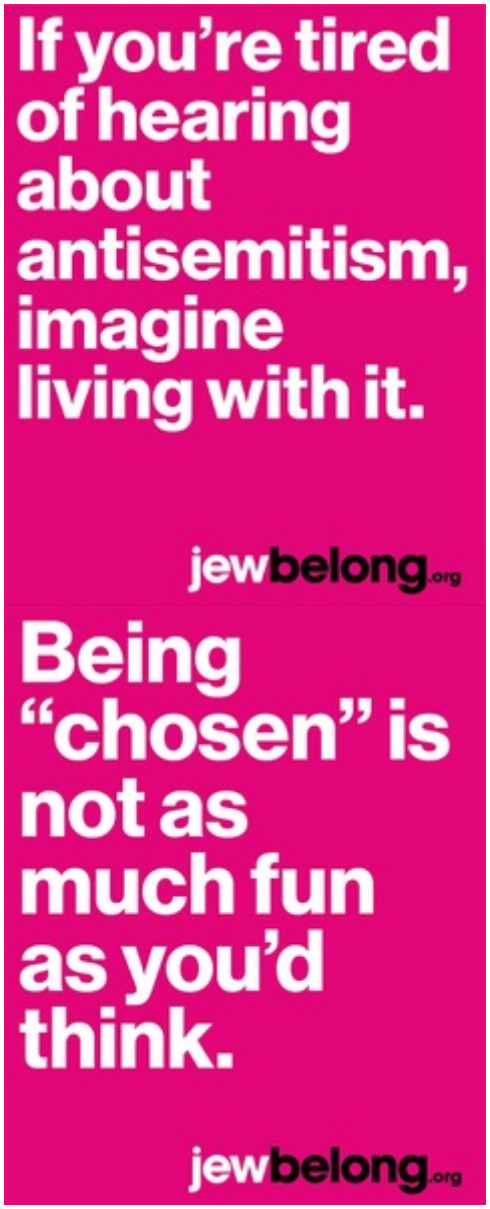
Summary:

- JewBelong is an American non-profit organization that draws attention to anti-Semitism.
- To achieve this, it relies on a strong, professionally produced advertising campaign.
- This is characterized by its visual language, the right tonality and messages that are touching and invite the viewer to engage with the topic of anti-Semitism.
- JewBelong thus creates what has become rare in advertising today and is difficult to achieve: a genuine connection.




If you're tired of hearing about antisemitism, imagine living with it.
jewbelong.org
Being "chosen" is not as much fun as you'd think.
jewbelong.org

Pink against hate: JewBelong uses brilliant advertising to call for a confrontation with anti-Semitism



Pink against hate: JewBelong uses brilliant advertising to call for a confrontation with anti-Semitism



From Isabelle Arnau

The non-profit organization JewBelong proves that advertising can be more than just selling – it can be a powerful instrument of social intervention. At a time when many campaigns are interchangeable, yawn-inducing or simply ineffective, JewBelong focuses on the opposite: clarity, courage and creative precision. Their goal is as simple as it is ambitious: To make anti-Semitism visible – and to counter it with something.

Behind the organization are Archie Gottesman and Stacy Stuart – two experienced creatives from the New York advertising world. That's exactly what you notice. While many social campaigns can come across as preachy or difficult to access, JewBelong works according to the rules of good advertising: attract attention, formulate the message clearly, touch people, stay in their heads.

Bright pink posters, few words, maximum impact: JewBelong's campaigns are a prime example of how strong communication works today. The messages are direct, sometimes uncomfortable – and that is precisely why they are effective. They take the topic of anti-Semitism out of its niche and place it in the middle of everyday life: on streets, on buildings, in the field of vision of millions.

JewBelong's anti-Semitism campaign differs from many other current advertising campaigns not only in terms of its theme, but also in terms of the quality of its

craftsmanship. In an advertising landscape that is often characterized by generic images, interchangeable claims and algorithmic optimization, it acts as a counter-design and is characterized by:
– A clear, instantly recognizable visual code (pink);
– Messages that hit, not explain;
– A tonality that is simultaneously serious and accessible

The result is advertising that you don’t scroll away and forget, but talk about. An event that has become rare.

Invitation to a joint thematic discussion

JewBelong is deliberately aimed at Jews and non-Jews alike and offers orientation: comprehensible approaches to Jewish tradition; classification of anti-Semitism. In this way, it invites people to engage with the topic. This openness makes the difference: anti-Semitism is not treated as a “problem of others”, but as a common social challenge.

This approach also continues digitally. The JewBelong website has an unusually personal design – for example through the use of children’s photos in the “About Us” section. This may seem surprising at first, but it fulfills a clear purpose: creating closeness, reducing distance and building trust, which is not a detail but part of the strategy, especially when dealing with a sensitive topic such as anti-Semitism.

JewBelong shows what is possible when advertising is taken seriously and used as a tool for important social issues. The campaign is creative, bold and technically precise. Above all, however, it achieves something that many campaigns today lack: a genuine connection. This is its greatest strength: a claim becomes a response. My own is: I belong to Jew.

Isabelle Arnau is an advertiser and communications expert. She is part of the FokusIsrael.ch editorial team and lives in Basel.