

## Issue

It appears that every guy at every party/bar I go to is wearing the same stupid checkered flannel shirt, usually paired with some very small black pants.

## Objective

- To bring awareness to this plaid shirt epidemic.
- To encourage the young men of Williamsburg/Greenpoint/Bushwick/Clinton Hill/wherever to be more adventurous when it comes to picking out shirts
- To inspire others to break out of his or her sartorial ruts.

## Audience

19 to 30 year old men and their girlfriends who borrow their shirts. These people can easily be found in converted factory lofts and the L train.

## Solution

To create a poster campaign centered around this issue. The posters will be direct and in the tone of a public service announcement. Who can be bothered to think about rotting gums, swine flu, or how Snapple makes you fat, when everyone is wearing the goddamn same shirt!

## Creative Challenge

To effectively inspire those afflicted to tear away their chains of plaid flannel and be free.

**Execution:** DANGEROUS + DEPRESSING + REPETITIVE + PLAID

## Personality/Tone

- SERIOUS
- SELF-AWARE
- PLAID

**You all look exactly the same**

A PROPOSAL BY SAHAR BAHARLOO