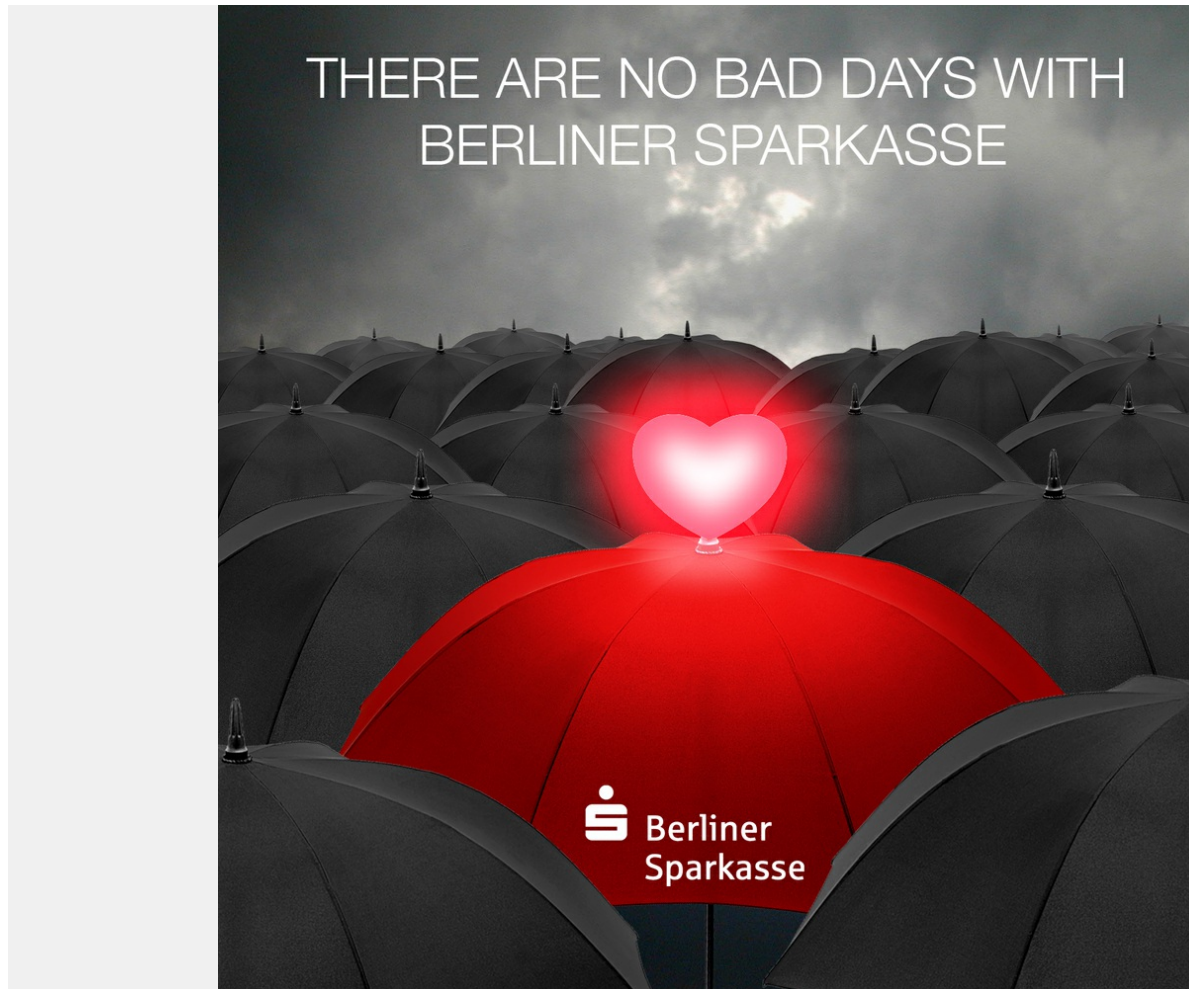


1/9 **Just Good Days**

give joy to the gray days of Berlin!



Solution

Give joy to the gray days of Berlin!
Brings to us your old umbrella, in
Sparkasse point in Berlin we will
give you a new one full of joy and
life!
Gray days will be brighter!

Status: 17.06.2018

Gute Ideen für Berlin

2/9 **Just Good Days**

give joy to the gray days of Berlin!

Please describe your idea in one sentence.

give joy to the gray days of Berlin!

Gute Ideen für Berlin

3/9

Just Good Days

give joy to the gray days of Berlin!

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

everybody!

Gute Ideen für Berlin

4/9

Just Good Days

give joy to the gray days of Berlin!

Why is your idea “good for Berlin”?

because it will give joy to even more gray days

Gute Ideen für Berlin

5/9

Just Good Days

give joy to the gray days of Berlin!

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

everybody!

Gute Ideen für Berlin

6/9

Just Good Days

give joy to the gray days of Berlin!

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

yes, the brand is printed on the umbrella!

Gute Ideen für Berlin

7/9 **Just Good Days**

give joy to the gray days of Berlin!

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

everybody!

8/9

Just Good Days

give joy to the gray days of Berlin!

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

small budget, with a production of many units the cost of an umbrella will be very low

Gute Ideen für Berlin

9/9

Just Good Days

give joy to the gray days of Berlin!

Creative's profile



Tommaso Balladore PRO

Architect and designer

Casteggio, Italy

Creative's top 5 skills

Illustration, Mobile Apps, Product Design, Communication Concept, Service Design