

THE CLIENT



Dads Rich In Children is a non-profit organisation uniting fathers of 4+ children, with a mission to speak out for big families and value the role of fathers in general.

THE INSPIRATION

Every September, Business Daily newspaper releases **Estonia's Rich List**, a much talked about and heavily promoted special issue ranking the wealthiest people in the country – **mostly men**.



THE CAMPAIGN

We scheduled the launch of Dads Rich In Children on exactly the **same time** and used the **same graphic elements** as the Rich List to **challenge the stereotype** that men measure their worth with only money and possessions >>>>>

Teaser



Revealed

