



BROTHERS IN ARMS MEMORIAL

CANADA'S FIRST INDIAN-CANADIAN WWI MEMORIAL CAMPAIGN

CLIENT:

Srishti Foundation Canada

CAMPAIGN TIMELINE:

JAN - APR 2025

CREATIVE TEAM:

Five Alive Studio

LOCATION:

London, Ontario

The Challenge

Create a culturally sensitive, cross-generational campaign

- Honour shared sacrifices of Indian and Canadian WWI soldiers
- Balance historical accuracy with modern engagement
- Resonate with diverse audiences from Gen Z to older generations
- Drive donations for physical stone memorial construction
- Ensure respectful representation of both cultures



Research & Strategy

Historical Foundation

- Extensive research on WWI battles (Ypres, Somme, Vimy Ridge)
- Analyzed 100+ WWI photographs from Library and Archives Canada
- Consulted community elders and military historians

Cultural Sensitivity

- Community advisory committee oversight
- Continuous stakeholder feedback loops
- Guidelines for respectful representation



ADVERTISING

Visual Identity System



BROTHERS IN ARMS
M E M O R I A L

- Logo blending Canadian poppy and Indian marigold
- Warm, flag-inspired color palette
- Typography: Roboto Slab/Alexandria
- Consistent application across all touchpoints

hex #08422A
rgb(8, 66, 42)
CMYK 88%, 0%, 36%, 74%

hex #F39D3E
rgb(243, 157, 62)
CMYK 0%, 35%, 75%, 5%

hex #BE1E2D
rgb(190, 30, 45)
CMYK 0%, 84%, 76%, 25%

hex #F7F3ED
rgb(247, 243, 237)
CMYK 0%, 2%, 4%, 3%

hex #EFE7D7
rgb(239, 231, 215)
CMYK 0%, 3%, 10%, 6%

hex #2C2C29
rgb(44, 44, 41)
CMYK 0%, 0%, 7%, 83%

Roboto Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*+/?@

Alexandria

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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Traditional Advertising

Print Advertising

A Legacy of Courage & Sacrifice.
India & Canada Together, WW1 1914

Support the Memorial -
Donate Today.
brothersinarms.ca

A Legacy of Courage & Sacrifice.
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When you go home, tell them of us and say for your tomorrow we gave our today

The Forgotten Soldiers of WW1

Arsala Khan was the first to lead Indian troops into battle on the Western Front.

His courage and sacrifice will never be forgotten.

Support us
in building a memorial to honour their sacrifice.

WW1 Memorial - London, Canada
Donate or Support at brothersinarms.ca

When you go home, tell them of us and say for your tomorrow we gave our today

The Forgotten Soldiers of WW1

Over 1.3 million Indian Troops fought in WW1, more than all the Allies combined

74,187 killed 67,000 wounded

11 Victoria Cross Medals

Held Vimy Ridge in 1915

Fought in Europe, Mesopotamia, Africa & China

Support us
in building a memorial to honour their sacrifice.

WW1 Memorial - London, Canada
Donate or Support at brothersinarms.ca

Educational Infographics

BROTHERS IN ARMS
SACRIFICE IN WORLD WAR I

CAUSES

- India and Canada were part of the British Empire.
- When Britain went to war, they had to join too.
- Germany wanted more power and challenged Britain.
- A leader's death started a chain reaction of countries joining the war.
- That's how Indian and Canadian soldiers ended up fighting side by side.

OUTBREAK OF THE WAR

1914: Indian troops fighting with the Allies on the Western Front

1915: Canadian victory at the Second Battle of Ypres

1917: Indian and Canadian soldiers took part in Allied offensives

Enduring friendship through shared hardships between Indian and Canadian soldiers

HONOUR THEIR LEGACY
Indian and Canadian Soldiers Fought Side by Side in WWI

How You Can Help
Be a part of preserving their legacy.

- Build the Memorial to honour Indian and Canadian soldiers
- Fund Educational Programs for future generations
- Maintain the Site for years to come

Ways to contribute

- Donate - every dollar counts
- Volunteer - help at events or behind the scenes
- Spread the Word - share the story and mission

Contact Us
Contact Us: info@brothersinarms.ca
Visit: www.brothersinarms.ca

BROTHERS IN ARMS
HEROES FROM LONG AGO

A long time ago, in World War I, brave soldiers from India and Canada fought side by side.

They helped protect the world even though they came from different places.

Many didn't come back. But their bravery helped shape our world today.

Let's build a place to say "thank you" and remember them forever.

[@brothersinarms_memorial](http://brothersinarms_memorial)

Be a History Hero!

What's Happening?
A group called Shrishti Foundation wants to make a special memorial. It will be a place where we can learn, remember, and say thanks to the soldiers.

Why It's Cool
It tells the story of friendship across the world. You can visit and feel proud of our shared history.

How to Help
Tell your parents or teachers!

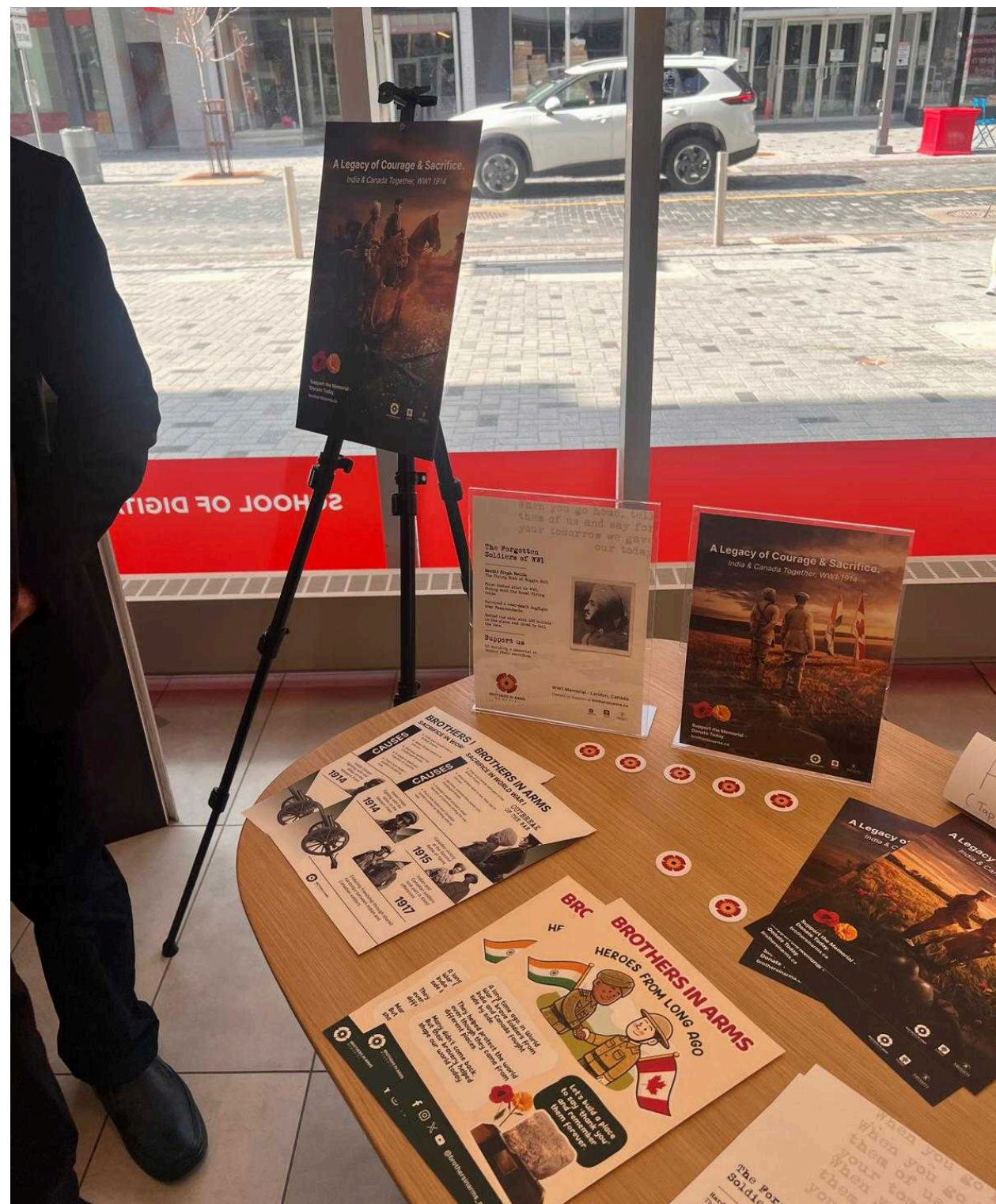
Did you know over 1 million Indian soldiers helped in WWI?

