

Upstarts Brief 4

INAR

The Issue

Ireland's rate of hate crime has been steadily increasing for the last 10 years. However, no legislation currently exists to persecute those who commit these crimes.

We are slowly moving towards legislation but with the nation behind this issue, it will be accelerated.

The Brief

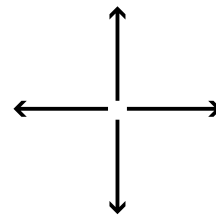
Help INAR, Irish Network Against Racism create a sense of urgency for legislation amongst the Irish public.

The Human Problem

For most Irish people there are matters more urgent in Ireland than hate crime legislation.

Insight

Most Irish people can't imagine being 'hated', everyone 'loves the Irish.'



Advantage

Loss of privilege and oppression can often feel like the same thing.

Proposition

'Everyone hates the Irish'
Help Irish people experience what feeling at 'risk' of a hate crime feels like.

The Audience

All Irish people aged 18+

The Format

Any specs?

Brief set by: