

Campaign Description

Background

The LGBTI community is not so „different“ as it might appear to the part of heterosexual majority. Exceptions do exist everywhere, but the vast majority of LGBTI people do not act in the stereotypically perceived flamboyant way – they are pretty much the same as the rest of the society, one might even say “boringly normal”. The key word therefore should be SIMILARITY, not DIFFERENCE (ROVNAKOSŤ, nie INAKOSŤ). We are all the same and unique at the same time – demonstrated by our individual skills, emotions, desires...

Starting Point

Bakers decided to make the Bratislava rolls not crescent, but triangular. Adela wants a small nose. Milk is blue, people like it more that way.

The Goals

Human diversity is to be respected, human rights to be supported.

The Strategy

We are all the same, humans, made of flesh and blood: male, female, gay, straight, white, people of colour,... At the same time, everyone has his own moods, thoughts, looks, ways – making him/her unique. Diversity is not a bad thing – it’s inevitable, it’s desirable. Let’s respect it, believe in it. After all, the nature itself is founded on an unimaginable diversity.

The Creative Idea

Triangle shaped Bratislava rolls appear in bakeries. The media cover the event confirming that the bakers decided to change the shape of the traditional pastry. TV host Adela is considering a nose surgery to meet public requirements regarding „beauty standards“. Milk tinted blue by artificial colours is a new hit – the public has explicitly demanded it, considering blue milk to look more fresh and tasty.

Raising public awareness and engagement -> disclosure: The bakers wanted to prove the point, that even in a different shape, the rolls are still as delicious as ever. Adela refuses rhinoplasty. She’s proud to be the way she is. Milk is white – nature set it that way and it’s fresh, tasty, good. Difference and diversity are fine. They make our lives more colorful and rich.

The Execution

A serial of media outputs (articles, interviews,...), appearing across the social networks as well. Developing the topic: being different is normal; the Hochshorner brothers are not the same despite being twins. F.Flašík attended the Opera ball wearing a kilt, V.Ostrihoňová appeared in a male suit, etc.

FB – interactive test „Figure out how you are different“.

Partnership with celebrities as well as the media.

A week of accompanying events.

No single one of us is as strong as we all united. Being the same and unique at the same time is liberating. But only when we all can be our true selves, we will be free.