Visit brothersinarms.ca

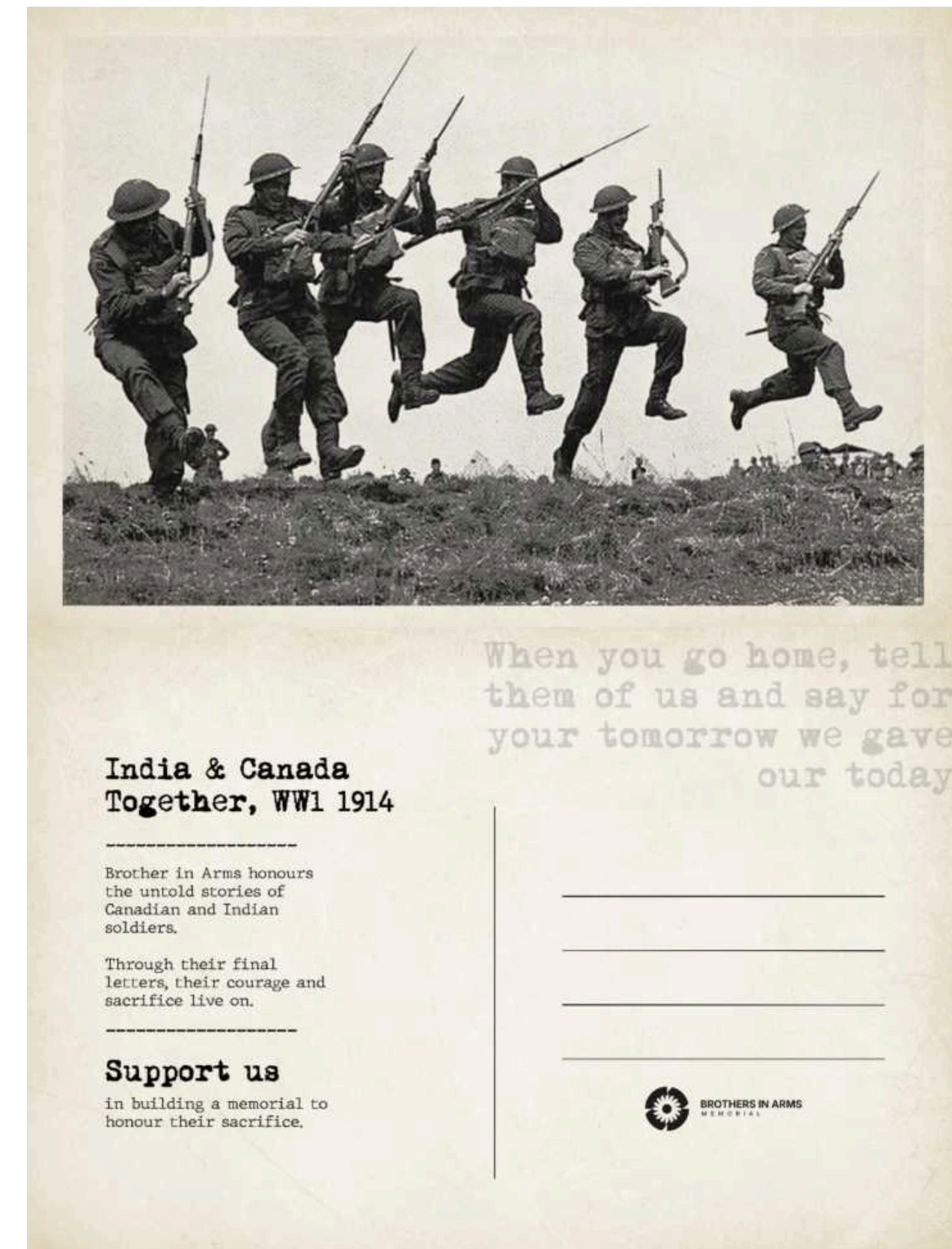
Poster Process

Traditional Advertising

Booth Design



Post Cards



India & Canada Together, WWI 1914

Brother in Arms honours the untold stories of Canadian and Indian soldiers.

Through their final letters, their courage and sacrifice live on.

Support us
in building a memorial to honour their sacrifice.

