

THE MISSING VOTE

BRIEF: Get the eligible voting population of India to go vote in the 2024 general elections.

INSIGHT: Most people seem indifferent towards voting, because **they do not realise the importance their vote holds**. They think that one less vote doesn't change much, and them not voting will not have any significant impact.

IDEA : Through a simple visual device we want to show people the sheer impact that a single vote can make. **How without their vote, it can all come toppling down**. A single vote that is not cast has the power to prevent a society from changing for the better. **We want Indian citizens to realise that the betterment of their community and country is dependent on them voting**.

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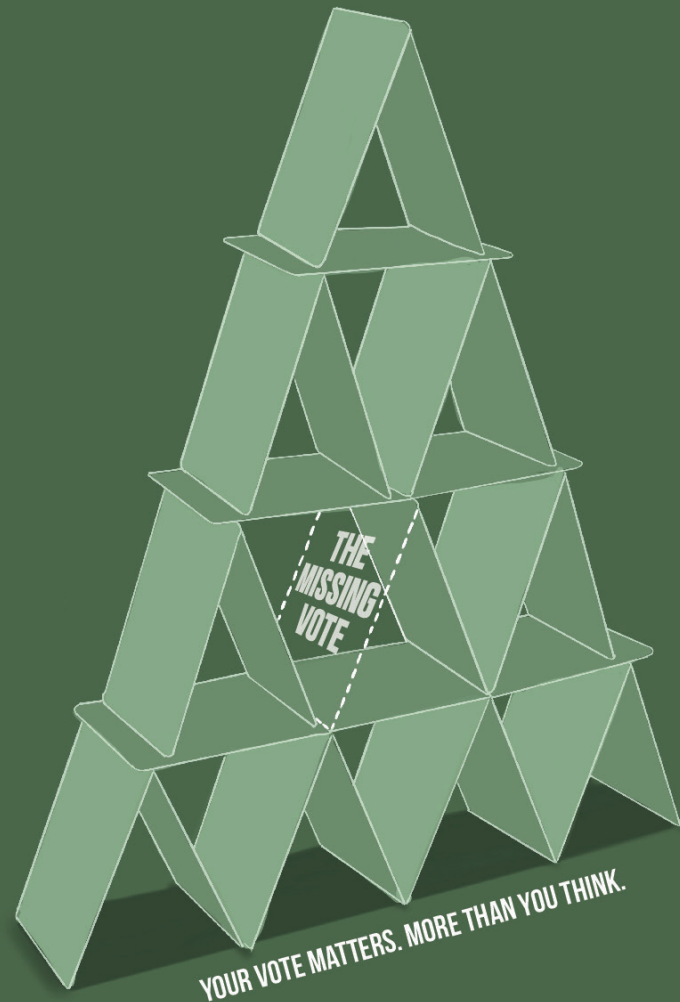
YOUR VOTE MATTERS. MORE THAN YOU THINK.

VOTE AT YOUR NEAREST POLLING BOOTH ON 20TH MAY.

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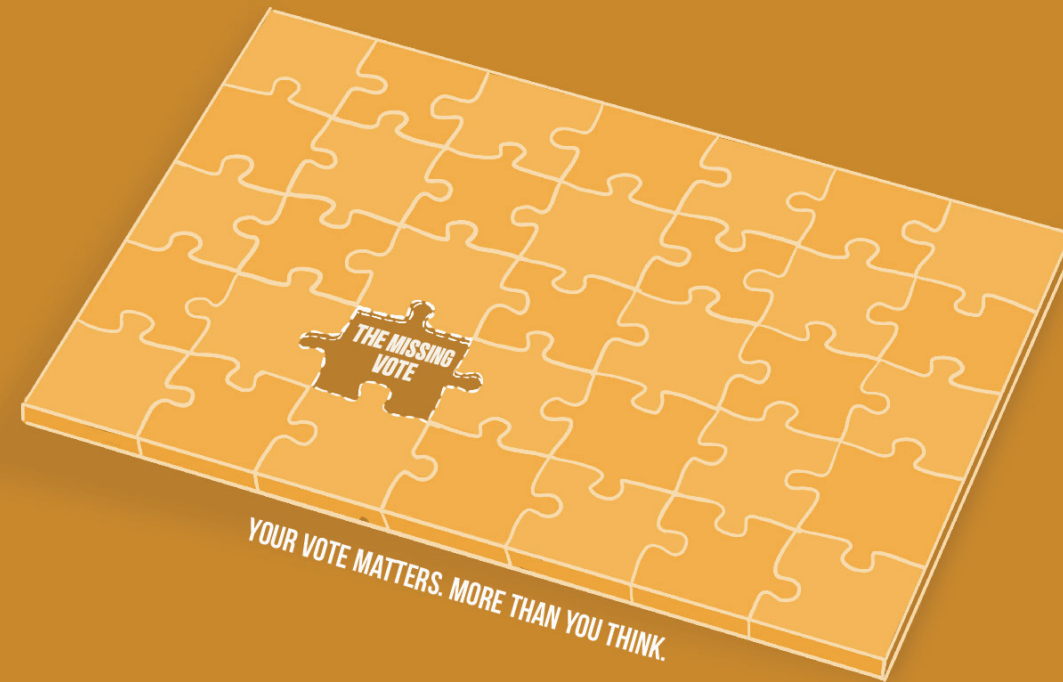
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