



Lunch Letters

WRITE FOR PEOPLE WHO ARE FIGHTING FOR THEIR LOVE

Your thoughts will be sent to Costas LGBTQ+ community in Greece who are facing threats.

&



Love is Love, no matter what.
Wishing each and every
one of you well.

Amnesty International



Find out more
Or send your digital message here



In a nutshell

For Millennials who cannot spare much time during the day to tap into other's stories, we propose a take-out package that serves as a letter.

Context Insight - Lunchtime for personal communication

For Millennials, lunchtime is the time when they pay attention to other's stories. This is the time when Amnesty International's stories can be delivered, and hear out what Millennials have to say upon the cause.

Target Insight - Empathy & Authenticity first

Young Optimists are driven by authenticity and empathy – and create strong connections from within. The letters they write for Amnesty International should also feel like a personal emotional support for those who are fighting injustice.

Media Idea and Execution

Step 1.

Target is introduced to the chance of letter writing & its cause on their lunch package

Step 2.

They can dive deeper with more information accessible via QR, or can digitize their letter with a connectable link

Step 3.

Letters are written and are tossed into designated cans / post boxes

Step 4.

Collected letters are filtered and sent to the subjects

Media Channels

- Amnesty International Dotcom
- Physical Print Packaging

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