

Emojis are not shield against the evil eye!

Choose our Family Health
insurance plan



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EMOJI SHIELD

INSIGHT

In our country, there is a digital tradition of covering the faces of newborns and their spouses with an emoji. People often do this as if they were protecting their children and spouse from "the evil eye." It's an excessively reflection of traditional values in the digital world.

IDEA

We as PASHA Insurance designed a poster series, called "Emoji Shield," to promote Family Insurance Plan. The poster series, which was inspired by such a traditional protective approach, aimed to encourage customers to choose better defensive measures

RESULT



IMPRESSION – 210K
SALES – 100+

