

1/2 **green, cheap & sustainable**



Solution

Enjoy the video in high resolution here:<http://squalidsketch.de/down/jovoto/db.mp4>

What are your first thoughts about DB ? Do you realise DB as a green brand ?

Most people find that DB is quite expensive. But DB offers, after bicycling, the most ecological public transport. Customers are not aware of that fact. Of course there's still a way to go to get better and greener, but first people should widely realise DB's sustainable engagement.

How can this be answered and connected ?

As Patrick&Patrick mentioned in their amazing idea, there's just a cost difference of 1% between regular tickets and carbon free ones that work with green power.

The most successful DB campaigns in Germany were "Tchibo- and Lidl-Tickets": A return ticket for just 58,-. "Tchibo" is a well known German coffee brand, "Lidl" a cheap supermarket & brand.

In 2006 one million tickets were sold as a cooperation between DB &

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Creative's profile



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Creative's top 5 skills

Copy Writing, Graphic Design, User Experience, Communication Concept