



SHEEEA

***AS TOUGH AS THE
NEIGHBOURHOOD***

I N T R O D U C T I O N

Martial arts are considered boys' sports. Luckily SHEEEA is a local Taekwondo School, not only specialized on gender and age but they help girls to learn self defense.

To be born and raised in a tough neighbourhood is hard for everyone. But for little girls, it's even harder. They are vulnerable and insecure. Their parents cannot be with there to protect them 24/7.



I D E A

Amongst all the martial arts, taekwondo uses the breaking techniques the most often. And where can we find broken elements here and there? On the streets of bad neighbourhoods.

We decided to link taekwondo's breaking techniques with the vandalism on the streets. But how exactly?



C A M P A I G N

In order to raise awareness about the importance of self defence, we use preroll videos. We show real footages of local criminals smashing street objects: windows, CCTV cameras, trash bins, poles, benches etc. All of these footages are from the actual areas where the SHEEEA Taekwondo School operates, and we also count these locations in geotargeting.

Right after the CCTV footages the viewers meet our message:

Be as tough as your neighbourhood.

Then we fill the screen with SHEEEA's logo:

Taekwondo for girls.



***Be as tough as your
neighbourhood.***



TAEKWONDO FOR GIRLS.

C A M P A I G N

We are on the streets, we are talking about the streets so where else should we promote SHEEEA?

In order to gain a higher reach and make the SHEEEA Taekwondo School visible, we use ruined street objects as advertising space.

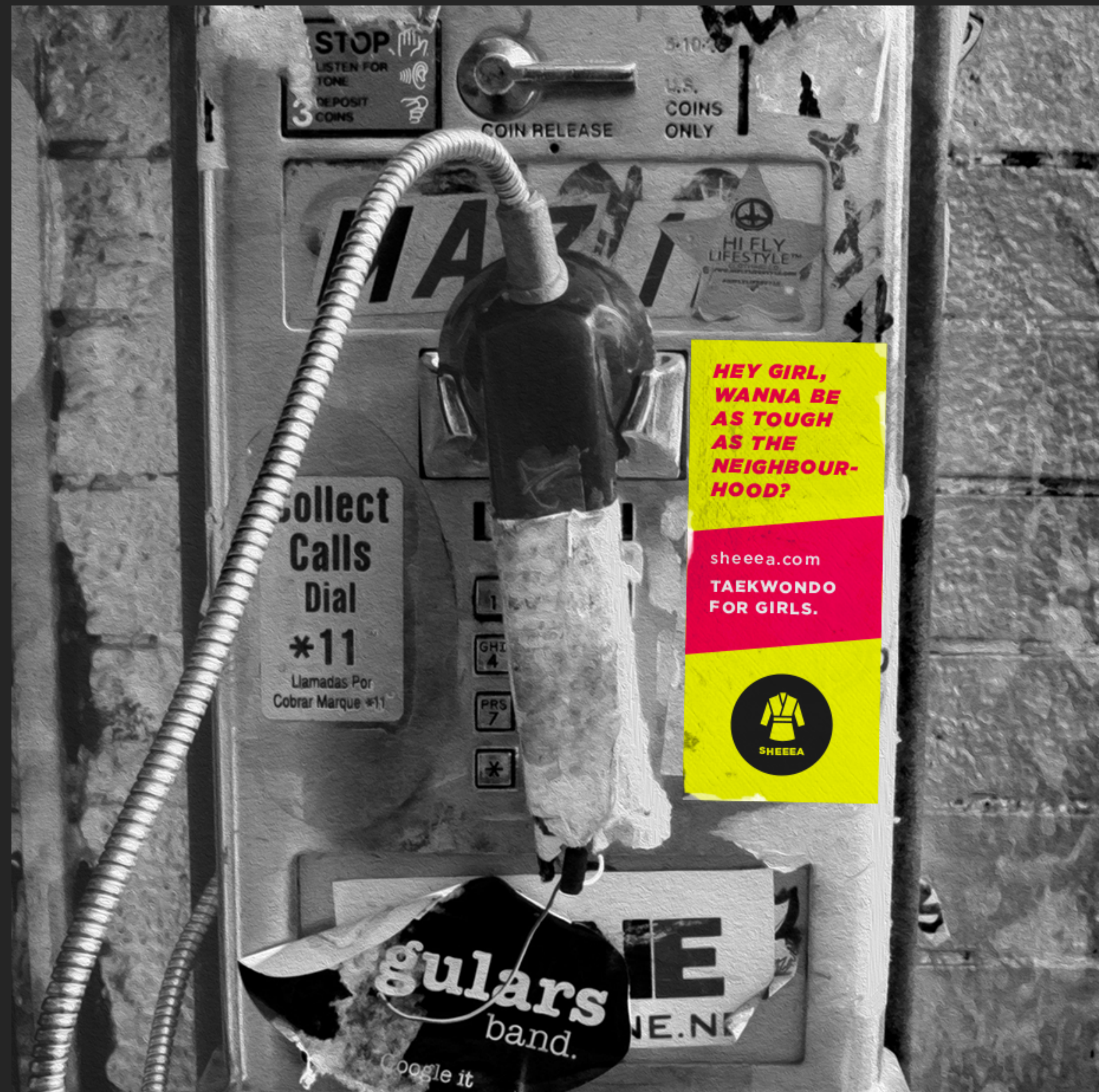
We label these objects with stickers:

***HEY GIRL,
WANNA BE
AS TOUGH AS THE
NEIGHBOURHOOD?***

sheeea.com

TAEKWONDO FOR GIRLS.







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THANK YOU!