



Credits

Project Free hugs

Client Stéphane Delaunay, communications manager, INPES

Brief Encourage people not to discriminate against those with Aids

Creative agency

BETC Euro RSCG

Writer Olivier Apers

Art director

Hugues Pinguet

Media agency OMD

Media planner

David Delannoy

Production company

Cosa

Director Denis Thybaud

Post-production Nighshift

Exposure National TV, internet

The lowdown

A web-inspired movement, which encourages people to take to the streets with signs advertising "Free hugs", has been taken up by the French Health Ministry (INPES) for a campaign to curb discrimination against people with Aids.

The initiative follows research that showed if HIV sufferers are accepted by society, they will be less inclined to take risks, be more careful about prevention of virus transmission and follow treatment programmes.

BETC Euro RSCG produced the internet and TV campaign, which was shot over a two-day period as if by an amateur cameraman.

The spot features a man roaming city streets with a "Free hugs" placard. At first, people ignore or avoid him, but eventually many take him up on his offer.

The film ends with the line: "Aids is not transmitted like this. But love is."