

**UNMASK
YOUR
VOICE**

Let's



it

**Your
face just
became**



**67%
smaller**

The smaller

the face



The smaller

**your ability to contribute
to a conversation.**

???



???



**S o c i a l
d i s t a n c i n g**

**is becoming the norm all over the world
and a lot of what we used to know about
a conversation is changing, too.**

With a protection mask on, it's harder and harder to understand how and when to approach the people around.



**Facial expressions
are decisive for**



COMMUNICATION

**Plus, a covered
mouth can signal**

D A  N G E R

**We'll all be wearing
masks from now on.**



**So why not use a mask or two to enhance,
stop, pre-empt or clarify what kind
of a conversation partner you are?**



**UNMASK
YOUR
VOICE**

#unmaskyourvoice
in suit situations

**#unmaskyourvoice
in suit situations**



**#unmaskyourvoice
in suit situations**



**#unmaskyourvoice
in T-shirt situations**

#unmaskyourvoice in T-shirt situations



#unmaskyourvoice in T-shirt situations



**For people
in motion**

**For people
in motion**



**For people
in motion**







**#unmaskyourvoice
at work**



**#unmaskyourvoice
in the park**



**#unmaskyourvoice
in the park**



**#unmaskyourvoice
in the park**



**#unmaskyourvoice
while shopping**





**#unmaskyourvoice
in traffic**



#unmaskyourvoice
because it's fun

**#unmaskyourvoice
because it's fun**





**#unmaskyourvoice
because it's fun**





**#unmaskyourvoice
because it's fun**





**#unmaskyourvoice
because it's fun**



**Unmask the Voice
of the Unheard
and the Unhearing**



Just imagine a visually impaired person having to wear a mask nowadays: their face is practically useless.



Help us create more useful masks for the disabled, send us your insights [HERE](#).



**Don't look at your mask like
it's something that takes away your voice.**



**Look at it as an opportunity
to enhance it.**

#unmaskyourvoice



**a free collection of mask designs
started by your friends
@FRIENDS\TBWA Bucharest**

Have fun.

Copy them, distribute them, replicate them.

#unmaskyourvoice with these designs as you please.

Your voice matters.

**If you are a brand thinking to unmask
its voice these days,**

put your mask on.



**FRIENDS ARE
HELPFUL**



**LET'S
TALK!**

friends-tbwa.ro