



CLIENT

YELLOW VESTS MOVEMENT

en.wikipedia.org/wiki/Yellow_vests_movement

CONTEXT

You just arrived in Paris. The streets are filled with the atmosphere of revolution – again. You can smell frustration in the air along with tear gas and burning tires. In the past three months, growing anger at increasing taxes that affect regular working-class people has led to public outrage, primarily aimed at French president Emmanuel Macron. The movement is also spreading to neighboring countries like Belgium and the Netherlands.



CHALLENGE

REBRANDING / BRAND IMAGE

Branding the social resistance currently cropping up across the EU. How can we change the perception of the yellow jackets from a negative, hooligan-like image to a positive, progressive movement?

DELIVERABLE

Develop a campaign with global reach that succeeds in changing public perception of the yellow jackets movement. Present your case through a concept that is elaborated across the different communication channels you think are most appropriate.

FORMAT

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

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