

SIX DEGREES CREATIVE BRIEF

BEATRIZ BRITO
BERFIN BUYUKBINGOL
ELENE PIRALISHVILLI
MAYA ELBATT
TEODOF VEUM
ROCÍO RUIZ-CONSTANTINO

MAKING
CONNECTIONS
CONTAGIOUS

CAMPAIGN OBJECTIVES

AWARENESS

**REPOSITION SIX-DEGREES AS THE PLATFORM WHERE
ONE ACT CREATES ENDLESS IMPACT.**

ENGAGEMENT

**TURN AUDIENCES FROM VIEWERS INTO PARTICIPANTS
THROUGH A SHAREABLE SOCIAL MOVEMENT.**

DONATIONS

**CONVERT EMOTIONAL ENGAGEMENT INTO DONATIONS
STARTING FROM \$6.**

MOST MOVEMENTS DON'T FAIL BECAUSE PEOPLE DON'T CARE.

PEOPLE

WAIT FOR OTHERS



TO ACT BEFORE BELIEVING THEIR OWN ACTIONS MATTER.

BUT THERE IS SOMETHING

POWERFUL

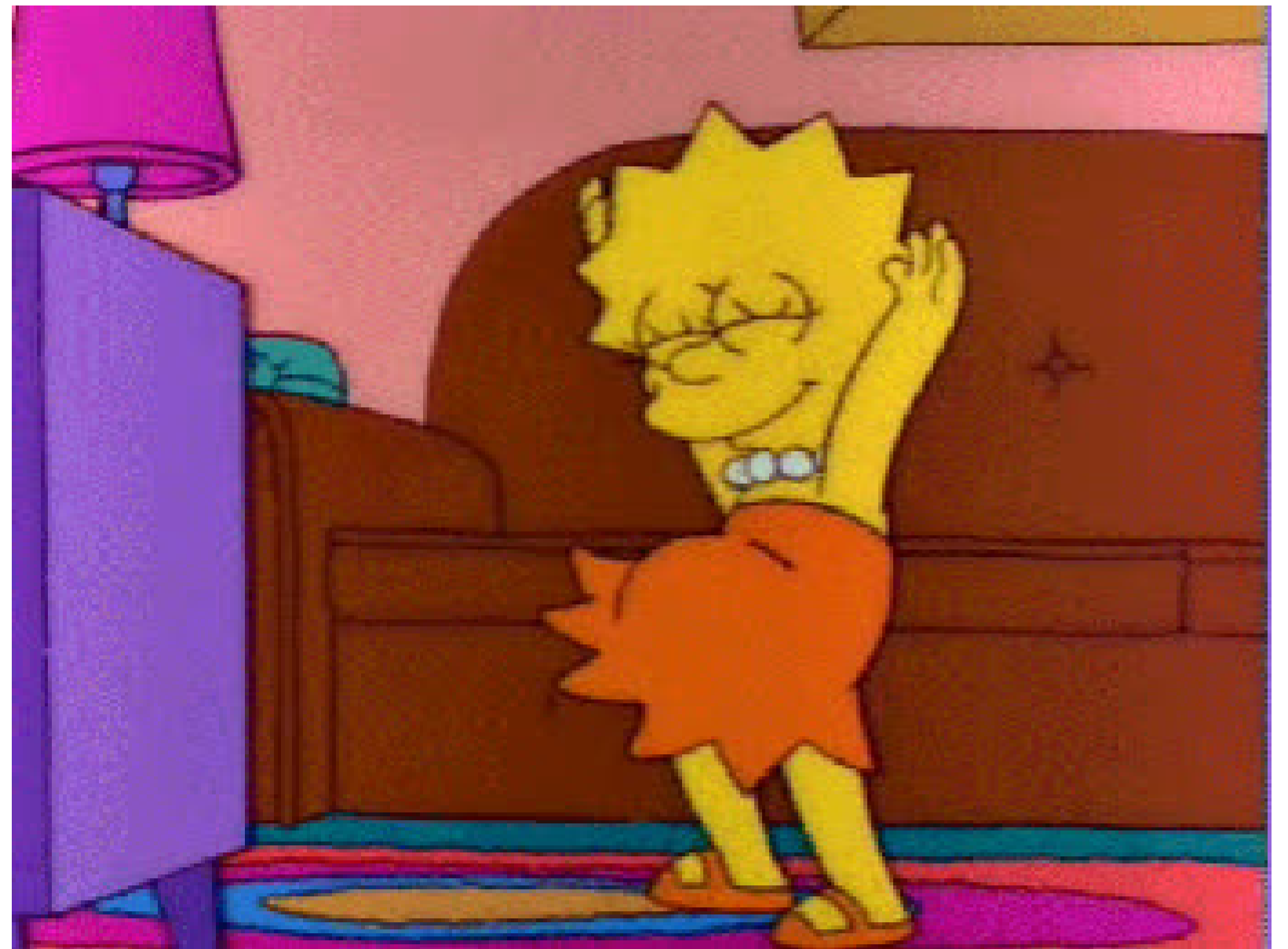
TO START A MOVEMENT...



