



HOW DOES IT FEEL TO BE SKINNED ALIVE? FUR HURTS • 一件皮草 千针万痛



BACKGROUND & OBJECTIVE

In China, people are ignorant of how living animals are being treated to obtain top-quality fur. The campaign is to reveal the horrific truth about Chinese fur farms.

To get through people, we needed an approach didn't depend on shock and awe or blood and gore.

MOVEMENT

The integrated campaign "Fur Hurts" centers on a series of sculptures created by artist Xie Yong, and be launched with a provocative art installation and corresponding social media crusade.

The life-like sculptures and 3D outdoor billboards portray the animals suffered in fur trade, such as rabbits, minks and foxes – in 550 thousands of tiny needles. For each pledge collected online, a needle will be removed from the online sculptures and replaced with a strand of fur. Celebrities like Sun Li joined the cause, her promo video and Weibo tweet also grew an outrage against fur industry.

RESULT

- The topic was forwarded 40,000 times on Weibo in first week.
- Video was clicked 61,523 in 3 weeks.
- Video was retweeted 21, 878 times.
- Number of fans grew by more than 4000.
- Covered by 5 TV stations.
- Discussed on 30 digital media.
- Reposted by 40 famous artists.