

1/5 **ACT NOW!! (Visual strategy)**

Spilled gasoline and strong images of animals in protest against oil companies in the arctic.



GREENPEACE

ACT NOW!!
VISUAL STRATEGY

See how we can save the arctic >

Visual Solution

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ACT NOW!! (Visual strategy)

Spilled gasoline and strong images of animals in protest against oil companies in the arctic.

What problem does your idea solve?

SAVE THE ARCTIC, ACT NOW!! Capture the attention of the general public to get them to ACT NOW! and sign the Greenpeace petition.

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ACT NOW!! (Visual strategy)

Spilled gasoline and strong images of animals in protest against oil companies in the arctic.

How does your idea solve the problem?

Direct and strong message through stickers on sidewalks, walls, public bathrooms and in all cities.

People COULD NOT stop seeing this advertising and this will create awareness to get them to sign the petition to save the arctic.

This proposal follows the line that GREENPEACE used in colors of all protest posters (yellow with black).

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

Stickers, flyers, t-shirts, etc.

A QR code is included in the wall and floor stickers, to facilitate access to the website (savethearctic.org) and sign the petition at the time of seeing the sticker.

Save the Arctic

GREENPEACE

5/5

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Creative's profile



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Mexico City, Mexico

Creative's top 5 skills

Graphic Design, Illustration, Product Design, Communication Concept,
Service Design

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