DANCING.

ONE PERSON DANCING

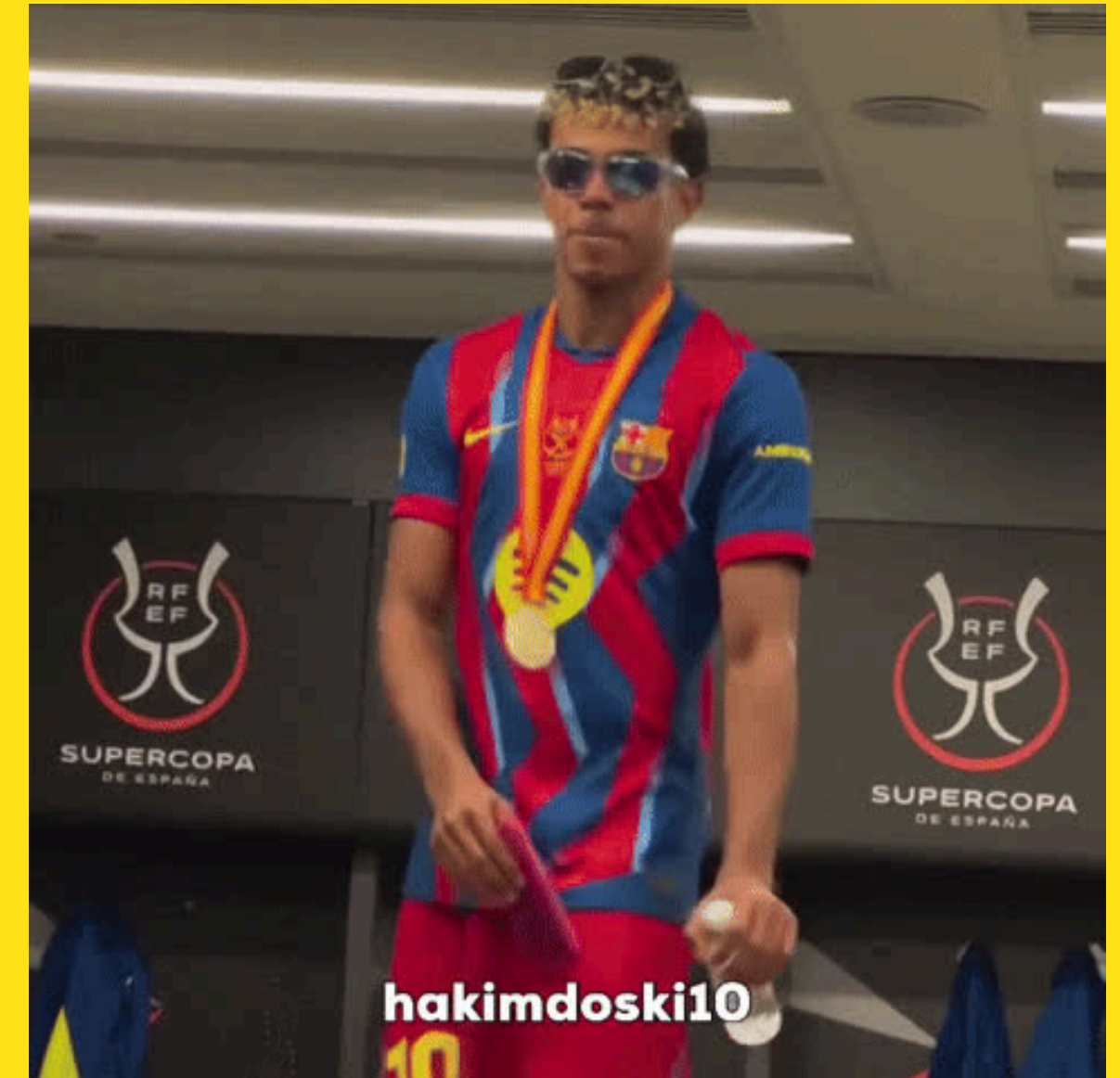
URNS A CROWD INTO A MOVEMENT.