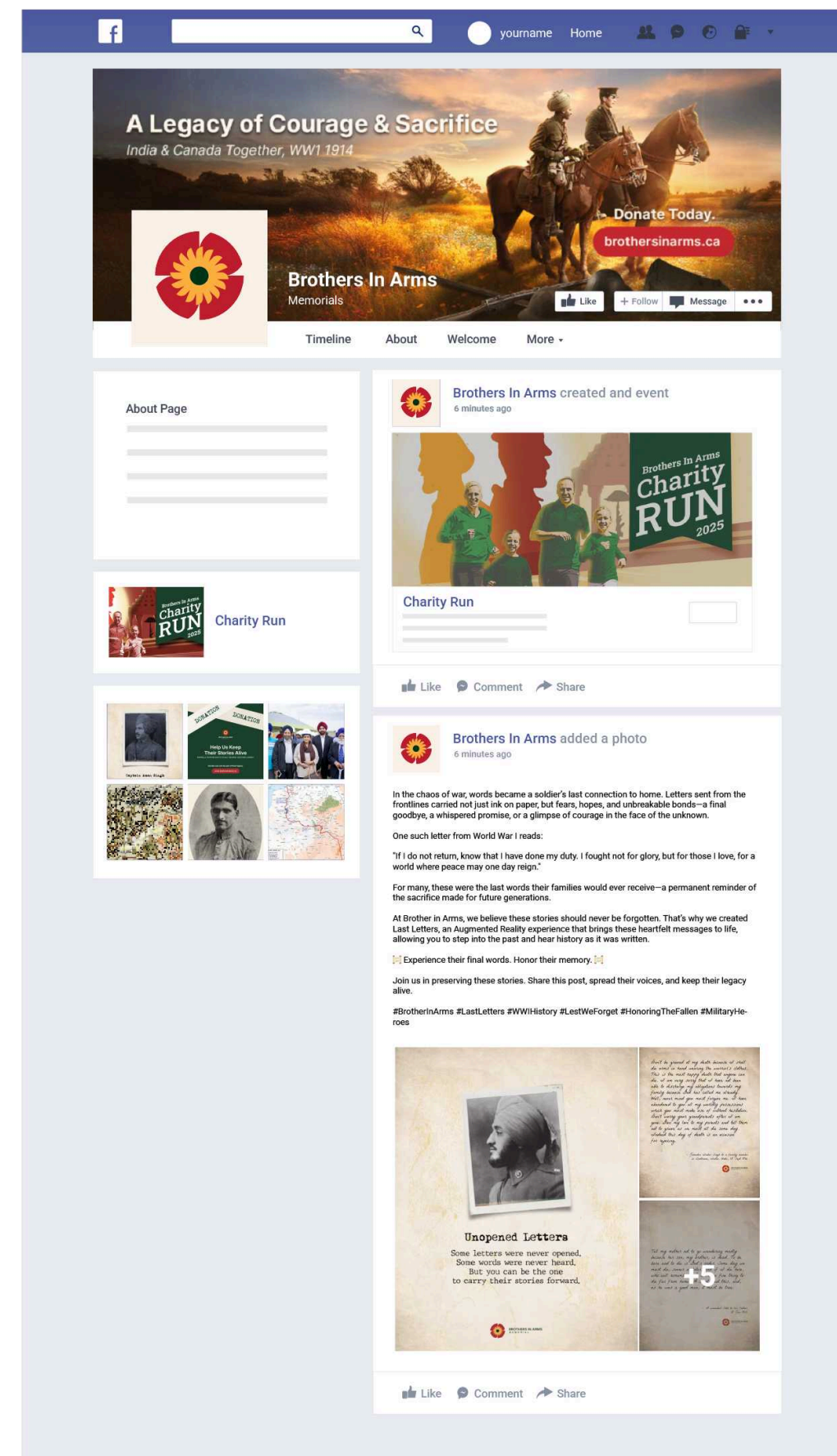




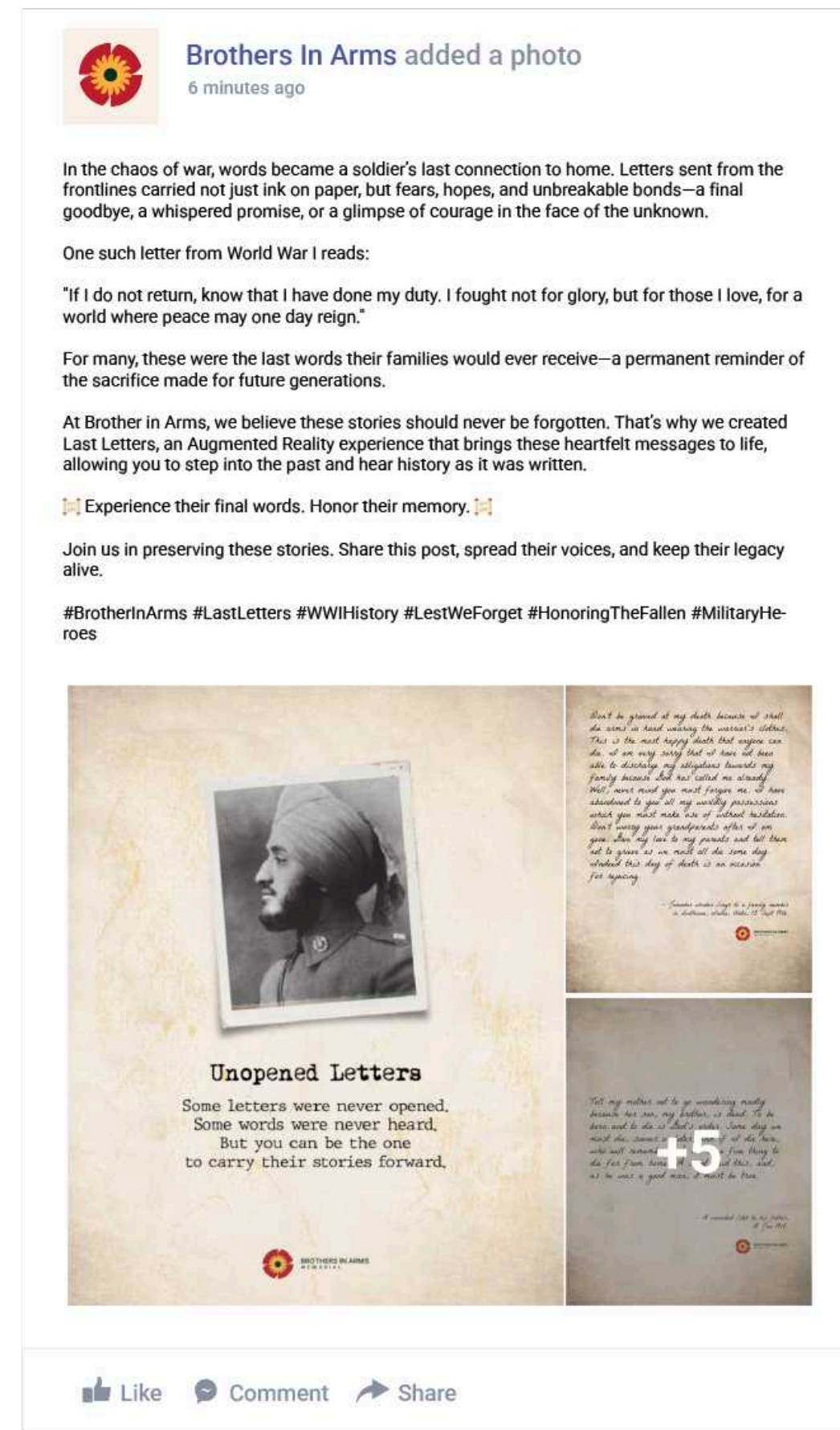
SOCIAL MEDIA

Digital Advertising

Facebook



The Facebook page for Brothers In Arms Memorial features a header image with the text "A Legacy of Courage & Sacrifice" and "India & Canada Together, WW1 1914". Below the header is a navigation bar with "Timeline", "About", "Welcome", and "More". The main content area includes a "Charity Run" event, a post about "Unopened Letters", and a "Donate Today" button. The page layout is typical of a Facebook profile page.



Brothers In Arms added a photo 6 minutes ago

In the chaos of war, words became a soldier's last connection to home. Letters sent from the frontlines carried not just ink on paper, but fears, hopes, and unbreakable bonds—a final goodbye, a whispered promise, or a glimpse of courage in the face of the unknown.

One such letter from World War I reads:

"If I do not return, know that I have done my duty. I fought not for glory, but for those I love, for a world where peace may one day reign."

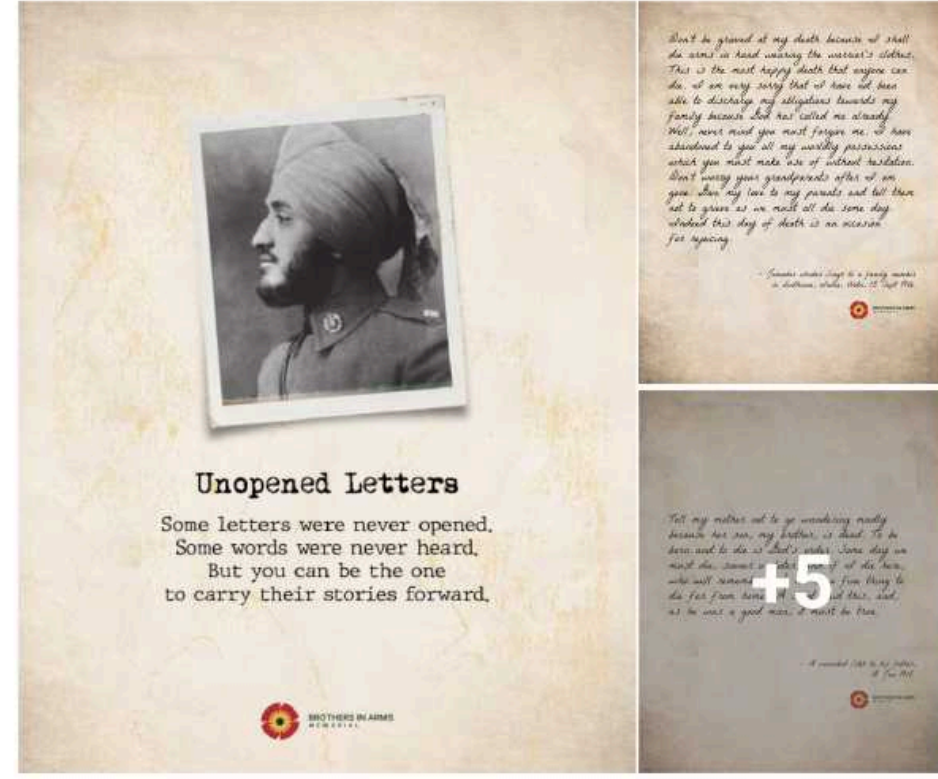
For many, these were the last words their families would ever receive—a permanent reminder of the sacrifice made for future generations.

