

Divorce... the bittersweet side of marriage

The BRIEF

1

As a divorce lawyer, our client Mrs. Therese Nakhle wanted to **find an interesting point of interaction** with a clear, strong message that helps her stand out.

The SOLUTION

2

Yes, we're talking about the now widely acclaimed pink message cards. We've all been reached by one of those, while getting in our car. And sometimes, even directly at our doorsteps. We started our initiative by hijacking and putting our client's message right at the back by creating special stamps handed out to our on-ground team. All they had to do is spot the cards and leave a stamp behind.

The RESULT

3

We took this opportunity and effectively **stamped hundreds of cars all across the city.** By creating a very effective way of conveying a message, we may not have given a happy ending to many couples, but surely did for our client.

