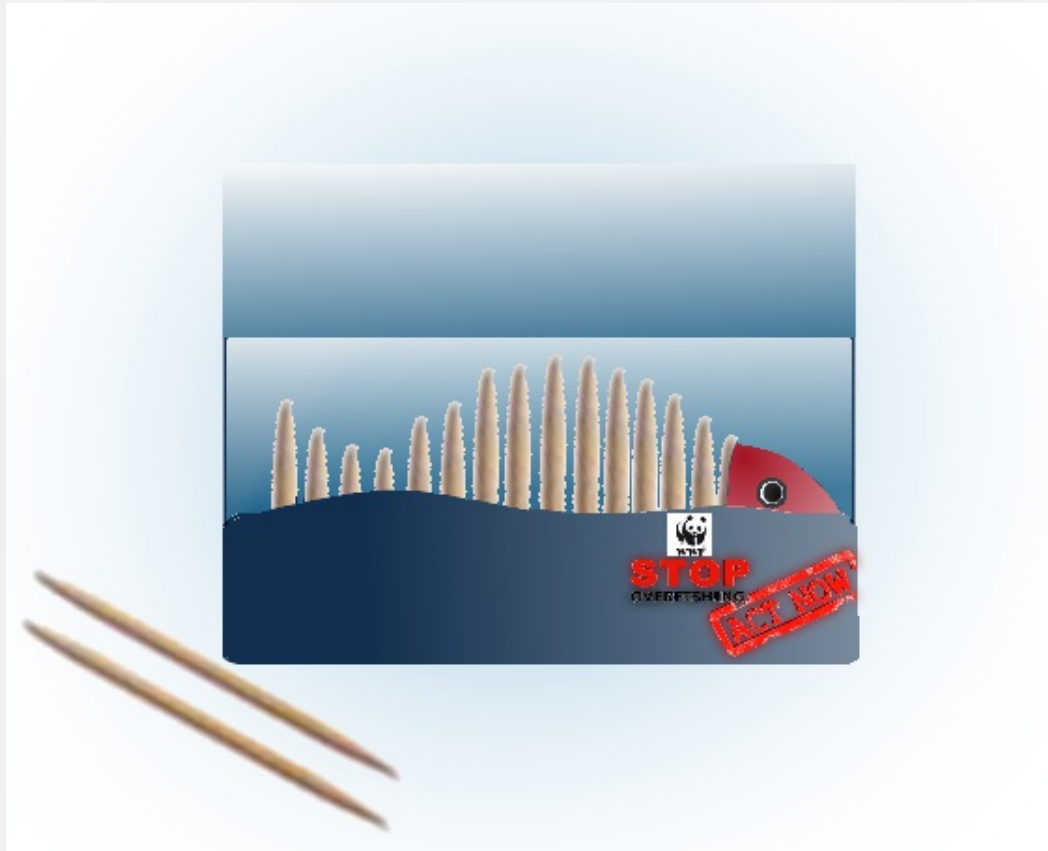


1/2 **act now**

act now



Solution

It's time to stop overfishing.

People are increasingly trying to satisfy their food needs without know of the damage they create. So I thought of a campaign that has a direct impact on everyone.

The posters above, will be posted in the cities to sensitze people. Also in aquarium stores, or aquatic museums will be posted the same posters but they will have a hole in the middle, to see live fish inside the plate.

To carry the idea further, I thought that this campaign must be held in places serving fish dishes: in restaurants, or at different events. Plates or soup bowls as shown above can have a direct effect on consumers.

Fabulous Fish!

2/2

## act now

act now

Creative's profile



**bonibom** PRO  
artist

Creative's top 5 skills

Graphic Design, Product Design, Packaging Design, Communication Concept