



// ABOUT PROJECT //



OBJECTIVE

Spark a cultural dialogue around the provocative question: #AreYouSatisfied

STRATEGY

The tactics of the campaign truly blurred the lines between promotion and editorial and inspired debate and dialogue around the bold themes explored in "Satisfaction". Screenings and panel discussions with top experts were staged in NYC, Chicago and San Francisco.

RESULTS

MORE THAN **>2M**
SOCIAL MEDIA
IMPRESSIONS



USA NETWORK // SATISFACTION // A CULTURAL DIALOGUE

