

Operation Smile

Because there aren't enough smiles

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Operation Smile

Because there aren't enough smiles

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Who They Are

Operation Smile is an international children's medical charity that heals children's smiles, forever changing their lives. Operation Smile, is more than a charity. They are a mobilized force of medical professionals with caring hearts who provide safe, effective reconstructive surgery for children born with facial deformities such as cleft lip and cleft palate.

Every **three** minutes a child is born with a cleft — often unable to **eat, speak, socialize or smile**. In some places these children are shunned and rejected. And in too many cases, their parents can't afford to give them the surgeries they need to live a normal life.

Since 1982, Operation Smile — through the help of dedicated medical volunteers — has provided more than 2 million patient evaluations and over 200,000 free surgeries for children and young adults born with cleft lips and cleft palates.

Operation Smile is committed to healing children's smiles and bringing hope for a better future.



Current Branding



Current Logo



Current Color Palette



Current way of advertising and messaging.

** They never are consistent with font choices.

PROJECT MISSION

Rebrand Operation Smile with a timeless identity and campaign in order to increase the number of donations and stimulate more involvement from the community.

Create an effective and engaging campaign to raise awareness concerning cleft lip and palate by:

Redesigning the current logo to make it more conceptual.

Creating a strong and impactful message through video.

Generating impactful and compelling advertisements.

Redesigning their current website so it is user-friendly

Institute a mobile site so that it easy to donate on the go.

Help establish a more online presence by launching a social media campaign





ART DIRECTION

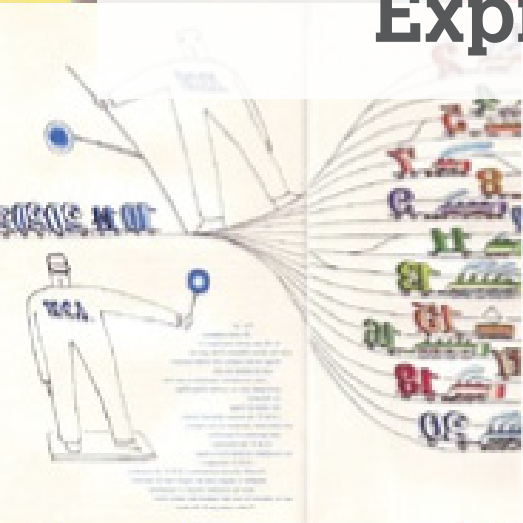
Instead of banging people over the head by advertising children with cleft lip and palate (like Operation Smile currently does), I want to generate those same feelings in a less overwhelming fashion to make people **want** to act instead of feel like they **need** to act. This is going to be crucial in terms of success.

In order to do this I will focus on one person/thing instead of multiple people or things. I will develop personality in a somewhat universal approach to engage the audience.

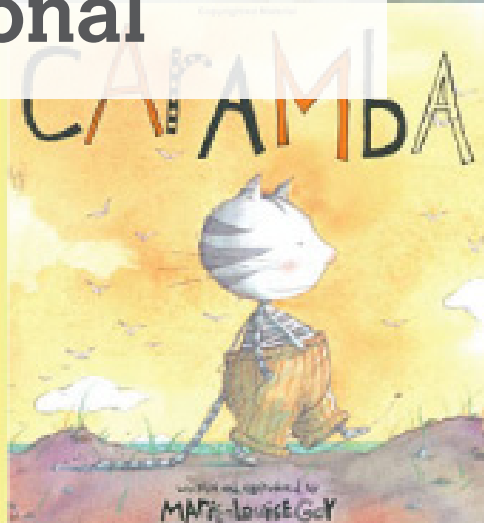
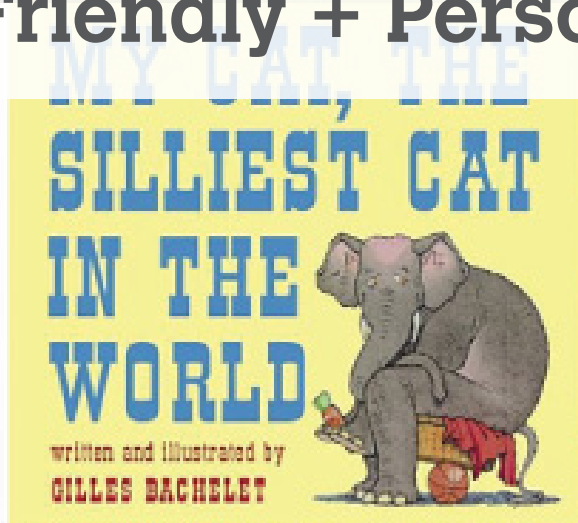
Most importantly I want to target emotion, because after all no one forgets something that has made them feel. Emotion also makes people act, and this is vital to spark an increase in donations.



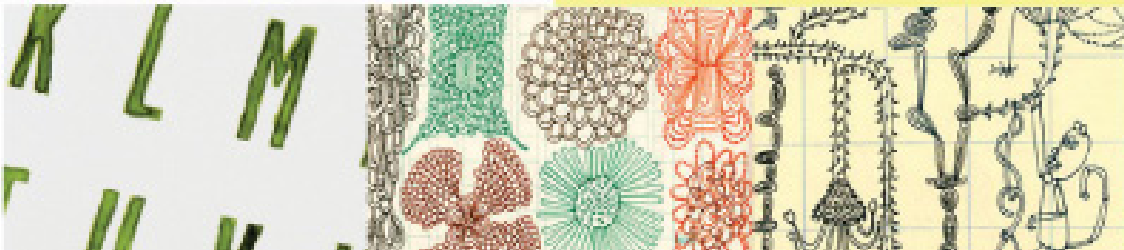
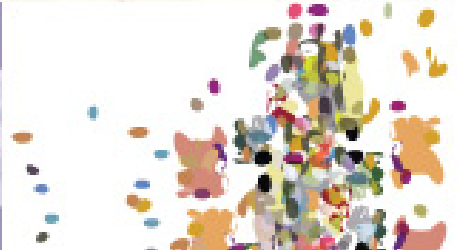
Expression + One + Friendly + Personal



LET ME TELL YOU A TALE
 FULL OF FOOD AND WONDER
 IT MIGHT MAKE YOU BELLY
 RUMBLE AND THUNDER
 NOW LETS GET GOING BEFORE IT
 COOLS DOWN AND CRUMBLES



