

WORK

Virtual Bat Mitzvah

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Always created the world's largest and first-ever virtual
Bat Mitzvah

Challenge

A Bat Mitzvah is a once-in-a-lifetime event – a rite of passage in Judaism from childhood to adulthood celebrated when a girl turns 12 – it includes a ceremony in Synagogue followed by a large celebration, attended by family and friends.

However, during the Coronavirus pandemic, the Israeli government imposed strict lockdown laws meaning Bat-Mitzvah's were all but cancelled.

Idea

Feminine hygiene brand 'Always' stepped up to help and created the world's first-ever virtual Bat Mitzvah. It took place on April 22nd whereby any girl that turned 12 between March 1st – May 31st could join in via Facebook Live.

The Bat Mitzvah girls were even congratulated by the president of Israel, Reuven Rivlin, and were treated to live performances from Israel's top artists.

We promoted our event across various platforms, and it was even covered in the evening news of the country's main TV channel

Results

Always' virtual Bat Mitzvah became the world's largest Bat Mitzvah ever.

1,400 girls, who would not have been able to celebrate their Bat-Mitzvah, now had a unique experience they will never forget.

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