

## Artivism

### S:

- Not many brands create a platform mixing creativity and activism which allows Artivism to be unique
- Consistently holds events and pop-ups which allow the brand to gain a following
- Ran by college black students which makes them relatable and approachable to their current demographic
- Gives a platform for young, developing artists

### W:

- Lack of impactful social media presence
- Needs more strategy with appearances on and off campus instead of just randomly hosting events
- Not very well known which limits opportunities

### O:

- Data from [IE Univesity](#) names large corporations participating in activism which opens the opportunity for partnership with Artivism
- Artivism intentionally creates an environment for people to demonstrate their activism in innovative, new ways
- Gives artists a platform for their voices to be heard by the community which brings a sense of togetherness and can spark change

### T:

- Lack of venues at a reasonable price
- Other on-campus organizations that sell merchandise
- School limiting how active they can be on a daily basis

Artivism faces a core problem of lack of reach which causes a lack of engagement. To solve this problem and achieve its campaign goal, the organization must increase its social media presence and intentional activity on campus. The organization could also benefit from finding inexpensive venues near campus to host larger events.