TOP
FO
2009



LOGO REDESIGN

Phase 1



OPERATION SMILE
Because there aren't enough smiles



Operation Smile
There aren't enough smiles



OPERATION
SMILE

Operation  Smile
Because there aren't enough smiles

Operation  Smile
There aren't enough smiles

Phase 2



Phase 3

Operation Sm:)e
Because there aren't enough smiles

Operation Sm:)e
Because there aren't enough smiles

Operation Sm:)e
Because there aren't enough **smiles**

Operation Sm:)e
Because there aren't enough smiles

Operation Sm:)e
Because there aren't enough smiles

Final Logo

Operation Sm;)e
Because there aren't enough smiles

Operation Sm;)e
Because there aren't enough smiles

TYPE + COLOR

Typography

Calvert MT Bold

**ABCDEFGHIJKLMOP
QRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890**

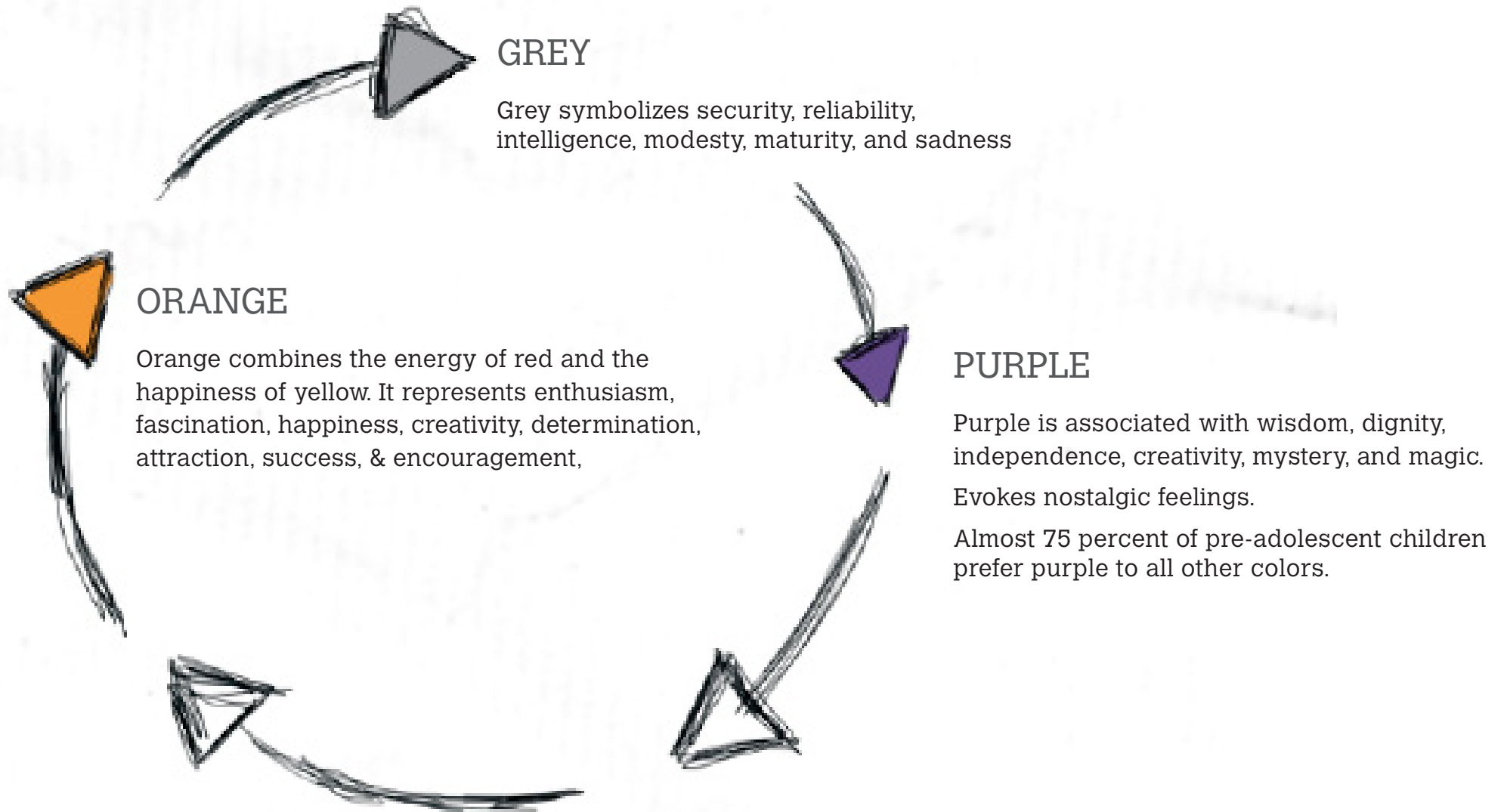
Calvert MT Light

ABCDEFGHIJKLMOP
QRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

Operation Smile Custom Title Font

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Color Theory



Color Design



R: 116 **G:** 97 **B:** 24
C: 65 **M:** 70 **Y:** 41 **K:** 00



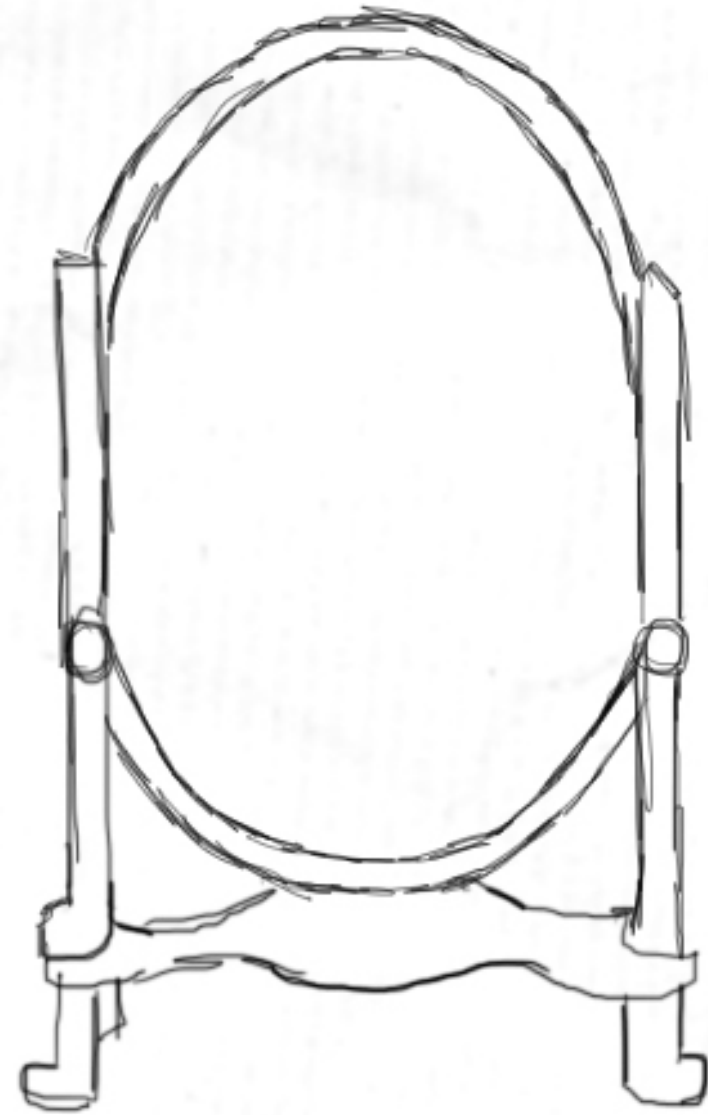
R: 241 **G:** 161 **B:** 63
C: 00 **M:** 43 **Y:** 85 **K:** 00




