

Statement of Purpose
Litter-Free Campaign, Bloomfield, CT

This public service advertising campaign uses a series of outdoor signs to spearhead a litter-free initiative for the Town of Bloomfield, Connecticut. Dotted throughout the Town's local parks and trails, streams and woodlands, the signs build awareness on littering's impact on Nature and quality of life, both wildlife and human life.

To create buzz, we showed up at town events with posters of the signs, created kid-friendly flyers, like Trash Trivia, raffled off plastic-free picnic goodie baskets, and featured a real live turtle who sported his very own litter-free sign.