

Music video

*Argonuya*  
*Ozinnen basta*

**ӨЗИҢҢЕН БАСТА**  
**(START WITH YOURSELF)**

## Objective:

In 2020, the cases of ill-mannered behavior in public places have become more frequent in Kazakhstan. During the coronavirus pandemic, it is not only unpleasant but also dangerous for public health. Because spitting and disregarding the hygiene standards leads to spreading of viral infection.

## Solution:

We have launched the awareness-raising campaign called Ozingnen basta that encourages everyone to "start with themselves". After all, if all of us behave responsibly, thereby setting an example for future generation, we will be one step closer in forming healthy and civilized society. Our campaign includes music video bearing the same name, which jokingly portrays the dialogue the offender has with himself, at the end of which he realizes his mistake.

## *Key message:*

Why do people break the rules? They do not understand and do not see the consequences of their actions. But if they look at themselves from the outside and see the harm they cause, it will have the effect on them.

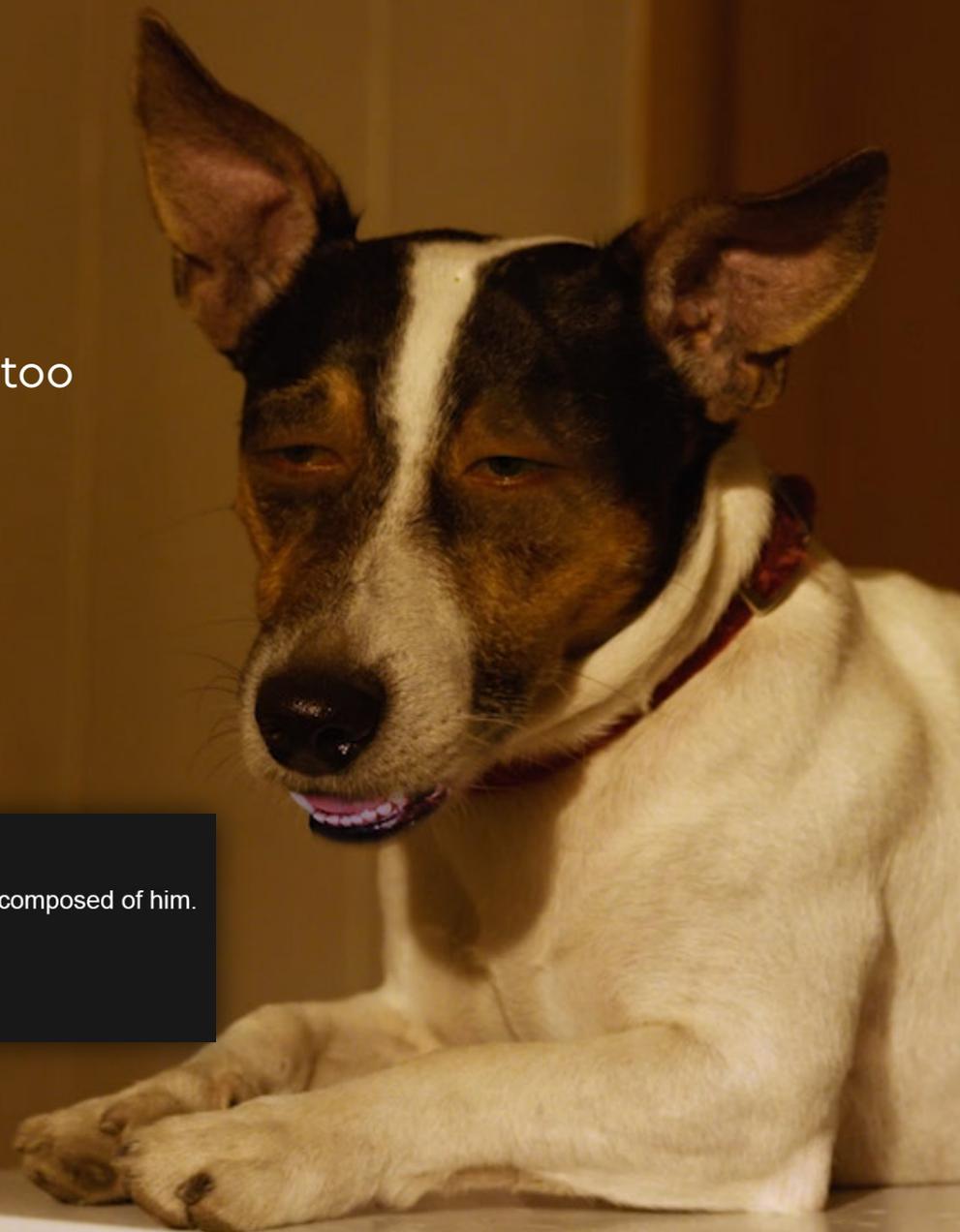
In the music video, artist Argonya (Argyn Asaubayev) speaks to the offender in his language, appearing as a neighbor, daughter, dog and even an angel. The most important conversation, certainly, is the one you have with yourself. So, at the end of the video, the offender sees Argonya in himself.

