

The One Club and MullenLowe launch Fight Gunfire With Fire, inspired by student activism

The One Club for Creativity and MullenLowe are founding Fight Gunfire With Fire (FGWF), a creative force designed to inspire student creativity in the effort to curb gun violence.



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The strongest work submitted by students will be brought to life in partnership with advertising agencies, production and editorial companies, non-profits and national leaders to create active campaigns.

“Now is the time for us to support our students, who through their vocal actions are making a difference in the fight against gun violence,” said Kevin Swanepoel, CEO, The One Club for Creativity. “Fight Gunfire with Fire supports their efforts further by amplifying their work and finding like-minded creatives to make their visions a reality.”

Lower-budget grassroots ideas

Fight Gunfire with Fire begins with a creative brief posted on The One Club’s Young Ones student programs [website](#), where students get information about the scope and goals of the initiative. As opposed to coming up with a big-budget national TV campaign, students are encouraged to create lower-budget grassroots ideas that can be developed and implemented quickly. There is no fee to enter ideas.

[Fight Gunfire With Fire](#) from [MullenLowe Winston Salem](#) on [Vimeo](#).

All ideas submitted by students will be reviewed by the FGWF Creative Fire Council in the fall. The best ideas will be showcased on the website and connected to powerful sponsors, including interested agencies, production companies, brands and other organisations that want to take on an idea and bring it to life.

“This is not about the right to bear arms. It’s about the right to send our sons and daughters to school without fearing for their lives,” said Mark Wenneker, chairman of FGWF and CCO, MullenLowe. “Our industry can use its massive powers of persuasion, creativity, and media to help make sure that children are heard and protected.”

The Creative Fire Council

The FGWF project provides numerous opportunities for students to address issues that are reaching a crisis point and seeks common ground on polarising issues. The creative brief is designed to inspire students to address many issues including, legislative matters — like state reciprocity laws and bans on gun sales to convicted stalkers and violent criminals — as well as related issues such as gun buy-back programs, racial profiling and domestic violence.

With the goal of launching student work into the market, the FGWF Creative Fire Council, made up of industry leaders, brands, non-profits and influencers, will review submissions at the beginning of the fall. The strongest ideas will be partnered with agencies, production houses, media companies and other groups that want to sponsor specific campaigns.

- The Creative Fire Council members include:
- Mark Wenneker, US CCO, MullenLowe
- Kevin Swanepoel, CEO, The One Club for Creativity
- Kirk Baxter, Oscar-winning film editor and Partner, Exile
- Keith Cartwright, ECD, 72andSunny
- Jonathan Dayton and Valerie Faris, Oscar-nominated directors, Bob Industries
- Monte Frank, founder, Team 26, partner, Pullman & Comley, candidate for Lt. Governor of Connecticut
- Kathy Hepinstall Parks, novelist, creative director
- Susan Hoffman, CCO, Wieden+Kennedy
- Fernando Machado, global CMO, Burger King
- Ida Woldemichael, creative director, Everytown for Gun Safety

“The work of these students has inspired us all to use our talents and skills to make a real difference in our communities,” said Fernando Machado, global CMO, Burger King. “I look forward to playing a role in helping fuel that *Fire* which has proved to be a powerful voice today.”



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Ann Nurock 16 May 2018



Combining the power of creativity with activism

Once the Creative Fire Council has selected the best student ideas, Mophonics and other trailblazing companies will partner with creative industry leaders to help bring as many ideas as possible to life. These companies include Bob Industries, Exile, Mophonics, PS 260, Psyop, Smuggler and Team 26.

“Combining the power of creativity and activism is something I believe strongly in, and it's a great way for students to make their voices heard to make a difference in today's world,” said Ida Woldemichael, creative director, Everytown for Gun Safety.

In the coming weeks, Fight Gunfire with Fire will reach out to students as they enter summer sessions at the major portfolio schools, and also look to drive engagement with agency internship programs. The review of ideas will take place over the summer, as ideas are submitted, and can all be done digitally. The brief resides [here](#).

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