



Public Awareness Campaigns

Although World War II was more than 60 years ago, the world today is still filled with destruction, but in different forms.

Deforestation, animal massacres, the abuse of human rights.

The good news is that when there is darkness, there is also light.

More and more people, and organisations, have risen up to speak out against these destructive activities and more, with public awareness ads.

**As an advertising creative you can
be a big part of the solution**



ANYONE CAN GIVE THE MIRACLE OF LIFE

JUST BE AN ORGAN DONOR



INDT
National Donation
and Transplant Institute

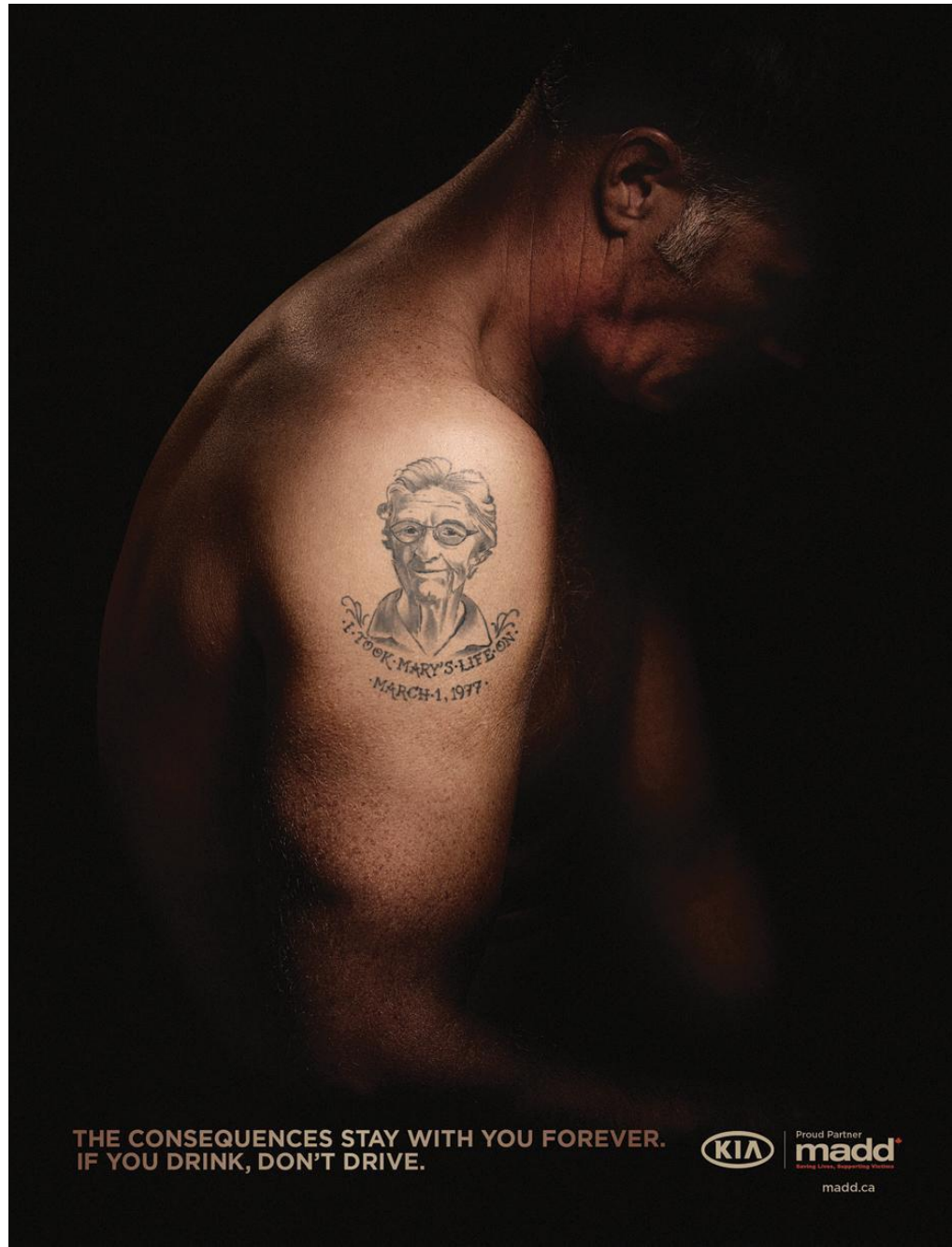


Before it's too late. wwf.org





Censorship tells the wrong story



THE CONSEQUENCES STAY WITH YOU FOREVER.
IF YOU DRINK, DON'T DRIVE.



