

HACKING *the* DOLLAR

“OCCUPY GEORGE GIVES THE DOLLAR BILL A PROTEST-FRIENDLY LOOK” -TIME

TIME theguardian FASTCOMPANY npr YAHOO! NEWS THE HUFFINGTON POST theAtlantic GIZMODO JUXTAPOZ



CHALLENGE

Help the public understand the fundamental issue of the Occupy movement.

SOLUTION

Hack the medium at the root of the frustrations: money. We went to protests and stamped people's money with infographics about the wealth disparity in America. To broaden the number of participants, free downloadable templates, available at occupygeorge.com, enabled anyone with a home printer to take action.

RESULT

As these dollar bills naturally circulated, awareness of the fundamental issue was raised. For once, money was talking for everyday people and news media, both national and international, took notice, including coverage from TIME, The Guardian, Fast Company, The Huffington Post, Yahoo news, Gizmodo, and hundreds of other news outlets and websites.

