

VEL > EXPO < TICINO

BRAINSTORMING – Tcommunication Swiss



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GREEN POWER ON STREETS

Description

Power from earth.

BULB SHAPE KEY HOLDER.
BATTERY INCLUDED



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).

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



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.



Action

GUERRILLA ACTION

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



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GREEN POWER ON STREETS

Hostess

Hostess T-SHIRT

FRONT



BACK



Action

ONE to One Action

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



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



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



Thanks