At Brother in Arms, we believe these stories should never be forgotten. That's why we created Last Letters, an Augmented Reality experience that brings these heartfelt messages to life, allowing you to step into the past and hear history as it was written.

👉 Experience their final words. Honor their memory. 👉

Join us in preserving these stories. Share this post, spread their voices, and keep their legacy alive.

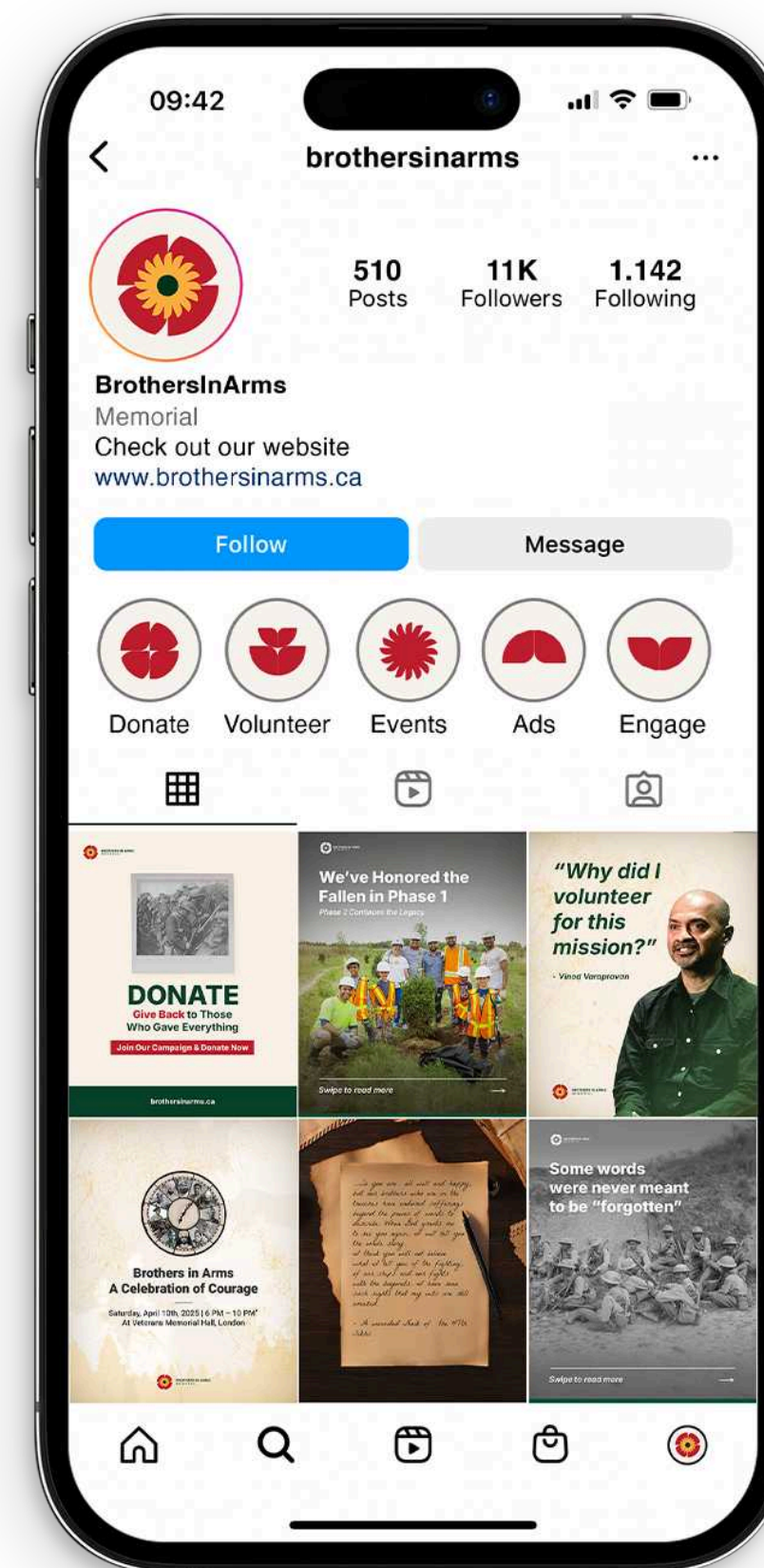
#BrotherInArms #LastLetters #WWIHistory #LestWeForget #HonoringTheFallen #MilitaryHeroes



The graphic features a black and white portrait of a soldier in a turban, a handwritten letter, and the text: "Unopened Letters. Some letters were never opened. Some words were never heard. But you can be the one to carry their stories forward." A large "+5" is visible in the bottom right corner of the graphic.

Like Comment Share

Instagram



Instagram profile for Brothers In Arms. The profile shows 510 posts, 11K followers, and 1,142 following. The bio reads: "BrothersInArms Memorial. Check out our website www.brothersinarms.ca". The navigation bar includes "Donate", "Volunteer", "Events", "Ads", and "Engage". The main content area displays a grid of images related to the organization's mission, including a "DONATE" button and a "We've Honored the Fallen in Phase 1" announcement.

