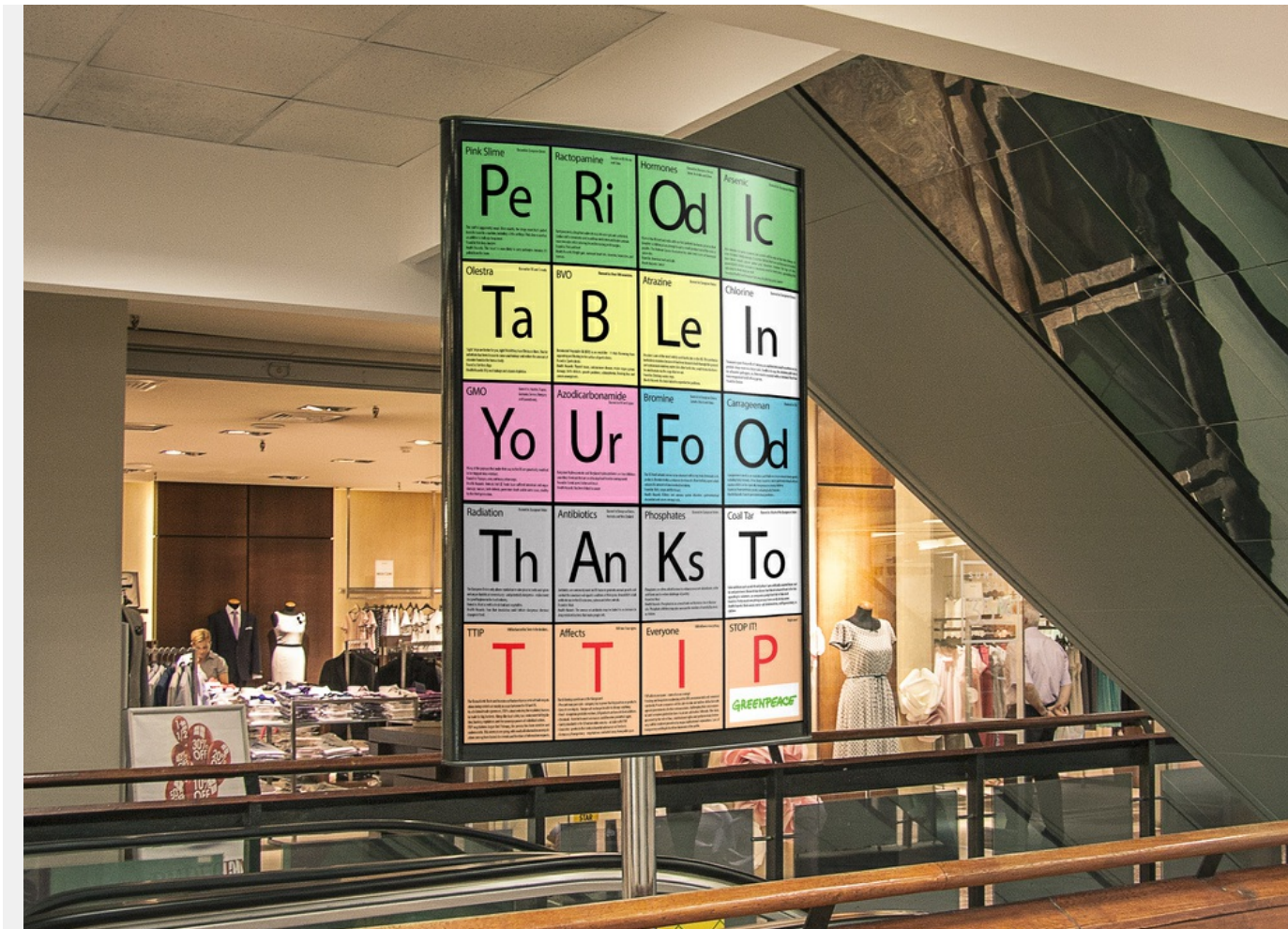


1/3 TTIP Guerilla ANTI-Marketing Campaign & Video

This Guerilla ANTI-Marketing Campaign for revealing TTIP's true face.



Solution

This Guerilla ANTI-Marketing is a campaign which have to show how badly TTIP will affect every aspect of our lives. The video was shot in my native Bulgarian language, because I consider that expressing the proper emotions is more valuable than acting in English. The "actors" desire anonymity, that's why they are "masked". This anti-marketing stand could be build anywhere by Greenpeace and will serve to familiarize people with TTIP's dark side. Supporting material included - posters & mockups.

Status: 15.06.2018

TTIP Guerilla ANTI-Marketing Campaign & Video

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Have you used any third-party material? Even if you've modified it, source the original here. See FAQ for details.

Used free "Arial" font for the English subtitles, posters, mockups and all other materials.

Chemical information source: <http://distractify.com/old-school/2014/06/22/dangerous-foods-americans-eat-that-are-banned-in-other-countries-1197737175> ; TTIP:

<http://www.independent.co.uk/voices/comment/what-is-ttip-and-six-reasons-why-the-answer-should-scare-you-9779688.html>; The Precautionary Principle: <http://eur-lex.europa.eu>

Stop TTIP

3/3

TTIP Guerilla ANTI-Marketing Campaign & Video

This Guerilla ANTI-Marketing Campaign for revealing TTIP's true face.

Creative's profile



Mariya_ **PRO**
Creative

Creative's top 5 skills

Product Design, Interior Design, Packaging Design, Textile Design, Service Design