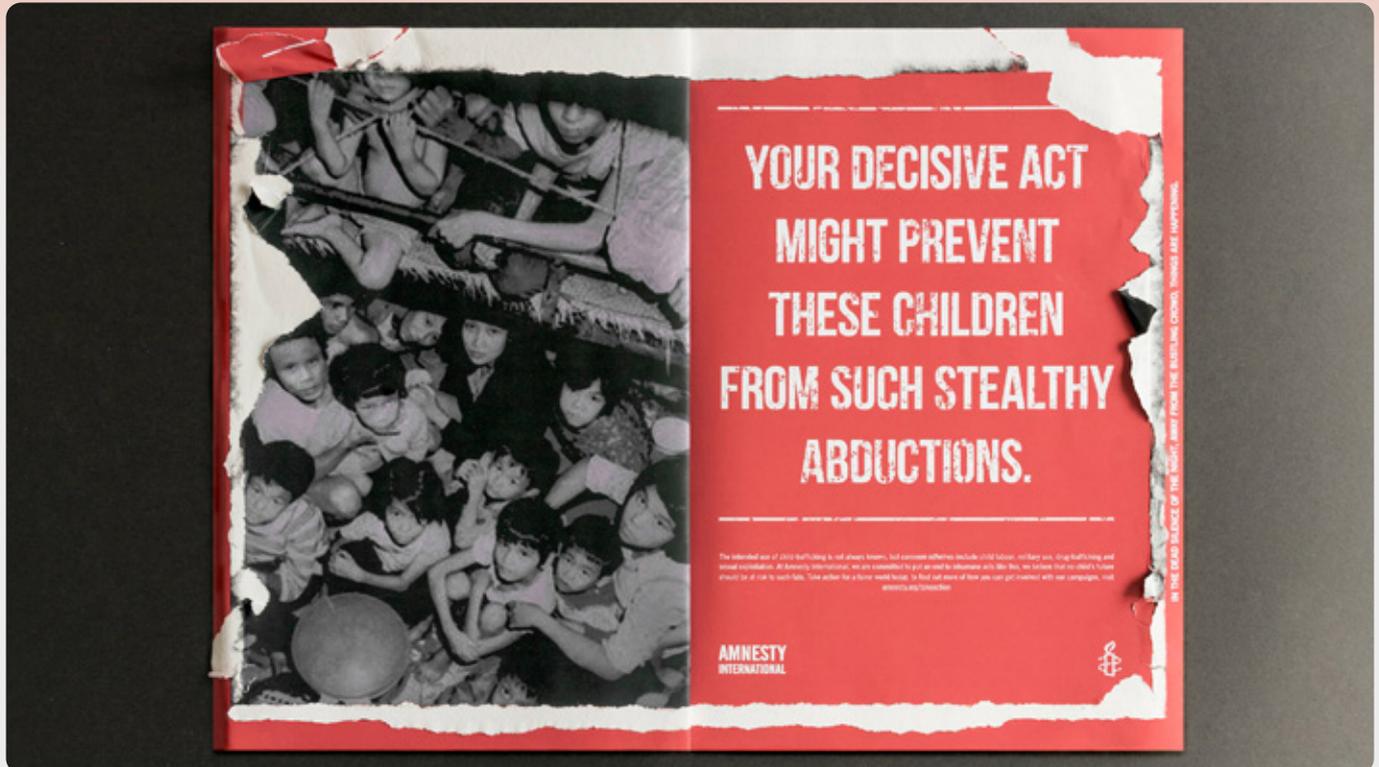


Ads of the World

BY CLIOS

ANTI-CHILD TRAFFICKING FOR AMNESTY INTERNATIONAL



What is seemingly a print-fault upon the first impression of this insert swiftly draws the audiences' attention to the text left exposed intentionally. Intrigued, they are then invited to force-open the advertisement, which then reveals the campaign's message of anti-children trafficking for Amnesty International. Juxtaposed with a gripping image that resembles a group of trafficked kids, the idea suggests the reality of how these events are being conducted under the radar.

FULL ARTICLE –
www.adsoftheworld.com/campaigns/anti-child-trafficking