

STARS OF HOPE
ÉTOILES D'ESPOIR

Stars of hope

As part of Capython 2026, our team of five first founded Blüme.co, a boutique social media agency, before developing an extensive 360° communication strategy for the Montreal Children's Hospital Foundation (MCHF). We conceptualized Stars of Hope – Les Étoiles d'Espoir, a high-end charity gala designed to engage Montreal's philanthropic elite and raise vital funds for Le SPOT Montréal, a center for teenagers in suicidal crisis. While the project encompassed a full-scale campaign, our approach was primarily driven by a digital-first social media strategy, seamlessly integrating our agency's brand identity with the promotional and logistical planning of an exclusive evening (featuring a cocktail reception, gourmet dining, and networking) to transform a critical social cause into a sophisticated, high-impact fundraising experience.



Communication Challenge

The strategic challenge was to cut through the «gala fatigue» prevalent among Montreal's high-net-worth circles by offering an experience that transcended the typical charity event. For us, this meant crafting a prestigious brand positioning that could captivate an elite audience while addressing the sensitive nature of teen mental health with deep emotional intelligence. We had to strike a delicate balance: providing an atmosphere of uncompromising luxury and exclusivity, while identifying the precise communication channels needed to resonate with this specific demographic. By leveraging high-impact storytelling to demonstrate the tangible, life-saving work of Le SPOT Montréal, we aimed to transform a somber, critical cause into an inspiring moment of hope, justifying high-value contributions within an incredibly crowded philanthropic market.



Target Audience

Core Profile: The primary demographic consists of High-Net-Worth Individuals (HNWIs) in Greater Montreal—specifically C-suite executives, entrepreneurs, and established philanthropists aged 40 to 70.

Socio-economic Profile: As bilingual pillars of the Montreal business scene, these individuals are accustomed to exclusivity. They frequent private clubs and high-society galas, where philanthropy is both a deeply held value and a social standard.

Behavior and Expectations: Discerning and time-poor, they prioritize high-touch digital experiences and private networks over traditional advertising. They sought a «money-can't-buy» evening rather than a standard fundraiser, requiring a seamless journey from a personalized digital invite to a clear, data-backed demonstration of their impact on Le SPOT Montréal.

Moodboard & inspiration

We wanted the visual style of the gala to match its high-end feel, but also the important reason for the event: supporting Le SPOT Montréal.

The Inspiration: A Starry Night. We based our research on a «Starry Night» aesthetic. This choice was symbolic. In the darkness, stars provide light and direction. We wanted to represent the hope and guidance that Le SPOT brings to teens in need.

Shaping the Design: Based on this research, we created a premium graphic identity:

Color Palette: We combined midnight blue with gold. This mix instantly communicates luxury while reinforcing the star theme.

Design Elements: The overall look is simple and elegant. We used minimalist compositions with bright, glowing elements on dark, high-contrast backgrounds to draw the eye and feel sophisticated.

Layout: Our layouts use clean, high-end design principles, like those found in luxury branding, to make the event feel exclusive.

This visual strategy supports the event's central slogan: "Dream for a better health," reassuring donors that their contribution creates a brighter future for struggling youth.

