

Music video

# Argonya Ozinnen basta

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



Argonya

672 000

17 000

767

845



@argonyaa

108 000

7 000

137

The video was also posted on channels like



IT HAS ALMOST 2 MILLION VIEWS ON ALL PLATFORMS.