

PNCC RUBBISH DUMPING PROJECT

Design Concepts

Version 1.0 June 6, 2017

The Idea

Let's put rubbish in its place.

- The 'single-minded idea' that will form the basis of our campaign.
- It is a call to action that implies a collective responsibility for the people of Palmerston North to be vigilant about keeping their city clean.
- Conveniently, it also serves as a tagline on our various pieces of communication.

Video concept_1



Let's put rubbish in its place.



Video concept_2



Note: Daylight shot and not as close up - see image next page.

Men quickly load mattress into back of recycling truck w/doors.
Doors shut and word, "Clever" fades in - truck drives off.



LET'S PUT RUBBISH
IN ITS PLACE.



Ambient applications

Graffiti old mattresses and place around the city in strategic areas to get the message across.



Bus board

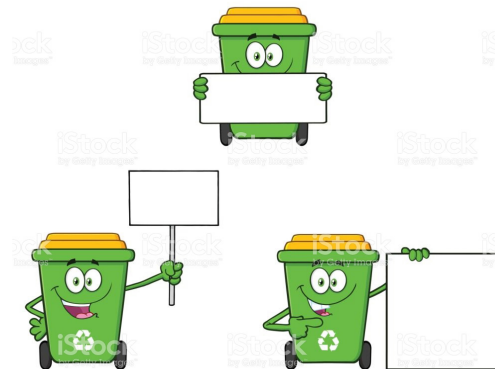
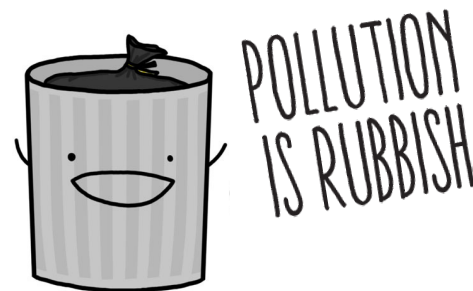


City bin

The Rubbish Guru

I'll tell you where to stick it!

- This is about bringing our online reference resource to life by giving it an identity and personality that is likeable and promotable.
- While there is still some thinking to be done around the identity of the Guru - use of the word 'Guru' suggests to a strong element of wisdom, knowledge and responsibility, which should also be reflected in look and personality.



Note: Character designs indicative only.

Tagline & ambient media

Design style ideas - Moodboard

