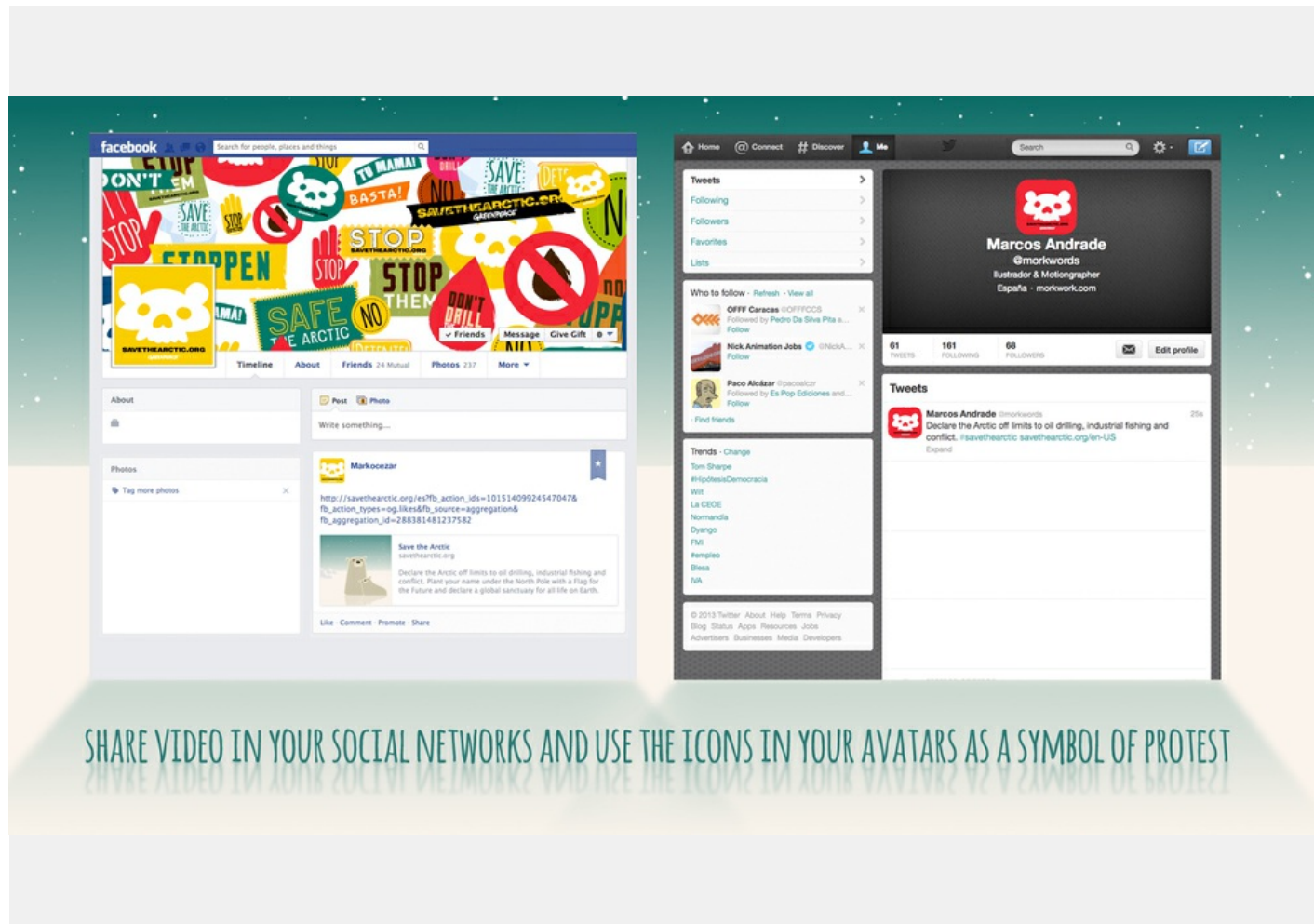


# 1/5 Stop the Greedy Guy (oil companies)

We put a face to the bad guy... stop him with your actions!



## Solution

We used as audio reference the song: Interlude (Did You Hear?) Album: Rebel Sons of Cowboys. From the band: Tango Alpha Tango, it would be great if we can get them to collaborate with the cause, allowing us to use their song.

We want to give an encouraging message showing that we can all take action to contribute to the cause, no matter how small this may be.

Whether from intervening streets to spread the campaign through social networks, refreshing the information on this serious situation that today still unknown or ignored.

Status: 18.06.2018

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What problem does your idea solve?

If we saturate the media with dark and violent images at the end of the day people get tired and end up discarding the idea.

3/5

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How does your idea solve the problem?

We can focus on the emotional side. If we bring hope through positive feelings, people seek information and want to belong to something that means a change and therefore a benefit to all.

4/5

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

Actually all we need is internet, diffusion and the good will of the people.

5/5

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### Creative's profile



**Marcos Andrade** PRO  
Illustrator, graphic designer  
Altea, Spain

### Creative's top 5 skills

Graphic Design, Illustration, Product Design, Packaging Design,  
Communication Concept

### Collaborators



**gle** PRO  
Graphic Design