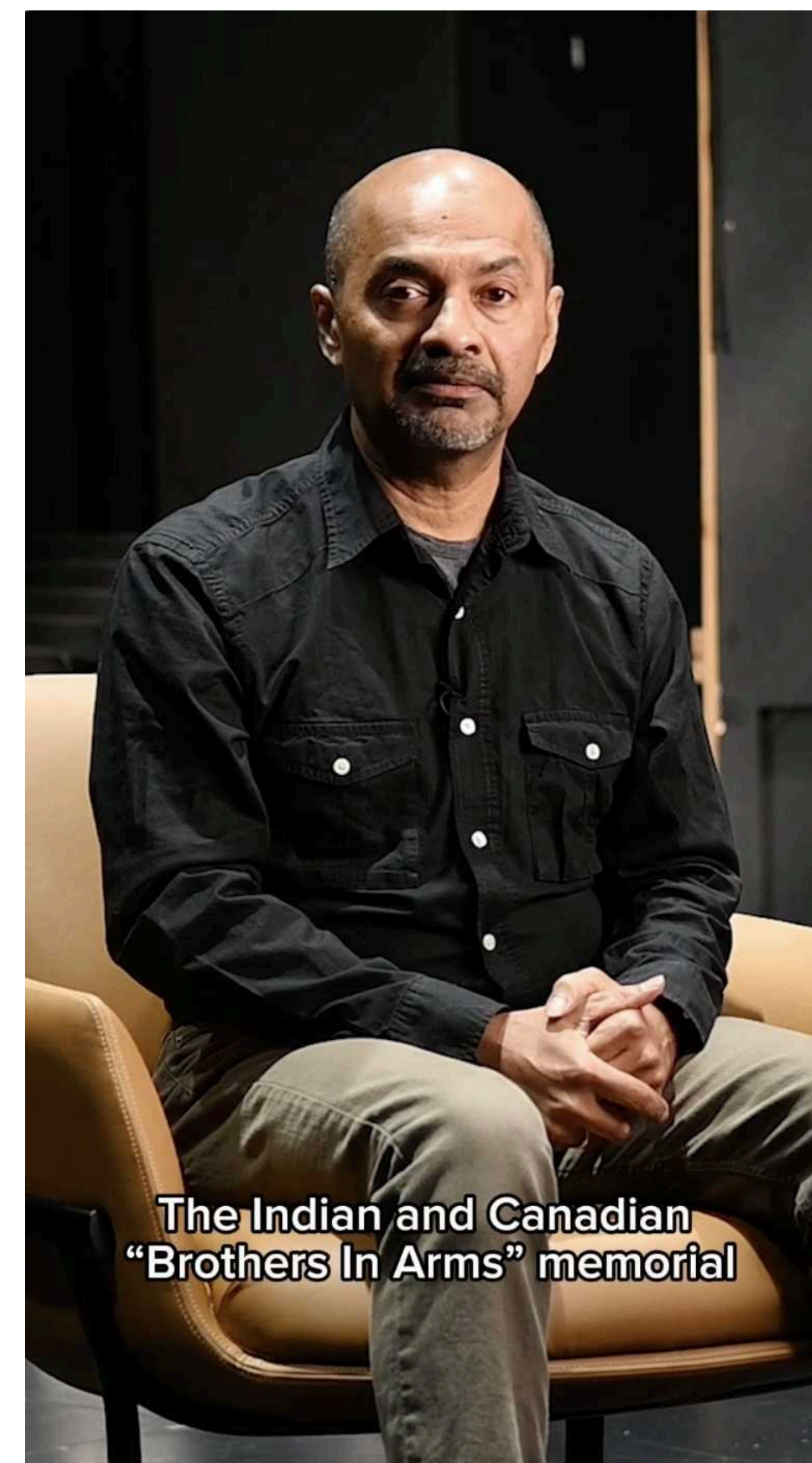
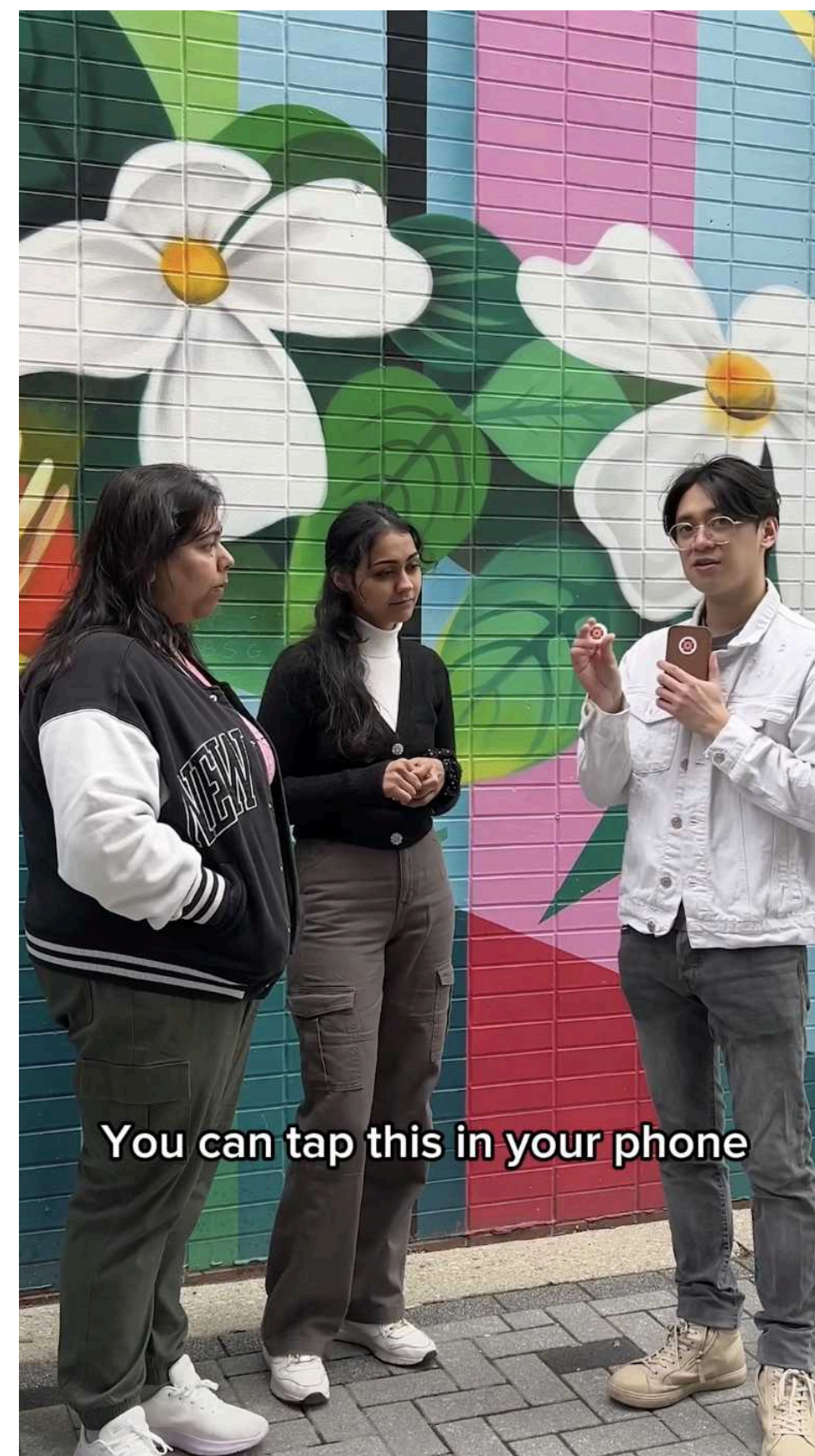
X



Twitter post from Brothers In Arms. The tweet reads: "A Legacy of Courage & Sacrifice. India & Canada Together, WW1 1914. Preserve the last letters of WWI soldiers. Their voices live on through stories, media & memory. #BrotherInArms | Donate below". The tweet includes a photo of a soldier and a video player. The tweet has 123 replies, 345 retweets, and 234 likes.

Digital Advertising

Reels



[Reels link](#)



