

JUDGE ME!

We judge. It doesn't necessarily mean it's bad. "The thing" are consequences. Our judgments are often based on the very first impression and lack of information, respectively wrong information. There is (almost) nothing rational in that, it's emotional. Our campaign offers opportunity to freely judge. And be judged...

microsite


Don't pretend you don't like it. We have spotted you on Tinder swiping faces like nothing. It should be easy to judge few other people. Your surely wonder who these people **are**.

JUDGE ME!

Have you heard **who I am?**

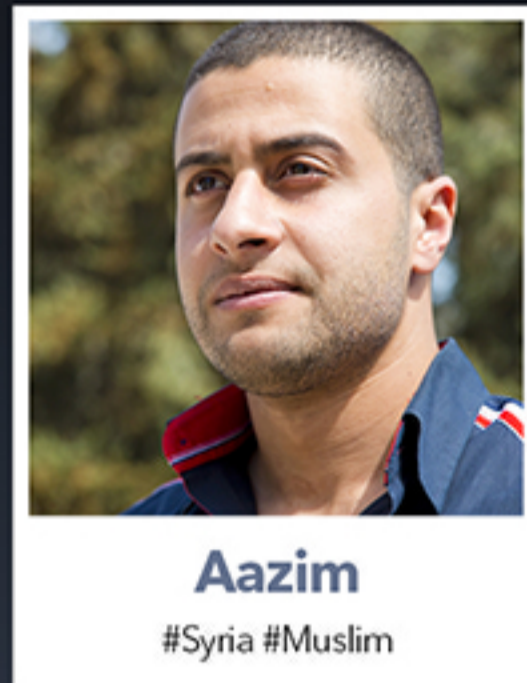
Please, help us judge 5 people.

You have to login before you judge. Don't worry, we respect your privacy.

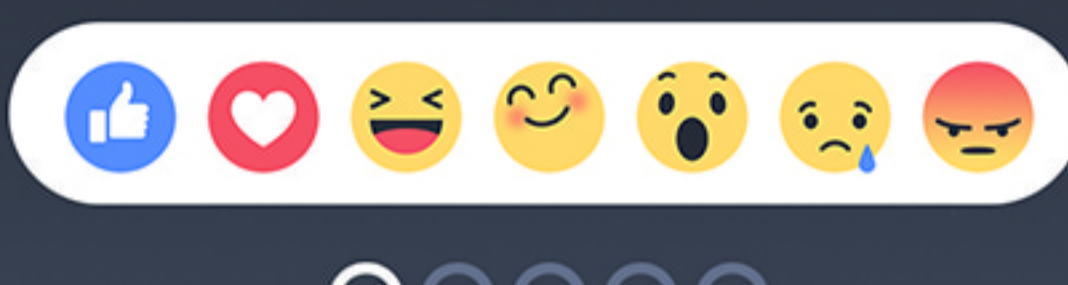
 Login with Facebook

Wonderful! Take a minute to judge these people. You probably know how these Facebook Reactions work :)

JUDGE ME!



Well... what is your judgment?



We have got a suprise. Please, don't get mad.

JUDGE ME!

Great job!

It took you only 1 minute 23 seconds to judge them.

Did we mention you are also being judged?

We will notify you on Facebook when your judgment is settled

Well. How does it feel?

JUDGE ME!

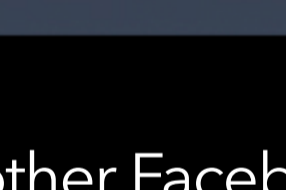
It's easy to judge others, Lenka, right?

All people you judged here were real Facebook users from all over the world, but all details about them were fictitious. Does it really matter? Here is your judgment:

	Jury	
	Alex from Brazil	
	Chang from China	
	Anastazia from Russia	
	Gérard from France	
	Jonas from USA	

Invite more judges and help spread the word!

