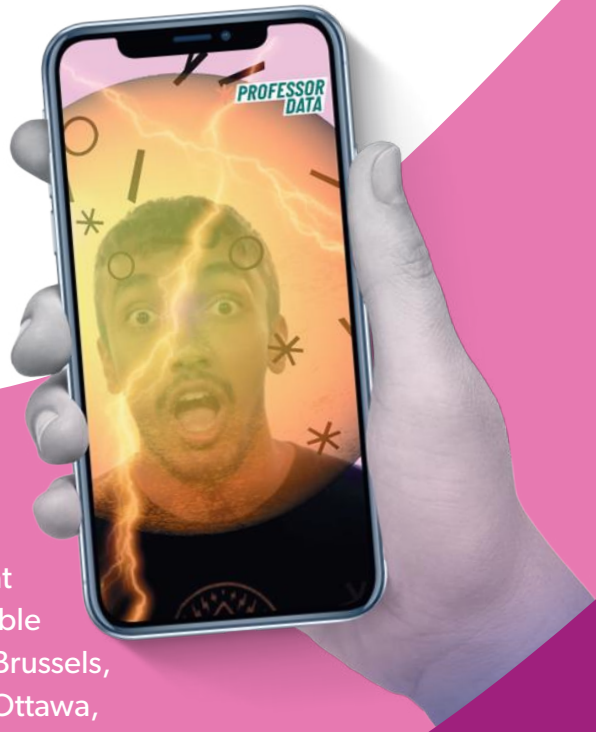


# Instagram filters for ONE Campaign



## 01 About ONE

ONE is a global non-profit organization that aims to end extreme poverty and preventable diseases. ONE has teams in Abuja, Berlin, Brussels, Dakar, Johannesburg, London, New York, Ottawa, Paris and Washington DC. ONE supporters come from all different backgrounds, from artists and business leaders to scientists and activists.



## 03 Solution

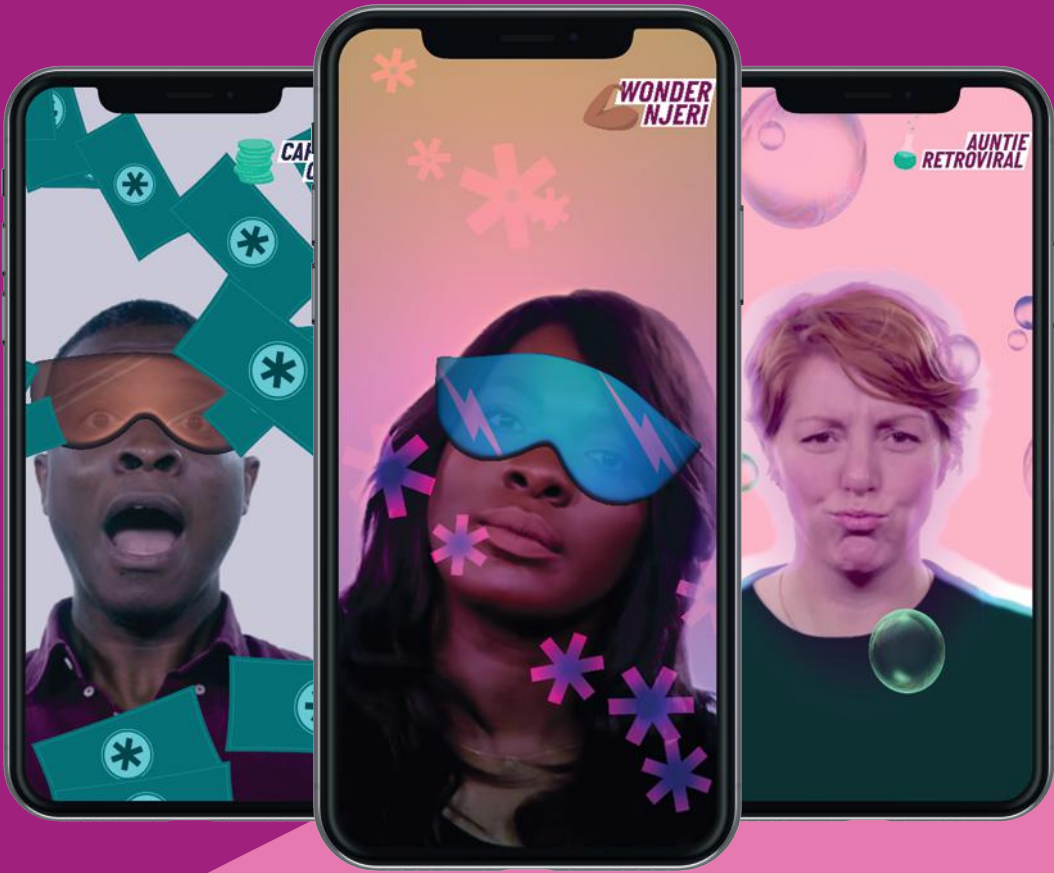
We created a set of 5 personalized Instagram filters and supported the publishing process. We connected the filters with the campaign and assisted the client with all the needed steps.

All 5 filters were based on visuals provided by ONE – the five superheroes help users to connect with certain characters and they spread a very specific message.

In this project we used available SPARK AR technology for creating Instagram and Facebook filters. We connected our knowledge of 3D Graphic Design, JavaScript coding and SPARK AR features to deliver those customized filters.

## 02 Challenge

Our main task was to raise awareness of the Global Fund and ONE on social media and to support their campaign. We also wanted to encourage social media users and ONE activists to share and spread the message.



## 04 Review from client



„We worked with Filterious to develop a series of custom Instagram AR filters and were really impressed. The team were incredibly creative and a great partner throughout the project. Would absolutely recommend them and hope we can work with them again in the future.“

*Digital Director at ONE Campaign David C.*