**BRAINSTORMING – Tcommunication Swiss** 



**GREEN POWER ON STREETS** 



# Description

Power from earth.

BULB SHAPE KEY HOLDER. BATTERY INCLUDED



**GREEN POWER ON STREETS** 

## Flyer – Guerrilla - face to face

#### Power from earth.

In this Guerrilla Action, we will attach the key holders to tags (such as those used to describe the plants in a store).

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Tags will feature references of the event and the tagline "A SMALL LIGHT TO BRIGHTEN A SUSTAINABLE FUTURE".

#### MATERIAL:

PLASTIC front / back card: 300 gr. Printing 4/4 colors, drilled, with insertion of string 12 cm Dimensions: 10 x 2.5 cm

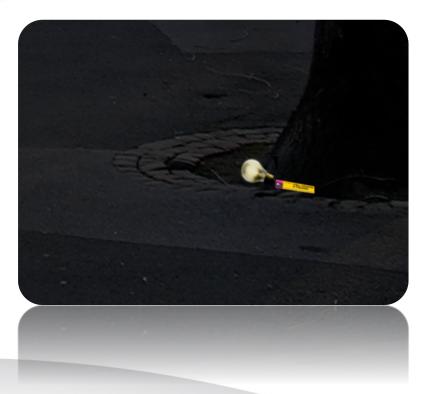
**GREEN POWER ON STREETS** 



# Action

#### **GUERRILLA ACTION**

The guerrilla action is to place the bulbs accompanied by tags in the main streets of Lugano (lakefront). In pots, on trees.



**GREEN POWER ON STREETS** 

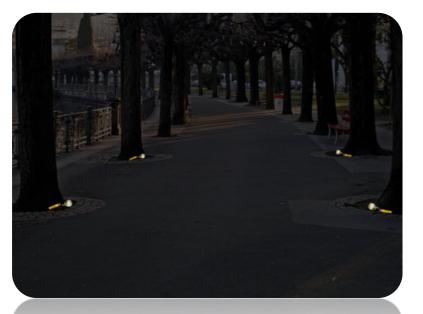


# Action

#### **GUERRILLA ACTION**

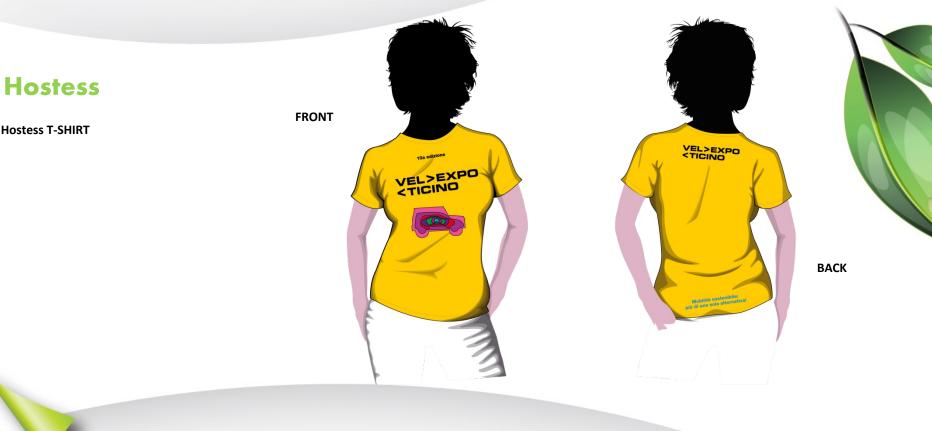
Imagine then, in the evening, along the main streets, these lamps lit that seem fed directly from the ground.





#### **GREEN POWER ON STREETS**

Hostess T-SHIRT



**GREEN POWER ON STREETS** 



# Action

#### **ONE to One Action**

On Saturday, gadgets will be delivered One to One, at LUGANO's public market.



**GREEN POWER ON STREETS** 



# **Time Action**

DAY 1 - GUERRILLA ACTION

2 PROMOTERS

when: THU 31/05 from 18.00 to 21.00 (sun sets at 19.45)

DISTRIBUTION: 450 key holders



#### **GREEN POWER ON STREETS**

# **Time Action**

DAY 2- GUERRILLA ACTION

2 PROMOTERS

when: FRI 01/06 from 18.00 to 21.00 (sun sets at 19.45)

DISTRIBUTION: 450 key holders



**GREEN POWER ON STREETS** 



# **Time Action**

**DAY 3 - GUERRILLA ACTION** 

2 PROMOTERS

when: SAT 02/06 from 14.00 to 17.00

DISTRIBUTION: 450 key holders one to one



T Communication Swiss - 2012



