

Not for Profit / Public Service : Winner

Censordyne

Agency: FNUKY

Client: GetUp!

Strategy

The challenge was to broadcast political activism group GetUp!'s protests about the looming internet filtering plans to the Australian public. The idea was to turn internet filtering into a household product. FNUKY created the Censordyne cream that provides "unproven, ineffective relief from Internet nasties" and rolled out a coordinated mock product launch online. The bold approach was executed on three fronts: Social media participation, online direct response and digital activities for PR to drive mass public awareness.

Results

The campaign was a runaway success, breaking original campaign objectives in the first 24 hours. In the first week alone FNUKY had reached an estimated 1.2 million Australians through free media impressions, achieved 190,000 unique browsers on the campaign websites, received more than 102,000 names on its petition, and raised \$50,000 in donations.

URL: www.censordyne.com



Good, clean internet censorship



▶ INTERNET NASTIES ▶ CENSORDYNE PROTECTION ▶ BUT SERIOUSLY...

Fresh multi-million dollar flavour

Our research has shown that the more money spent on something, the more minty it tastes. Censordyne's \$44 million price tag is as minty as they come.



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Unproven, ineffective relief from internet nasties

The internet is an amazing place. But we believe it's a little too amazing. That's why we've developed Censordyne to protect you from the internet



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