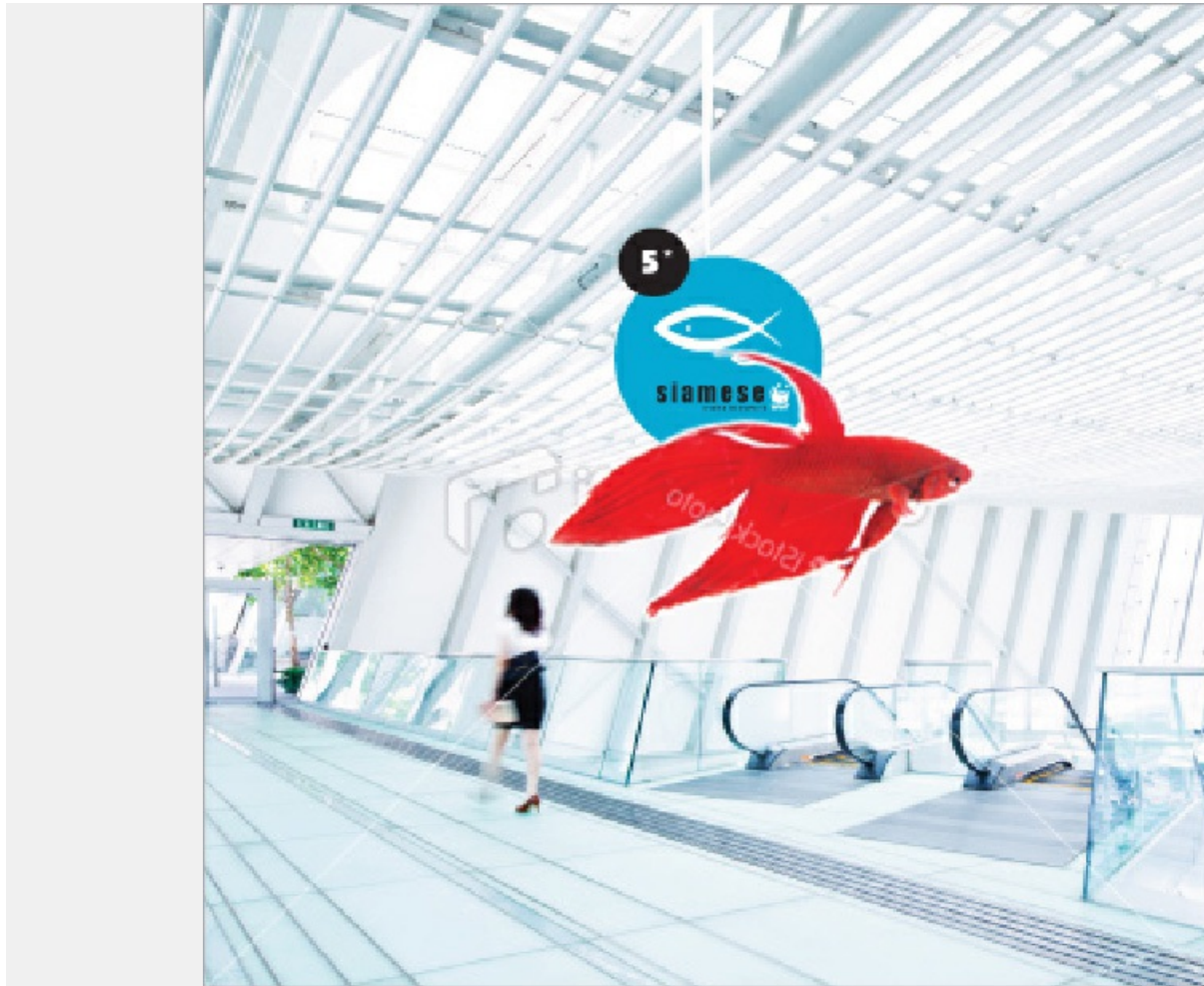


1/2 **balance**

for the balance of the planet... use well our resources



Solution

STEP 1 : PROMOTION AND INTERVENTION

The idea is to create a serie of games for different ages that have impact, interact with different groups and act like a wakening call for this issue.

1. FISHCLUE

diferent fishes mobiles placed in social places: museum, shopping, park...
a quiz and knowledge of the ocean life species
TARGET: families; and walk by people

2. FISHMARKERS

markers to promote the theme and global concept. People can play while waiting
LAUNCH: in fastfood chains like macdonalds or at sturbucks, bars, discos.
TARGET: kids, teenagers and eventualy the parents

3. FISHBOOK

Fabulous Fish!

2/2

balance

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Creative's profile



joanaf **PRO**
DESIGNER

Creative's top 5 skills

User Experience, Packaging Design, Communication Concept, Service Design, Web Design