



Cannes Lions 2021 Media Kategorisinde Türkiye'ye Üç Ödül

TBWAİstanbul imzalı Görünmez Dilekçeler kampanyası Cannes Lions 2021'de Media kategorisinde 1 Altın ve 2 Gümüş Aslan kazandı.

2010 yılından bu yana kadın cinayeti verilerini kamuoyu ile paylaşan Kadın Cinayetlerini Durduracağız Platformu için hazırlanan kampanyada kadınların 'Ölmek istemiyorum' diyerek verdiği dilekçe paylaşarak kadınların vermiş olduğu yaşam mücadelesine vurgu yapılıyordu.

İstanbul Sözleşmesi'nin uygulanması gerektiğinin altını çizen dev afiş, İstanbul'un en işlek noktalarından olan Zincirlikuyu'ya asılmıştı. Afişin asılmasının ardından henüz bir gün bile geçmeden gece yarısı kimliği belirsiz kişiler tarafından kaldırılan afiş daha sonradan Beşiktaş ve Kadıköy başta olmak üzere İstanbul'un ve Türkiye'nin çeşitli bölgelerinde belediyelerin de desteğiyle yeniden asılmıştı.

BACKGROUND

On March 20, Turkey withdrew from the Council of Europe Istanbul Convention, which protects women from domestic violence. This decision was met with protests in Turkey. Between 2010-2020, 426 women were killed. Many of these women had written petitions to the State Prosecution Office asking for protection. Over and over again, they were ignored by the authorities and they were all killed.

IDEA

We will stop femicide. Platform wanted to make this problem visible. A real petition of a woman had been enlarged to the size of a building with the headline taken from her own words: "I don't want to die."

EFFECTS

The outdoor went viral within hours, shared by millions. 12 hours later it's been removed. This sparked the crowds even more. The outdoor became most shared poster, tattoo, audio, filter, artwork creating its own media. The opposition municipalities joined the movement by hanging it for free all over Turkey. "I don't want to die" outdoor has been the most shared and cult visual of the past many years turning into many forms. More important than all, it increased the support for Istanbul Convention.

INVISIBLE PETITIONS

A REAL PETITION OF A WOMAN ASKING FOR HELP IS ENLARGED TO THE SIZE OF A BUILDING FOR THE AUTHORITIES TO SEE

409 WOMEN WERE KILLED IN TURKEY ONLY IN 2020

THESE WOMEN WROTE PETITIONS ASKING FOR HELP OVER AND OVER AGAIN

THEY WERE IGNORED BY THE AUTHORITIES AND THEY WERE KILLED

CHANGE OF MEDIUM:

FROM A4 LETTER TO BUILDING

"THE MOST SHARED VISUAL IN TURKEY OF THE PAST MANY YEARS"

263 MILLION MEDIA IMPRESSIONS

6 MILLION EARNED MEDIA

FROM 39.5% TO 53.4% SUPPORT FOR ISTANBUL CONVENTION PROTECTING WOMEN

HE'S GOING TO KILL ME

#DONTWANTTODIE

AN OUTDOOR AWAKENING A NATION

REMOVED WITHIN 12 HOURS

OPPOSITION MUNICIPALITIES HUNG IT FOR FREE

OMG! NO LONGER THERE!

YOU CAN'T SILENCE US

SCANDAL

EMBRACED BY THE CROWDS