A CAMPAIGN THAT USES

MUSIC AND DANCE

TO SHOW THAT ONE SMALL **PUSH** CAN GET PEOPLE
MOVING AND INSPIRE A CHAIN REACTION.



TARGET

**A CAMPAIGN THAT UNITES PEOPLE
THROUGH DANCING, AND A POPULAR
SONG WELL KNOWN ACROSS
GENERATIONS.**





PUSH FOR **THE MOVEMENT**

IDEA

**SHOW HOW ONE PERSON'S FIRST
MOVE ENCOURAGES OTHERS TO JOIN,
TURNING AN INDIVIDUAL ACTION INTO
A SHARED MOVEMENT.**





**JUST
DANCE**



sixdegrees.org

OVER

900 **MILLION**

USER WORLDWIDE USE AD BLOCKERS.



6

**PUSH FOR
THE MOVEMENT**

#DANCEFORDONATIONS

www.sixdegree.org/

A large billboard is mounted on the side of a modern building with a perforated metal facade. The billboard features a stylized, neon-colored illustration of a woman in a dynamic dance pose. She is wearing a blue top and a blue skirt with a red sash. Her arms are raised, with one hand pointing upwards and the other in a 'V' sign. The background of the billboard is black. The text 'PUSH FOR THE MOVEMENT' is written in large, bold, white capital letters, with '#DANCEFORDONATIONS' in smaller white capital letters below it. At the bottom left, the website 'www.sixdegree.org/' is printed in white. In the top left corner of the billboard, there is a small white number '6'. The building's facade consists of a grid of perforated metal panels, and a glass-walled section of the building is visible in the upper left background.