R: 128 **G:** 130 **B:** 133
C: 00 **M:** 00 **Y:** 00 **K:** 60



R: 88 **G:** 89 **B:** 91
C: 00 **M:** 00 **Y:** 00 **K:** 80



ADVERTISEMENTS



MOM, PLEASE
DON'T LET ME
GO OUTSIDE

Everyday is a mental struggle for
those suffering from **Cleft lip & palate.**

Change a life. Donate a surgery.
OperationSmile.com

Operation Smile
Because there aren't enough smiles



I WANT
TO LEARN
WITH PEOPLE

Children suffering from **cleft lip & palate**
often times **won't** attend school.

Change a life. **Donate** a surgery.
OperationSmile.com

Operation Smi)e
Because there aren't enough smiles

I WISH I DIDN'T NEED HELP EATING

Cleft lip & palate even make eating a challenge.

Change a life. Donate a surgery. OperationSmile.com



Operation Smile
Because there aren't enough smiles

I CAN ALWAYS HEAR THEM WHISPER

Cleft lip & palate effect more than just the face.

Change a life. Donate a surgery. OperationSmile.com



Operation Smile
Because there aren't enough smiles



I WANT TO SHOW
MY FACE

Every **3 minutes** someone around the world is born with **Cleft lip or palate**.

Change a life. **Donate** a surgery.
OperationSmile.com

Operation **Smile**
Because there aren't enough smiles





MOM, PLEASE
DON'T LET ME
GO OUTSIDE

Everyday is a mental struggle for
those suffering from **Cleft lip & palate.**
Change a life. Donate a surgery.
OperationSmile.com

Operation Smile
Because there aren't enough smiles

The billboard is set against a dark background with a large, fluffy pink teddy bear on the right side. The text is written in a mix of white and yellow fonts. The background of the billboard is a dark, textured surface, possibly a tarp or a wall. The billboard is mounted on a light-colored building with several windows visible on the left side. The sky is overcast and grey.



Public Transportaion

CLEARCHANNEL



I WANT TO SHOW MY FACE

Every 3 minutes someone around the world is born with **Cleft lip or palate**.
Change a life. Donate a surgery.
OperationSmile.com

Operation Sm;e
Because there aren't enough smiles

ADVERTISING ON THIS NEWSRACK IS NOT CONTROLLED BY, AND MAY NOT REFLECT THE VIEWS OF, ANY OF THE PUBLICATIONS WITHIN.

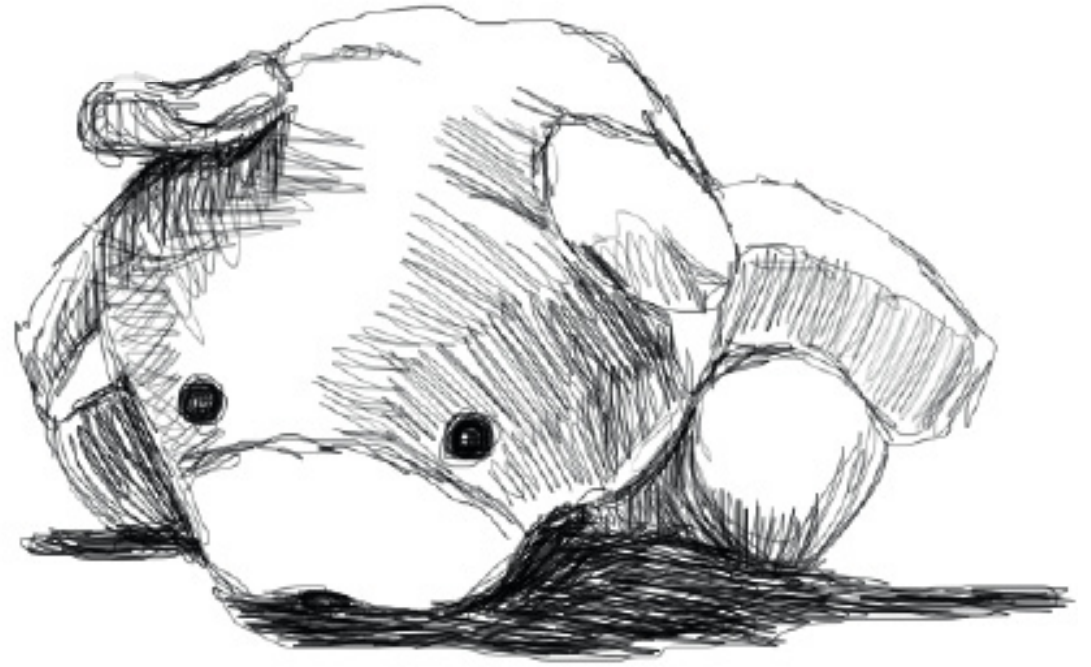
COMMERCIAL

The Script

I always loved animals, so it never bothered me when they said I looked like one.

I love to color, because I can fix everything and make it beautiful again.

Smiles make me happy even though I can't.



