

# 1/9 NO AD BERLIN - a campaign to raise awareness

## NO AD BERLIN



### NO AD BERLIN

restore the natural beauty of your city

powered by Berliner Sparkasse

Can you imagine your own city without endless posters, clogging up the horizon? It's entirely possible

NO AD BERLIN is a Berliner Sparkasse campaign for a Berlin without visual pollution.

The campaign will raise awareness regarding the visual pollution created by all the billboards cladding the buildings and streets of Berlin. Berliner Sparkasse will use primarily the online medium and street pamphlets.

Once people are aware of the problem and state their opinion and desires, the change will come. The purpose of the campaign is not to entirely remove all ads but to keep them only on the street level and in a much smaller number.

This has already happened in Sao Paulo and it was a big success: Did this 'ad ban' cause widespread panic and suffering to local firms? Interestingly, it didn't. Instead, it actually encouraged many companies to reassess their advertising campaigns and find new and improved ways to reach customers. It forced them to stop and think, inventing smart new ways to promote their products and services on the streets and to make a bigger leap into digital, without covering up the beautiful architecture of the city.

(more clarifying facts about the success of the Sao Paulo in the description links)

### Solution

<http://www.forbes.com/sites/marktshare/2012/01/04/no-billboards-no-outdoor-advertising-what-next/>

<http://magazine.good.is/articles/a-happy-flourishing-city-with-no-advertising>

<http://www.businessweek.com/stories/2007-06-18/s-o-paulo-the-city-that-said-no-to-advertisingbusinessweek-business-news-stock-market-and-financial-advice>

Status: 17.06.2018

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## **NO AD BERLIN - a campaign to raise awareness**

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Please describe your idea in one sentence.

NO AD BERLIN is a Berliner Sparkasse campaign for a Berlin without visual pollution.

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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”?

restore the natural beauty of your city and much more

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## **NO AD BERLIN - a campaign to raise awareness**

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

everyone in Berlin

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## **NO AD BERLIN - a campaign to raise awareness**

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

Berliner Sparkasse will use primarily the online medium and street pamphlets to bring attention to the problem. It will create a powerfull and great image for Berliner Sparkasse because of the good they are trying to bring to Berlin

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

everyone in Berlin and everyone that hears about the campaign.

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

inside the 200000 euro budget



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Creative's profile



**voinealex** PRO  
Architect

Creative's top 5 skills

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