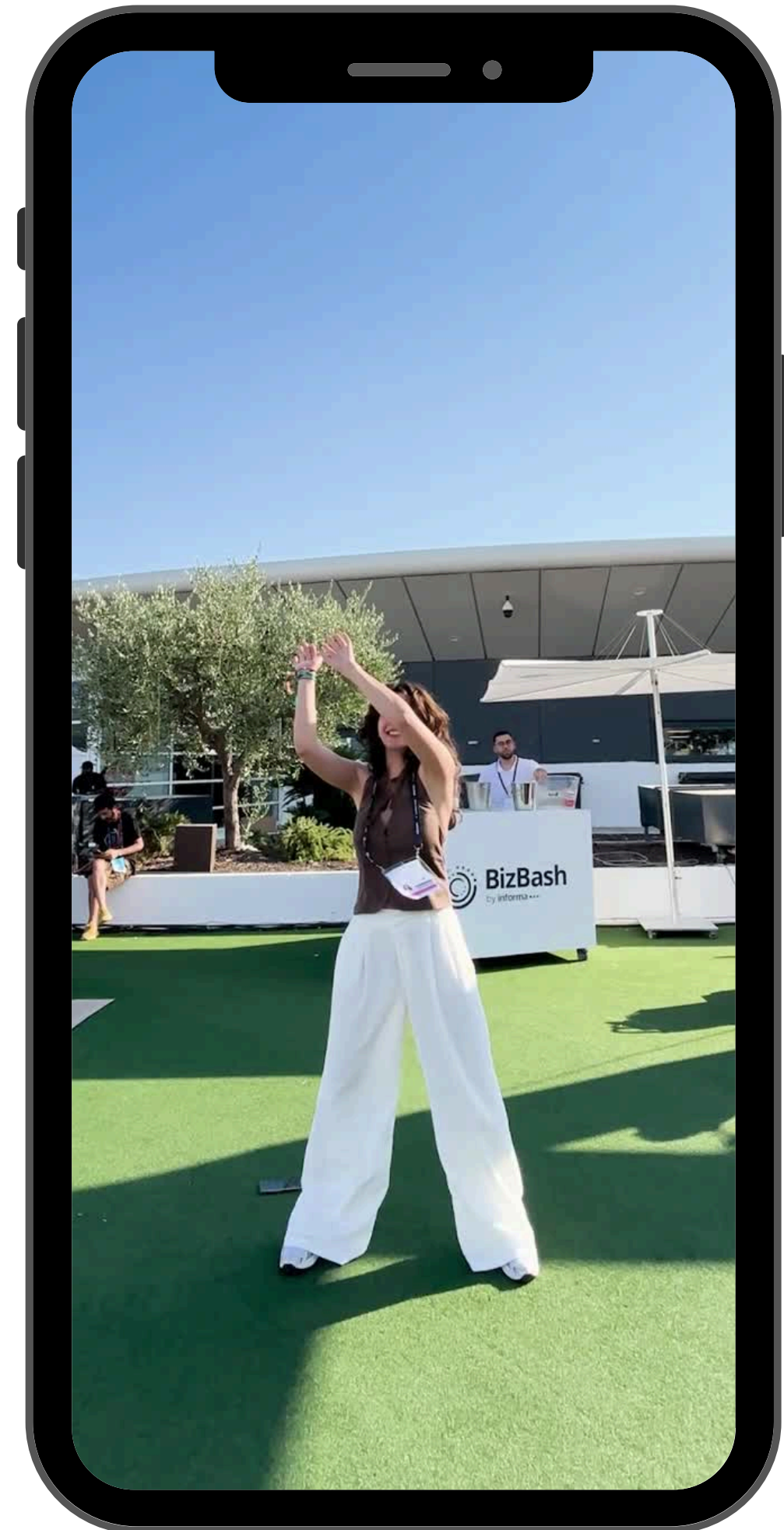
PUSH FOR THE MOVEMENT

#DANCEFORDONATIONS

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#DANCEFORDONATIONS



INSTAGRAM

PEOPLE RECREATE THE CHOREOGRAPHY ON TIKTOK, INSTAGRAM REELS AND YOUTUBE SHORTS.

#DANCEFORDONATION

CREATORS CHALLENGE 6 MORE PEOPLE TO CONTINUE THE MOVEMENT.





