hidden_messages

An idea that transformed Instagram usernames into messages to fight prejudice, empowering women as the true owners of their bodies.

#context

Out of every ten women, three have suffered from some form of violence, according to the World Health Organization. In Brazil, 58.5% of people think that the blame for this violence falls on the way that women dress (IPEA). So, how can we show that women are in charge of their own bodies and make men rethink this behavior?

#idea

We created users on Instagram that, together, created a message. Afterwards, we invited celebrities and bloggers to participate by posting. In the moment that their followers touched that photo, they were impacted by a message against violence.
We used the 'touch' as the actual resource to combat violence.

@usernames

It_is_not_because

I_am_wearing_a_bikini

I_am_wearing_lingerie

I_am_wearing_a_dress

I_am_wearing_shorts

I_am_wearing_a_neckline

I_am_wearing_a_skirt

that_you_

can_touch_me

1 the_post

fiorellamattheis
São Paulo · 31min

38k likes

Like   Comment

Não interessa como estou vestida. A violência contra a mulher é crime. Não deixe ela ficar escondida. #ocorpoémeu

2 the_tags

fiorellamattheis
São Paulo · 31min

nao_e_porque
estou_de_lingerie
que_voce_pode
me_tocar

38k likes

Like   Comment

Não interessa como estou vestida. A violência contra a mulher é crime. Não deixe ela ficar escondida. #ocorpoémeu

3 the_profile_hotsite

NAO_E_PORQUE

Edit your profile

nao_e_porque
A violência contra a mulher não pode ficar escondida. Se você viu, ouviu ou sofreu, denuncie. Ligue 180. #ocorpoemeu
www.mariadapenha.org.br

COMO DENUNCIAR   QUEM SOMOS   COMO PARTICIPAR

rafa

Like   Comment

@the_results

Using some of Brazil's most famous celebrities and a **$0 budget,** we reached:

+17,000,000 impressions with the hashtag #ocorpoémeu (#thisbodyismine)

+2,000 women exposed theirselves for the cause

+400,000 likes on Instagram

+30,000 shares in the most important Brazilian citizenship and culture website

+5,000,000 in earned media

#ocorpoémeu