

What *stays*

A visual campaign exploring memory, emotional presence, and the feeling of home.



INTRODUCTION

Exploring the emotional experience of living away from home, particularly the feeling of carrying memories, people, and emotional connections into new environments.

WHAT STAYS



AUDIENCE

WHAT STAYS

Primary Audience

International students
Young adults living away from home

Secondary Audience

Audiences relating to memory and belonging
Viewers interested in emotional wellbeing