ACTIVATION

DAVE & BUSTER'S

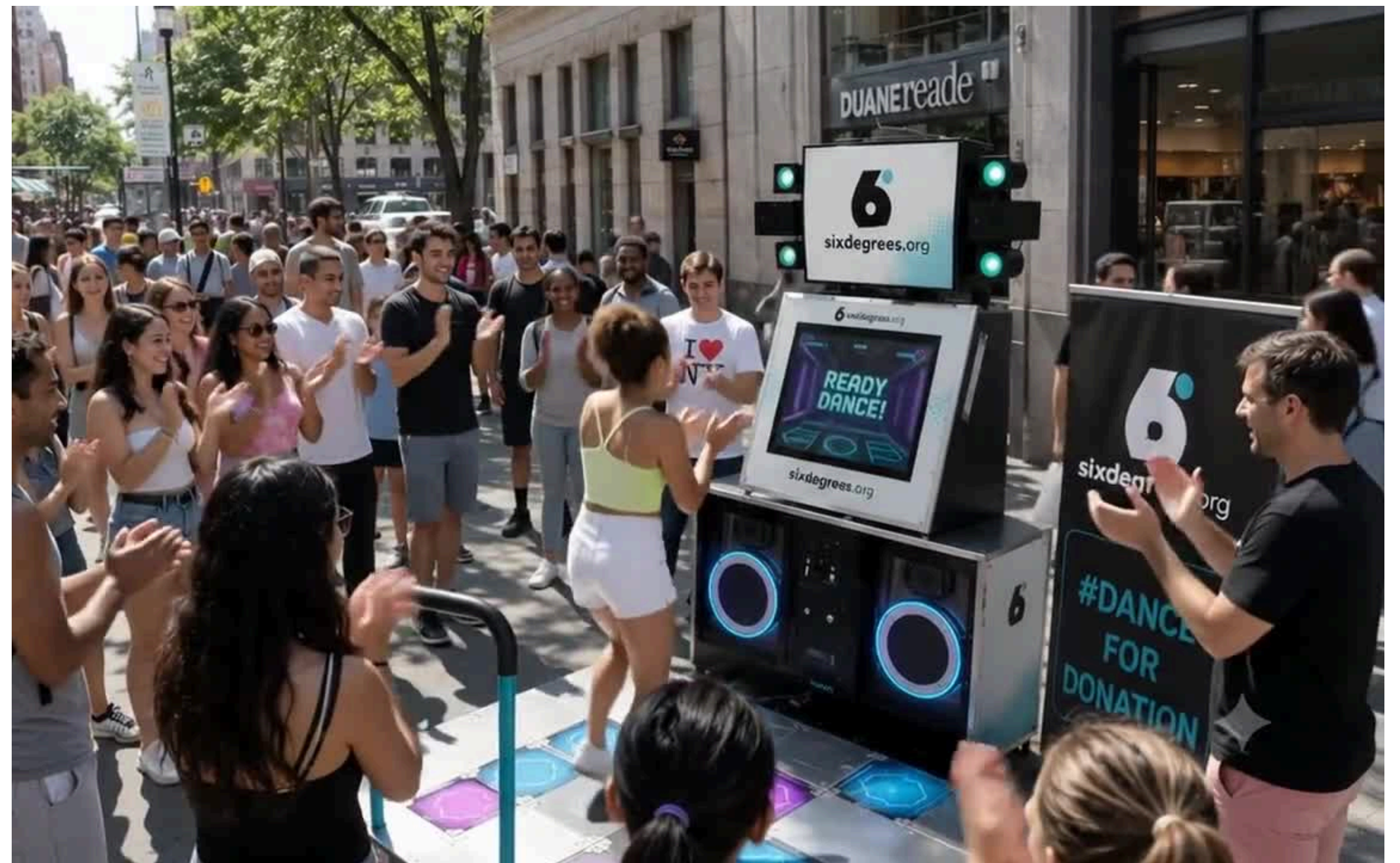
DONATE. DANCE. PASS IT ON.

FOR THIS CAMPAIGN, EVERY GAME COSTS \$6.

**INSTEAD OF ASKING PEOPLE TO DONATE IN OUR
OFFLINE CAMPAIGN,**

WE INVITE THEM TO JOIN A MOVEMENT.

**DANCE IS CONTAGIOUS.
JOY IS CONTAGIOUS.
CONNECTION IS CONTAGIOUS.**



PUSH FOR
THE MOVEMENT.

