

1/2 in our hands

Street campaign and "of-fish-ial" products.



Solution

Logo represents that It is in our hands to help fish and that we should stop overfishing, (that's why the hand is standing vertically simbolizing STOP)

The hand like a paint/dirt handprint symbolizes the phrase "let's get our hands dirty" that means lets get to work on it.

+ Steet stencil marketing: walls, floor, street, buildings, boats, ports, quay, no need of poster! Imagine a huge hand print!

+ Flashmoob. You have a paint handprint!

+ Activities for kids. Painting fish with handprints.

+ Support fish buying the official products:

- bracelet
- stickers

- clothing

+ New Media campaign. Social

Fabulous Fish!

2/2

in our hands

Street campaign and "of-fish-ial" products.

Creative's profile



oxelot PRO
Designer

Creative's top 5 skills

Illustration, Photography, Product Design, Packaging Design,
Communication Concept