

24hrs Silence

A 24-hour cultural shock that lets silence tell the truth.

Problem

Women in MENA music are dramatically underrepresented, yet most listeners don't even notice the imbalance. Their absence has become normal, buried under routines, algorithms, and habits that repeat the same voices. The challenge isn't just lack of visibility; it's lack of awareness that anything is missing in the first place.

Insight

People rarely notice what's missing until it disappears completely. Silence has the power to expose what we've grown used to ignoring. By removing something the audience takes for granted, we can make them feel the gap before explaining it.

Idea

People rarely notice what's missing until it disappears completely. Silence has the power to expose what we've grown used to ignoring. By removing something the audience takes for granted, we can make them feel the gap before explaining it. Therefore, all music produced by female artists, will be removed from Anghami and Spotify.

Media Used

- Paid (billboards, sponsored social ads)
- Earned (press coverage, conversations)
- Shared (UGC playlists, TikTok trend)
- Owned (campaign site).

The campaign will first be tested in the UAE before being rolled out across multiple countries.

Did you notice what was missing yesterday?
Scan to find out



Mobile Web



Instagram Post

The Instagram post will direct users to the link, where they can access the mobile web experience.



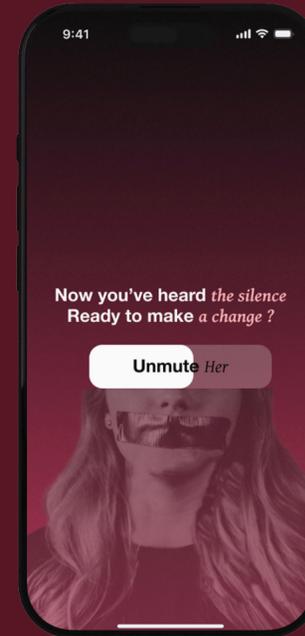
Page 1: Reveal

We tell users what really happened yesterday: they didn't hear a single woman. The truth lands instantly, turning an ordinary day of listening into a moment of realization.



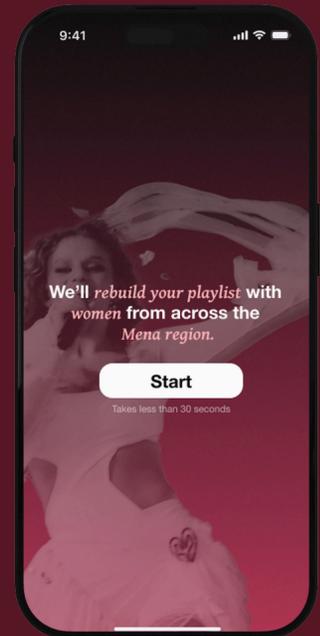
Page 2: Show Data

We present key statistics about women artists in the MENA region to highlight how underrepresented and unheard they are. The numbers create immediate shock and clarity.



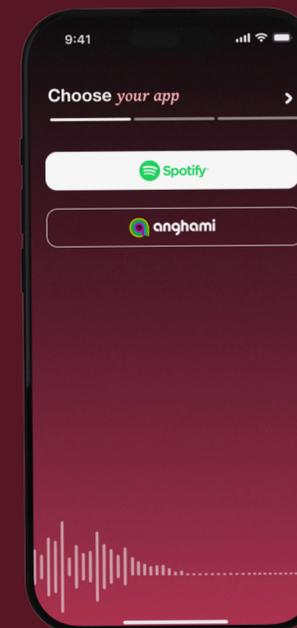
Page 3: Invite Change

Now that they've seen the truth, we ask if they're ready to make a difference. This step transforms surprise into action.



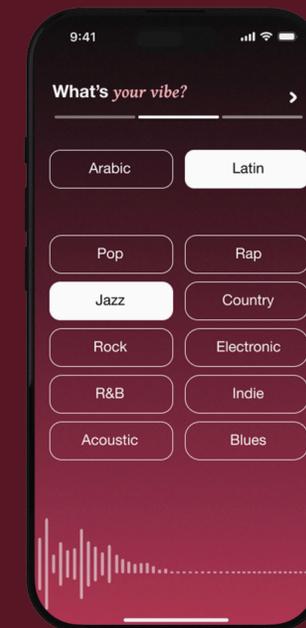
Page 4: Rebuild the Mix

We explain that we'll rebuild their playlist by balancing it with women artists, keeping their taste, but amplifying new voices.



Page 5: Platform

Users select whether they listen on Spotify or Anghami so we can create their playlist on the platform they use most.



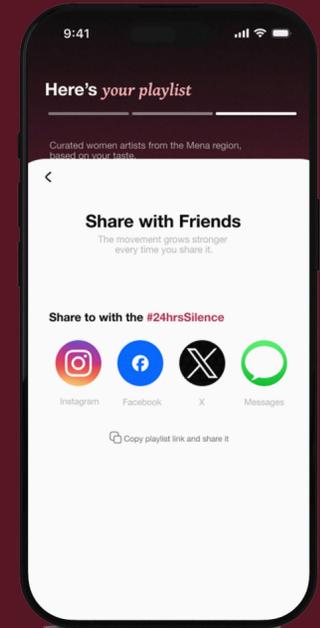
Page 6: Vibe

They pick the vibe or genre they want, chill, upbeat, nostalgic, etc., so their playlist fits their mood.



Page 7: Your Playlist

A curated, women-led playlist is generated based on their choices, ready to open instantly on their platform.



Page 8: Share

With one tap, users can share their playlist using #24HourSilence, helping spread the message and amplify women's voices.

Did you notice what was missing yesterday?

Anghami & Spotify Banner

Banners on Anghami and Spotify invite users to tap and continue the experience on mobile web.

