• Get people in the UK to understand what it really means to be a Big Issue vendor
• Get on- and offline media to complement each other
• Retain an attractive and interesting image of the magazine
• People do not consider homeless as equivalent, because of prejudices
• Knowledge can break down prejudices

• Involve people (on- and offline) in order to eliminate prejudices and make them think of vendors as equal
TARGET GROUP

• Young urbanites, 18-35 years
• Interested in the world around them
• Not afraid to speak their mind and make a stand
• Create a vendor’s resume
Make a vendor’s resume

BLOG ABOUT THE BIG ISSUE

LIKE + SHARE

FIND VENDOR

CREATE ACCOUNT

UPLOAD PHOTOS

UPLOAD VIDEO

WRITE TEXT
Michael Andersson

Michael has just created a resume for a Big Issue vendor.
Read it or become a blogger yourself
www.thebigissueblog.com

Like • Comment • Share
“My regular customers chat to me about everything: from what’s in the Issue, to science and literature.”

“Joe is a talented businessman, with the most interesting story.”

“Charley met his wife playing Scrabble on Facebook – a true love story!”

“Richard writes the most beautiful poetry. And I’m proud to share it with you.”
Michael Andersson

Michael has just created a resume for a Big Issue vendor. Read it or become a blogger yourself. www.thebigissublog.com

Like • Comment • Share

“Richard writes the most beautiful poetry. And I’m proud to share it with you.”

“Max is a talented businessman, with the most interesting story.”

“Charley met his wife playing scrabble on Facebook – a true love story!”

ACHIEVEMENT: UPSELLING, PUBLICITY, UNDERSTANDING, MINIMUM MEDIA BUDGET