

SHIFT_{into} GREEN ENERGY INDEPENDENCE

Shifting into Clean Energy



Cole Parnell
Nikki Woods
Pei Fang Tsai

Ad Campaign // Design Brief // Green Energy

Defining the Brand

Personality: The personality of the brand will be fun, clean, simple, and uplifting.

Audience: Our campaign will be aimed at people between the age of 18 to 40. This is a broad audience but I feel that it’s necessary for a campaign like this. I think that this age group is the one that can do the most to influence change.

Logo: Our logo is actually going to be a series of symbols that represent the overall concept. Each alternate form of energy will be represented by a symbol. The wheel representing a bicycle will be the main symbol that all the others revolve around.

Brand Story: Our overall goal is to provide awareness to people about the benefits of green technology. The way that we do that is to create a fun and visually interesting campaign using the symbol of the bicycle because it relates to everyone....and it’s fun. We are going to use the bicycle to bring awareness to all other forms of green energy.

Concept/Tag lines

- re CYCLE
- Live Sustainably
- Tour De Green
- Green (Yes just “green” and nothing else)
- Choice + Technology = Energy Independence
- Live Green (Lance Armstrong “Live Strong”)
- Green Messenger (Bike Messenger)
- Lets Fixie the Environment
- Green Cycle
- Shift into Green

Types of Media

Print: Poster Series

Social Media: Facebook Page and Tumblr (Blog)

Guerilla Ad: Print poster and stickers featuring an actual Gorilla.

Viral Video: Stop motion video using a white board to illustrate the different energy symbols used in the campaign.

