



**NO  
MORE  
BLOOD**



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# S O C I A L O U T B U R S T S



**CONTEXT:** As a result of the social outbreak in Santiago de Chile and the violations of human rights by the Carabineros against citizens demonstrating for structural reforms to combat social and economic inequality. Later, the countries of Colombia and Cuba joined in their respective territories fighting against the repression exercised by police authorities with extreme violence, leaving hundreds of people dead and wounded in the wounded as a result of the demonstrations.

**IDEA:** The campaign "Social outbursts" carried out by the media independent communication Prensa Callejera is a request to the authorities of these countries to stop the abuse of power and aggressions by the police forces that have been carried out in every demonstration carried out by the citizens of the countries from Chile, Colombia and Cuba. "Social outbursts" is a campaign of support for the different peoples who fight for social inequality and economic. The campaign was a peaceful protest, in which the disproportion of the red color of each flag denotes the blood spilled from the citizens in each demonstration.

**RESULTS:** In order to sensitize the authorities, a letter/request was sent with the powerful image of the flag with the disproportionate intense red of the blood spilled through of the Consulates of these countries addressed to the authorities asking to stop the aggressions by the police forces. The campaign sought to mobilize, generating empathy with said cause, counting on the solidarity and support of both public road companies, making billboard devices and LED screens available to be able to spread the harsh pieces, such as that of public figures and influencers who echoed the campaign sharing in RR.SS supporting and raising awareness with the call of #Force to the citizens of each country. In turn, "Estalidos sociales" was raised by several national and international media.

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