

Free dialogue

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It's time we put a price on dialogue. Dialogue is one of the most important rights we have as humans and everyone is taking advantage of it. From world leaders to high school students, it seems we've all forgotten the power and simplicity of a real conversation. So, just like everything else in the world- it's time people started paying for dialogue so that people can start to appreciate it again. To develop our price, or value for dialogue, we have assessed the market and taken into account existing developers of similar services. From smart phones to tablets and everything else in between, we have developed a very competitive price- free!

Dialogue is free and this campaign aims to re-educate the people of Melbourne that engaging in meaningful and rewarding dialogue is, naturally, completely free. Unlike the plans we pay monthly for, which at the end of the day, is fake dialogue, we aim to remind people of the possibilities and opportunities involved in conversations. Questions have been raised, "what if dialogue is f*cked?" and whether it is failing. And it is. We are totally consumed by technology and social networking that we are forgetting the simple beauty and intimacy created from a real dialogic experience with another human being.

The campaign will be titled 'free dialogue' as it is straight to the point, but is also vague in a sense that it has two meanings- left to be interpreted freely. While the core value is that dialogue is free, its also ironic how it communicates the idea of freeing dialogue, suggesting that it is currently being held in a position where it can not be effective.

The approach will be quite cynical but also include a sense of humour to ultimately encourage spectators to question the campaign. We want to get people talking (after all, that's what dialogue is), so by creating a disruptive and cynical campaign, if we get two people to engage in a conversation about it, it has succeeded. That's what makes the whole concept so great, it does not need to completely change the world but there are people and organisations out there that believe a conversation could save a life and all we aim to do is create dialogue.

The goal is to get society off their phones and stop posting on intangible walls and actually speak to the person next to them. Instead of making an update to the world wide web about their thoughts on their travel commuting, why not tell the stranger standing next to you?

The campaign itself will take the form in a couple pieces of printed media. Although it has been argued print media is dead, it would be an ideal part of the campaign to avoid social media networks as that is what the whole campaign is about. There will be three main media- stickers, business cards and posters. The stickers will be distributed on sheets which are bright and vibrant and can be used however one pleases. The benefit of this, is that there are several opportunities to remind people about free dialogue- depending on where they stick them. It always creates awareness and other people can question what the cause is.

The second media will be business cards, that will be ironic and humorous. They will not be ordinary business cards that contain a person and contact number but will also act as a coupon card which entitles the holder to one free dialogic experience. The name and contact number will be left blank for the person to fill in once they encounter their experience and meet a new person. The idea is for the cards to be a gentle reminder, kept in their wallets, of the campaign. The business cards will be handed out in busy locations of Melbourne, particularly the city and busy places like federation square, Bourke street and busy public transport stations.

The third piece of media will be posters- they will be simple and to the point, but will convey cynical and humorous sentences to encourage dialogue. The idea is to have posters located in public spaces where they would be surrounded by many people, such as train/bus/tram stations, busy city locations and waiting rooms. The idea is for these posters to communicate that free dialogue is NOT available in these places and that they should continue to use their phones for the fake dialogue they are part of. This is part of the disruptive concept, to suggest something unfair and ridiculous to encourage people to investigate what free dialogue is about. Alternatively, there will also be posters that will say free dialogue IS available and. By having two different posters, they will compete with each other and keep people reading and questioning the campaign.

The overall strategy is to remain simple and cynical to deliver a message that dialogue is failing and people are not engaging in meaningful dialogue. It is a natural human right to have conversations and in this day and age, people are taking it for granted and spend too much time advertising themselves on social media.

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Use these stickers to remind everyone that dialogue is in fact free.

The holder of this card is entitled
to one free dialogic experience!
Use it wisely.

Free dialogue

Name:

Contact:

freedialogue.org.au

**Sorry, free dialogue
is not available in
this space. Please
continue using your
phone to create
conversations.**

Visit our website for the expansion of free dialogue.

Free dialogue

freedialogue.org.au

Free dialogue is available in this space. Please take advantage of our free service and engage in real conversations.

Visit our website for the expansion of free dialogue.

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