WEBSITE DEVELOPMENT

Website Development

Technical Stack

- HTML5, CSS3 (Sass), JavaScript (Vue.js), PHP (Lumen), MySQL, GSAP

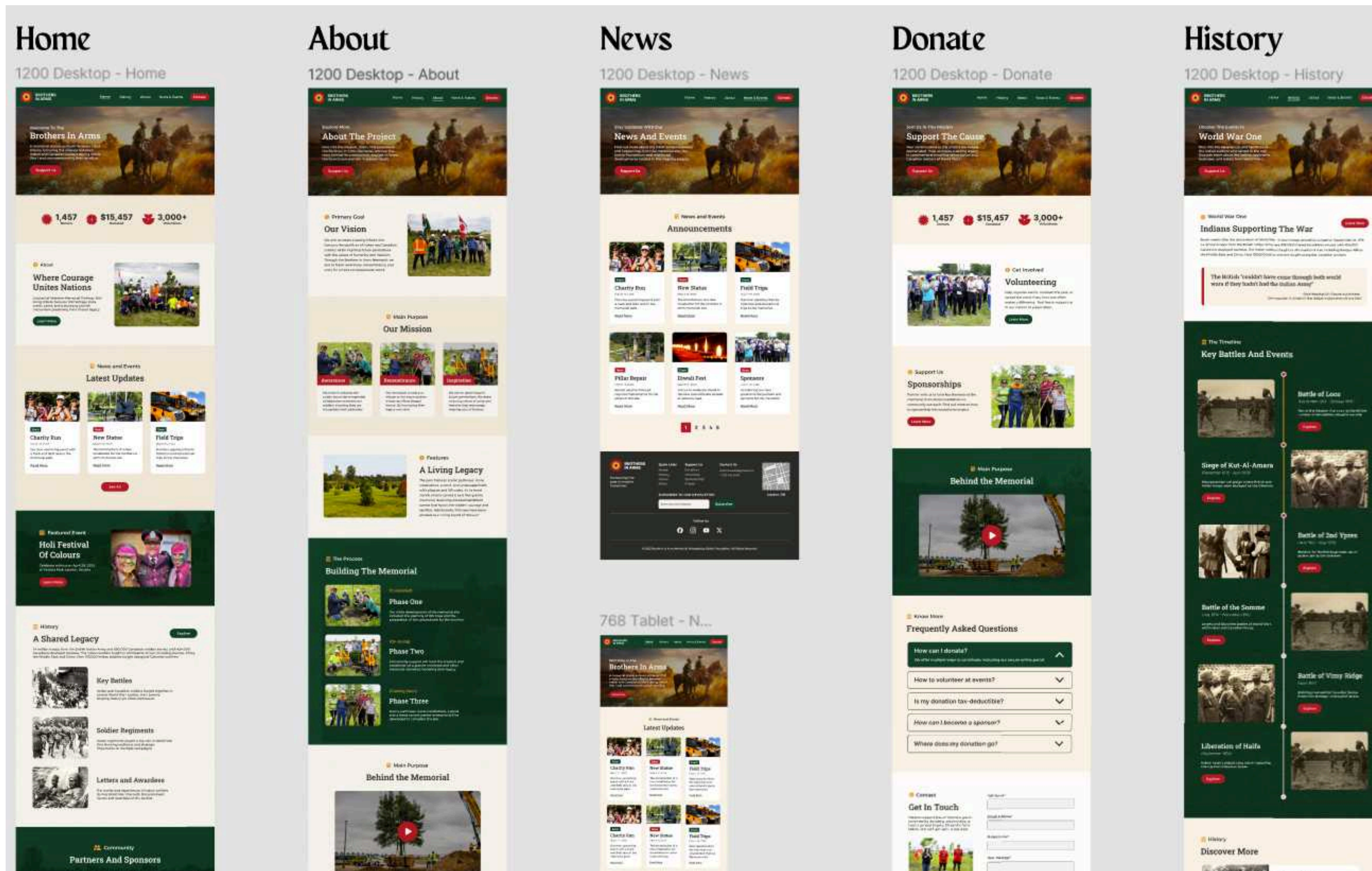
Key Features

- Mobile-first responsive design
- Interactive animations and timelines
- Educational games and filter bars
- QR code integration for memorial site

Content Management

- User-friendly admin panel
- Historical battle showcases
- Personal letters from front lines
- Award recipient profiles

Website Development



[Website Link](#)



3D & VR EXPERIENCE

3D & VR Experience

3D & VR Link

Immersive Memorial Preview

- Complete 3D visual mockup using SketchUp
- Standalone VR app with Enscape
- 360° interactive web experience
- Seasonal variations showing year-round appearance
- Enhanced donor engagement and visualization





VIDEO PRODUCTION

Video Production

[Video Link](#)

Technical Setup

- Dual Nikon Z50 cameras
- Sennheiser lavalier microphones
- Professional DMX lighting
- Dynamic location selection

Content Strategy

- Client documentary interviews
- Educational historical content
- Donor-focused campaign videos
- Social media Reels and challenges

Video Production

[Video Link](#)