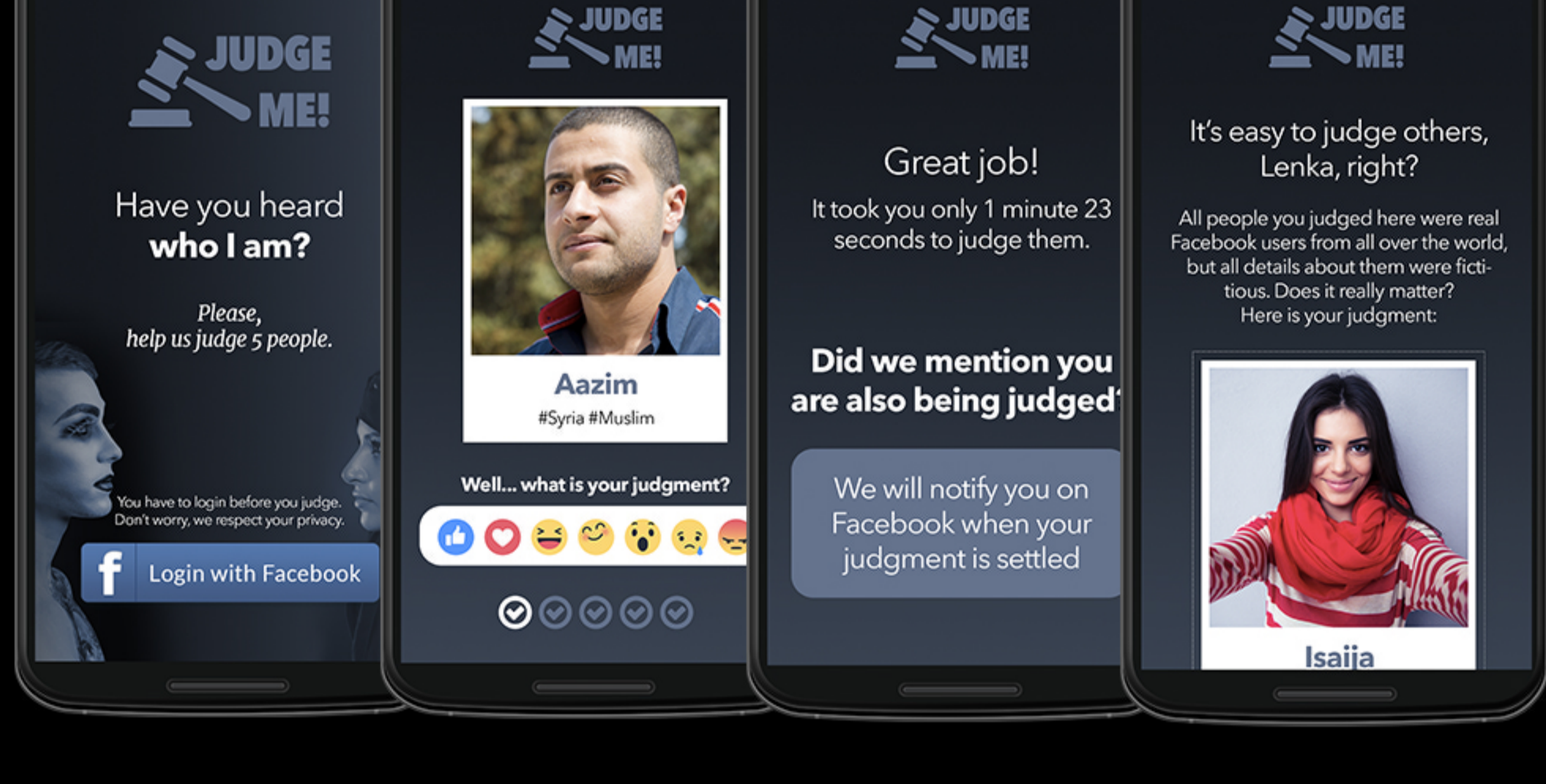
 Share on Facebook



The thing is that you are actually judging other Facebook users who approached this microsite. We use their Facebook profile pictures and assign them false information (both name and hashtags). And we do the same with your profile photo.