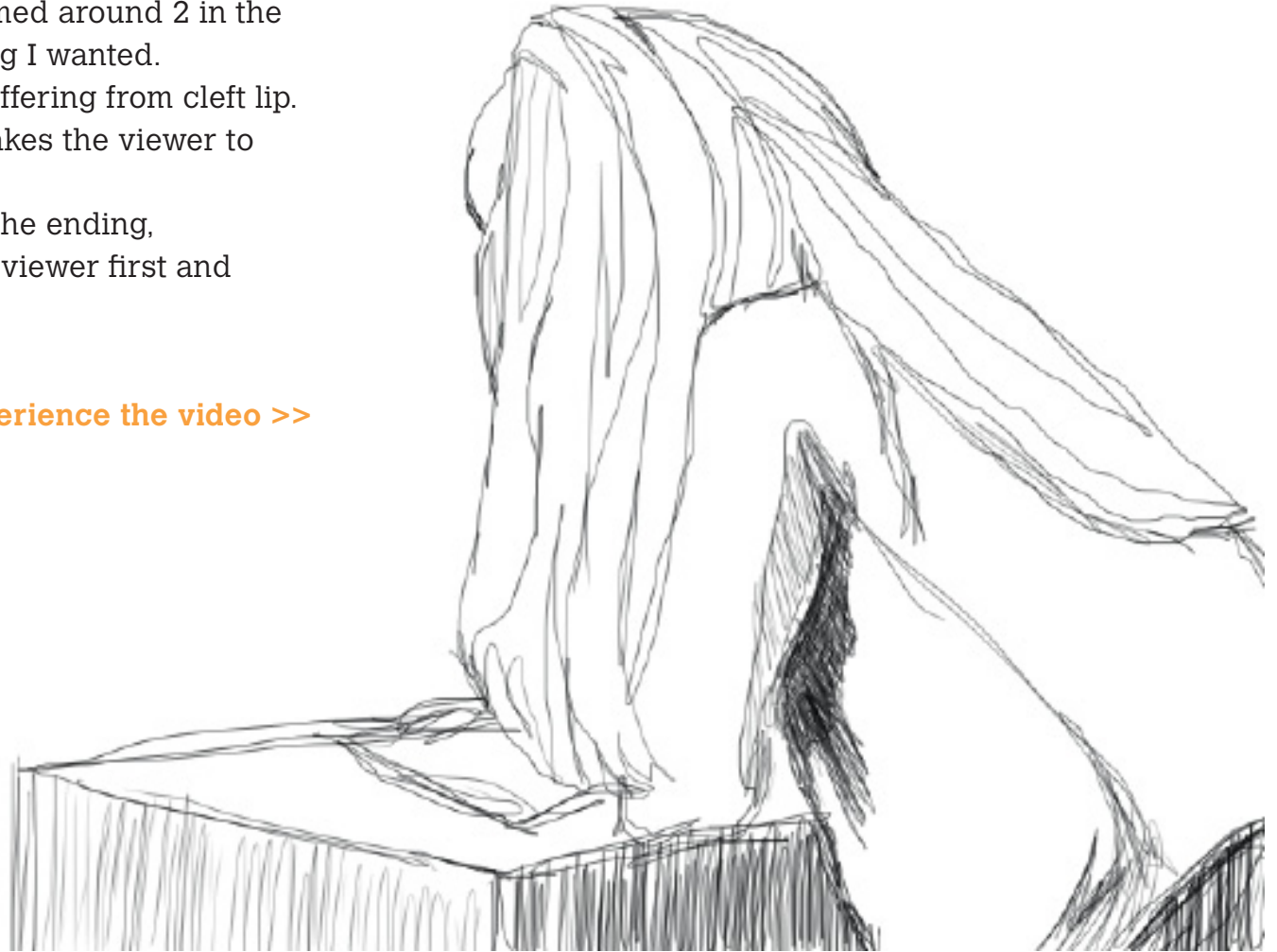
Concept/Story

In making this film I set up a child-like environment. I bought stuffed animals, crayons, and cloth. I filmed around 2 in the afternoon to get the right natural lighting I wanted.

The concept is about a story of a girl suffering from cleft lip. She is OK, but the fact that she is OK makes the viewer to want to help her even more.

I also chose to reveal what is wrong at the ending, mainly, because I wanted to engage the viewer first and foremost, before the call to action.

[experience the video >>](#)



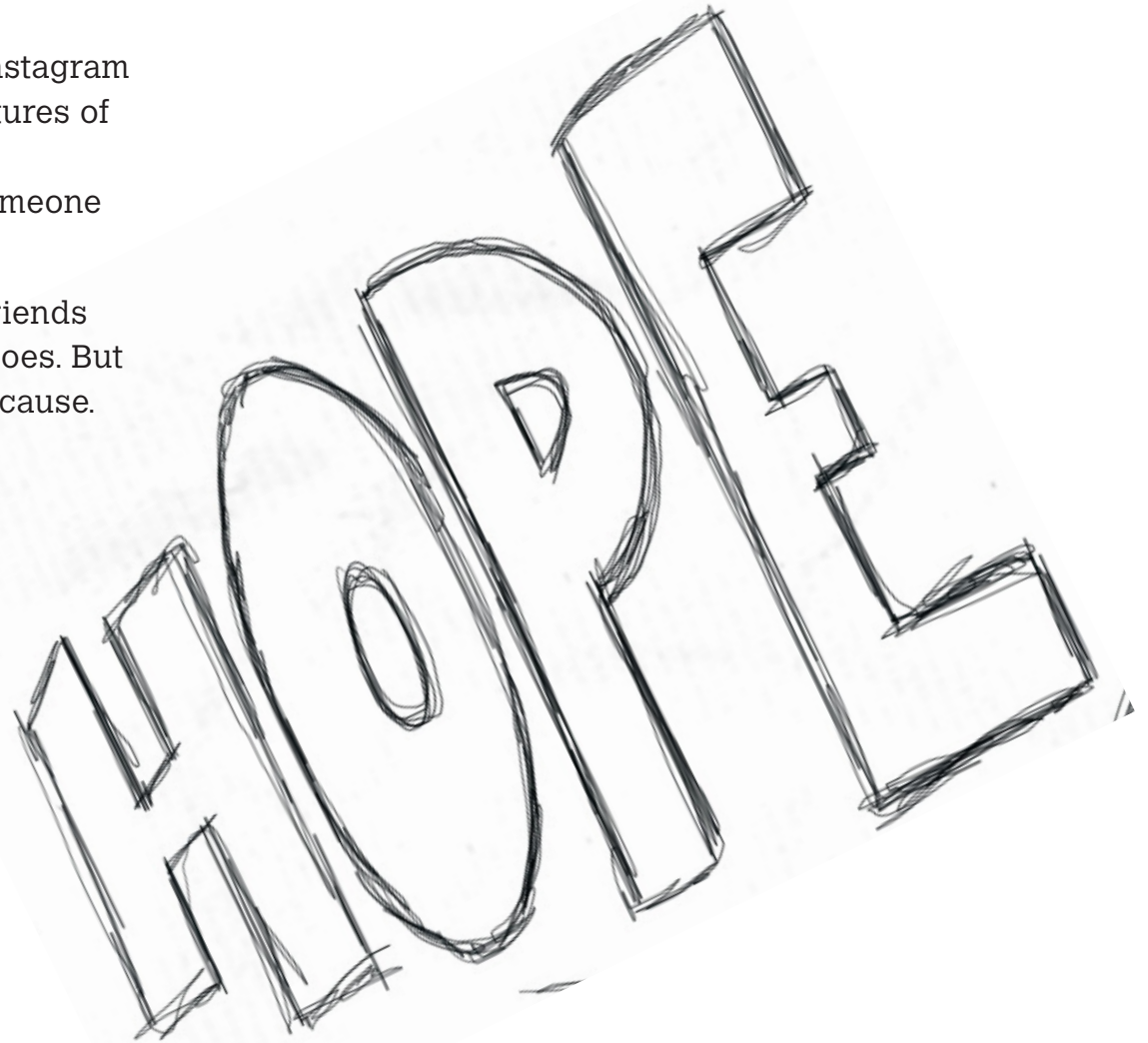
SOCIAL MEDIA
CAMPAIGN

Concept

Social media is huge part of everyday life, therefore it is just as important to have a campaign dedicated to making an impact on the interwebs.