madd.ca



AIUTACI A CURARE GLI ANIMALI VITTIME DEI TEST COSMETICI.
INVIA UN SMS AL 48585 PER DONARE 1 EURO E CONTRIBUIRE A CREARE UN CENTRO DI RIABILITAZIONE.



Don't buy exotic animal souvenirs





Don't talk
while he
drives





Give a hand to wildlife



Give a hand to wildlife





Give a hand to wildlife



Now back to anti-littering campaigns

Is one of these
plastic bags
YOURS?



**BRING Your Own
BAG**



HUMAN
RIGHTS
WATCH

WHERE DID THE TRASH GO?

IT'S IN THE AIR
YOU BREATHE.



YOUR HEALTH, YOUR RIGHT.

Sign the petition

www.hrw.org/StopTheBurning



A single
can of dissolvent
pollute millions
of litres of water.



WWF

902102107



DON'T SWALLOW OTHER PEOPLE'S SMOKE.
SMOKE FREE AMBIENT. IS EVERYONE'S RIGHT.



SANTA CATARINA



**A WORLD FREE OF PLASTIC WASTE.
IT'S POSSIBLE.**

#NOPLASTICWASTE





WHAT GOES IN THE OCEAN GOES IN YOU.

RECENT STUDIES ESTIMATE THAT FISH OFF THE WEST
COAST INGEST OVER 12,000 TONS OF PLASTIC A YEAR.
FIND OUT HOW YOU CAN HELP TURN THE TIDE ON PLASTIC
POLLUTION LOCALLY AT WWW.SURFRIDERVANCOUVER.ORG





70% of plastic ends up in the sea, and it will never become 'extinct'.

Case studies



<https://www.youtube.com/watch?v=IW3jEIYBFzg>

<https://www.bbc.co.uk/programmes/p04tjbtX>



<https://www.bbc.co.uk/plasticswatch>



AMV BBDO's campaign for LadBible and Plastic Oceans Foundation, scooped awards at both the global D&AD and the Cannes Lions advertising awards in 2017 and 2018.

The campaign was created by Mike Hughes and Dalatando Almeida, past graduates of the BA(Hons) Advertising and Brand Design course at Swansea College of Art in 2009/2010.



The Trash Isles imagines the ‘Great Pacific Garbage Patch’ – a pile of primarily plastic waste floating in the northern part of the Pacific Ocean – as an official country. In doing so it means it has to be recognised as a country by the United Nations.

The proposal is to force world leaders to address the scale of the ocean trash, which has accumulated to the size of France.



