



According to the latest Gallup
Global Emotions report 2023,
Lebanon ranked as the country with
the angriest people in the world.

**Thanks to this temper,
the Lebanese grapple
with charming side
effects like an
inherently high blood
pressure, a penchant
for violence, and most
of all...**

Why so serious?



An uncontrollable,
f@*!ed up **road rage.**

We're all, all too familiar with this scene.

INTERESTING
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Hours-worth of traffic congestion, millions of “msabbet” flying around & utter fury being spread on the average Lebanese road, all call for a dire need of change.

**BUT WHAT ON
EARTH DO WE
HAVE TO DO TO
MAKE THAT
HAPPEN?**



We're asking you, Samurai, to come up with a creative initiative centralized around the issue of road rage in Lebanon.



THE ASK

Based on your understanding (and further conducted research) **of the context, you have an open canvas for your proposed initiative. Whether it's a digital campaign, and on-ground stunt, a TVC ad or whatever calls your creative muscles.**

Your initiative should serve a clear purpose;
x raising awareness on the matter and its negative consequences, as well as
x engaging culprits & victims of road rage to do better and be better while driving for their safety and everyone else's.

What kinda formats for your proposal?



VIDEO



KEY VISUAL



SOCIAL MEDIA ACTIVATION

THE WINNING THINKING

Innovation

WE WANT YOU TO BE BOLD AND BRING TO THE TABLE WHAT'S NEVER BEEN SEEN BEFORE

Share-ability

WE WANT YOU TO AIM FOR VIRALITY AND FOR YOUR PROJECT TO GENERATE BUZZ AND WORD OF MOUTH. WILL PEOPLE TALK ABOUT IT?

Feasibility

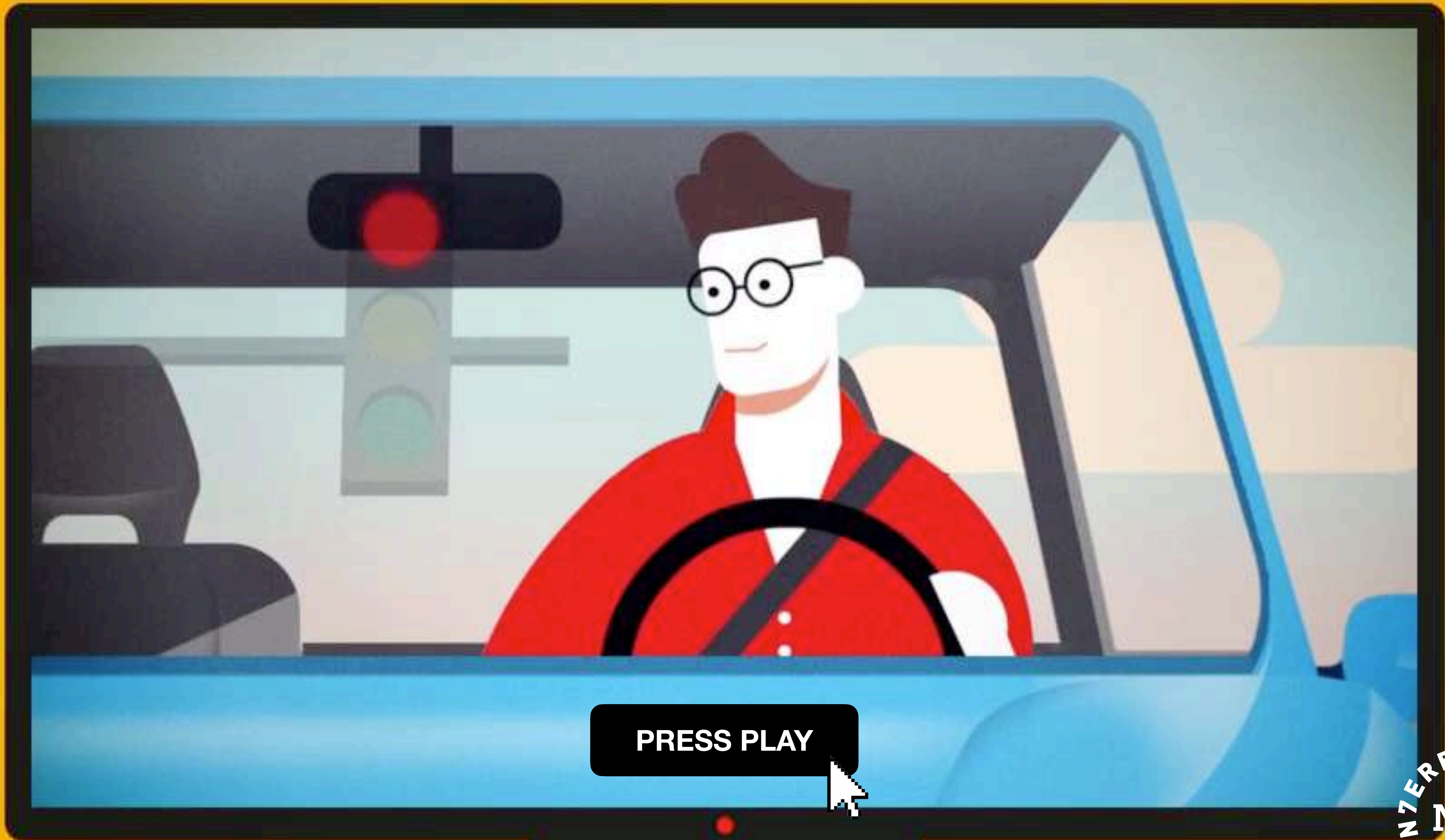
WE WANT YOUR PROJECT TO BE REALISTIC AND POSSIBLE TO IMPLEMENT

⚡ **BONUS POINTS** for 360° campaign



1N7ERESTING





PRESS PLAY

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May you
live in
interesting
times