Tools

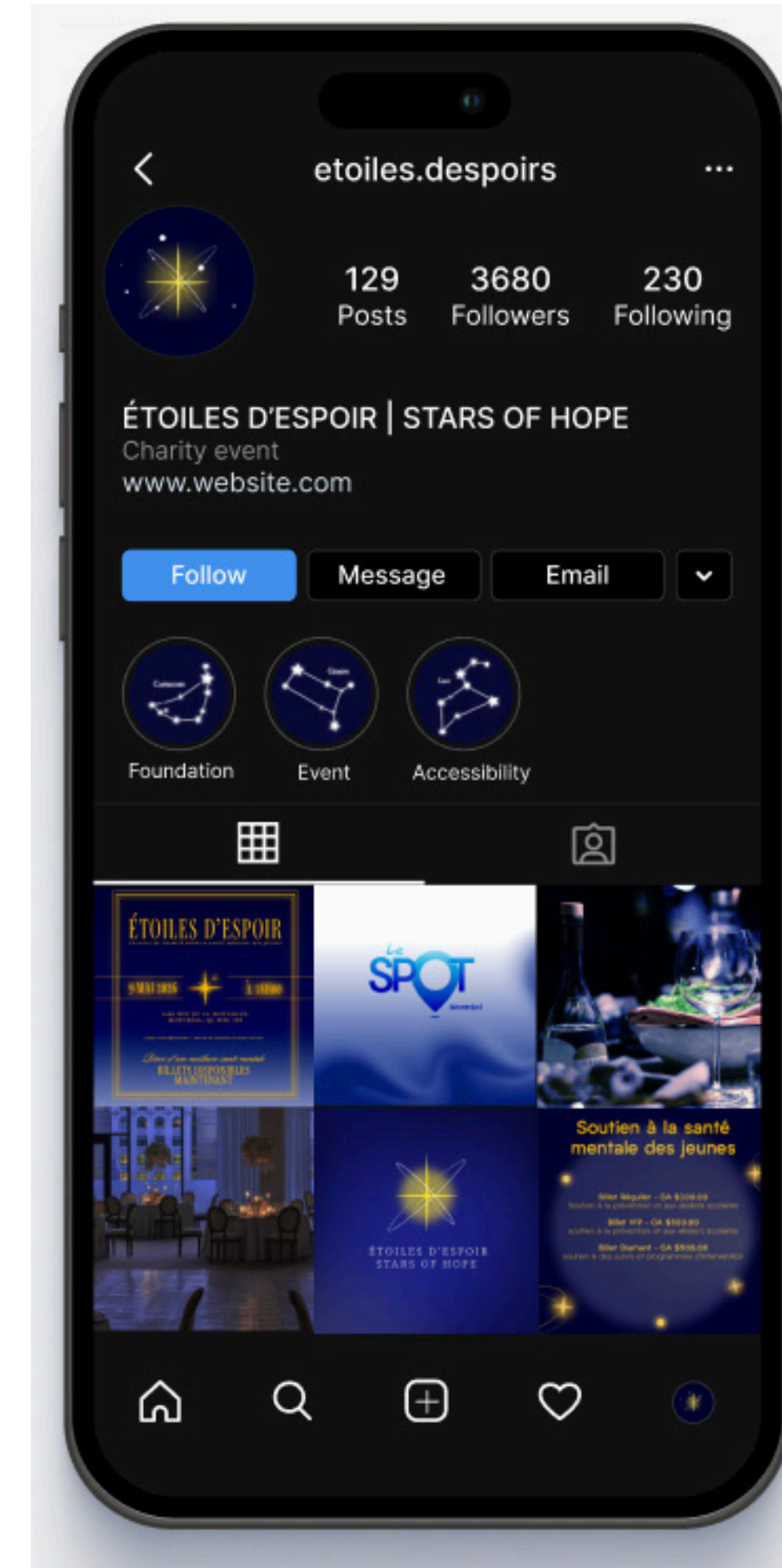
To bring Blüme.co and the Stars of Hope gala to life, our team used a professional stack of creative and organization tools:

Design & Branding: We used Figma for collaborative UI/UX layouts, while Adobe Illustrator and Photoshop were essential for creating our premium visual identity, logo assets, and high-end event mockups.

Content Creation: For our digital-first strategy, we used Adobe Premiere Pro and After Effects to produce high-impact videos and motion graphics designed to capture attention on Instagram.

Project Management: To stay organized as a team of five and meet our deadlines, we relied on Trello to track every stage of the 360° strategy.





