

Havas Johannesburg wins Gold at Loeries by inventing a new category: OOH meets Social Media

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When it comes to media, we as consumers are omnivores. We consume lots of different things. Often at the same time.

Havas JHB used this insight to craft a campaign for the charity, Right 2 Read.

The campaign helped ordinary people campaign for change at the local education department, which had suffered numerous scandals. The head of the department had said in a speech that “education in Limpopo is great” so Right 2 Read got dozens of local school children in and around the area to write down that exact phrase. In a reflection of the poor education received, these letters were spectacularly misspelled.

These were then made into posters adorned with a QR code that pedestrians could use to upload a pic of the poster to the department’s Facebook page. And they did exactly that, creating a social media storm as ordinary people were given a voice to demand the education that their children deserve.

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