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Hotsite allowing citizens to send messages for their elected politicians, creating civil pressure over EU and International fishing laws.



Solution

This is a political activism approach to the briefing, which I've tried to accomplish through a few simple steps.

My campaign is based on a Hotsite called 'Keep the cycle', an analogy for the infinite cycle of life, and in this case, the disruption caused by over-fishing the seas.

The aim of the website is to allow citizens from EU to send direct messages for their elected politicians, in order to create civil pressure over the EU and international fishing laws, and also provide better information about the fishing conditions running around the world.

In order to give the effort a wider reach, I've created Building Outdoors, Bus Stop Ads, and Twitter/Facebook Ribbons campaign.

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Creative's profile



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