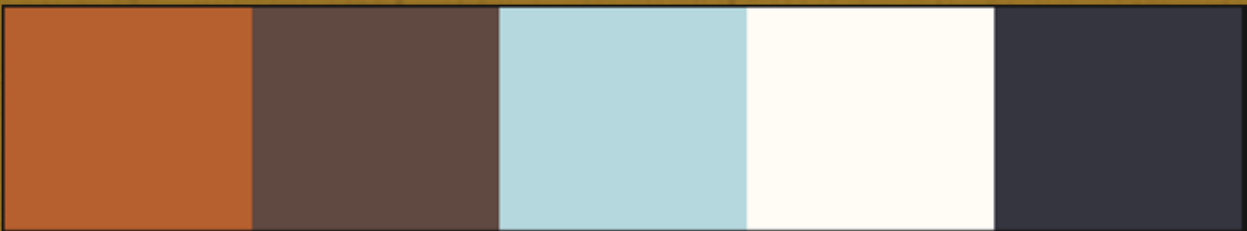
Group Members Assigned to Media

Cole: Print Media and Viral Video

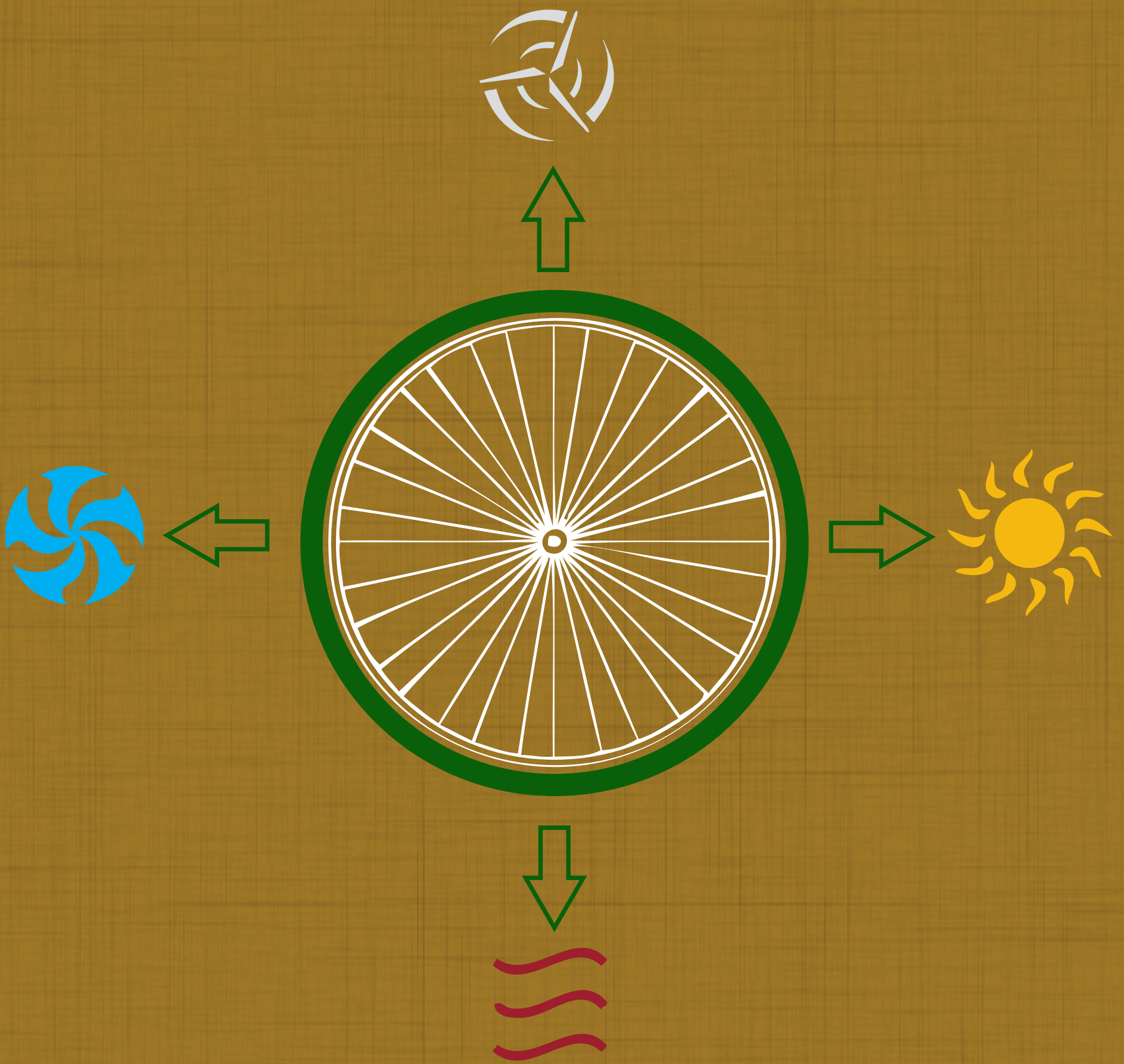
Nikki: Guerilla Ad

Pei: Setup the social media sites.

Color Palettes



PRINT MEDIA POSTER SERIES



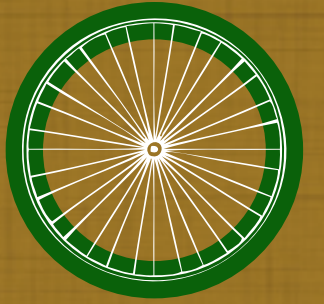
BICYCLE
HYDRO
THERMAL
SOLAR
WIND

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ENERGY INDEPENDENCE





BICYCLE



- No fuel necessary form of transportation
- Cost effective and zero emissions
- Keeps you fit and healthy
- Reduce noise and traffic pollution
- Reduce traffic congestion
- Bicycles save land space
- Redeces landfill automotive part waste
- Improves air quality



HYDRO



Hydroelectric power provides almost one-fifth of the world's electricity.

More than 70 percent of the electricity made in Washington State is produced by hydroelectric facilities.

Hydropower is the cheapest way to generate electricity today.

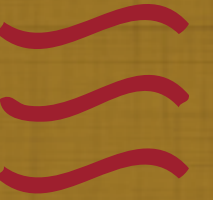
It's a clean fuel source that is renewable yearly by snow and rainfall.

Hydropower is also readily available; engineers can control the flow of water through the turbines to produce electricity on demand.

In addition, reservoirs may offer recreational opportunities, such as swimming & boating



THERMAL



Geothermal water from deeper in the Earth can be used directly for heating homes and offices, or for growing plants in greenhouses. Some U.S. cities pipe geothermal hot water under roads and sidewalks to melt snow.

Thermal energy is generated in over 20 countries.

It can be extracted without burning a fossil fuel such as coal, gas, or oil.

Geothermal fields produce only about one-sixth of the carbon dioxide that a relatively clean natural-gas-fueled power plant produces.

Binary plants release essentially no emissions. Unlike solar and wind energy, geothermal energy is always available, 365 days a year.

It's also relatively inexpensive; savings from direct use can be as much as 80 percent over fossil fuels.



SOLAR



Every hour the sun beams onto Earth more than enough energy to satisfy global energy needs for an entire year.

Today, the technology produces less than one tenth of one percent of global energy demand.

Solar energy is lauded as an inexhaustible fuel source that is pollution and often noise free.

Solar cells generate energy for far-out places like satellites in Earth orbit and cabins deep in the Rocky Mountains as easily as they can power downtown buildings and futuristic cars.



WIND



One wind turbine generates enough electricity to supply 600 homes.

Smaller turbines can generate enough electricity for a single home or small business.

Wind energy produces zero air and water pollution.

Once the turbine is erected the operation costs are nearly zero.

Many governments offer tax incentives for wind turbines as manufacturing costs decrease.

Industry experts predict that if this pace of growth continues, by 2050 the answer to one third of the world's electricity needs will be found blowing in the wind.

