

STOP HOMOPHOBIE AND PANTONE LAUNCH
“COLORS OF LOVE” TO WAVE THE “RAINBOW FLAG”
ALL OVER THE WORLD.



A few months ago, the country hosting the world's biggest football event banned LGBT flags from its soil. This prevented millions of people from wearing the colors of freedom and love.

In response to this situation, Stop Homophobia - an association that fights against homosexual discrimination - and Pantone, a supplier of professional colour languages and digital solutions, but above all a brand that is committed to defending the LGBT cause, launched :

“Colors of Love”

This is a version of the «Rainbow Flag» whose colors have been replaced by their Pantone codes. This allows LGBT people to wave the flag with pride, without the authorities being able to detect it.

Flags have been made and shirts have been flocked in order to give all those who wish to do so the means to show their pride or their disapproval of this repressive law.

The LGBT community and personalities from the artistic and political worlds, who are fervent defenders of the cause, are rallying. Media outlets have offered to buy billboard or Social Media space to spread the word and support this fight.

●
Contact P Press contact TBWA\PARIS : Marie-Anne Tambuté
+33 (0)1 49 09 71 29 \ +33 (0)6 61 65 63 86 marie-anne.tambute@tbwa-paris.com

TECHNICAL INFO

Advertisers : STOP HOMOPHOBIE & PANTONE
Head of Stop Homophobie : Terrence Khatchadourian
Head of Pantone : Sonia Rainero, Sara Walker, Lindsay Scheinberg

Agency : TBWA\Paris
Agency officials : Jonathan Serog, Julia Montagu, Selma Metadjer
Head of creation : Benjamin Marchal & Faustin Claverie
Copywriter : Nicolas Roncerel
Art director : Paul Reyrolle
Motion designer : Nicolas Duval
Audience planning director : Eleonore Berthier-Milot
Digital production : Sidney Bourgalle
Technical director : Guillaume Rancurel
Print producer : Muriel Vieville

Production : \Else
CEO \Else : Maxime Boiron
Producer : Paul Couturier
Head of 3D : Younes Chekouh

Sound production : \Else
Music producer : Fanny Mithois
Sound engineer : Matthieu Seignez

EG+
Production Print : Eric Lecam, Caroline Vanrompu, Sandra Delefosse
Agency media : OMD
Business director : Aurélien Meyer

Digital display : \Exterior Sawa Ndoumbe
Digital display : \Clear Channel Isabelle Coudard

PANTONE®



#ColorsOfLove