

Bird/Litter-Free Parks Campaign

Statement:

This public service ad is part of a series of ads for the Town of Bloomfield, CT, that use outdoor signage at local parks to build awareness on litter's impact on Nature and quality of life.

The imagery of a bird with his feet tied together by a plastic bag, makes a direct connection littering and hurting wildlife.

To drive excitement, we created a display at town events, with posters from the signs – including the bird – and offered kid-friendly literature, such as “Trash Trivia,” plastic-free picnic basket giveaways, and a real turtle with his very own litter-free sign.