"That you spat with relish in the elevator

That you stood on your dog's head, jumped on it too

- You know I am sane

I was in no mood, everybody yelled at me,  
experiencing pain."



**Баймұхан ЖҰМАҒАЗЫ** 1 year ago

The guy from Atyrau who tortured his dog is not even aware that the song has been composed of him.

👍 316 🗨️ REPLY

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**Qanatqzy Elnyra** 1 year ago

Thank you for rising this kind of themes,  
thank you for your work.  
Your songs are cool!

7 REPLY



**Жанар Туякбаева** 1 year ago

The fellow is a philosopher. Good job!

103 REPLY



**Aiman Abdikarim** 1 year ago

"Just control your emotions" you say. Argonia, Argyn, thank you.

REPLY



**Жанкелды Жакупов** 1 year ago

Simply incredible, Argonia is genius. People shall listen to kind of songs.

REPLY



**Akzhol Gazhdenbekov** 1 year ago

It's a hit. Why are all Argoni's songs hit? Where do you draw an inspiration/idea?

128 REPLY

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**Дидар Ауғанұлы** 1 year ago

The timely topic nice work, Argonia.

3 REPLY



**Айгерим Аралбай** 1 year ago (edited)

The Kazakh "Little Big" . Just a mind blow. Cool!

127 REPLY

View 4 replies



**Blocxman manarbek** 1 year ago

Deep! 👍👍👍



**Sabit Kaltai** 1 year ago

Speechless. Acting technique is awesome. 👍👍👍

1 REPLY



**Ербоча Кемел** 1 year ago

Social, urgent. You are always on top.

5 REPLY



**Қазақ Қазақ** 1 year ago

Oh, speaking dog is cool. Did you get it?

2 REPLY



**Syrym Iskakov** 1 year ago

I liked the song very much. The urgent topic is touched upon. Argyn, wish you success.



**Жабайхан Иманкул** 1 year ago

Argonia is like fresh air, a creative guy, do not pay attention to others, do what you are doing.  
Respect to You. 😊😊

3 REPLY



**Мадина Бахыт** 1 year ago

If you wanna change the world, change yourself. The song is a hit.

REPLY



**Ac Ac** 1 year ago

Argonia – the clip is volatile and funny but the meaning is deep. The song might influence some light-minded people's behavior who does whatever they think right because of their low mood. The song words are great.

205 REPLY



**Шерхан Кумаралиев** 1 year

Argonia, start with you,  
Give up childish pranks  
I've just witnessed your song  
That gonna be a hit.

277 REPLY

View 9 replies



**SAGA KARSON** 1 year ago

The people like you would promote the Kazakh language status.

REPLY



**Serik Aidabossyn** 1 year ago

Eet's wait for a song about seals)

12 REPLY



**Лэсли Томпсон** 1 year ago

🔥🔥🔥🔥🔥🔥🔥🔥 I am not your fan, but can be easily corrected.

REPLY



**Айжамал Калдыгосова** 1 year ago

Awesome voice.  
Creative. 👍  
Mimical. 👍  
Charismatic. 👍  
Thematical. 👍

Show less

REPLY



"If you wanna see your country prosper,  
stop talking nonsense

You are not 5, you can't justify yourself that way.

What you did yesterday was shameful

Start with yourself, blaming others – no way."

