

YS February 2025 Brief - Bri Lucero

Context:

Books are being banned at an alarming rate, silencing diverse voices and important stories. However, censorship doesn't have to win. Social media is a powerful tool to amplify these voices and inspire action.

Brief:

Create a social-first campaign that brings the issue of banned books into the digital-first world. The campaign should hit an insight, spark conversation, drive engagement, and encourage organic sharing. It could include a stunt, activation, OOH experience, or a series of platform-tailored social posts. The goal is to create something so relevant and scroll-stopping that it prompts people to talk about it and share it on their own social platforms.

Examples for Inspiration:

- New York Public Library's InstaNovels
- Duolingo's Tattoo Duo-Over
- Wendy's Keeping Fortnite Fresh
- Heinz's Vegetarian Vampire
- Tubi's Interface Interruption