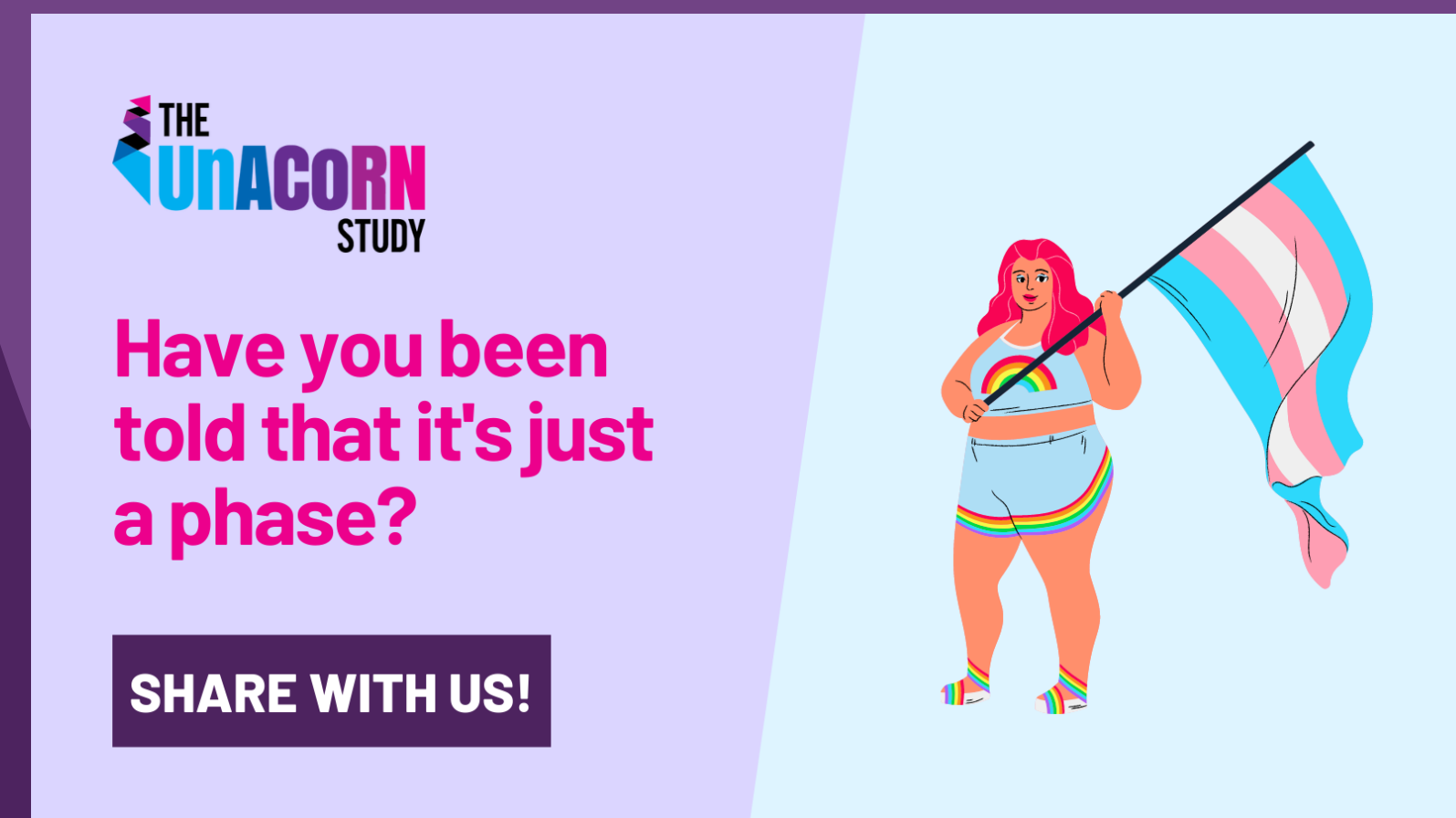
Coming soon...

 THE  
**UnACORN**  
STUDY



# Framing

- Our colours and messages aimed to be inclusive and make the 2S/LGBTQ community feel welcomed and safe.



# Section-specific content

- We also used thematic content to appeal participants whose background matched key exposures explored in the survey



**Do you feel like  
there's a place  
for you in sport?**

**SHARE WITH US!**



# Section-specific content

- We also used thematic content to appeal participants whose background matched key exposures explored in the survey



**THE UnACORN STUDY**

**Who supports your mental health?**

**SHARE WITH US!**

CENTRE FOR GENDER & SEXUAL HEALTH EQUITY

# Closing gaps

- However, it became evident that we needed to address some gaps, mainly for men



**Make a place for  
yourself in sport.**

**SHARE WITH US!**



# Closing gaps

- However, it became evident that we needed to address some gaps, mainly for men, cis-het participants



# Closing gaps

- However, it became evident that we needed to address some gaps, mainly for men, cis-het participants, and older age groups



**THE UNACORN STUDY**

## BROS DON'T WANT TO TALK?

TELL US WHERE *YOU* FIND COMMUNITY!

**TAKE THE SURVEY!**



# Key takeaways

- 2S/LGBTQ-friendly framing works for sexual and gender minorities.
- Cis-het participants might have felt out of place, although they were eligible as study participants.
- Online campaigns skew towards what is most effective, creating recruitment “gaps.”
- Diversifying your campaign can mitigate these effects.

Learn more:  
[unacorn.ca](http://unacorn.ca)

