

1/3 **I have voice**

Making individual voices heard and as a result connecting and motivating people for the cause.



Solution

For the campaign and referendum to be successful it is of vital importance to connect people and encourage mutual trust. Furthermore the campaign needs to be empowering and motivating to help people believe in the power of their own voice again. It is important to not solely make this a campaign from an organisation but to include the crowd and promote direct democracy by living it throughout the campaign.

Making different faces and individual stories visible throughout the campaign not only strengthens the feeling of being heard and of having your own voice matter, but it also brings people closer together. It is always easier to sympathize with a personal story than with an anonymous crowd. People will feel better connected and learn that many of us have the same struggles or hopes. The bold and direct

approach % visuality works empowering and gives the topic the urgency that it needs. By

2/3

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Creative's profile



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Creative's top 5 skills

Copy Writing, Graphic Design, Illustration, Communication Concept

Collaborators



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