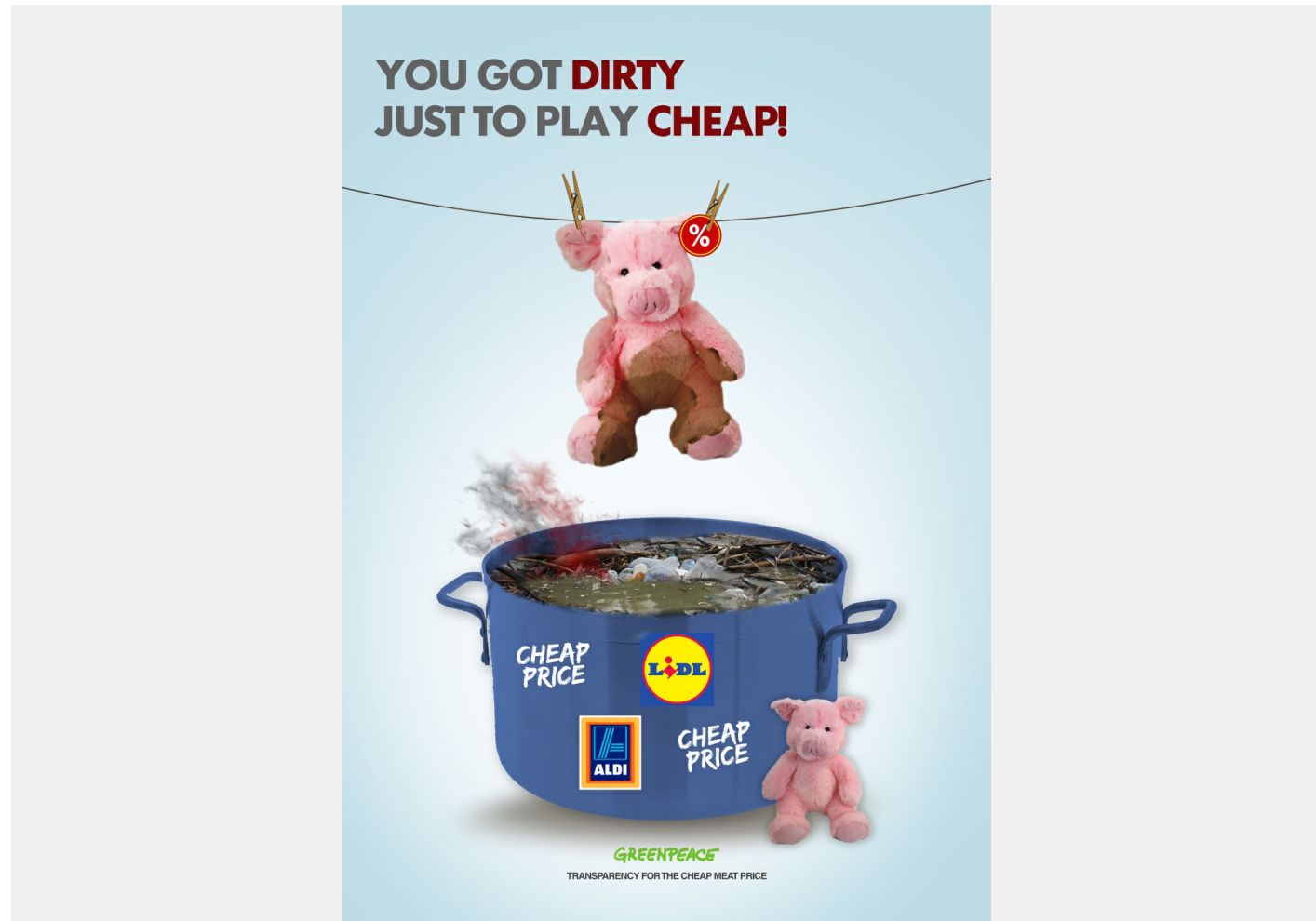


1/3 **You got dirty just to play cheap!**

The idea is about the dirty road to get the cheap price for the meat.



Solution

The idea is revealing the map for the cheap price road. Lidl and Aldi play dirty to get this cheap price and they should be honest about it.

Status: 15.06.2018

2/3 **You got dirty just to play cheap!**

The idea is about the dirty road to get the cheap price for the meat.



Campaign Scaleability

Outdoor billboard campaign - against cheap meat!

Status: 15.06.2018

3/3 You got dirty just to play cheap!

The idea is about the dirty road to get the cheap price for the meat.

Creative's profile



oanamm PRO
Graphic Designer

Creative's top 5 skills

Graphic Design, Illustration, Communication Concept

Third party materials used

<https://media.greenpeace.org/C.aspx?VP3=SearchResult&VBID=27MZV8YGMK9Y6&SMLS=1&RW=1536&RH=598#/SearchResult&VBID=27MZV8YGMK9Y6&SMLS=1&RW=1536&RH=598>

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<http://www.heckelmann.com/en/wooden-clothes-pegs/product/246-hardwood-clothes-peg-width-20mm/lang-en-GB>

<https://boldhome.com/products/wishpets-14-floppy-pink-pig-stuffed-plush-toy>

<https://www.graphicsfuel.com/dload/?dlink=2017/01/Outdoor-Advertising-Billboard-Mockup>