

A large, stylized red lightning bolt graphic is positioned vertically in the center of the image, behind the text.

**SUPPORT
WOMEN'S PROTEST**

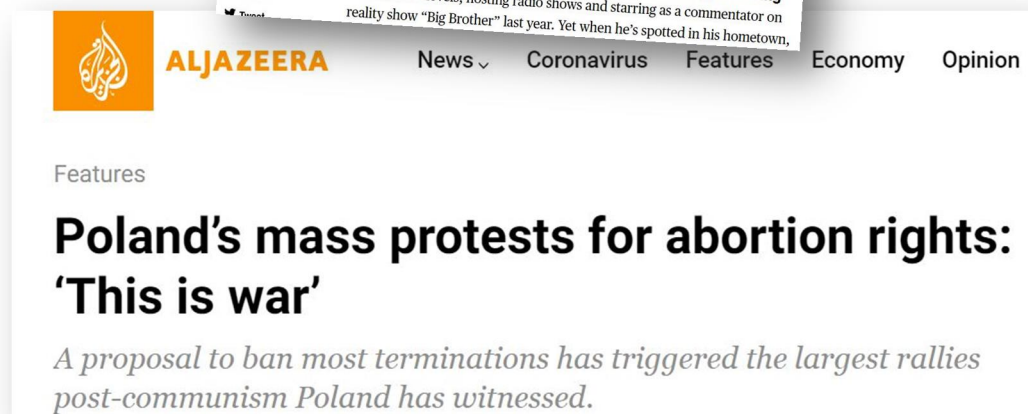
In October 2020
Polish women started
nationwide protests
against brutal
antiabortion law.

Those protests
were covered all
over the world.



In October 2020
Polish women started
nationwide protests
against brutal
antiabortion law.

Those protests
were covered all
over the world.



„Wyborcza” had to take a stand and help in a real way. In just one day we created „Fuck off” campaign.

It's simple: you buy subscription, we donate all the money to Polish Women's Strike - organisers of protests.

 wyborcza.pl

Dołącz do nas, a **Wyborcza** cały przychód z prenumeraty prześle na Strajk Kobiet

Wesprzyj >



 wyborcza

„Wyborcza” had to take a stand and help in a real way. In just one day we created „Fuck off” campaign.

It's simple: you buy subscription, we donate all the money to Polish Women's Strike - organisers of protests.

WESPRZYJ #WYPIERDALAĆ

Kup prenumeratę dla Strajku Kobiet

Cały przychód ze sprzedaży prenumeraty Wyborcza.pl przekazemy Ogólnopolskiemu Strajkowi Kobiet, żeby mógł kontynuować protesty

Wesprzyj i czytaj

Prenumerata autoodnawialna

Na Strajk prześlemy przychód z pierwszego miesiąca prenumeraty

19,90 zł / miesięcznie

Wesprzyj i czytaj

Prenumerata cegiełka

Wybierz kwotę, jaką wesprzesz Strajk Kobiet

300 zł / rok prenumeraty całość na Strajk

maszyna prenumeraty 25 zł kwartał prenumeraty 75 zł rok prenumeraty 300 zł

Are you surprised with
strong language?
We know.

„Fuck off” is
a controversial
catchphrase of these
protests.

This was a good
way to use
reader’s
anger.



We promoted this campaign everywhere:

- > website
- > mails
- > social media
- > print
- > web ads



wyborcza

We promoted this campaign everywhere:

- > website
- > mails
- > social media
- > print
- > web ads



wyborcza

674 ⚡ 288 zł
dla Strajku Kobiet

od „Gazety Wyborczej”, „Wysokich Obcasów”
i 9550 Prenumeratorek i Prenumeratorów

 **wyborcza.pl** **wysokie obcasy.pl**

Results?

After one week almost
10k people joined!
And we donated c. **150k**
euro to Polish
Women's Strike!

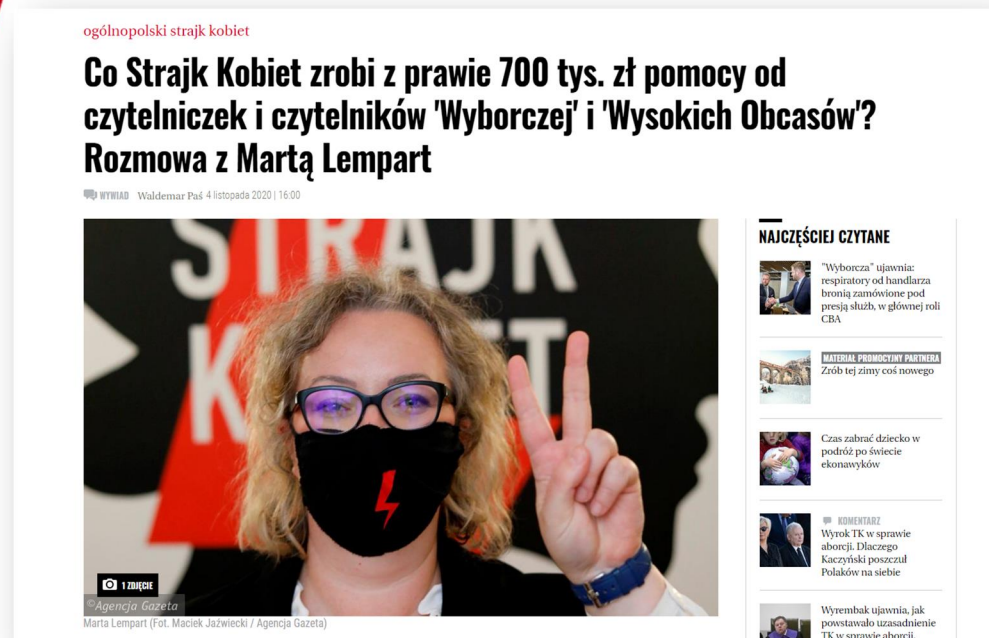
<- 674 288 PLN for Women's Strike
from "Gazeta Wyborcza", "Wysokie
Obcasy"* and 9550 Subscribers

*Wysokie Obcasy (eng. High Heels) -
women's magazine,
part of Gazeta Wyborcza

 **wyborcza**

Donation is not the end.
We wanted to make sure,
that everyone who joined
knows exactly what
is going to happen next
with these money.

An interview with Marta Lempart,
one of PWS coordinators.
“What Women’s Strike is going to do
with 700k PLN from readers?” has
been published on our website.



A large, stylized red lightning bolt graphic is positioned vertically in the center of the image, behind the text.

**SUPPORT
WOMEN'S PROTEST**