For this campaign Operation Smile teamed up with instagram for a weekend event where people would upload pictures of smiles. For every 240 photos received using the tag #instasmile; Instagram would donate a surgery to someone suffering from cleft lip or palate.

I also put together a hand drawn motion piece that friends could share and know what this 45 minute surgery does. But most importantly make people want to donate to the cause.





UPLOAD A SMILE WE DONATE A SURGERY

**From May 26-27 help change a life.
Upload a smile and label it #instasmile**

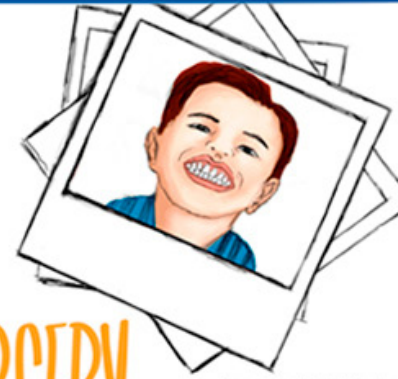
Instagram and Operation Smile have teamed up for a weekend event to raise money for people suffering from Cleft Lip and Palate. For every 240 portraits portraying a smile Instagram will donate a surgery.
Because there aren't enough smiles

 Instagram  Operation Sm:)e
Because there aren't enough smiles

InstaSmile

Because there aren't enough smiles

UPLOAD A SMILE
WE DONATE A SURGERY



From May 26-27 help change a life. Upload a smile and label it #instasmile



Operation Smile

Like Message

Operation Smile is a not-for-profit medical service organization based in Norfolk, Virginia (USA), founded in 1982. To date, Operation Smile has provided reconstructive surgery to over 150,000 children and young adults in more than 60 countries.



Photos



Smile TV



Events



Giving Catalog

About

Highlights



Operation Smile shared a link. March 24

It's is even easier to create a new smile for a child like Guo.

Every 120 "Likes" to Operation Smile = a new smile! SwimWays will donate \$2 to Operation Smile for every new "Like" and give you a 20% coupon off any SwimWays product.

Recent Posts by Others on Operation Smile

See All



Rachel Gearwar
[http://www.pal-o-mine.org/polo-for-palomine/ T...](http://www.pal-o-mine.org/polo-for-palomine/)
6 hours ago



Pure 7 Studios
You've got 2 hours left to get your bum over to our...
2 · Yesterday at 1:09pm



Lucky
<https://www.facebook.com/pages/Lucky/345989432...>
Yesterday at 8:44am

- Now
- March
- February
- 2012
- 2011
- 2010
- 2009
- 2008
- 2007
- 2006
- 2005
- 2004
- 2003
- 2002
- 2001
- 2000
- 1999
- 1998
- 1997
- 1996
- 1995
- 1994
- 1992
- 1990
- 1989
- 1988
- Founded

Operation Smile
View my profile page

1,197 TWEETS 397 FOLLOWING 4,397 FOLLOWERS

Compose new Tweet...

Worldwide trends · Change

#Bracketsbysixyearolds Promoted

#middleschoolmemories

Justin And Beliebers Are Sexy

#ReplaceDisneyFilmWithHobo

#BritneyInspiredPopMusic

Happy Birthday Lady Gaga

Rihanna & Ashton Kutcher

Dodgers

Ichiro

Magic Johnson

AMIT

twitter

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Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

InstaSmile
Because there aren't enough smiles

UPLOAD A SMILE
WE DONATE A SURGERY



Tweets

- Operation Smile** @operationsmile 20 Apr
@operationsmile's providing free surgeries & creating smiles for children in Nanchang, China. From the Field update: ow.ly/aq5qA
- Operation Smile** @operationsmile 20 Apr
Schedule ur portrait session w/ a local #PPA photographer near u on 4/21 & help create smiles. Find a photographer: ow.ly/apSmG
- Operation Smile** @operationsmile 20 Apr
Don't forget if u "Like" @operationsmile on Facebook, you'll also receive a 20% off coupon @swimways.com ow.ly/a2hcX
- Operation Smile** @operationsmile 20 Apr
10 days left in our Facebook Challenge w/ @Swimways. "Like" @operationsmile's FB & SwimWays will donate \$2! ow.ly/a2hcX
- Operation Smile** @operationsmile 20 Apr
RT @zacharylevifan: #FF @operationsmile @OpSmileUK @SmileCircle @SwimWays Changing lives forever. 'Like' facebook.com/operationsmile & swimways...
- Operation Smile** @operationsmile 20 Apr
RT @swimways: Thx 4 supporting @operationsmile Facebook Challenge! 4 every new like in April we're donating \$2 ow.ly/apzc2 #causes
- Operation Smile** @operationsmile 20 Apr
RT @ericwinter1: Please RT! "RT @dentalplanscom: RT this message and @dentalplanscom will give \$1 to @operationsmile to help save smiles!"
- Operation Smile** @operationsmile 20 Apr
Thanks @mysmile360 supporters for "Liking" @Operationsmile on FB & creating new smiles! ow.ly/a2hcX #OperationSmiley360
- Operation Smile** @operationsmile 20 Apr
;) RT @zacharylevi: Attention Nerds! "Like" @operationsmile on FB & @SwimWays will donate \$2 per like! Please RT! ow.ly/a2hcX
- Operation Smile** @operationsmile 20 Apr
RT @mysmile360: We teamed up w/ an org. that's making a real change in the world. Accept the mission 4 Operation Smile on ur

InstaSmile
Because there aren't enough smiles

UPLOAD A SMILE
WE DONATE A SURGERY

Stop Motion Script

In 45 minutes

we change the reflection in the mirror

remove the pain underneath the cloth

transform the despair into hope

structure the wings to dream

give you the chance to smile.

Because there aren't enough smiles.



