

# **The Trash Isles**

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

100

One Hundred Debris

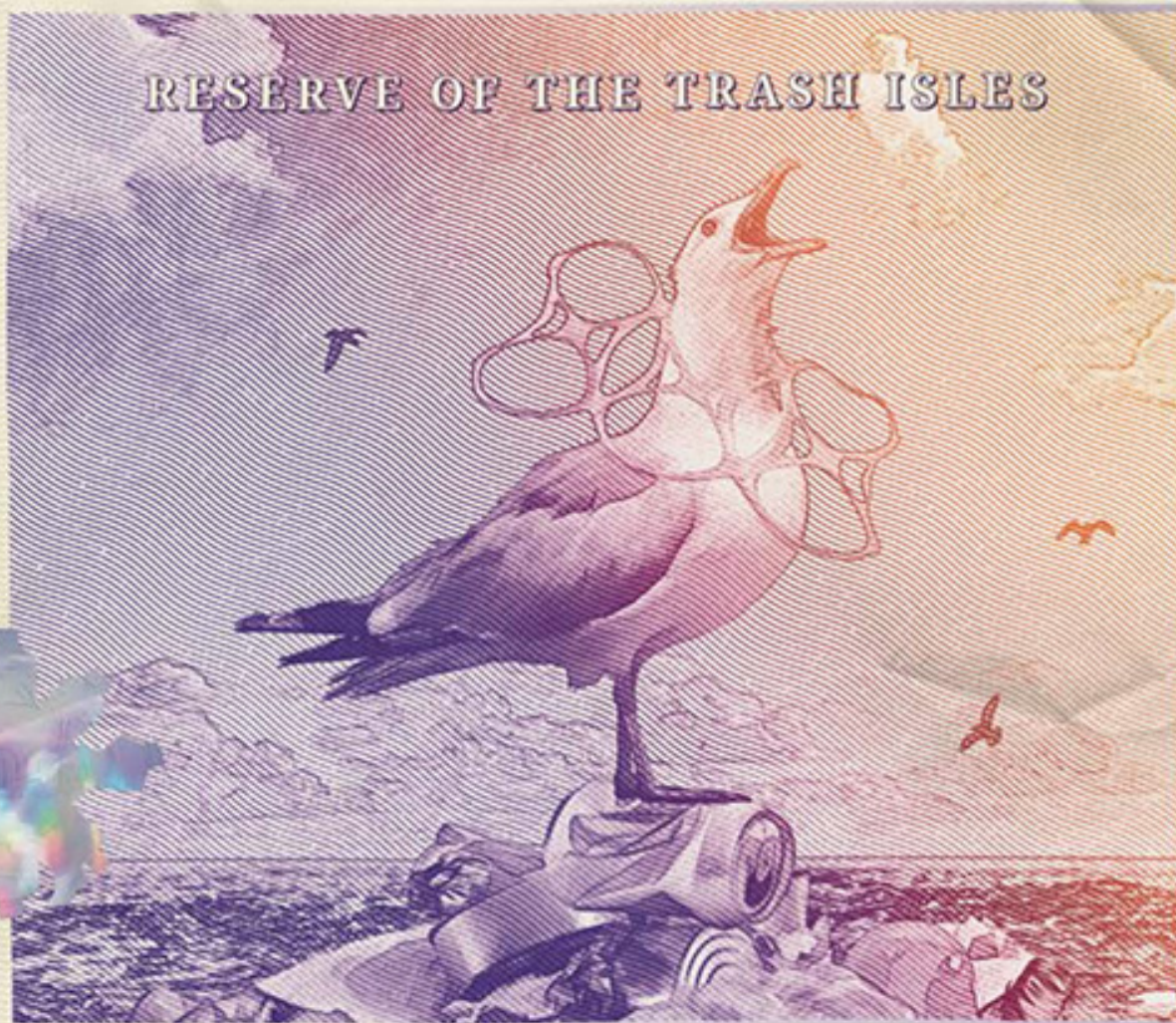
*Julie Andersen*

PLASTIC OCEAN FOUNDATION  
JULIE ANDERSEN



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RESERVE OF THE TRASH ISLES



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PASSPORT  
PASSEPORT

## THE TRASH ISLES



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## Trash Islander

## Gore

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## The Climate Reality Project

M / M

07 JUL / JUL 2017

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BY<LAD<BIBLE<AND<THE<PLASTIC<OCEANS<FOUNDATION<<<<<<<