EVERY MOVEMENT COUNTS TO REIGNITE THEIR STARS.
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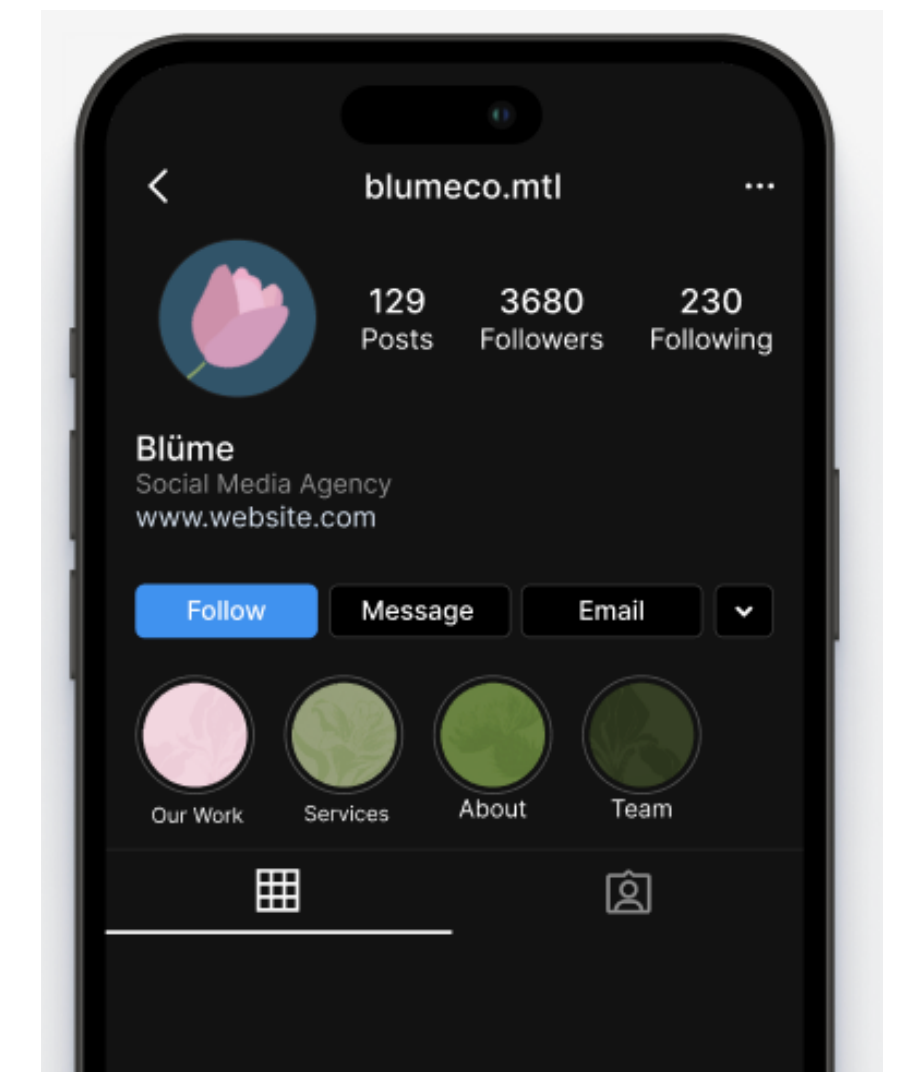
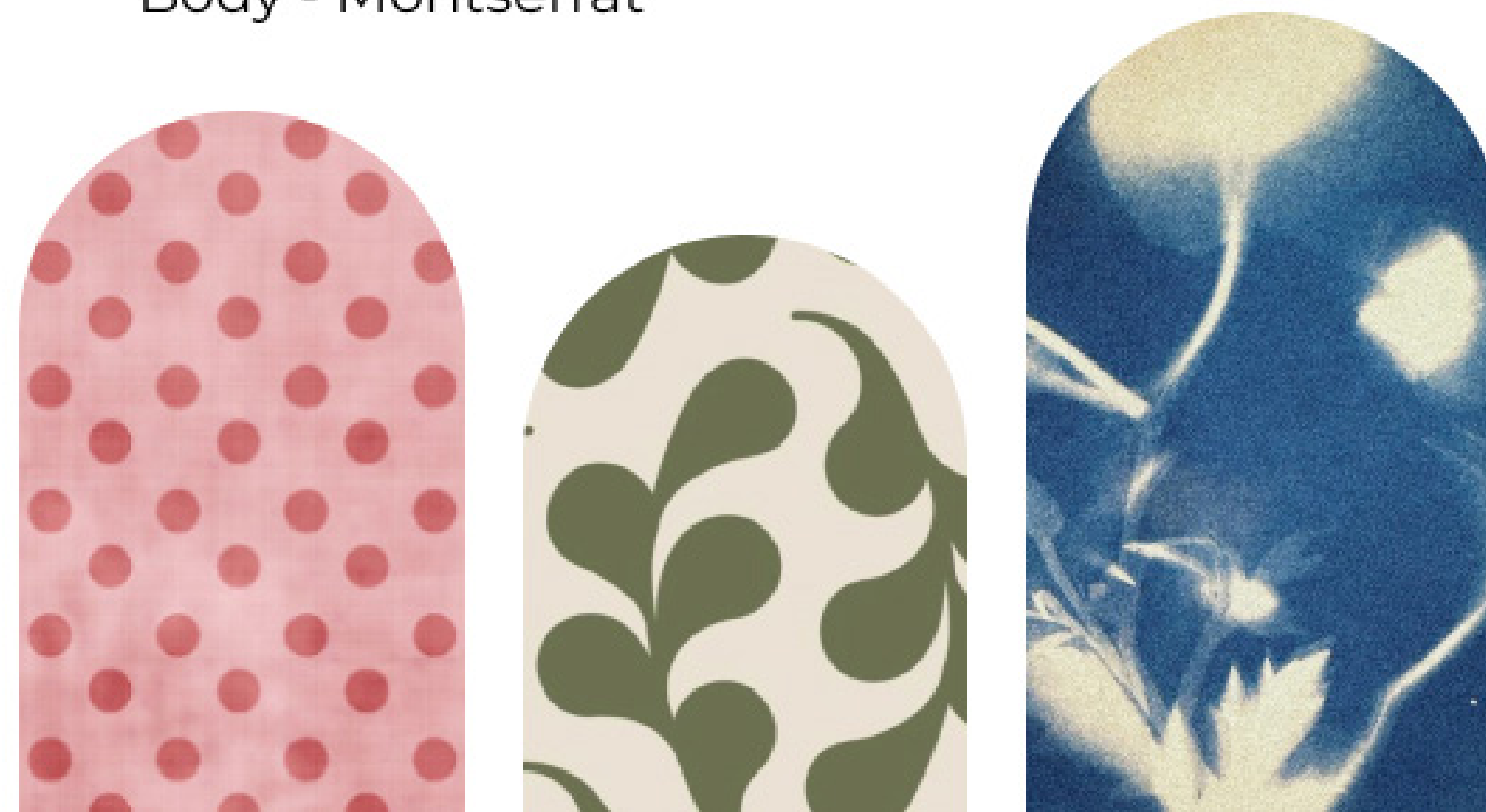




Blijme.c 



Title - *Roll Series*
Subtitle - Playfair
Body - Montserrat



Personal reflection

I truly enjoyed working on this project. Even though the core concepts felt similar to some of the work I did in my first year, the experience was unique because it pushed me out of my comfort zone. I had to collaborate with a team I didn't know at all, and doing so entirely in English was a great challenge. It really helped me sharpen my communication skills and improve my ability to craft a compelling narrative through professional storytelling.

Takeaways

This project was also the perfect opportunity to apply everything I've learned during my semester here. A major part of my contribution was integrating emerging technologies into our strategy—an area that has been a central focus of my studies this term. Being able to bridge high-end event planning with innovative tech solutions allowed me to see how digital tools can truly elevate a brand's impact and reach.

Thank You