Storyboard



Concept

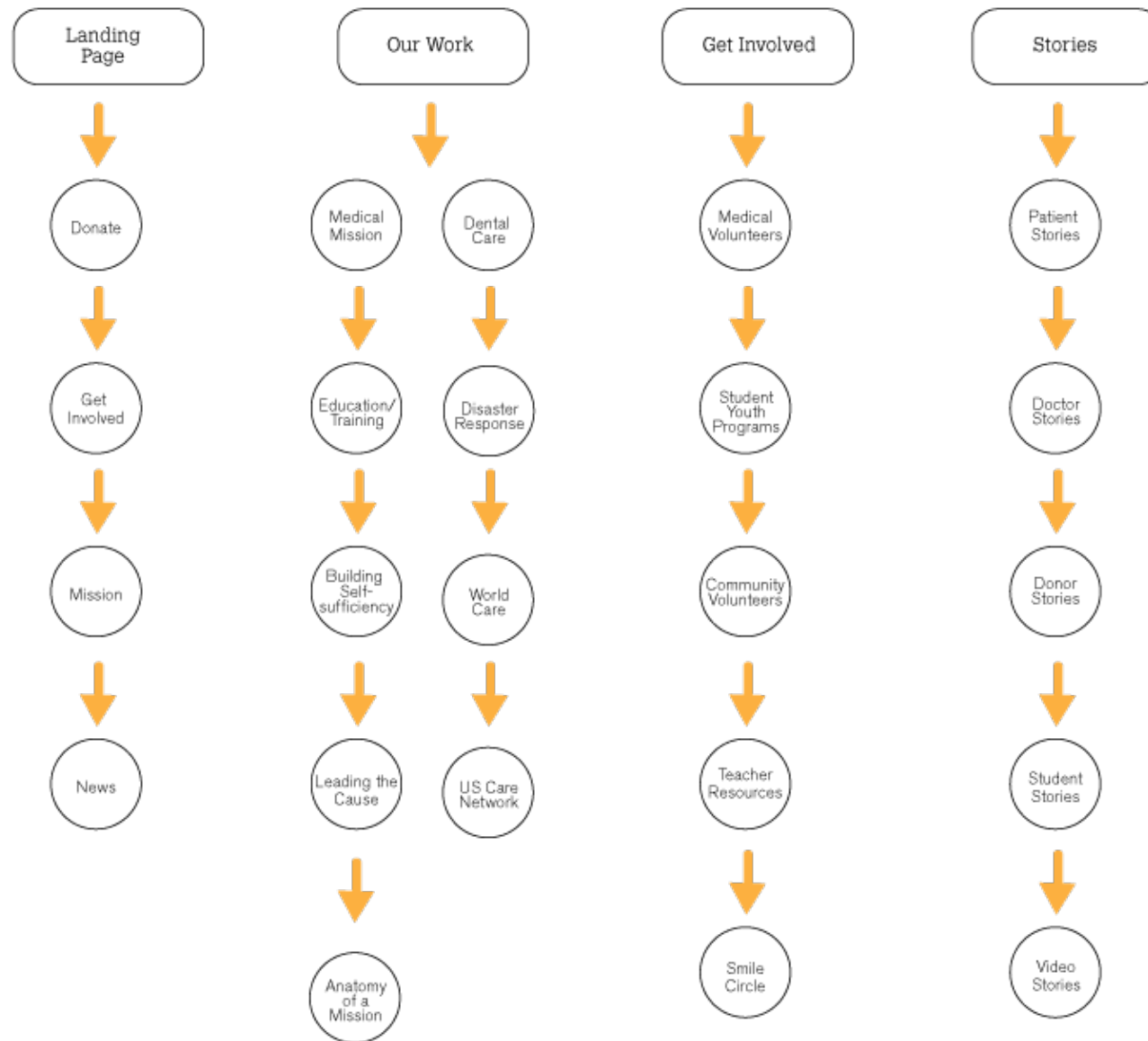
Built using over 300 drawings. I wanted to give it a personal aesthetic, and I thought the best way to message the idea was by using stop motion. Drawing has been one of my passions since I could hold a pencil, so taking the time to do it seemed to be more fun than work.

[experience the animation >>](#)

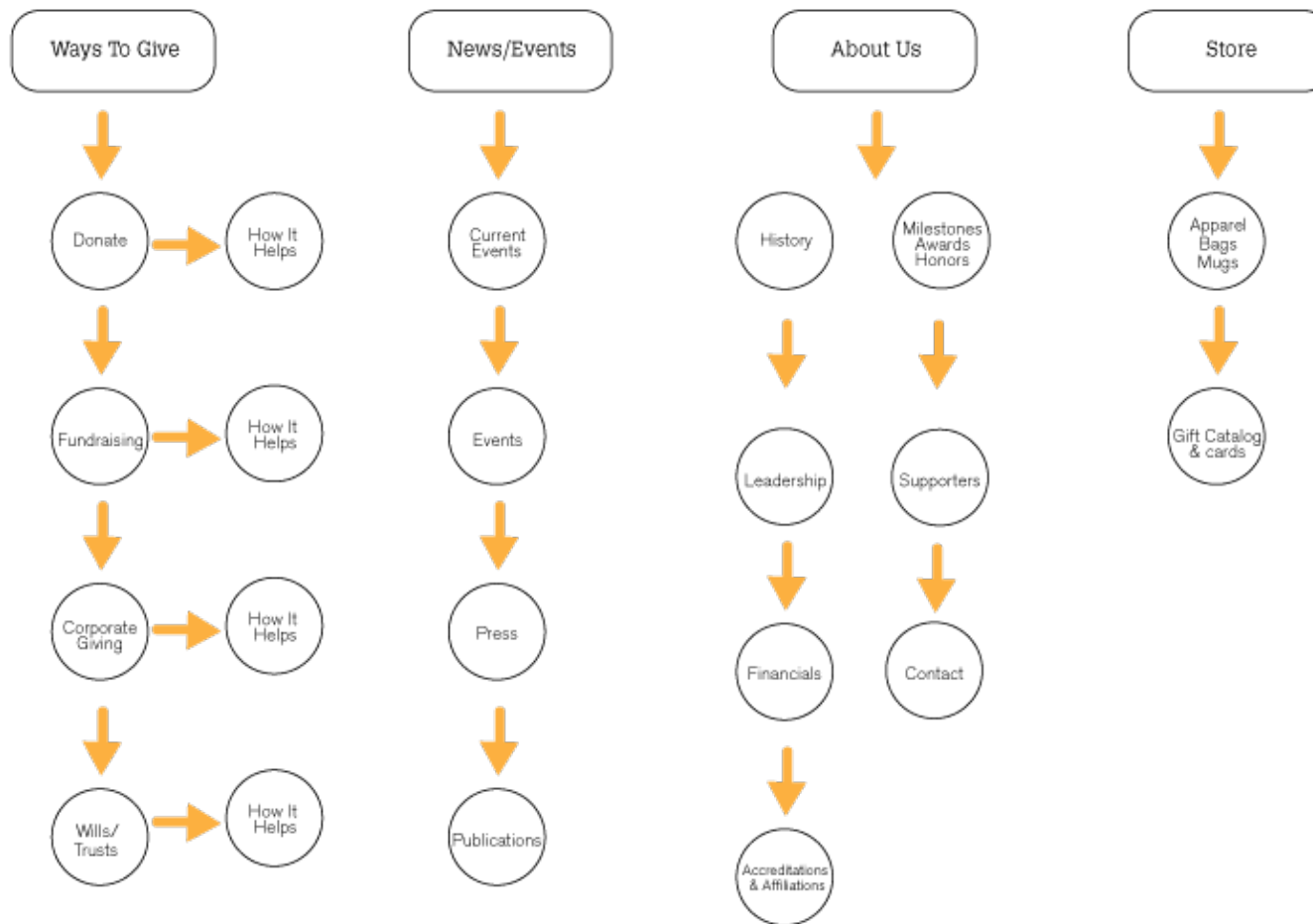


WEB REDESIGN

IA Web Flow



IA Web Flow



Home Page

The home page to of the site. There would be a slide show advertising events and advertisements the three call to actions on the bottom.



