

ວິທີ່ຈ່າຍໃກ້ຜູ້ພົກພາດກາງສາຍຕາມເຮືອດກົດກົດໄດ້

คุณว่าไม่ได้คงไม่เป็นไป แต่เป็นผู้การทางสายตาที่ว่าบันทึกเรื่องเบลส์ไปได้รักเป็นเจ้าบ้านบาง
ร่วมบริษัทเพื่อบริการทางเทคโนโลยีและโซลูชัน สำหรับการทางธุรกิจและภาคอุตสาหกรรม เช่นไปรษณีย์ บุคลิคัลล์ บันกอกพาณิชย์และอื่นๆ ให้บริการเช่นเดียวกัน ที่อยู่: ถนนสุขุมวิท แขวงคลองเตย เขตคลองเตย กรุงเทพฯ ประเทศไทย รหัสไปรษณีย์: 10110 โทรศัพท์: 02-1-33700-8 โทรสาร: 02-1-3370-71



THE POSTER YOU CAN'T READ

Campaign objective

Education is unquestionably an integral foundation to many great opportunities in the future. Unfortunately, there are many blind people who do not have an opportunity to learn Braille. This fact, surprisingly, is not very well known among Thais. Foundation for the Blind in Thailand under the Royal Patronage of H.M. the Queen is eager to bring this problem to the public through print media while also create a channel for donation to bring Braille education to the blind.

Strategy

Apart from bringing the issue to people's attention through a normal print media, we believe that allowing them to encounter the same experience as blind people who cannot read Braille will be far more effective.

Execution

We used a special printing technique which blends normal ink and that used in Braille printing on the space for main content of the poster. With this technique, our targets could experience the issue first hand and therefore understand the struggle of the blinds who cannot read Braille even more.

Result

This poster received great attention and had encouraged the public to look at the problem in order to help solve it. Governmental organisations and private sectors also expressed their interest and had joined in spreading the posters whose demands exceeded our expectation.



Braille translation

give an educational opportunity to the blind because education is the first gateway that leads to other great opportunities for them in society. Braille therefore provides a foundation to other forms of education and learning which will develop their potential, creating further opportunities for them in the future whether it be in education, career, or social contribution. All of these will give more meaning to their lives as they will not only be able to help themselves but also the society they live in.