

## CAMPAIGNS



### **ADVERTISING CAMPAIGN ON TORTURE AND DETENTION DISPLAY CAMPAIGN: ISHR CONDEMNS DISCRIMINATION AGAINST WOMEN**

Through a display campaign, the ISHR spotlights the discrimination of women in parts of the Islamic world. “Driving is Hellish Fun” can be read on the rear window of a car that is about to drive past four fully veiled women. With this and similar displays, the ISHR demands more rights for women and an end to their disfranchisement and marginalization.

### **ADVERTISING CAMPAIGN ON CHINA**

Each year, China executes more people than the rest of the world combined. The precise number is considered a state secret that is not revealed. In the People’s Republic of China, the Islamic Republic of Iran, and in other states, the death penalty is a political weapon. Dissidents are threatened with the death penalty in these countries - ultimately, they are silenced.

### **ADVERTISING CAMPAIGN ON CUBA TEACHING DICTATORS THE MEANING OF FEAR**