

# MIGHTIER THAN THE SWORD

A pen is weaponized as a symbol of freedom of speech in the hands of leading journalists.

Reporters Without Borders [RWB] is an international NGO based in Paris and linked to UNESCO and the Council of Europe. Its role is to defend and promote freedom of information and stand up for journalists who pursue those ideals.

But in troubled times, journalists all around the world are victims of violence. In 2015, 144 journalists were killed.

RWB wanted to highlight the dangers faced by journalists. DDB Hamburg's idea was based on the pen as a weapon – of information and truth.

Using spent bullet casings, 144 limited-edition pens were made by hand – one for each lost reporter in 2015 – and packaged up in ammunition boxes. The pens were made available to buy from RWB's shop, with proceeds funding the NGO's projects.

This integrated campaign included an online video documentary, print ads and social media, but it all started with a direct mail piece to leading journalists. They adopted the *Weapon* as a symbol of free speech, telling their readers what personal freedom of information meant to them and why it was in danger. The experience of receiving the symbolic pen stirred advocacy across Europe, reminding people of the fundamental truth that the pen is mightier than the sword.



ERTEILEN SIE DEM WORT  
DAS LETZTE WORT.

Pressefreiheit ist das Recht  
zu erfahren, was geschieht,  
wamun es geschieht – und  
was schief geht.

Es ist ein Menschenrecht.  
Überall. Und für Alle.

 Georg Maschke, Leiter der Medienkooperationsstelle  
von NGO, WDR und Süddeutscher Zeitung



**THE WEAPON**  
Im Jahr 2015 wurden weltweit 144 Medienjournalisten getötet. Und mit ihnen ein Stück unserer Informationsfreiheit. Um ein weiteres Zeichen gegen gewaltsame Unterdrückung zu setzen, entwickeln wir von Reporter ohne Grenzen THE WEAPON.  
144 limitierte Kugelschreiber für 144 ermordete Reporter.  
Setzen Sie ein Zeichen gegen Zensur mit Ihrem WEAPON. Erhältlich auf [THEWEAPON.COM](http://THEWEAPON.COM)

Geschrieben mit der Waffe für Informationsfreiheit.  
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**REPORTER  
OHNE GRENZEN**

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COMPANY: Reporters Without Borders | PRODUCT: NGO | COUNTRY: Germany | AGENCY: DDB Hamburg | TEAM: Executive Creative Directors: Fabian Roser, Jan-Hendrik Scholz, Nicolas Schmidt-Fitzner | Senior Art Direction: Christian Baur | Art Director: Eva Schramm | Junior Art Directors: Vitali Wachramejew, Pascal Rößler, Quentin Frémont | Senior Copywriter: Thimon Machatzke | Junior Copywriter: Nicolas Berg | Production Project Manager: Carolin Sonnenschein | Head of TV: Meike van Meegen  
Pen Production: Mike Marek | Box Production: Beinder Schreinerei, Wohndesign | Client Service Director: Sönke Bruns

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