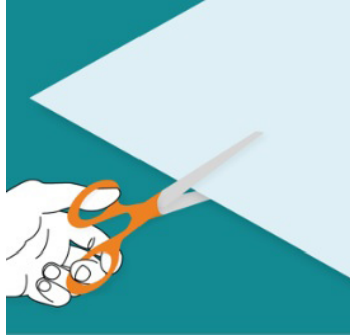


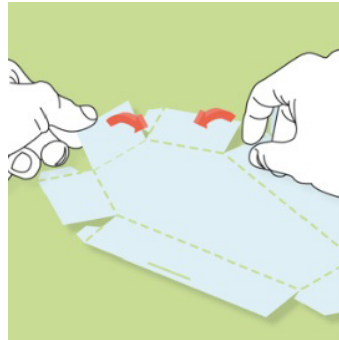
BURNING BELIEFS

When establishing a set of beliefs that you want to communicate to the world it helps to define what you stand against in order to clearly articulate what you stand for. So here's a provocative way to start thinking about what you stand against, borrowed from The Blue Man Group...

Cut out the shapes on the next page...

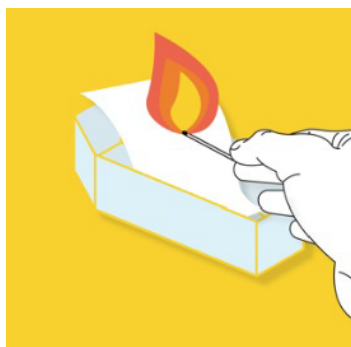
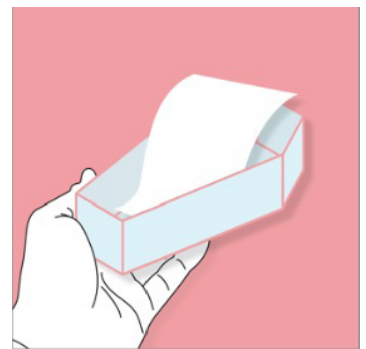


Fold the dotted lines inwards and stick the tabs with tape or glue to make your mini coffin and two protest placards...



Now, take 5 minutes to write a list of all the things your brand, business or campaign brand really hates. Not disagrees with or dislikes but really passionately hates. Put your list in the coffin.

Now write in one line on each placard:
- What you stand against
- What you stand for



You need to spread the word about your protest, where are you going to publically burn it?*

Appropriate for desktop funeral demonstration purposes only. Do not set on fire without supervision from a health and safety officer. For public protest larger coffin may be required.

BURNING BELIEFS

