

TIMES SQUARE TAKEOVER FOR COMMUNISM KILLS CAMPAIGN

We worked with VOCMF to raise brand awareness and champion human flourishing by telling the personal stories of human rights victims as a result of communist regimes.

Our approach included a short doc series featuring specific countries, including China and Cambodia. This holistic multi-platform campaign was designed to increase video viewership and engagement.



The short doc series premiered in Washington DC with Miss World Canada Anastasia Lin on the eve of her participation in the Miss World Competition. Additional print and PR campaigns were launched with billboard placements in Times Square and major airports — DCA, O’Hare, JFK, and SFO.

The New York Times

Pageant Silences Beauty Queen, a Critic of China, at U.S. Contest



Anastasia Lin in Toronto last year. The Chinese authorities later blocked her from attending the Miss World pageant in China. Ian Wilms for The New York Times

People NEWS ENTERTAINMENT ROYALS LIFESTYLE STYLEWATCH SHOPPING

Miss World Contestant is Banned from Speaking to Press Because of Her Human Rights Advocacy

Miss World Canada Anastasia Lin has not been allowed to speak to press because she has spoken out about China's human rights violations

By [Gabrielle Olyn](#) Updated on December 15, 2016 08:30AM EST



PHOTO: ANDREW CHEN/GETTY

They said that officials with the London-based pageant have also refused to allow Ms. Lin to attend the American premiere of a movie in which she appears. The film, "[The Bleeding Edge](#)," has angered Beijing with its dramatization of what human rights advocates describe as government-run programs that harvest the organs of Chinese prisoners of conscience.