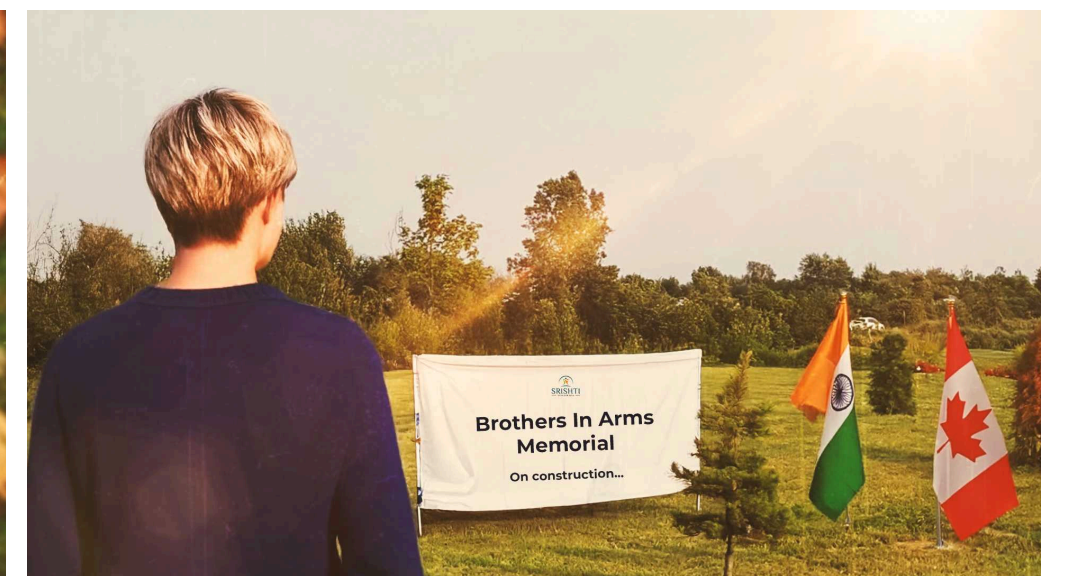
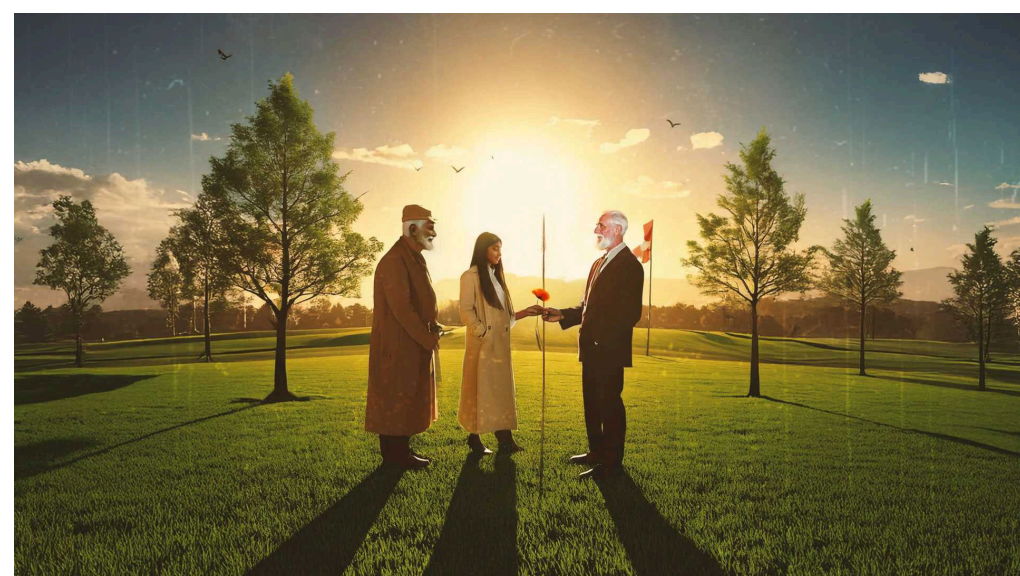
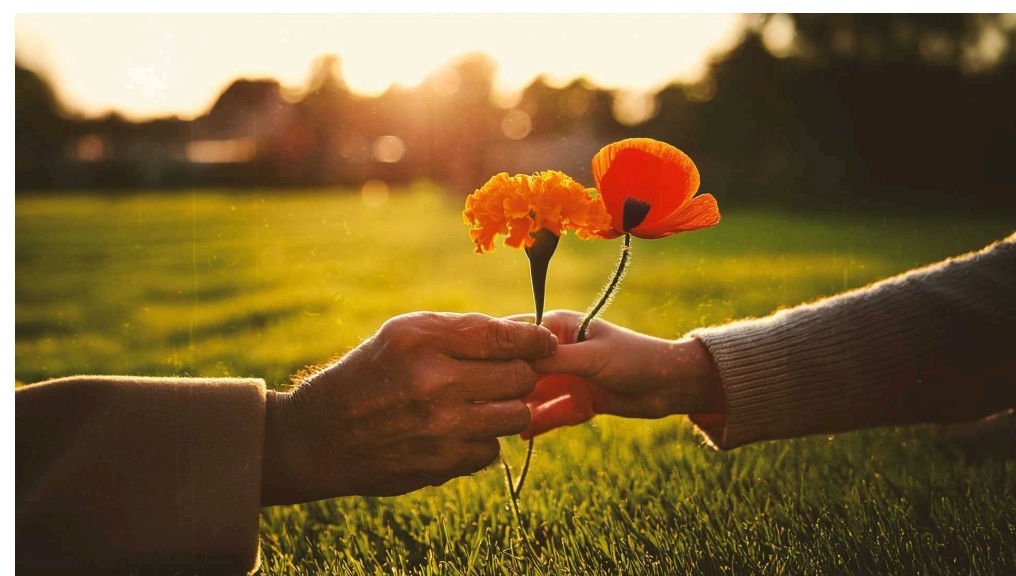
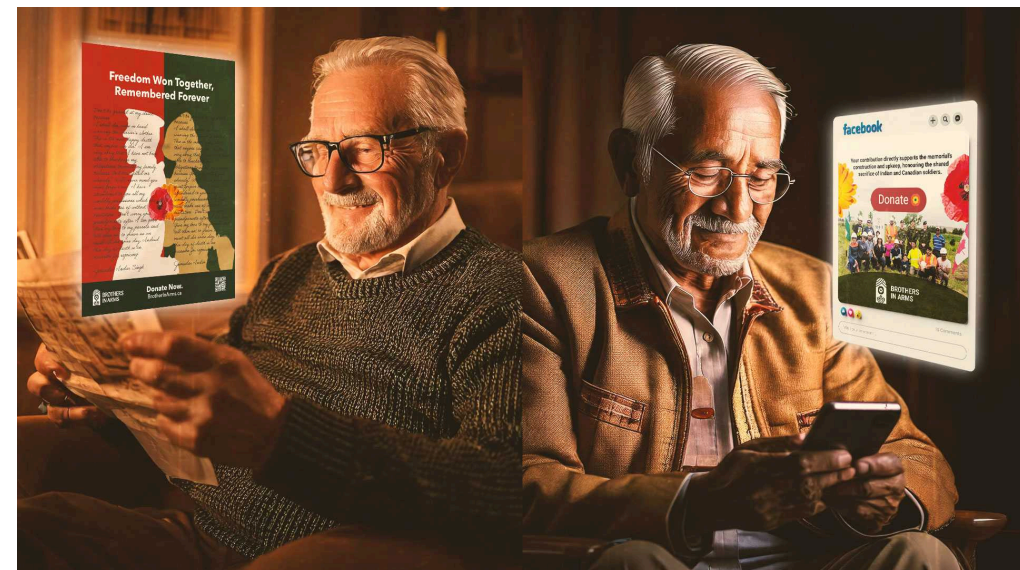
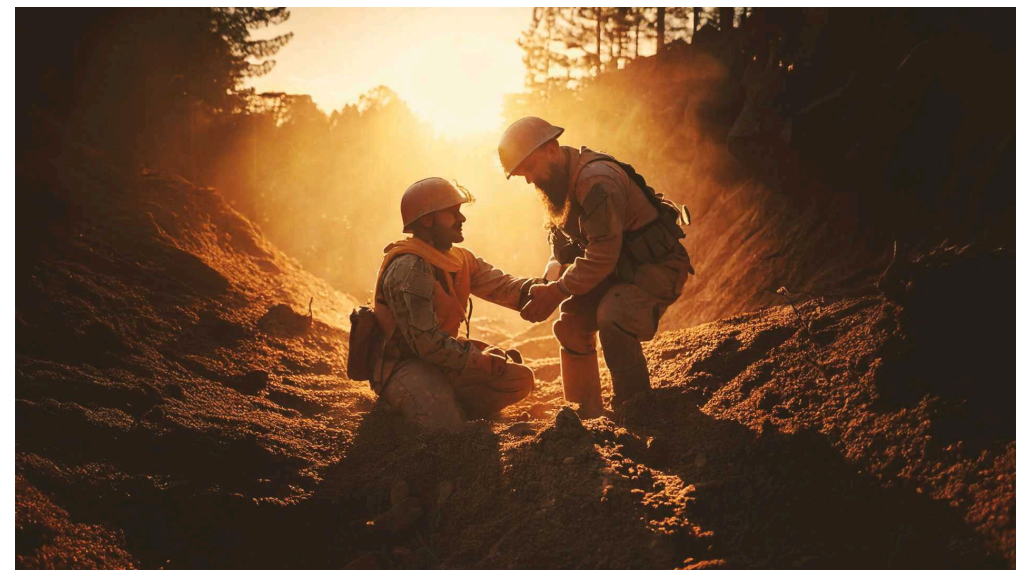
Documentary



Video Production

[Video Link](#)

