

Try Censoring This is an integrated PSA campaign that confronts the rise of book censorship through bold, printmaking-inspired visuals and sharp, sarcastic messaging designed to stop audiences in their tracks. Aimed primarily at high school students—with parents as a secondary audience—the campaign highlights how quickly censorship can spread and challenges viewers to consider the long-term consequences of restricting ideas.

Using the provocation, “**If we censor one thing, where does it end?**”, the campaign encourages conversation, sparks curiosity, and motivates engagement with challenged books. The message is delivered across a multi-channel rollout that meets students where they are: in transit, online, and in everyday public spaces.

Large-scale **billboard clusters** and a **bus wrap** introduce the campaign with high visibility, while **bus stop placements** and **subway triptychs** reinforce the message through repeated exposure. **Guerrilla stickers** extend the concept into unexpected locations, creating a sense of disruption and urgency. A dedicated **microsite** provides deeper context and resources, while **social media activations** drive participation, sharing, and peer-to-peer discussion.

Together, these touchpoints work as a cohesive system—using humor, confrontation, and striking design to make censorship feel impossible to ignore and to remind audiences that limiting access to stories ultimately limits access to perspective, empathy, and freedom of thought.