

PROJECT 1 MEMEFEST BRIEF



Hakim.

CAMPAIGN CONCEPT

Is dialogue failing?

noun

Dialogue: a conversation between two or more people as a feature of a book, play, or film.

In today's society, we are surrounded with advanced technology and new ways to connect with others e.g. Twitter, Facebook and Instagram. With the aspiration to connect people together/bringing them closer to one another, I think it has proven to be counterproductive, as people are gradually becoming disconnected with society, relations, interactions - even life itself.

The purpose of the campaign I am composing, will generally assist people to become more perceptive to what's happening around them, instead of living a narcissistic lifestyle in which these social networking sites and applications are executing; encouraging people to express their emotions and daily itinerary to cyberspace or alleged 'friends' in whom they probably would not stop to greet if they were to encounter them on the street - in contrast to engaging in conversation with those in their physical vicinity.



CAMPAIGN CONCEPT

Acknowledging that an average person spends up to 58 minutes on their smart phone, checking it 150 times, between applications, voice calls, texts, and utilities, can be interpreted that people waste all that time discussing with strangers about trivial matters instead of living in the moment e.g. going to a restaurant, while waiting for your order, you take out your smart phone and filter your Facebook notifications as opposed to speaking to your company who's most likely doing the same. Taking out your phone yet again to upload a picture once your food has arrived, to announce online in detail about who you're with, what you're doing and why you're doing it, when you could simply switch your phone to silent and focus/appreciate the little things that couldn't be experienced unless you were physically present. Let people wonder about you. Keep them guessing; allow certain things to be unknown and private about your personal life.

With selected cafés, restaurants, shopping centres and retail stores on board, people will be enticed and/or encouraged to refrain from taking out their phones every so often. Posters and logo approved places, people will learn that the company is on board to the campaign "Switching off to switching on". Surely, it will be challenging but the benefits to the consumer and the intended outcome will bring attention to society about their unhealthy anti-social habits. This campaign will include an initiative to reward a discount or voucher to the assumed target audience who ceases to take out their smart phone during their entire visit.

The best way to have dialogue, I believe, is to engage in face to face conversation, as it is more than just conveying information; it shows emotion/feelings, truth, experiences, visual explanations. You couldn't get that from an ambiguous 'LOL :-)' text message.



SWITCH OFF
to
SWITCH ON

Switch off
TO
Switch on

LOGO

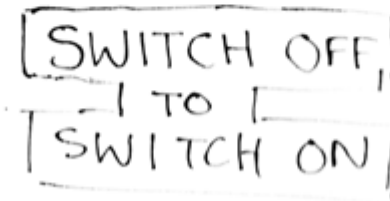


SWITCH OFF TO ON

SWITCH OFF
to
SWITCH ON

Switch

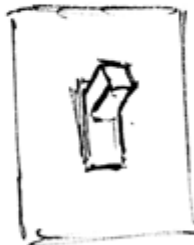
SWITCH OFF
to
SWITCH ON



SWITCH OFF to SWITCH ON

SWITCH OFF
TO
SWITCH ON

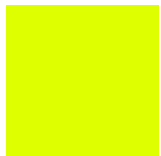
to SWITCH OFF
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SWITCH
OFF
TO
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Switch

SWITCH OFF to SWITCH ON



SWITCH OFF

to
switch
on



SWITCH OFF

to
switch
on



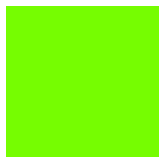
SWITCH OFF

to
switch
on



SWITCH OFF

to
switch
on



SWITCH OFF

to
**Switch
on**

CONVERSATIONS ARE BETWEEN TWO PEOPLE

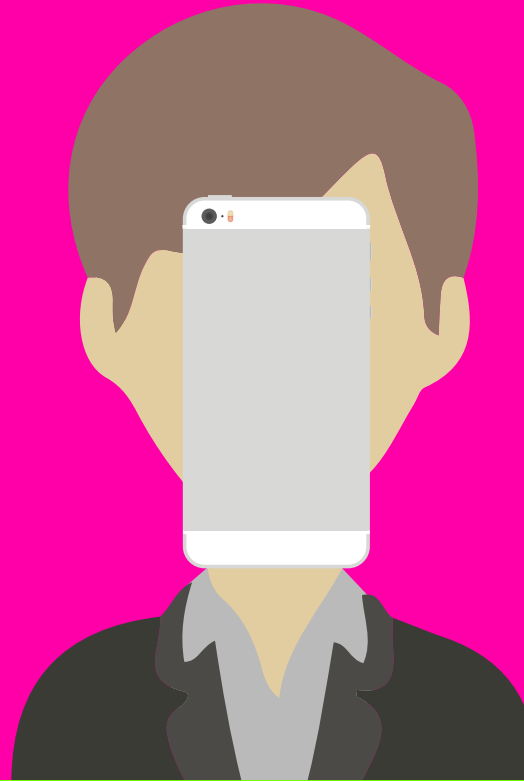
START TALKING!



