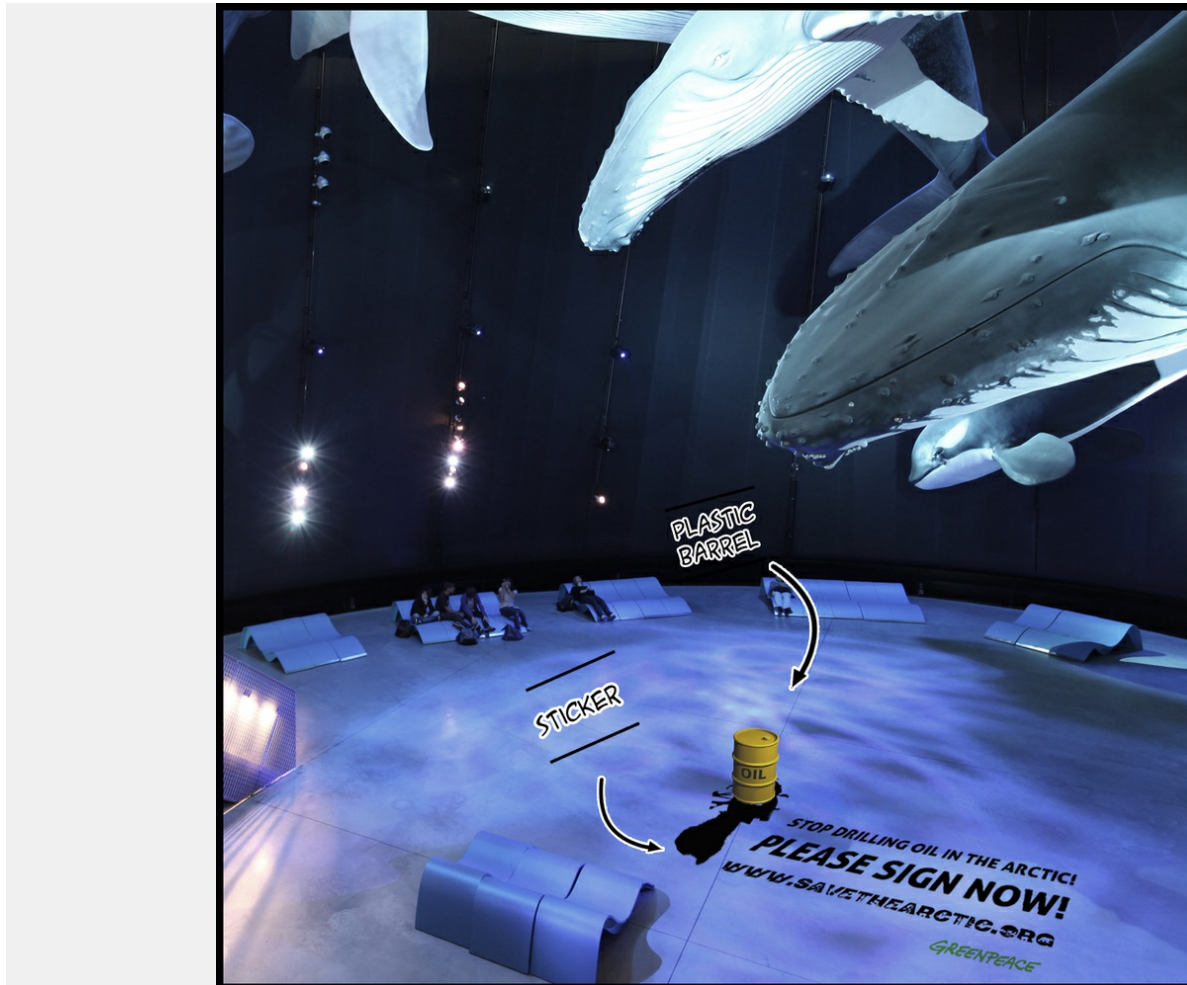


1/4 **real life II**

impact of oil spills - underwater



**Solution**

direct confrontation with the effects of an oil spill in "real life" environment.  
(sea tanks, sea tunnels, sea museum...)

Direkte Konfrontation mit den Auswirkungen einer Ölpest in lebenserstem Raum...  
Aktion in Ozeanen, Meerestunneln, Aquarien etc.

2/4

## real life II

impact of oil spills - underwater

What problem does your idea solve?

The viewer itself is shortly affected by an oil spill (visual distracted due to oil stains), will be addressed emotionally and moved to taking action ...

3/4

## real life II

impact of oil spills - underwater

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

plastic barrels, window stickers, info-flyer, approvals (important)

Save the Arctic

GREENPEACE

4/4

## real life II

impact of oil spills - underwater

Creative's profile



**2less** PRO  
Grafikdesigner

Creative's top 5 skills

Copy Writing, Photography, Product Design, User Experience,  
Communication Concept

ID: 29417. Last updated: 31.05.2013

jovoto

Status: 18.06.2018