



Daniel REALLY SUITS *you*



x





BRIEF

BACKGROUND:

The freedom to openly express one's gender identity—and the perceived legitimacy of gender-affirming care—is increasingly under threat, driven by media propaganda and the bully pulpit of exploitative politicians.

CHALLENGE:

Most Americans don't regularly interact with people who are openly trans or nonbinary. This creates gaps in understanding that are easily filled by fear-based, sensationalist rhetoric.

According to our study, respondents were **23 percentage points more likely to support** the right of transgender people to express their gender identity openly if they personally knew someone who is transgender (83% vs. 60%)*.

STRATEGY:

Build empathy by helping people fall in love with a relatable trans character and their family.

We cast real people and craft a joyful coming-of-age film based on their lived experiences, highlighting our shared humanity.

SUCCESS:

Empathy through storytelling reframes opposition to gender affirmation not as a political stance, but as tyranny over neighbors and an affront to family values.

* Source: A random sampling of 2,386 people across diverse congressional districts in five states as part of our campaign message tests.

APPROACH

BRINK Media collaborated closely with the in-house video team at the **Human Rights Campaign (HRC)** to develop the concept—drawing on insights from past HRC studies as well as our own instincts and experience as creative storytellers.

With key funding from **Comic Relief US**, we moved forward with assembling the creative team and launched a nationwide search for stories from HRC’s story bank to bring to the screen.

Director **Karimah Zakia Issa** was brought on board, alongside writer **Ace Clamber**, who developed the story in a collaborative writer’s room with BRINK’s creative team and producers from HRC.

In addition to the full short film, 30- and 15-second commercial spots and social media reels were created from the same story framework for use in both paid digital advertising and organic social.

After reviewing dozens of potential subjects and conducting in-depth interviews with a shortlist, **Daniel Trujillo** of Tucson, Arizona was selected as our lead.

Our team held multiple informal conversations with Daniel during the scripting process, ultimately shaping a story that stayed true to his lived experience while adopting a cinematic structure—a deliberate blurring of narrative and documentary.

The film was shot over several days on location in Southern Arizona, with post-production led by BRINK’s in-house creatives in close collaboration with Karimah.



PRODUCTION COMPANY

BRINK MEDIA

A creative studio on the brink of a counter-revolution- to make media for people, not algorithms. Specialties include films, podcasts and branded entertainment, creative direction, experiential design and brand and message strategy.

Year Founded:
2001

Notable Clients:
Human Rights Campaign
National 4-H Council
PayPal
Uber
United Nations
Gates Foundation
Univ of Arizona
Priorities USA
Network for Good
City of Tucson
State of Maryland

Major Awards:
Webby Award Winners
Vimeo Best Of
Vimeo Staff Pick
Anthem Award Winners
Tribeca Social Impact Award
American Advertising Awards
Adobe Creative Jam Winners

Festival Selections:
Tribeca
Sundance
SxSW
TIFF
BrandStorytelling



PRODUCERS



JOSH BELHUMEUR

CEO, BRINK

Account / Strategy / Testing / Media



REED CHANDLER

Assoc. Creative Director, BRINK

Line Producing / Casting / Locations



MALCOLM CRITCHER

Creative Director, BRINK

Story Lead / Writing / Creative Support

DIRECTOR

KARIMAH ZAKIA ISSA

Karimah is a Montreal native, Toronto and London based filmmaker whose work is centered around crafting stories that dive into themes of social expectations, self worth, and the invisible connections between us all. She was selected for the 2023 TIFF Filmmaker Lab as well as TIFF's Share Her Journey Fellowship.

Her narrative short 'Scaring Women At Night' (TIFF, BFI Flare, FNC '22), adapted from the short story written by Ace Clamber, is a Vimeo Staff Pick and won the world's largest lgbtqia+ award - The Iris Prize, among others.

Prior to working on Daniel Really Suits You with BRINK and the Human Rights Campaign, she had the pleasure of directing a micro-interview series on 8 female founders for Porsche.

