

**OBEY**

# CREATIVE BRIEF

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**CLIENT:** OBEY CLOTHING

**PROJECT OBJECTIVE:** Increase sales in major US cities for apparel, renew interest in items with provocative messaging

**TARGET AUDIENCE:** Gen Z (11-26)

**KEY PRODUCT / SERVICE BENEFITS:** Clothing that uses streetart to make sociopolitical commentary

**KEY MESSAGE:** Clothing for the rebellious

**CALL TO ACTION:** GO TO [OBEYCLOTHING.COM](https://obeyclothing.com)



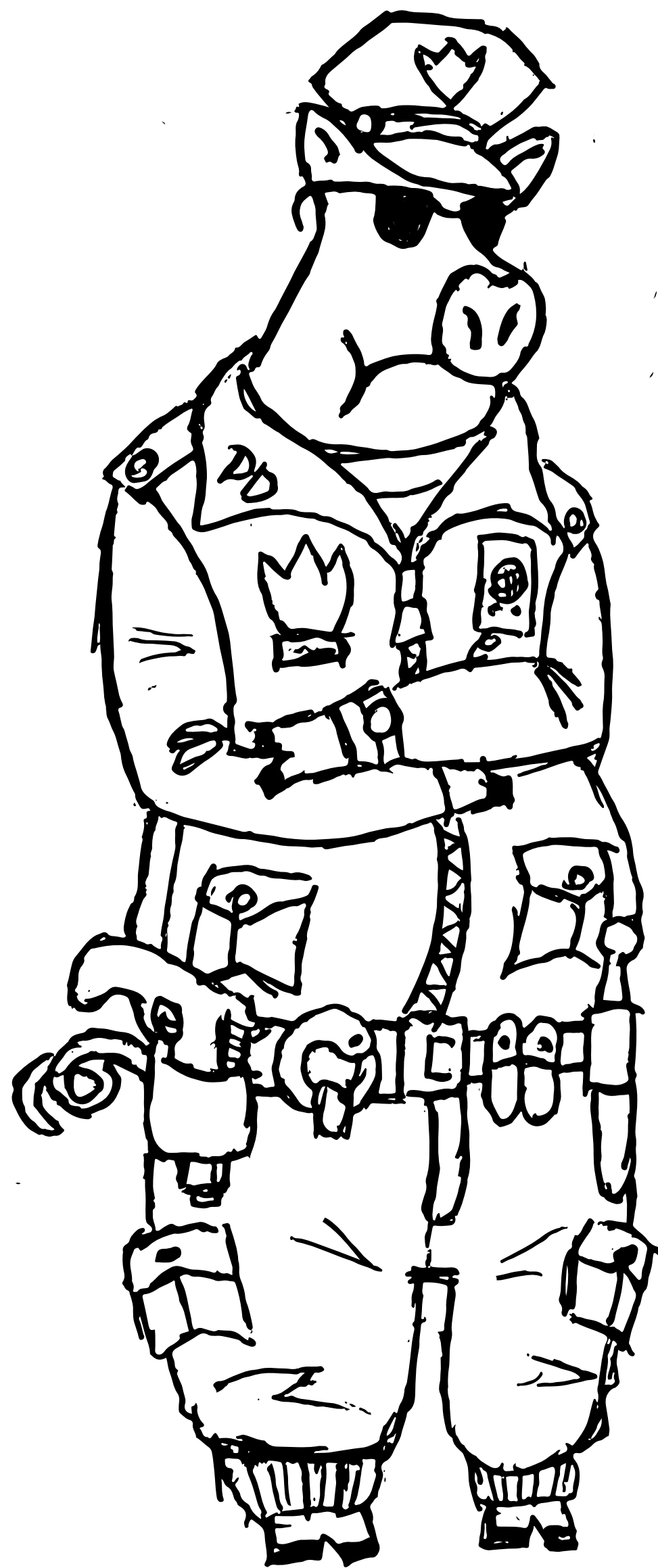
rage against the machine



Mieterhöhung  
Modernisierung...

Was tun?  
1. Nichts unterschreiben  
2. Mit Nachbar\_innen  
reden!  
3. Mieterberatung  
aufsuchen





KIDS THESE  
DAYS DON'T  
**OBEY**  
AUTHORITY



obeyclothing  
Irvine, California



♥ 1,091 Likes

obeyclothing Question Authority & Wear OBEY  
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