SWITCH OFF
to
Switch
on

JOINTHEIALOGUE

LESS FACEBOOK MORE TALKING

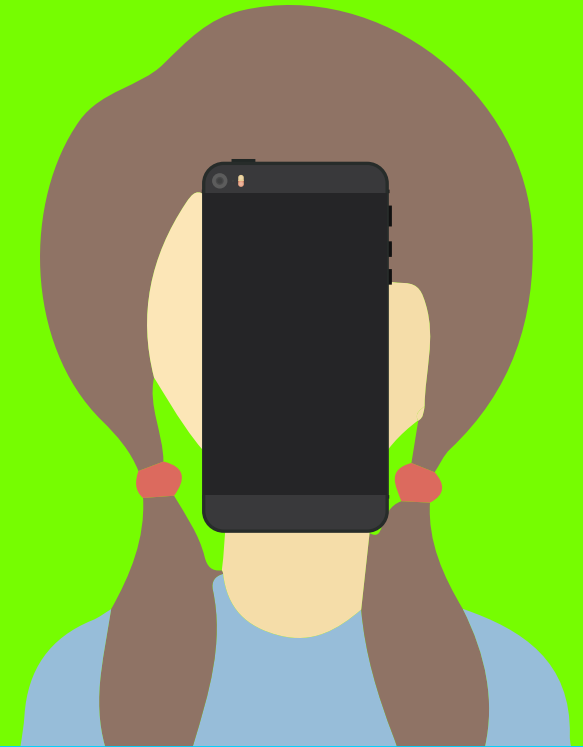


SWITCH OFF
to
Switch
on

JOINTHEIALOGUE

LOOK UP!

YOU NEVER KNOW WHAT YOUR MISSING



SWITCH OFF
to
Switch
on

JOINTHEIALOGUE

CONVERSATIONS ARE BETWEEN TWO PEOPLE

START TALKING!



JOINTHE DIALOGUE

LESS FACEBOOK MORE TALKING



SWITCH OFF
to
switch on

JOINTHE DIALOGUE

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about...
for a...
annou...
Radio 5...
Champi...
Copenhag...
speculation...
finally, struc...
the Earl's Co...
they have loo...
Not so, it see...
Lawrenson's rev...
owner, Capital and...
published its long-...
master plan which in...
the building of 7,500...
homes and the regene...
the 77-acre plot. And no...
football stadium.
Indeed it seems the win...
of opportunity for Chelsea...
decamp to Earl's Court has...
definitely closed. "We are...
pressing ahead. "We are...
and will submit with this plan...
application in June," a...
source said yesterday.
It doesn't mean that...
Lawrenson was wrong.
Although the line from...
the club is that their...
"preference is to stay" at the...
Bridges, there is an...
acknowledgement that they...
are hemmed in by geography...
alongside Fulham Broadway...
with a 42,000-capacity ground.
"We don't need to leave...
Stamford Bridge to break...
even," chief executive Ron...
Gourlay said. "Of course it...
would help if we had another...
15,000 or 20,000 seats but...
that's not the reason behind...
any move.
"We're always looking at all...
options. Some doors get closed...
and others open again. It's a...
bit like the naming rights. It's a...
looking for a partner. It's not...
the right partner for the...
club and the fans. If that...
partner doesn't come along...
we'll go down a different...
route."

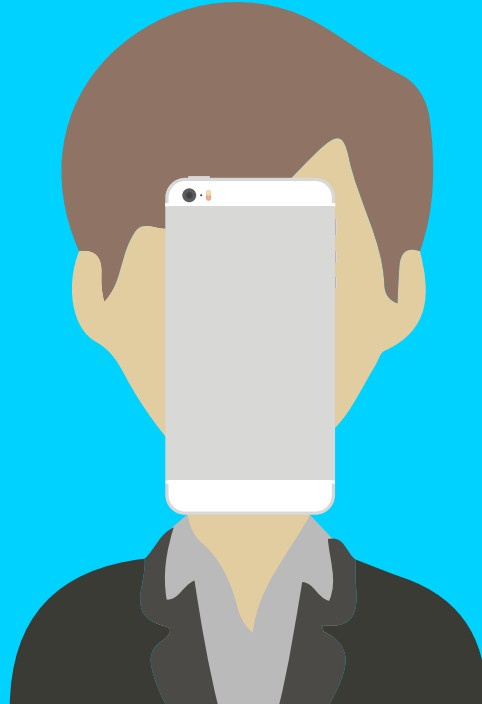
SWITCH OFF

to
Switch
on





LESS FACEBOOK MORE TALKING



SWITCH OFF

*to
Switch
on*

JOINTHEIALOGUE

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LESS FACEBOOK MORE TALKING

SWITCH OFF
to
Switch ON

JOINTHEIALOGUE

www.jointheialogue.com

The billboard features a bright blue background. On the left, three stylized human figures are shown from the chest up. The figure on the left has orange hair and is wearing a red top. The middle figure has brown hair and is wearing a dark jacket. The figure on the right has brown hair in pigtails and is wearing a blue top. Each figure is holding a smartphone up to their face, completely obscuring their eyes and mouth. To the right of the figures, there are three text elements: a black box with pink text, a central logo with pink and white text, and another black box with pink text. At the bottom right, there is a small URL.

JOINTHEDIALO

JOINTHEDIALOGUE

DIALOGUE