Б

Бану Оразова 1 year ago

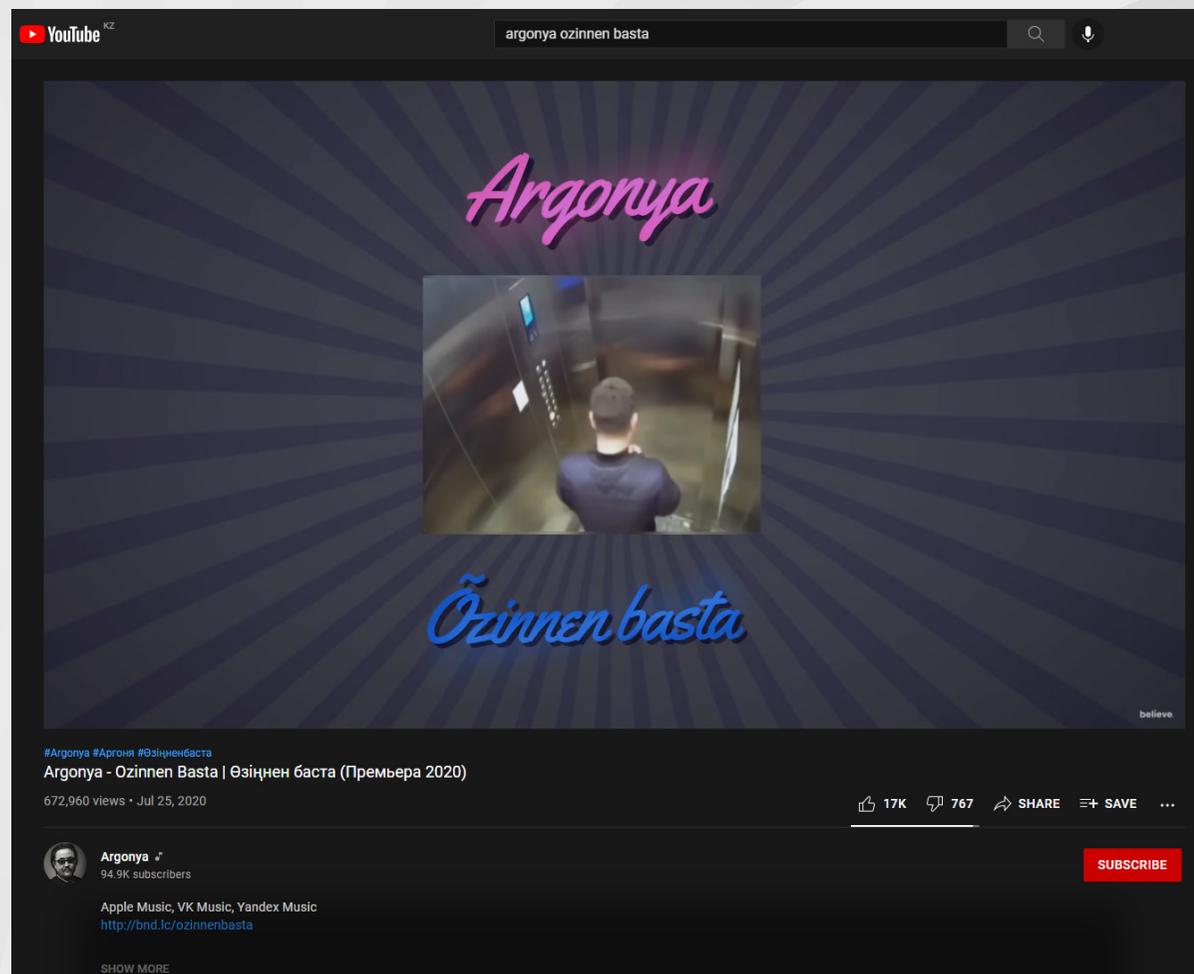
Thanks for the video. Finally, people start to change. This is something new. The songs used to be meaningless, people only wanted to make a hit song so they can make more money. And you want to convey a really important message to the people.