Up next is Oh, How She Dances, a short film exploring the close to home realities of modern day sex trafficking based on the life events of 2 x JUNO nominated recording artist, STORRY.





VALIDATION

Initial :30 and :15 cuts of the story were employed in a rapid message test using **Grow Progress**.

Each test subject is exposed to either a placebo video (e.g. a Geico commercial) or one of three of our test videos - in addition to effectiveness the test doubled as a creative A/B test to help us determine the strongest route.

All groups then answer the same test questions.

We are measuring whether exposure to the test videos creates a net positive effect among our target audiences - either more answers in the positive or less answers in the negative vs. the placebo group.

We can also segment demographics and psychographics in the results.

TARGETING:

General Adult Population in Congressional Districts AZ-04, AZ-06, AZ-07, MA-05, MA-07, MA-08, OR-04, OR-05, TN-05, TN-07, TN-09, WI-01, and WI-04.

These CDs were chosen because they over-index on hispanic and suburban households, in states that are a higher priority for HRC.

SAMPLE SIZE:

2,386
90% confidence level

BOTOTM LINE:

The tests provided a strong degree of confidence that the creative is effective among older Americans, conservatives, Republican voters, suburbanites, and black and latino segments.

VALIDATION RESULT #1

To what extent do you agree or disagree with the following statement: Transgender people should have the right to express their gender identity openly.

NET RESULT: **+5** over 51% baseline

People who saw the best performing video were less likely to disagree and/or more likely to agree on this question.

NOTABLY WELL PERFORMING SEGMENTS

AGE 55+: **+17** over 45% baseline

SOME COLLEGE: **+13** over 47% baseline

BLACK: **+17** over 40% baseline

AUTHORITARIAN LEANING*: **+30** over 29% baseline

LATIN: **+14** over 47% baseline

* Note: Based on special values segments in Grow Progress. Has a lower sample than other segments so caution strong conclusions.

VALIDATION RESULT #2

Which of the following statements do you agree with more, even if neither is exactly right? Our country has...[gone too far, gotten it about right, not gone far enough] in accepting transgender people.

NET RESULT: **+6** over 51% baseline

People who saw the best performing video were less likely to say the country has gone too far and/or more likely to say the country hasn't gone far enough in accepting transgender people.

NOTABLY WELL PERFORMING SEGMENTS

AGE 55+: **+14** over -3% baseline

LATIN: **+13** over 47% baseline

CONSERVATIVE: **+14** over -38% baseline

REPUBLICAN: **+18** over -40% baseline

SUBURBAN: **+14** over 3% baseline

BACHELORS: **+16** over 6% baseline

DISTRIBUTION

Different versions of the video were served through digital ad placements with a total spend of \$98,135. Most audiences were served the :15 spot.

DEMOGRAPHICS:
Suburban households
Non-caucasian
55+ Republican voters

CHANNELS:
Connected TV
Online Video
YouTube Pre-roll
Facebook / Instagram

GEOGRAPHY:
CDs AZ-04, AZ-06, AZ-07,
MA-05, MA-07, MA-08,
OR-04, OR-05, TN-05,
TN-07, TN-09, WI-01, and
WI-04.

IMPRESSIONS: 6,367,935
VIDEO VIEWS: 3,877,625
VIEW RATE: 60.89%
CLICKS: 17,857
CLICK-THROUGH-RATE: 0.28%

The full 7 minute short film had **10,537 100% plays** on Youtube and **12,969 thruplays** on Facebook / Instgram.

The full short film was also shared organically across HRC’s owned channels and social media, with additional reach driven by earned media support from allied organizations.



TR|BECA X Winner | Social Impact



AWARDS

The film was recognized with some of the most prestigious global honors available for brand-sponsored storytelling, screening alongside well-resourced brand films from Fortune 500s like Nike, P&G and L'Oreal Paris.

