

POSTER FOR AWARENESS



STICKERS FOR FUTURE

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DESCRIPTION

Actions of guerrilla marketing such as put up stickers/posters in front of stores or walls, or paint message on the ground or on old t-shirts to create awareness about fast fashion, resource exploitation, pollution, etc

WHAT YOU NEED

- posters, stickers
- spray
- old t-shirts
- paint for fabrics

STEP FOR REALIZATION

1. Find facts about fashion industry, sustainability
2. Design posters, stickers
3. Create QRcodes and social media spaces with all the information about fashion and sustainability
4. Find someone skilled at painting t-shirts and choose your slogans with your friends' help

HOW TO PROMOTE IT?

- Put stickers and posters everywhere
- Distribute stickers to your friends, or leave them all around to be picked up
- Wear t-shirts with slogans