Judge and be judged.

responsive version



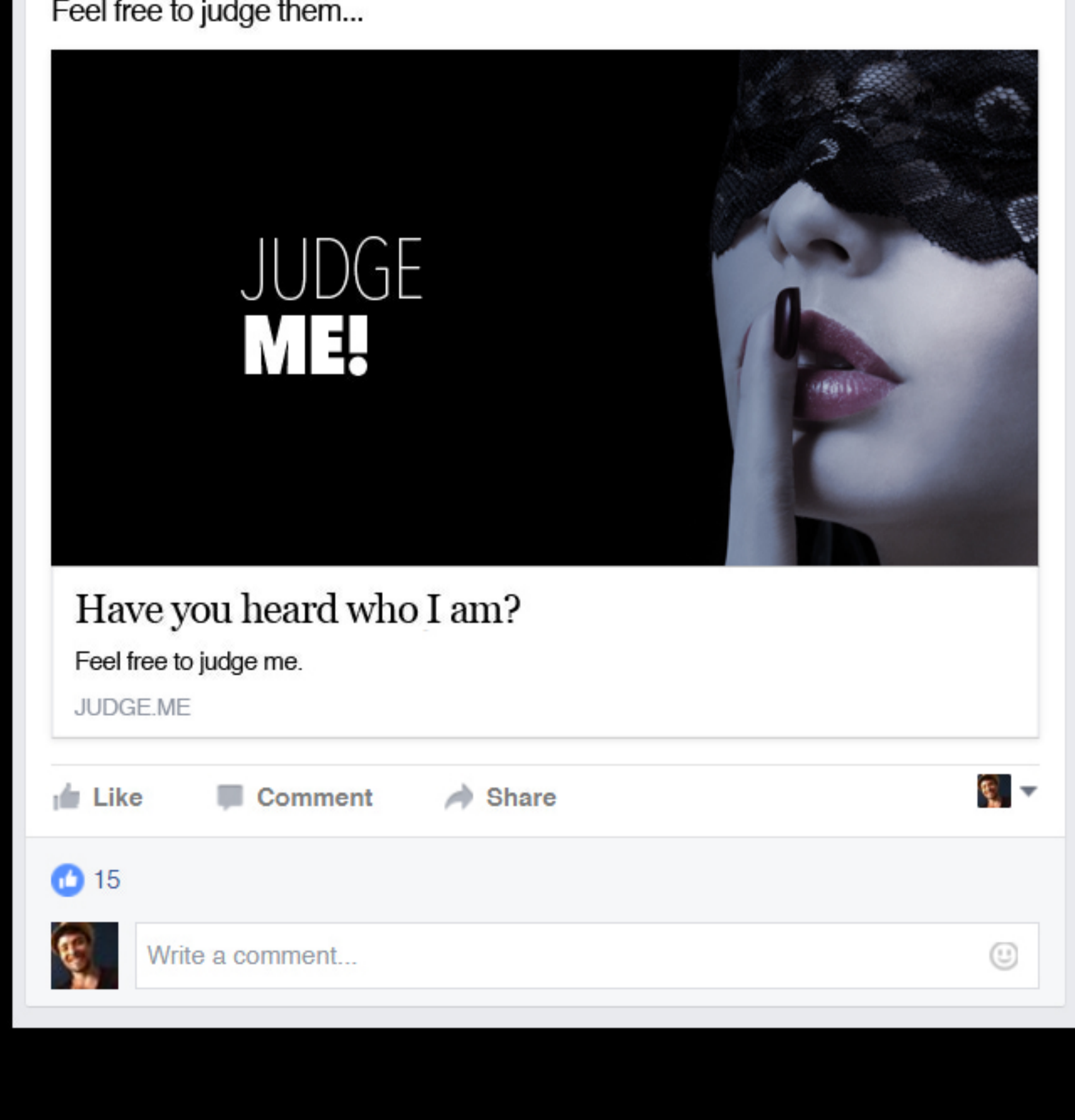
that's all?

Nope. We know what you were doing last summer (just kidding)... we know that you took part in our court. To strenghten your emotions towards this campaign, remarketing banners around the web will remind you:



how to promote it?

Majority of our target users is on social networks. Set of mysterious, subtly provocative posts on Facebook, Instagram, Snapchat and other networks would encourage users to participate in our judgment.



and remember...

Don't judge people by job titles, even accounts can come up with creative ideas :)