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# PLANNED PARENTHOOD NORTH CENTRAL STATES RELEASES NEW CAMPAIGN



By Egotist / September 22, 2021 /

"This space is for you," targets Gen Z to demonstrate Planned Parenthood's commitment and dedication to making all clients— regardless of race, ethnicity, ability, sexual orientation, gender identity, or socioeconomic status—feel safe and have a space for them at Planned Parenthood.

Planned Parenthood partnered with Minneapolis-based nonprofit, The BrandLab, and creative agency, KNOCK, inc., for the full execution of the campaign. The BrandLab exists to address the racial and socioeconomic gaps in the creative workforce by providing marketing and advertising opportunities for students from diverse backgrounds. Four student apprentices from The BrandLab, all of whom are Gen Z and identify as people of color, developed the campaign concept with assistance and guidance from mentors at KNOCK.

"We were thrilled to be included in this project! Planned Parenthood is a respected and deeply crucial organization that mirrors the same values of access, inclusion, and progress we have at The BrandLab," said Thomas Toley, College & Beyond Director of The BrandLab. "BIPOC voices and experiences have been historically absent from the advertising industry. Our apprentices built and contributed to every aspect of this campaign and the fact that their work will speak to others out in the world is really the cherry on top."

KNOCK, a women- and minority-owned creative agency in Minneapolis, assisted The BrandLab apprentices as mentors offering guidance and leadership throughout the creation of the campaign, bringing the campaign from concept to reality.

"Putting the spotlight on these four talented apprentices better represents real-world communities," said Lili Hall, CEO and Founder of KNOCK, Inc. "That's why it's fundamental to reflect on diverse representation, which the advertising industry has historically struggled with, when creating these campaigns. For KNOCK to help these students bring their ideas to life in ways that will resonate with others, is rewarding work for all of us."

"People of all backgrounds and identities need access to expert reproductive and sexual health care, both in-person or through telehealth and regardless of if they have insurance or not," said Sarah Stoesz, CEO of Planned Parenthood North Central States. "Planned Parenthood is a unique health care provider, dedicated to health equity through expert, individualized, non-judgmental care – no matter what. We are grateful to the young leaders who created this beautiful campaign to help us reach more patients and improve access to health care in our region."

The campaign highlights the organization's reproductive and sexual health care, LGBTQIA healthcare, and mental health services. You can learn more about the campaign [here](#).

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