

Alex Dirksen

CDES 430B

Project 4 | Guerilla/ Environmental Advertising Strategies

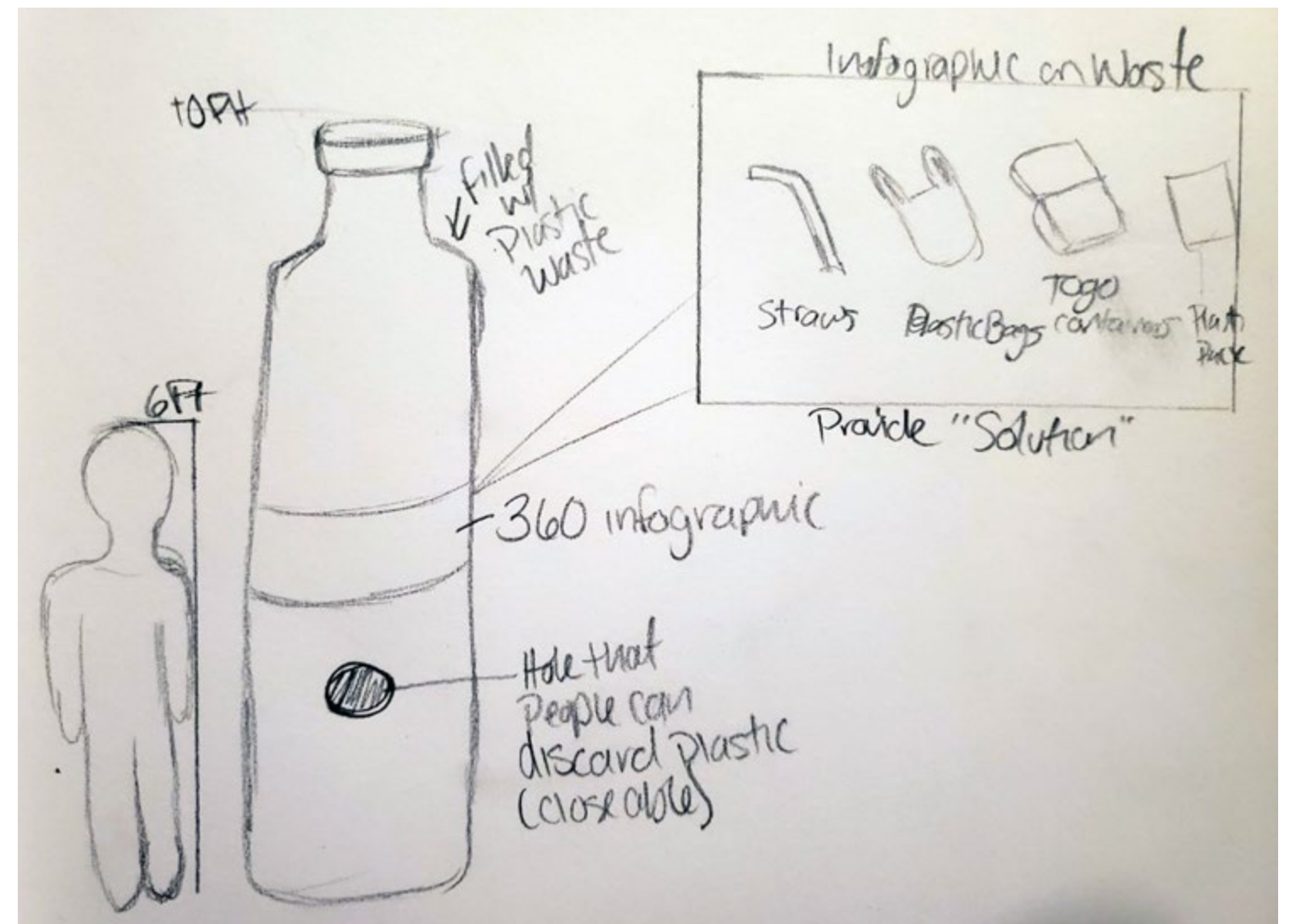
Spring 2019

Problem

Single use plastic, of any and all varieties have been causing and increasingly large problem . Plastic has made its way into just about every aspect of our lives, including inside the food we eat, as microparticles. Single-use-plastics frequently do not make it to a landfill or are recycled. A full 32% of the 78 million tons of plastic packaging produced annually is left to flow into our oceans; the equivalent of pouring one garbage truck of plastic into the ocean every minute. This is expected to increase to two per minute by 2030 and four per minute by 2050. By 2050, this could mean there will be more plastic than fish in the world's oceans. Choosing to buy products with less packaging or no packaging altogether makes a big difference.

Solution

I want to attempt a guerrilla advertising strategy with this project, focusing on the overwhelming amount of single use plastic that is used, and wasted, and sent to exist eternally in either a landfill, or in the ocean. I had a couple of ideas, including but not limited to: a larger than lifesize bottle, filled with single use plastic that is gathered from the surrounding areas, events, restaurants, that are discarded. It could act as both an awareness campaign, as well as a clean-up project. It would be targeted at public transit stations in order to get the most visual traffic.



Possible Sites

This campaign would consist of a number of installations around the Denver Metro area, targeting high traffic areas like transportation (possibly including the airport), event centers, the 16th street mall, and Auraria Campus. I want it to be large, imposing, impossible to miss, and make a statement about all of the plastic that is discarded improperly, being sent to landfills, or the oceans, and how cutting down on single use plastic can positively effect the city, especially since Denver is so removed from those situations that it's easy to forget how much it effects other places.



Disclaimer: These images are not mine, seeing as I have been out of the state for a week, I did not have time to go around and gather my own image research. My goal is to do so within the next week, I will re-upload after doing so.