

1/9 **GOOD ARROW**

GOOD ARROW ,HELPING EVERYONE DO GOOD FOR BERLIN



Visual Solution

It's easy to say "I want to do good things !!!" only most people just think about it and don't take action. But when you see reminders on EVERY STREET CORNER that tell you WHO you can help, HOW and WHERE, it becomes easier to do something about it. HELPING people do GOOD FOR BERLIN

Status: 17.06.2018

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Please describe your idea in one sentence.

GOOD ARROW ,HELPING EVERYONE DO GOOD FOR BERLIN It's easy to say "I want to do good things !!!" only most people just think about it and don't take action. but when you see reminders on EVERY SIDEWALK that tell you WHO you can help, HOW and WHERE, it becomes easier to do something about it. And last but not least, do good to yourself, REMEMBER TO ENJOY LIFE -

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Who will benefit from your idea, hence whom is your idea directed towards?

EVERYONE IN BERLIN

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Why is your idea “good for Berlin”?

HELPS EVERYONE DO GOOD FOR BERLIN

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How many people do you think will benefit from your idea?

EVERYONE IN BERLIN

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In what way does the Berliner Sparkasse gain visibility through your idea?

BERLINER SPARKASSE MAKES PEOPLE DO GOOD TO OTHER AND TO THEMSELVES SO THEIR
IMAGE WILL IMPROVE EVEN MORE BY SHOWING THAT THEY SUPPORT BERLIN AND IT'S CITIZENS.

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Which kind of people and how many of them will take notice of your campaign?

EVERYONE IN BERLIN

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How much do you estimate the annual budget for the implementation of your idea to be?

NOT THAT BIG OF AN INVESTMENT, JUST TO PAINT SMALL SIGNS ON THE SIDEWALK OR TO PUT UP STREET SIGNS. AND AFTER THAT WILL ONLY HAVE TO TAKE CARE OF THEM ONCE IN A WHILE

Gute Ideen für Berlin

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Creative's profile



voinealex PRO
Architect

Creative's top 5 skills

Illustration, Product Design, Packaging Design, Communication Concept,
Service Design