- Social Impact Award Winner at Tribeca X Film Festival
- Vimeo 2024 Best of the Year
- Vimeo Staff Pick
- Official Selection, BrandStorytelling at Sundance
- Shortlist 1.4 International Awards



A photograph of two men sitting on red plastic chairs outdoors at dusk. The man on the left is seen from the back, wearing a dark blue long-sleeved shirt. The man on the right is wearing a dark blue baseball cap, glasses, and a dark shirt, and is looking towards the left. They are sitting on a grassy lawn with trees and a house in the background. A white text box is overlaid on the image, containing the text below.

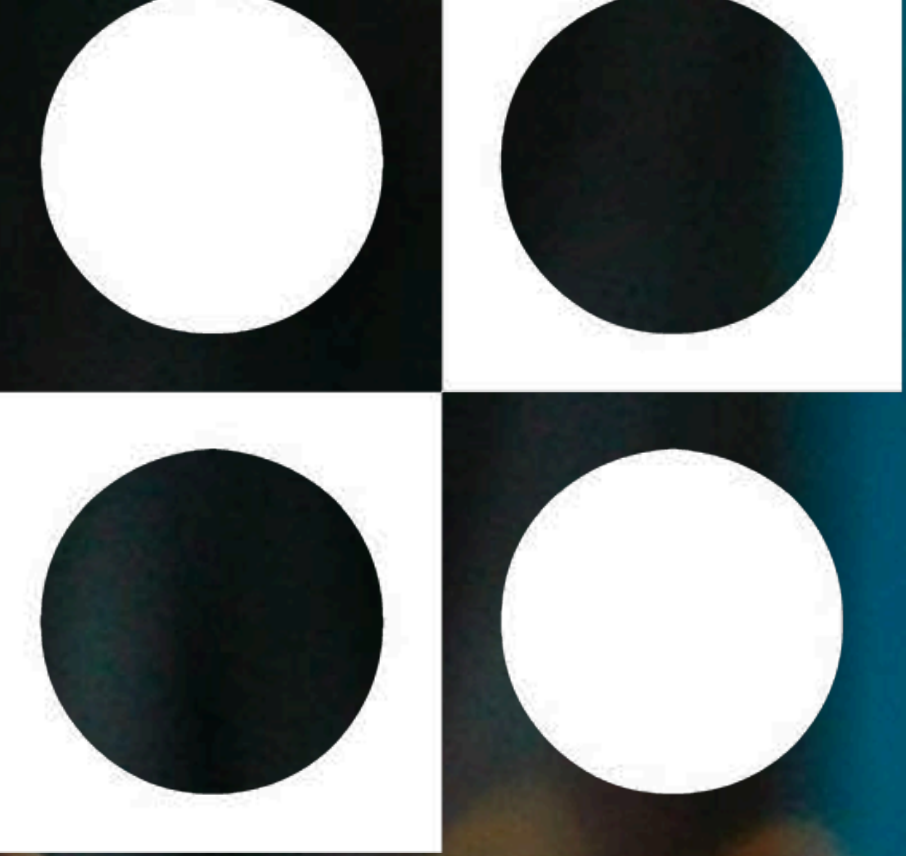
REALITY CHECK

Media Matters reported that The Daily Wire alone had spent over \$5.4 million in 2023 promoting its anti-trans film and book *What Is a Woman?* – with additional, heavily promoted content coming from outlets like The Epoch Times and PragerU.

Daniel Really Suits You stands as a proof of concept—validated by both efficacy testing and critical recognition—but remains a drop in the bucket compared to the scale of anti-trans propaganda.

Shifting the cultural narrative will require a sustained storytelling platform capable of breaking through the noise and reaching audiences inside that media bubble.

BRINK hopes to continue this work—and that our contribution here sparks others to join the effort.



BRINK



CONTACT:

JOSHUA BELHUMEUR
JOSH@BRINK.COM

SEE IT:

FULL LENGTH

:15 ADVERTISING CUT

TRANS STORIES ARE EVERYONE'S STORIES