Ridiculous commercials about fat & black people

For the occasion of Equal Payday on the 18th of March, zij-kant and mortierbrigade launch their yearly campaign. The wage gap between men and women still amounts to 21% and after ten years of fighting this injustice this is simply an outrage.

So this year we’re confronting people with ridiculous statements such as “fat people should earn less” or “black people should earn less”. Apart from racists and extremists most people will find these statements ridiculous. Hence our assertion: “Ridiculous, right? It’s just as ridiculous as paying women 21% less? Close the wage gap.”

The campaign consists of two clips which will be shown on television and online and also on posters which will be distributed in the workplace.

Spots:

Fat people: <http://youtu.be/OruKAxX0e9I>

Black people: http://www.youtube.com/watch?v=m\_WSyOzCtnE

Credits

Agency mortierbrigade

Advertiser zij-kant / Equal Pay Day

Client Vera Claes

Creative directors Jens Mortier, Joost Berends, Philippe De Ceuster

Creatives François Massinon & Massimo De Pascale

Online creatives Bram Ceuppens & Stijn Jansen

Strategy Vincent D’Halluin

Agency producers Charlotte Coddens, Emilie Kino

Web design and development Wietse De Ridder & Wannes Vermeulen

Graphic design & DTP Vito Latorrata

Photographer Robyn Vercauteren

Production company Caviar

Director Raf Reyntjens

Producers Jonas Van Herp & Dominique Ruys

Sound Sonicville