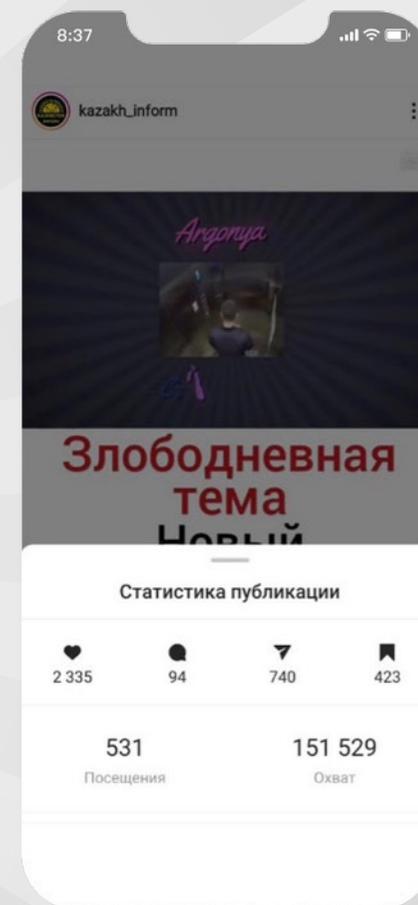
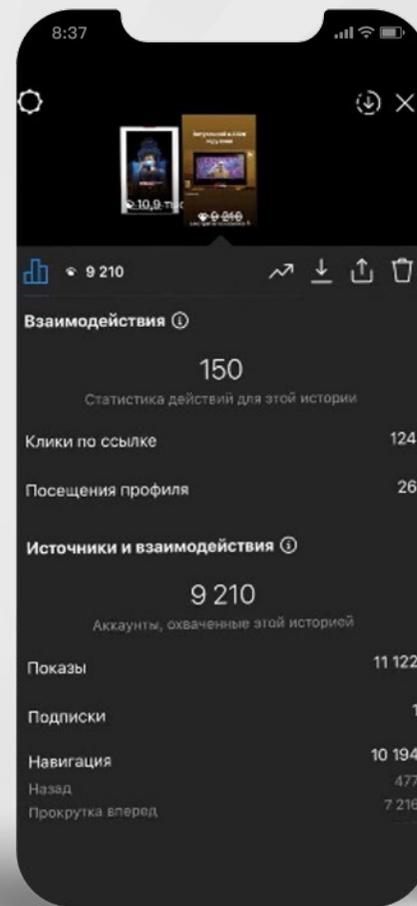
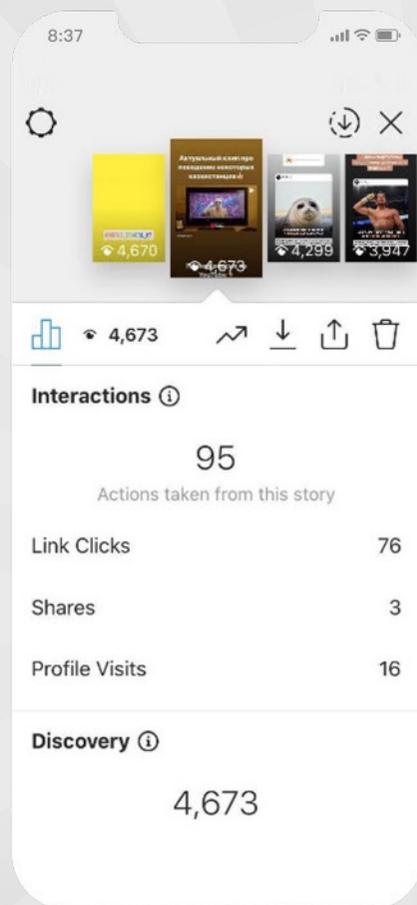
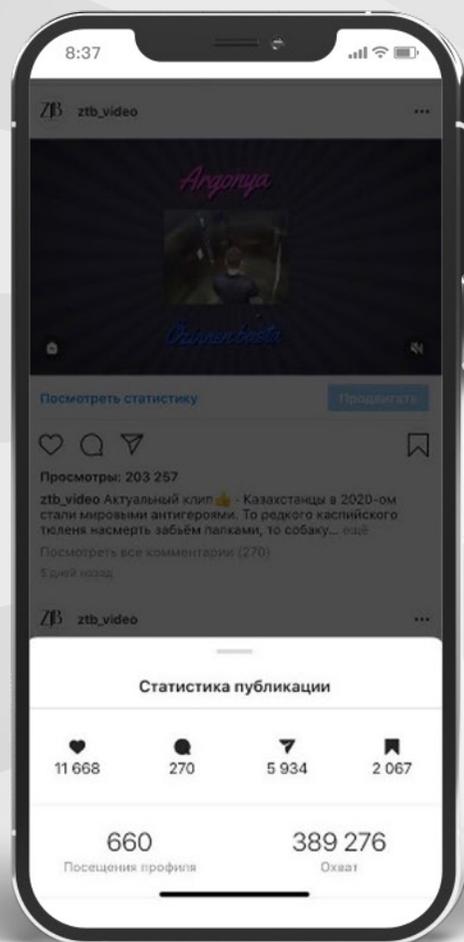
👍 1 🗨️ REPLY

