

Open Call Theme: “Break the Prejudices”

CREATIVE BRIEF

THE BIG IDEA

We live in a time when we are more connected than ever. Yet, hatred, divisions, and loneliness are on the rise.

Prejudices are what divide us—they are not something we are born with. They are learned.

So, let's change what was wrongly learned into something good.

Telekom has the tools for this! Our network is much more than fast internet—it's a platform for exploring, checking, questioning, connecting, and breaking everything that fuels our prejudices.

This challenge is not only about raising awareness—it's about action through the creativity of young people.

THE CHALLENGE

Your task:

Create a visual solution that reveals, challenges, and breaks prejudices.

We are looking for ideas that:

- Make prejudices impossible to ignore.
- Turn assumptions and divisions into curiosity and connection.
- Spark conversation and reflection at a single glance.
- Work in both the digital world and in print.

THINK ABOUT THIS

- Prejudices are learned. What can people learn better from your poster?
- Division is visible—but connection is more visible. How can your poster show exactly that?
- Be bold, unexpected, and provocative. Avoid clichés and lecturing.

tone of communication

- Strong. Provocative. Human.
 - Encourage people to think and feel.
 - Challenge assumptions, but foster connection.
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FORMAT

Visual solutions (print or digital solutions)

Prejudices divide. Creativity unites.

Your poster can break them. Apply for the open call.