Emotional Campaign Video



Legacy

Brother



RESULTS

Community Engagement

3,000

Festival Attendees Reached

100+

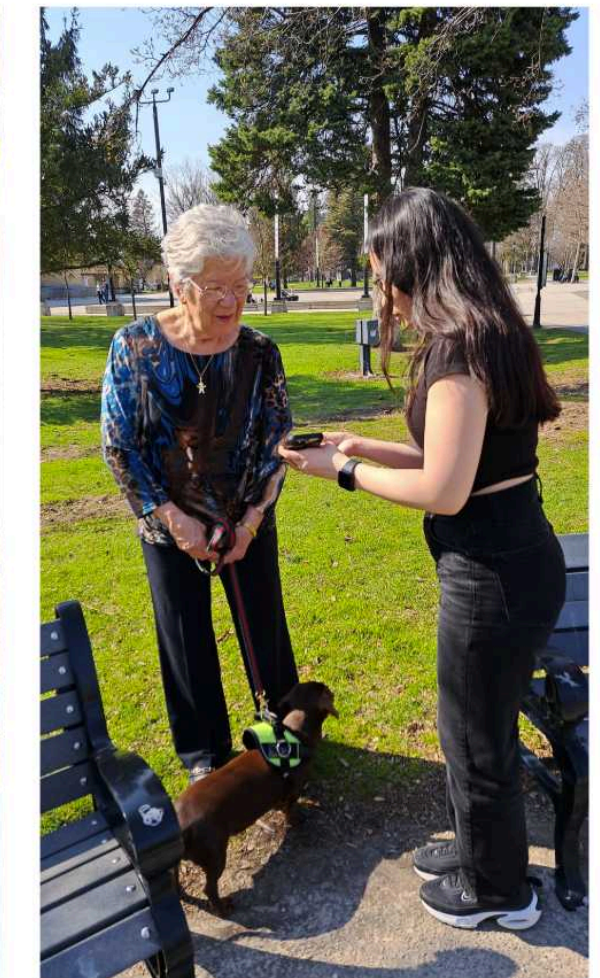
Meaningful Conversations

50+

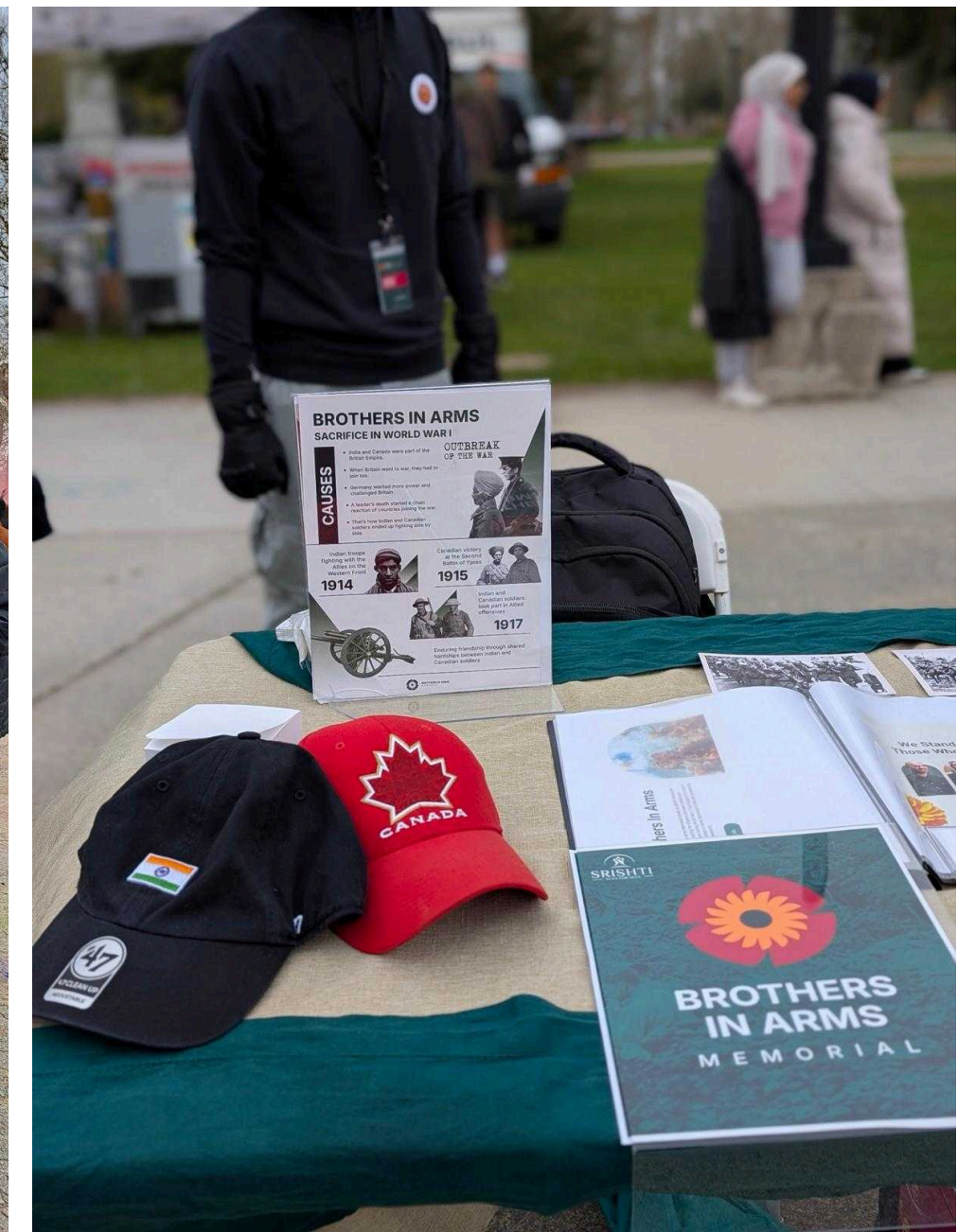
Email Signups

Physical Activation

- Interactive booth with NFC technology
- Custom WWI postcards for visitor interaction
- Seamless physical-digital bridge experience



Holi Festival Activation



*Featured In London Police and Srishti Foundation Social Media

Results & Recognition

Professional Recognition

- Won Industry Night competition (60+ participants)
- Client testimonial praising authenticity
- Local press coverage
- Professional industry validation

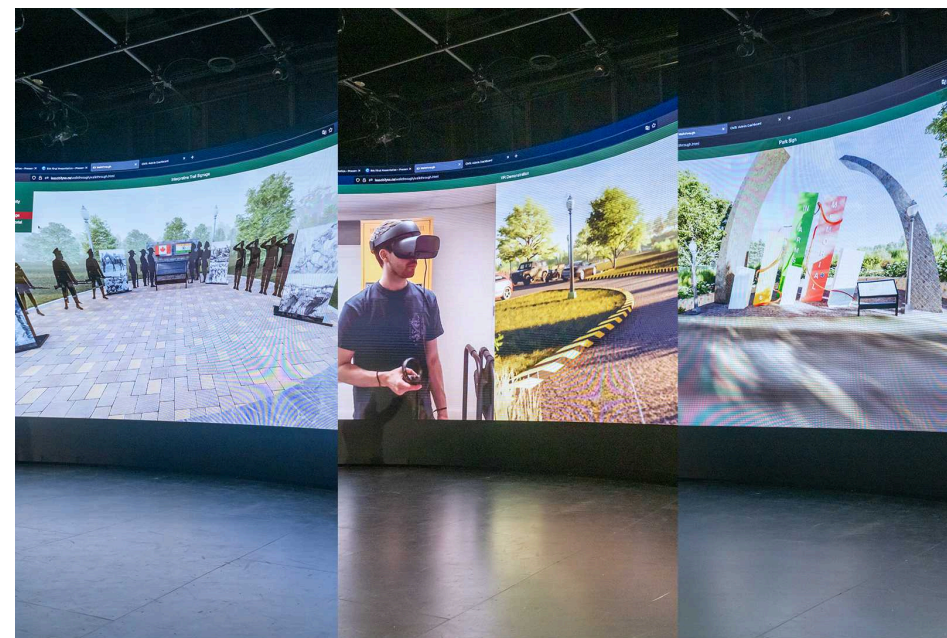
Community Impact

- Enhanced WWI historical knowledge
- Strengthened cross-cultural collaboration
- Increased youth heritage connection
- Lasting educational value created

Results & Recognition



FANSHAWE
INDUSTRY
NIGHT



Complete Campaign Package

Digital Assets

- Responsive website with CMS
- 3D visualizations & VR walkthrough
- Professional video content
- Social media strategy & content
- Interactive educational materials

Brand & Marketing

- Comprehensive brand identity system
- Traditional & digital advertising
- Physical booth design & materials
- Print marketing materials
- Cultural sensitivity guidelines

Key Learnings

Cultural Collaboration

- Early stakeholder involvement crucial
- Geometric abstraction resonated with both cultures
- Professional execution elevated nonprofit perception

Technical Innovation

- VR achieved professional results on nonprofit budget
- NFC created seamless physical-digital bridge
- Historical restoration maintained integrity

*Creating meaningful campaigns that honor history while engaging modern audiences

**thank
you**

Contact us to discuss how we
can help tell your story.



www.fivealive.studio