# MARKETING CAMPAIGN

## NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS

PRINT. DIGITAL. OOH. ENVIRONMENTAL SIGNAGE.

### MISSION

Design a cohesive marketing campaign for *The People's Game: Soccer & Human Rights* timed to the FIFA World Cup's arrival in Atlanta in June 2026. This is a temporary exhibit at the **National Center for Civil and Human Rights** exploring how soccer has been a vehicle for resistance, solidarity, and social change.

### OUTCOME

A multi-phase promotional campaign spanning teaser, launch, and sustained visibility across every format: museum banners, digital signage, retractable banners, windmaster signs, billboards, City of Atlanta IKE kiosks, magazine ads, web banner ads, email banners, website banners, and opening day collateral including flyers, presentation slides, VIP signage, and step & repeat backdrops.

All assets translated the exhibit's grunge-textured, high-energy design system into marketing materials built to spec across dozens of formats while maintaining one visual voice from the first teaser through sustained promotion. The exhibit is on view through June 2027.

### ROLE(S)

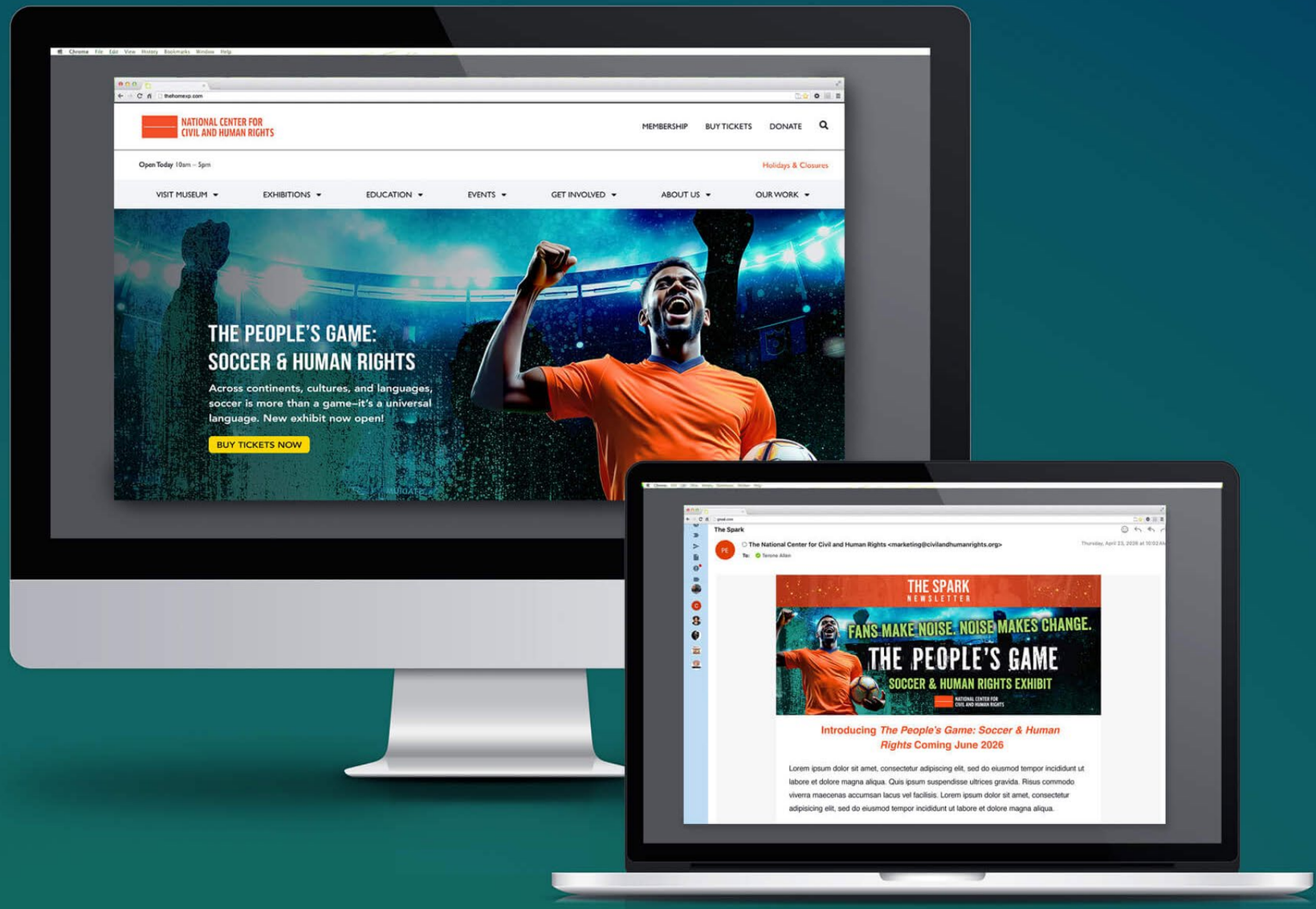
Graphic Designer
Production Artist







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Open Today 10am – 5pm
Holidays & Closures
VISIT MUSEUM
EXHIBITIONS
EDUCATION
EVENTS
GET INVOLVED
ABOUT US
OUR WORK
THE PEOPLE'S GAME:
SOCCER & HUMAN RIGHTS
Across continents, cultures, and languages, soccer is more than a game–it's a universal language. New exhibit now open!
BUY TICKETS NOW
The Spark
The National Center for Civil and Human Rights <marketing@civilandhumanrights.org>
THE SPARK
NEWSLETTER
FANS MAKE NOISE. NOISE MAKES CHANGE.
THE PEOPLE'S GAME
SOCCER & HUMAN RIGHTS EXHIBIT
Introducing The People's Game: Soccer & Human Rights Coming June 2026
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THIS GALLERY IS UNDER CONSTRUCTION
COMING JUNE 2026
THE PEOPLE'S GAME
SOCCER & HUMAN RIGHTS EXHIBIT
FANS MAKE NOISE.
NOISE MAKES CHANGE.
Soccer is more than a game.
In stadiums around the world, it has become a force for human rights.
Come back this June and experience it for yourself.
NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS


THE PEOPLE'S GAME
SOCCER & HUMAN RIGHTS EXHIBIT
10% OFF ADMISSION
WHEN WEARING YOUR SOCCER JERSEY
SIGNED JERSEYS
PELÉ, MESSI, RONALDO, RONALDINHO, AND MORE!
PLAY FOOSBALL
SIGHTS+ SOUNDS INSIDE GIANT SOCCER BALL
VIEW IN 30+ LANGUAGES
NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS
CIVILANDHUMANRIGHTS.ORG


THE PEOPLE'S GAME
SOCCER & HUMAN RIGHTS EXHIBIT
JUST MINUTES AWAY
NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS


IRWIN ST NE
TOUCH SCREEN
NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS
THE PEOPLE'S GAME
SOCCER & HUMAN RIGHTS EXHIBIT
SIGNED JERSEYS
10% ADMISSION
WHEN WEARING YOUR SOCCER JERSEY
NOW OPEN
CIVILANDHUMANRIGHTS.ORG
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CIVIL AND HUMAN RIGHTS
THE PEOPLE'S GAME
SOCCER & HUMAN RIGHTS EXHIBIT
OPEN NOW
Arthur M. Blank
Inspiration Hall
ND HUMAN RIGHTS


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THE PEOPLE'S GAME SOCCER & HUMAN RIGHTS EXHIBIT