



CLIENT

THE WHITE HOUSE

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CONTEXT

After the wondrous Chinese wall and the catastrophic Berlin Wall we may soon have a “Trump Wall”. With the government shutdown in response to the debate between Republicans and Democrats over funding said wall, it may only be a matter of time before Trump starts building his big – or shall we say huge – wall. Border security and a general feeling of (in)security are important trending topics all over the world. Borders are disappearing and not everybody is open to this change. What is the true meaning of a wall? Are we keeping someone in, or are we keeping someone out?

CHALLENGE

ONLINE CAMPAIGN

This briefing can be approached in two ways:

1 How would you brand the Trump Wall? Trump is looking for a way to win over the American public in support of his dream project. Trump has learned how important social media are in shaping public perception. Do you see the online campaign as a means of establishing a sense of security, or is it about something else? Will you use a message of fear or economic drive, or will you go for a positive and more creative approach?

2 How would you unbrand the Trump Wall? How can you convince the pro-Trump community that the Wall is one of the worst ideas our new president ever had? Is it inhuman, too expensive or just unrealistic? Find the right proposition and turn it into a creative online campaign.

DELIVERABLE

Develop an online campaign that succeeds in branding or unbranding the Wall. Present your case through a concept that comes to life across the different communication channels you think are most appropriate.

FORMAT

PPT/Keynote with concept visual and/or **case movie**

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