

1/3 **Don't Cheat/Hide (Now in both languages)**

Based on visual brand identities of brands, we designed a typographic poster for the campaign.



Solution

We followed an unique way constructing the campaign by playing with words and names of brands. We also maintain their visual brand identities in our poster and message to attract audience and to show whom we are demand from. In addition, we carefully try to provide a right tonality which is not aggressive with questioning these brands in the messages like "all the truth = aldi truth ?" "little cheat = lidl cheat?". And we finally add a demand text that clarifies the aim of this campaign.

Status: 15.06.2018

2/3 **Don't Cheat/Hide (Now in both languages)**

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Campaign Scalability

English version of the campaign.

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## Don't Cheat/Hide (Now in both languages)

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### Creative's profile



**tolga tuncer** PRO  
Industrial Designer  
izmir, Turkey

### Third party materials used

<https://www.mockupworld.co/free/two-billboards-in-brick-wall-mockup>

<https://drive.google.com/file/d/0B5g-5-J2zKzzTG5ZY2hMVWp6U0E/view>

### Creative's top 5 skills

Graphic Design, Product Design

### Collaborators



**Şükran kasap** PRO  
Graphic Designer  
İzmir, Turkey