Showing The Nav

This pages shows the navigation of the site. So when the nav drops the content would ease down slightly as well. I felt this was the best way to display their sub nav. It also allows for room on the left hand side to add in the first part of the donate form.



Mission Schedule Page

The mission page, ideally is an interactive map that when you would roll over you'd see the location, be able to click and it would take you to the mission blog. The bottom also is just a traditional schedule to skim over fast.



Donate Page

On the donate page I wanted to incorporate the stop-motion piece. In a perfect world this would get the viewer thinking and want to donate a surgery.

I chose to put the donate form on the same page, because I want the user to see the video and be able to donate right away, not have to search for it.



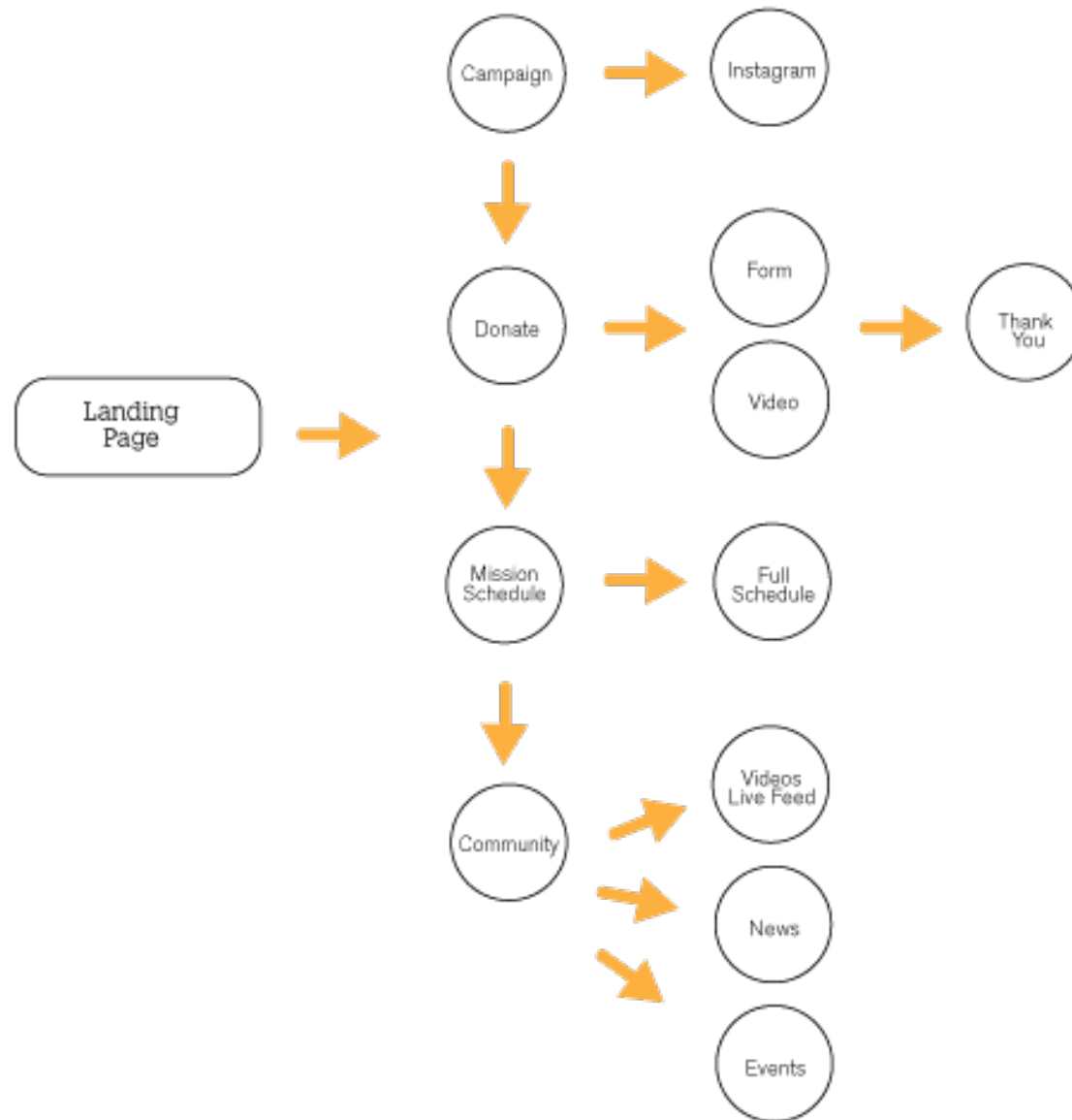
Donate Page

After donating this is what the user would see. It is there to reaffirm the user that they are changing someone's life.



MOBILE DESIGN

IA Mobile Flow



Mobile Application

On the landing page, I just wanted to evoke a feeling before the viewer enters the site. So I felt the smile button was completely necessary.

