



# The Equality Bridge

Bridging the gap for less divide

## INSIGHT

Same sex marriage being legalised was a historical landmark for Australia, but the ongoing marriage equality debate has left much of the public divided with opinions.

## IDEA

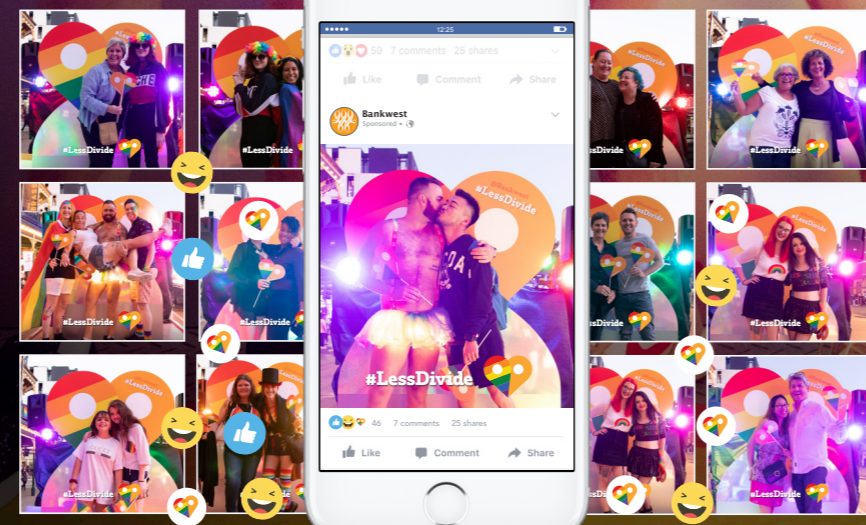
Leveraging Bankwest's major sponsorship of Pridefest in Perth WA, we created an emotional activation which broke barriers normally holding thousands of spectators back at the parade then literally bridged the divide of crowds from one side of the road to the other.

## HOW IT WORKED

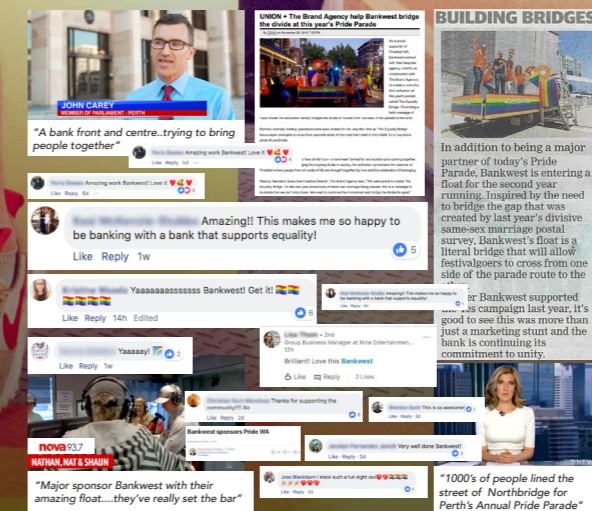
The Equality Bridge encouraged strangers to cross from opposite sides of the road, then meet in the middle for a hug, a cheer or even a cheeky kiss to celebrate our differences. As the cameras rolled and media paid attention, the message of 'less divide' was then spread to the wider Australian public.



## SOCIAL



## MEDIA



# 55k+

CAMPAIGN ENGAGEMENT  
IN 24HRS



Bank Less