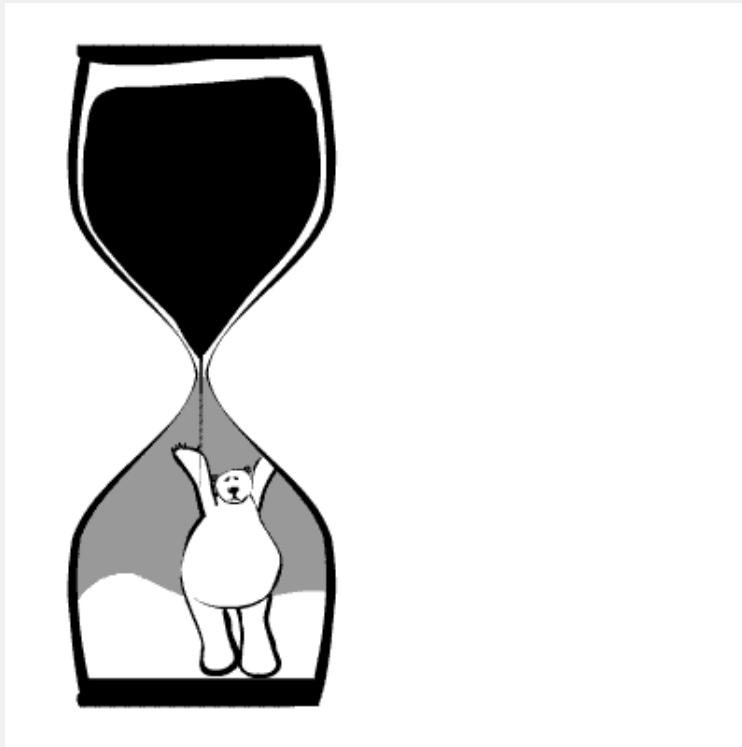


1/5 **Time**

Time is running out...



Solution

ON Web: see animated gifs

GIF 01:

<http://m.uploadedit.com/b015/1369864161990>.

GIF 02:

<http://m.uploadedit.com/b015/1369801203110>.

to be implemented on Online advertising.

On the Streets:

part of this idea consists on the placement of big guerrilla stickers (wich has the mouse cursor symbol shape) over an stencil advertising with a web button shape, the contrast of this well known elements recreate the simple action of clicking the petition to save the Arctic in a striking way, inviting to the people to sign immediately.

This campaign must to be placed in very estrategic places like public stations of any kind, busy streets, maybe sidewalks, Wi-fi Zones....

2/5

Time

Time is running out...

What problem does your idea solve?

the idea consist in the implementation of this self explanatory visual key, starting from the concept of the "time running out" through a hourglass. the proposed graphic style, is clearly versatile to apply in different ways, wich can be, street marketing and Online advertising.

3/5

Time

Time is running out...

How does your idea solve the problem?

communicate to the people that a tiny gesture, like the simple Clicking action (sending the petition) can change the Arctic future, so, can change the future of the entire world.

Save the Arctic

GREENPEACE

4/5

Time

Time is running out...

Which (communication) means are necessary to turn your idea into a reality?

Street & Online advertising.

Status: 18.06.2018

Save the Arctic

GREENPEACE

5/5

Time

Time is running out...

Creative's profile



gusmonk PRO
Visual Artist

Creative's top 5 skills

Photography, Packaging Design, Communication Concept, Textile Design,
Service Design

Collaborators



Eduard Betiuc PRO
Architecture and Product Design
Iași, Romania

ID: 29057. Last updated: 08.06.2013

jovoto

Status: 18.06.2018