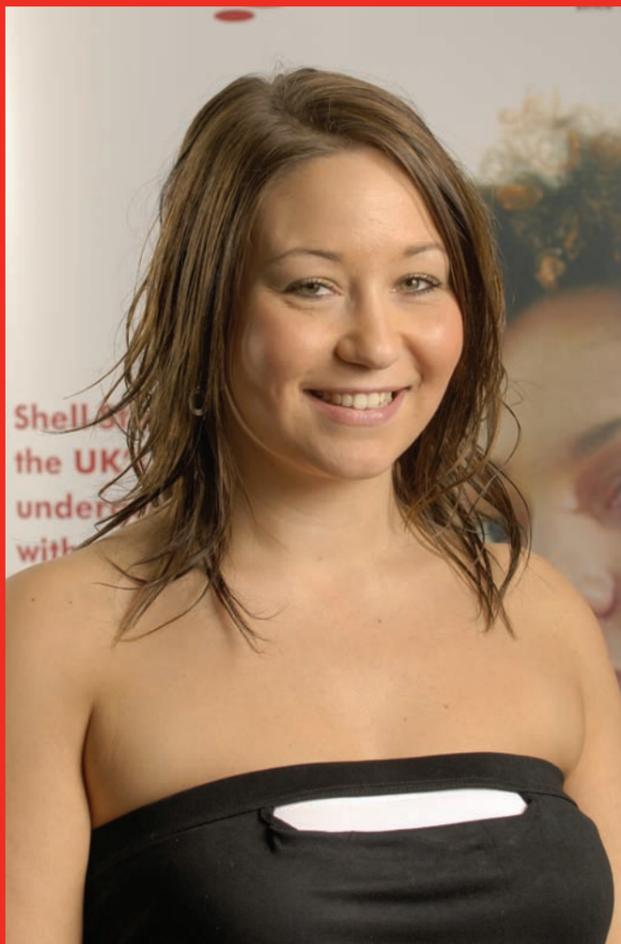


Rebecca Reid at Youth Association of South Yorkshire (YASY)



Rebecca Reid

Studying multimedia and communication design at Sheffield Hallam University

Youth Association of South Yorkshire (YASY)

Offer a wide range of flexible and welcoming resources for young people. Schemes can be tailor made to meet the needs of the individual and they are experienced in running successful projects for a variety of groups, organisations and individuals.

Project Brief

To research methods of communicating information with young people and develop targeted marketing materials. The brief also requires a review and the development of YASY's network of regional youth service providers.

Project Manager – Susan Atkins, Director

'Rebecca is a confident student with the ability to communicate effectively with young people. She has remained very task focused and has the ability to use her initiative to make things happen.' Susan Atkins, Director

YASY wanted to develop and increase awareness of their services to young people through the development of their marketing materials. Rebecca began by researching the different ways in which information could be communicated, considering what would grab their attention and hold their interest.

Rebecca first met with groups of young people from the community to find out about their views and the best way to communicate. She then extended this to organisations that fund youth activities to gather their thoughts and discuss her initial ideas. Rebecca's background research and her creative skills enabled her to come up with some great concepts, including an advert to promote positive activities to young people in the community which effectively communicated various key themes.



Rebecca also produced badges and promotional leaflets, which involved providing input into the branding of what has since become the 'People Like Us' or 'Plus' campaign. And she carried out development work on a new portal, facilitating a virtual network for young people, which was informed by her market research and creative work.

This project will boost YASY's ability to communicate with its target audience, and the knowledge gained will be disseminated throughout the sector so that other organisations can benefit.

Benefits for Youth Association of South Yorkshire

- helped promote positive activities for young people in the region
- new marketing tools which will be key to increasing participation
- effective branding for a key project
- knowledge to disseminate to other organisations in the sector

Rebecca's experience

- working in a community enterprise
- enhanced skills through team work
- developed negotiation skills
- advanced communication skills