

**How do you tell an ugly
story in an elegant way?**

Say it in black and white (and red).

THE STORY

BUAV (The British Union for the Abolition of Vivisection) don't believe we need to experiment on animals. They campaign peacefully to change legislation and minds about the continued use of animals in laboratory research.

Few people know about the role airlines play in animal experimentation, but it's an important one – they transport monkeys from their natural habitats (usually South East Asia) to laboratories all over the world.

Most airlines refuse to transport monkeys for research, but quite a few do, including some big commercial airlines like Air France and Air China. BUAV asked Neo to create a short online film that exposed this darker side of air travel to the world.





THE SOLUTION

Animal research is an ugly business, but that didn't mean the film needed to be. In fact, graphic images of monkeys in laboratories will often just make people look away. Not helpful when you're trying to get people to listen to what you've got to say.

Instead, we decided to use one of the most iconic and glamorous images of air travel to tell the story – the Air Hostess. It's only a surprising twist at the end of the 40-second film that points to the more sinister side of flying.

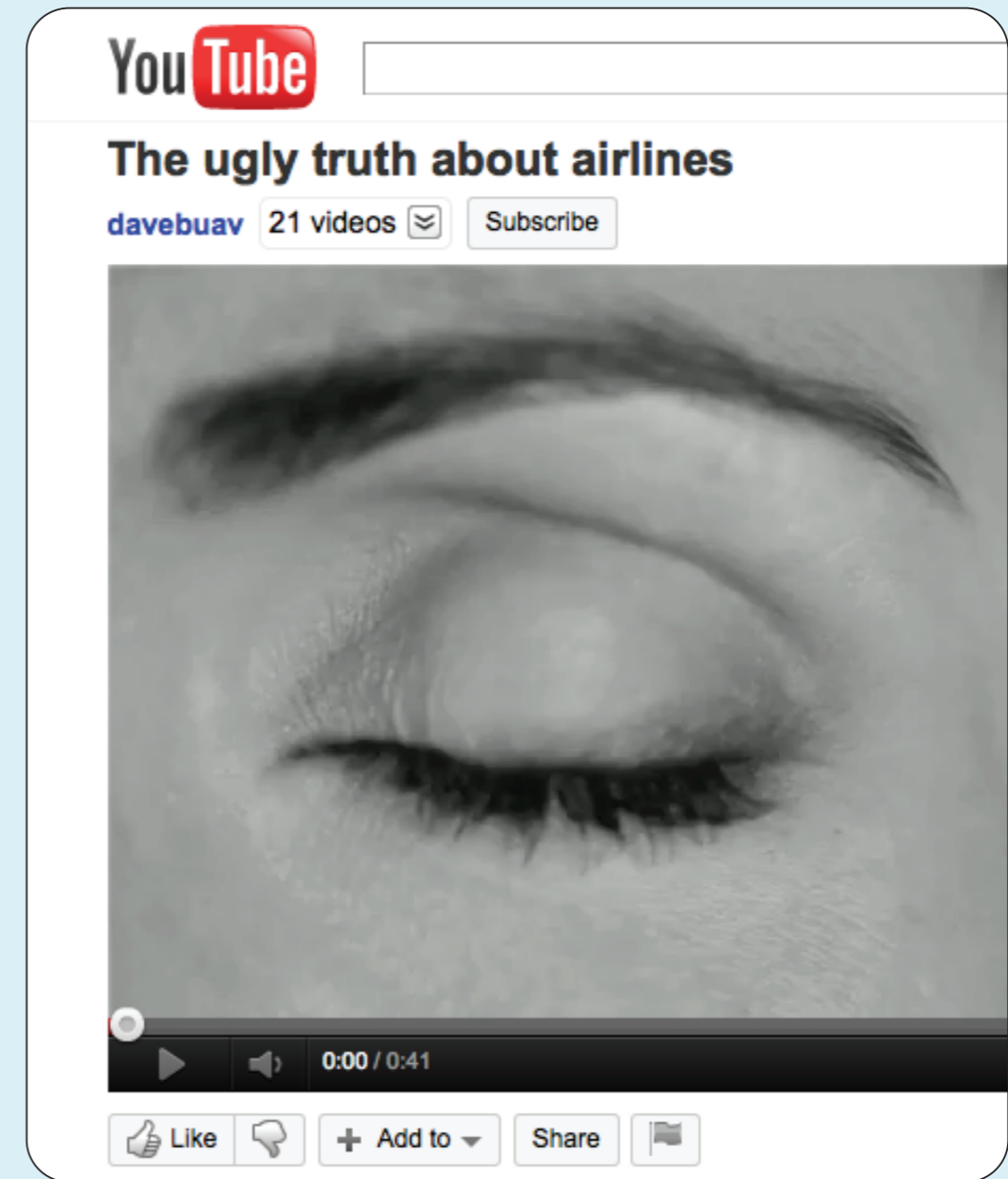
The film was accompanied by printed collateral that used the iconography and language of airline safety cards to explain the role airlines play in animal experimentation.

A flying start...

THE IMPACT

A month into its release, the film has been viewed over 5000 times and has helped prompt 5000 emails and letters to airlines that still continue to transport monkeys destined for research. Since the campaign began, American Airlines, Caribbean Airlines, Air India and Lufthansa have all announced that they will no longer be involved in this practice.

► [Watch film](#)





Case Study: BUAV – Cargo Cruelty