SOCIAL MEDIA
FACEBOOK TUMBLR

FACEBOOK

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Community Page about Green Energy

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About

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Tuesday



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Hydropower plants produce about 24 percent of the world's electricity and supply more than 1 billion people with power. Find out how

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Tuesday

Number of Bicyclists Keeps Climbing, City Says

By MICHAEL M. GRYNBAUM

Suzanne DeChillo/The New York Times


The Bloomberg administration has aggressively expanded New York City's bicycle infrastructure, creating hundreds of miles of bicycle lanes and encouraging residents to try out the cleaner, often speedier mode of transport.

On Thursday, the city said that the number of regular city bicycle ri...See More

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Independent Green Energy

May 3



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www.shiftintogreen.tumblr.com



SHIFT INTO GREEN

BICYCLE . SOLAR . WIND . THERMAL . HYDRO

VIDEO



1 DAY AGO



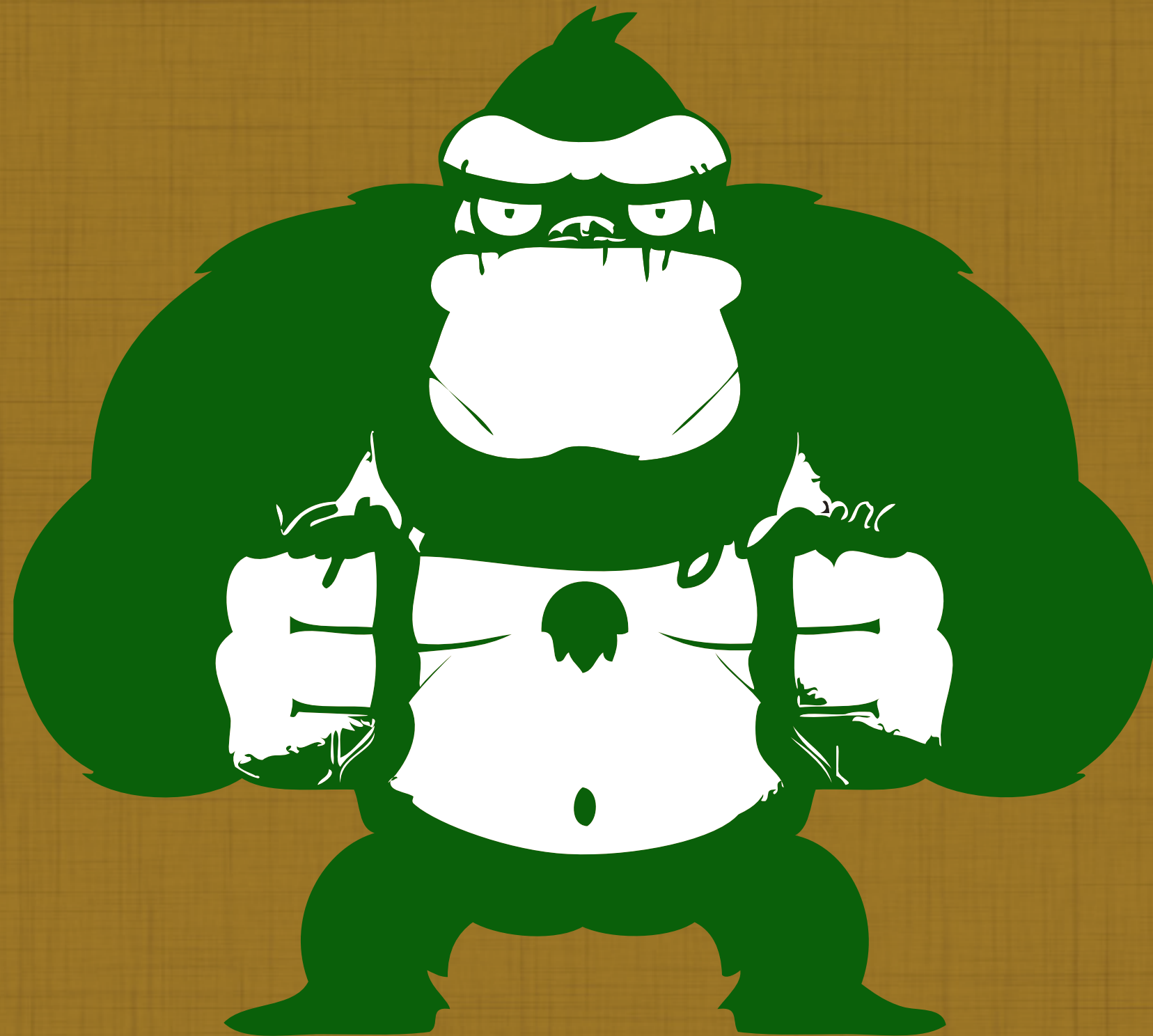
PHOTO



1 DAY AGO



GUERRILLA MEDIA



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Fifth Third Bank

EDDIE & SAM'S N.Y. PIZZA



THE **END**