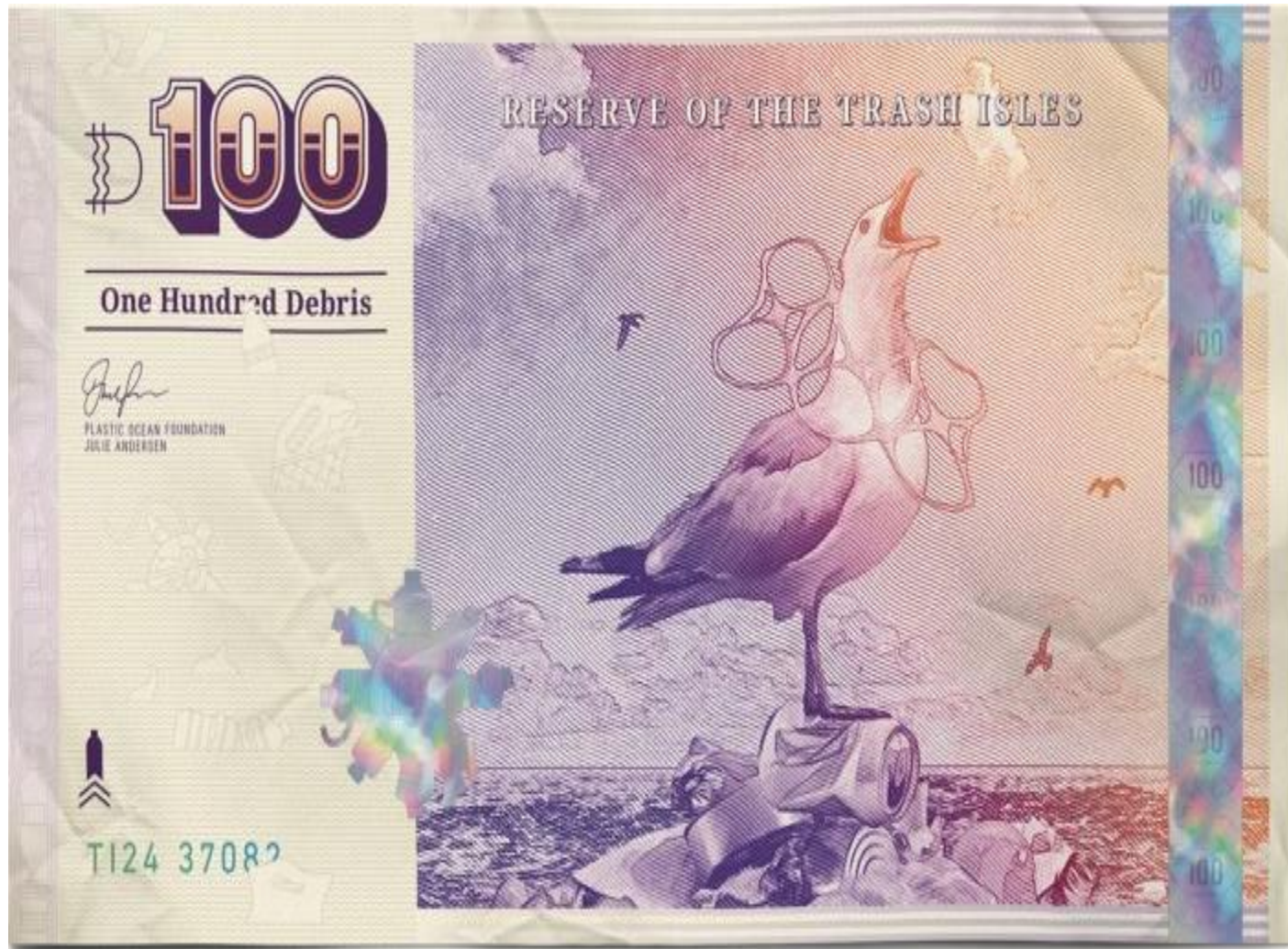
<https://vimeo.com/260227132>

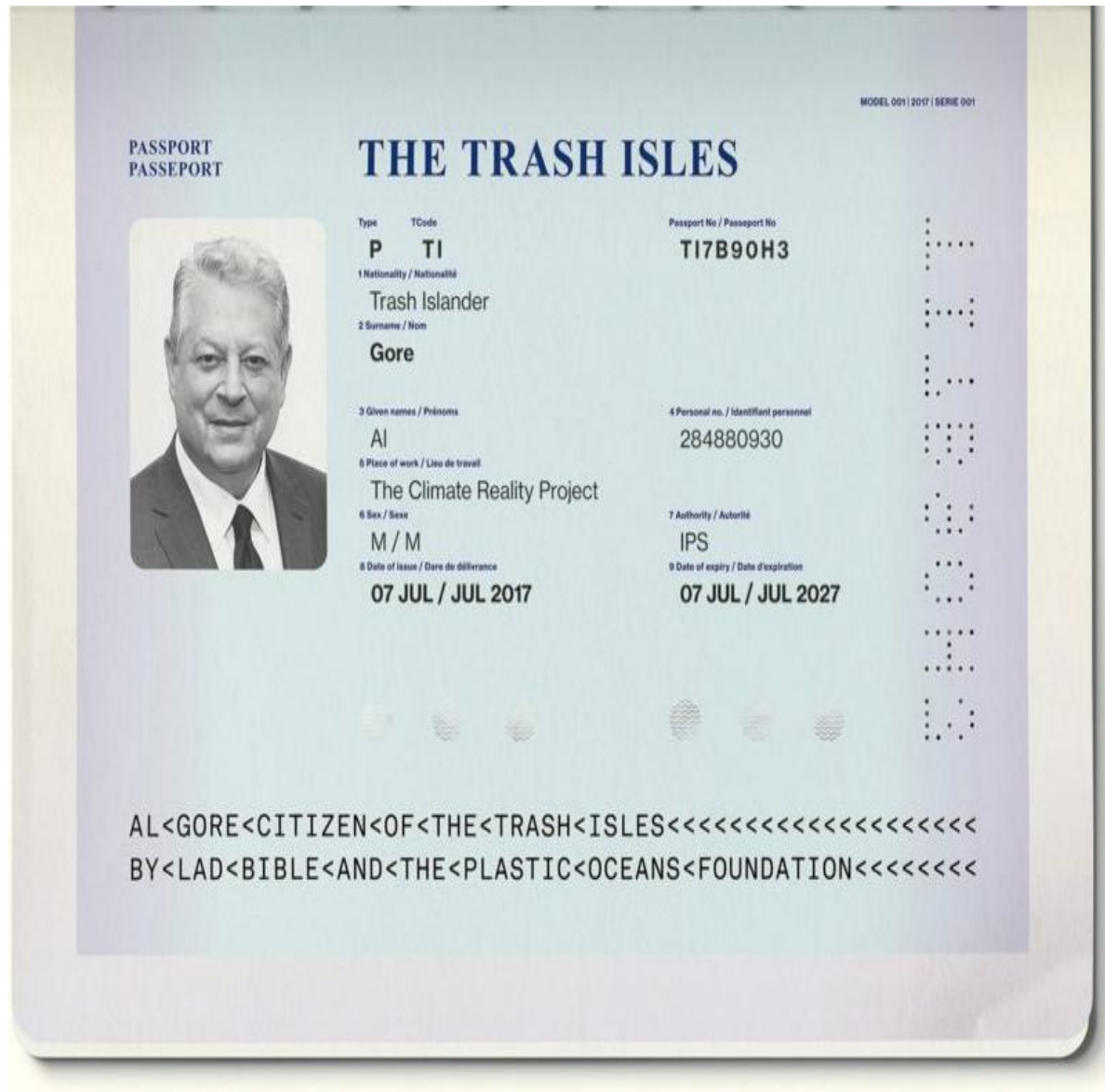
“We knew that, even though the trash patch covers an area the size of a country, it is easy for world leaders to ignore it - the saying ‘out of sight out of mind’ could not be more applicable than with this issue,”

Mike Hughes

“We’re doing this to raise awareness of the massive issue affecting our planet and engage our audience to do something about it, whilst having a little bit of fun too,”

Stephen Mai, LADbible





**Corona[®]**
Extra

find your beach





<https://sketchevents.co.uk/project/corona-wave-of-waste/>





<https://ethicalmarketingnews.com/corona-reimagines-iconic-symbols-of-paradise-to-remind-the-world-that-plastic-doesnt-belong-in-our-oceans>



<https://www.thedrum.com/creative-works/project/soko-corona-trash-wall>



<https://www.creativereview.co.uk/coca-cola-uses-red-to-go-green/>





<https://www.ecowatch.com/greenpeace-coca-cola-2526964744.html>



<https://storage.googleapis.com/gpuk-old-wp-site/plasticide-sculpture-london-bridge/index.html>



https://www.just-drinks.com/news/the-coca-cola-co-defends-plastic-footprint-after-greenpeace-stunt_id122846.aspx



<https://www.youtube.com/watch?v=1S0z7oTNCKY>



<https://www.campaignlive.co.uk/article/greenpeace-hijacks-cokes-huge-pr-push-alternative-christmas-campaign/1450494>



<https://www.media4growth.com/digital-ooh/wcrs-sky-ocean-rescue-reveal-biggest-threat-to-seas-2968>



<https://www.lbbonline.com/news/wcrs-sky-ocean-rescue-campaign-reveals-the-biggest-threat-to-our-seas>