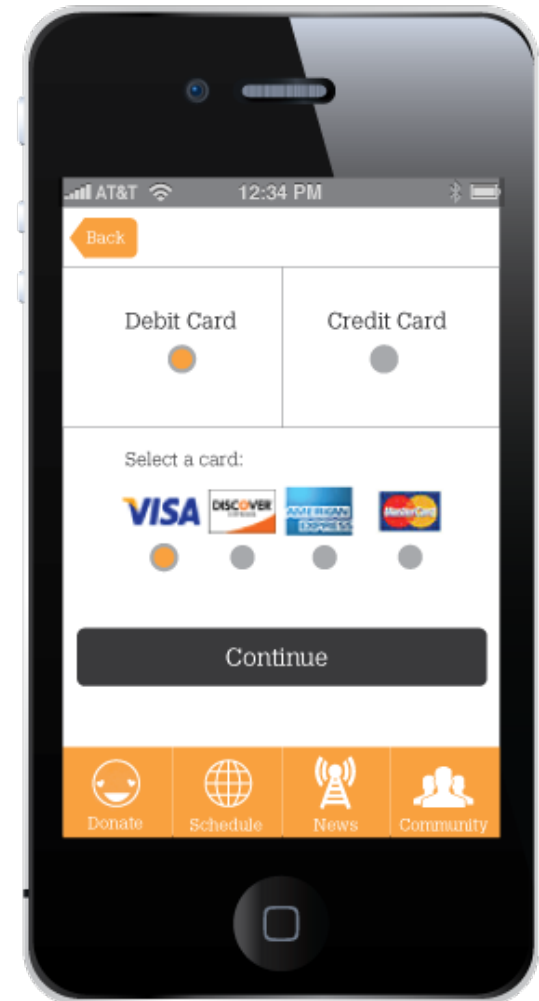
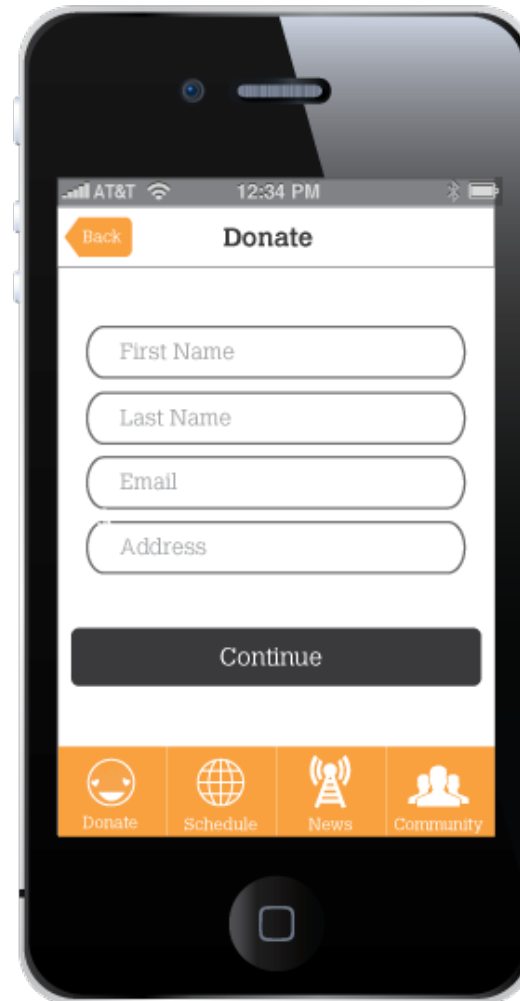
Once entered into the site there are five major components:

- The Social Media Campaign
- Donate Button
- Mission Schedule
- News
- Community



Mobile Donation Process

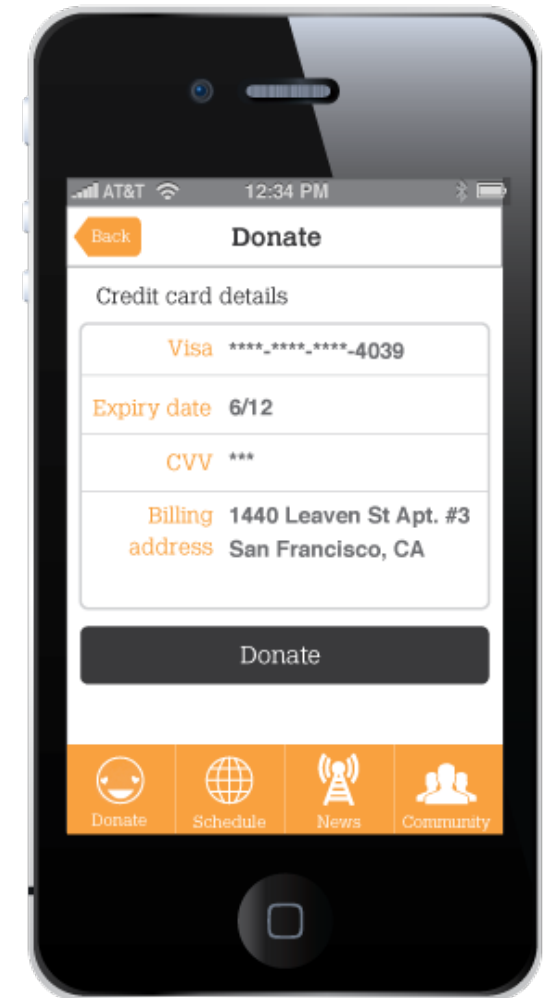
The viewer clicks on the donate and lands onto this page. Basic information and payment method.



Mobile Donation Process

Gives the viewer a choice as to if they want to donate a surgery or just an amount.

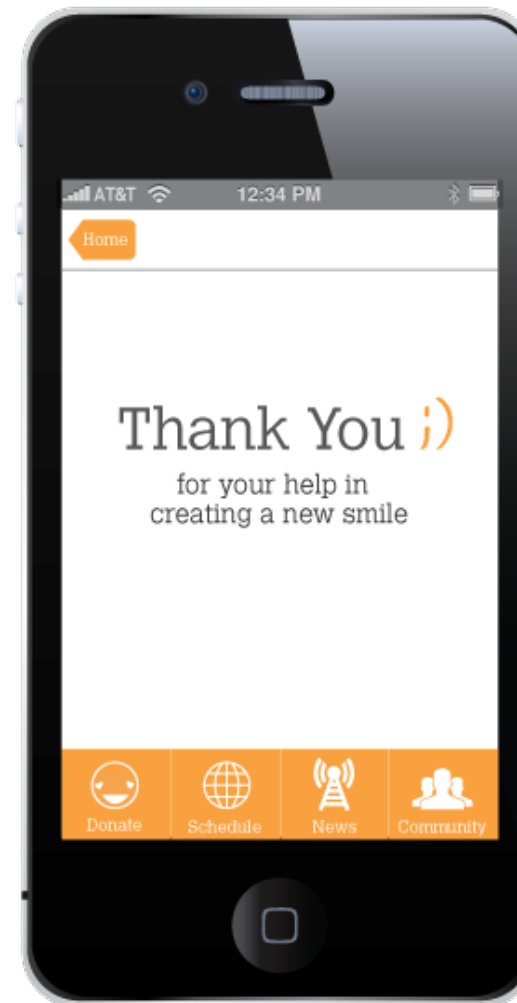
Form is ready to be donated.



Mobile Donation Process

After donating this is what the viewer would see. Just reaffirming that they are making a difference in someone's life.

[Experience the application >>](#)



A stylized, handwritten signature in black ink, consisting of several overlapping loops and flourishes.

STACEY TOTH

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San Francisco , California 94109
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stayce.toth@gmail.com