

WEHRE IS OUR

**BRILLAINIT
LBENAOON?**

IT IS TIME

WE PUT THINGS IN PLACE

Tinol

WEHRE IS OUR

COLOFRUL
SRIPIT?

IT IS TIME

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Tinol

WEHRE IS OUR

ATTRACTIVE
SMILIE?

IT IS TIME

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Tinol

WEHRE IS OUR
**FETSIVE
COUTNRY?**

*IT IS TIME
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WEHRE ARE OUR
VIRBANIT
NIHGTS?

*IT IS TIME
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WEHRE IS OUR
**SIHNIING
BERIUT?**

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PIKASSO

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The proposed campaign is an inventive and disruptive approach aiming to engage the audience through a play on words, integrating small mistakes within the messages. By intentionally incorporating errors, the campaign challenges people to detect these subtle flaws, creating an interactive and thought-provoking experience. Importantly, the messages convey their intended meaning even with these intentional mistakes, encouraging a positive response from the audience.

At its core, this disruptive concept transcends the traditional promotional boundaries of a product-centric campaign. Instead, it positions itself as a national campaign with a broader message concerning the current state of Lebanon. By focusing on the overarching theme of "It is time we put things in place," the campaign addresses the chaos and tribulations that the country is navigating.

This broader perspective invites the audience to reflect on the positive essence of Lebanon and contemplate the collective effort needed to restore order and harmony. The intentional mistakes within the messages serve as a metaphor for the imperfections and challenges faced by the nation, prompting individuals to act positively and contribute to putting things back in place.

In essence, the campaign becomes a catalyst for social awareness and a call to action, urging individuals to play a part in rebuilding and restoring the spirit of Lebanon. By intertwining a playful element with a profound message, the campaign captures attention, stimulates critical thinking, and encourages a collective commitment to positive change.

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