

A close-up photograph of a person's face, showing a significant, bloody laceration on the cheek and jaw area. The blood is bright red and appears to be oozing from the wound. The background is a plain, light-colored wall.

Internet picks – opening the door to hidden issues

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Recently, there have been some bold new campaigns using clear creative to take on serious societal problems, including domestic violence, definition of masculinity and dyslexia!

This [World Cup themed campaign raising awareness of domestic violence](#) was a shocking wake up call, and the creative team had to be brave and confident in their idea to get the campaign off the ground.

The JWT team decided to develop the creative when they came across a different kind of world cup statistic, looking at [the shocking link between domestic violence and football matches](#). When the England team plays football, domestic violence increases by 26%, and this rises by a horrifying 38% when England loses.

The creative had to be developed while the client was on holiday and incommunicado, but the team at JWT persevered to be ready in time for the world cup, and got the project over the line.

Next up is an [out of home campaign showing what it's like to be dyslexic](#) Although dyslexia makes filling in a form hard, it turns out that dyslexic people actually have an advantage when it comes to creative work!



[This inspiring campaign features men discussing how ideas about masculinity are evolving.](#)

In the new campaign from Bonobos (a men's clothing and accessories company), a diverse group of men talk about how happiness comes from feeling able to 'define your own masculinity'. They suggest that being masculine could come to mean being honest, being brave enough to be who you are and expressing your emotions.



The campaign urges viewers to #EvolveTheDefinition and even move the conversation away from the question 'what does it mean to be masculine?' and towards 'What does it mean to be human?'

Some people think it is [a rip off of a recent feminist ad](#) which looked at the definition of 'woman' in online dictionaries. Personally, I think that Bonobo's discussion of the word 'masculine' takes the idea further. And can anyone really copyright discussing a definition? Why limit how a powerful tool can be used? I think it's fantastic that a brand is encouraging people to talk about this issue.

And finally a recent campaign that really caught the headlines was [Lush's #Spycops campaign](#), which shined a spotlight on undercover policemen who started families with the activists they were spying on, and later abandoned when they stopped working undercover. The campaign came at a high cost – some staff were threatened and politicians tried to shame Lush online. But despite the controversy, many stores continued displaying the campaign as planned.



This Guardian interview with [the founders of Lush](#) shows how strongly the couple feel about corporate social responsibility: they have paid the legal fees of arrested activists, campaigned against Guantanamo and fracking and [donated money to help the victims of Grenfell tower](#).

Personally I found it really interesting and encouraging to see more companies having the courage to take a stand and hope that this will be more than a passing trend.

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