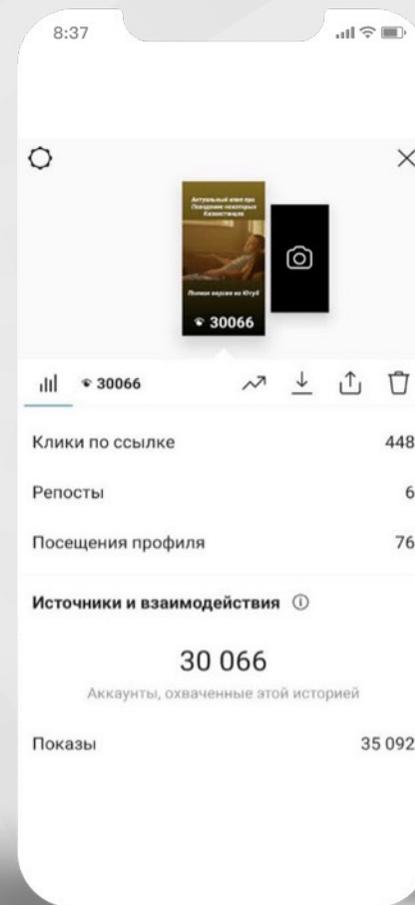
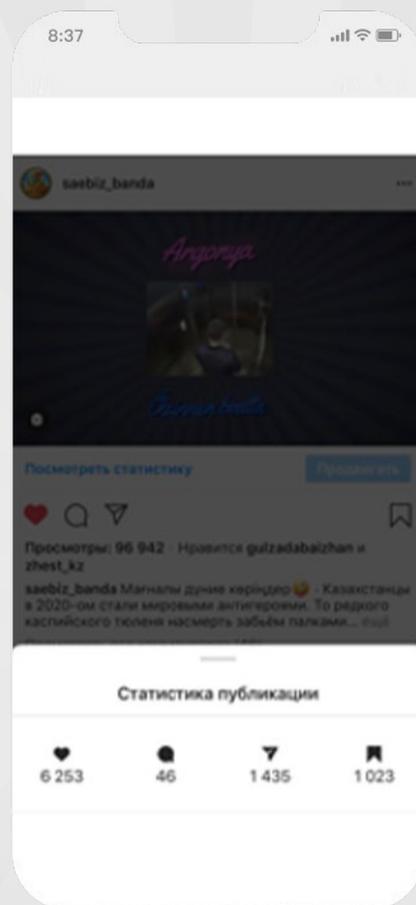
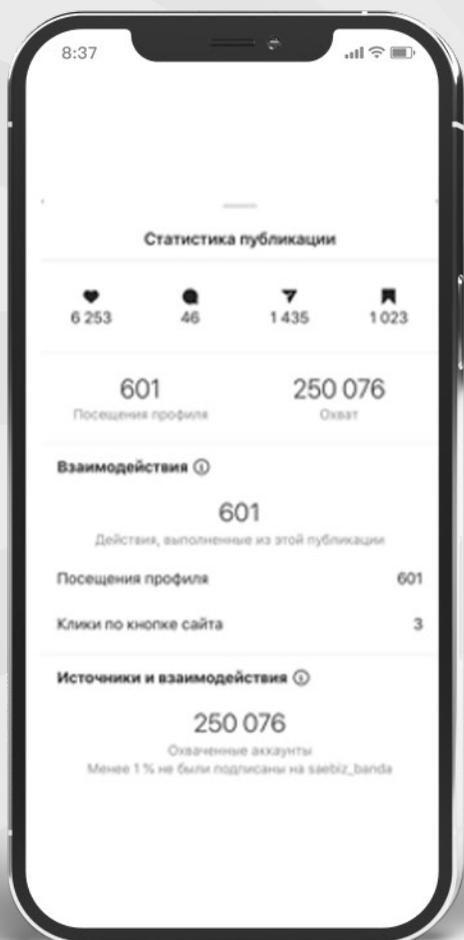
The music video was posted on the artist's Youtube channel. And then it spread to popular Kazakh accounts on Instagram.

The number of views on all platforms – almost

**2 MILLION** 







**IF YOU WANT TO CHANGE THE WORLD\*,**

*start with yourself!*

\* at least Kazakhstan