

1/3 **Don't care about?**

Showing a sausage with a paperbag on its head, as symbol for hiding the truth about it.

Solution

Showing a sausage that is masked with a Lidl paperbag to hide its true identity. The Slogan asks Lidl if Lidl really does not care about the lack of information regarding cheap meat and the consequences for the environment and the health.



2/3 **Don't care about?**

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Campaign Scaleability

Adding stickers on meat products in the supermarket to inform customers about the lack of information

Greenpeace against cheap meat

3/3

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Creative's profile



Sani PRO
designer

Creative's top 5 skills

Graphic Design, Illustration, Photography, Product Design

Collaborators



lingfa PRO
designer