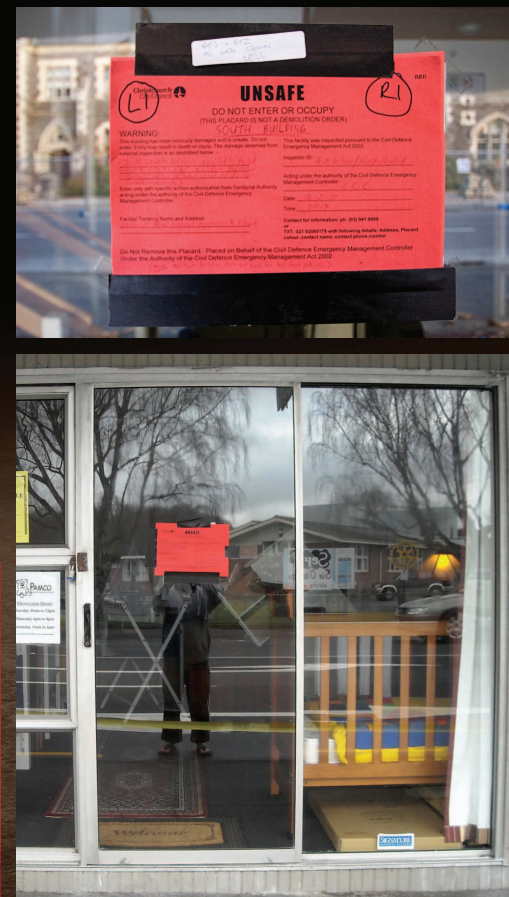


CHRISTCHURCH NEEDED US TO ACT. SO WE DID JUST THAT.

Christchurch

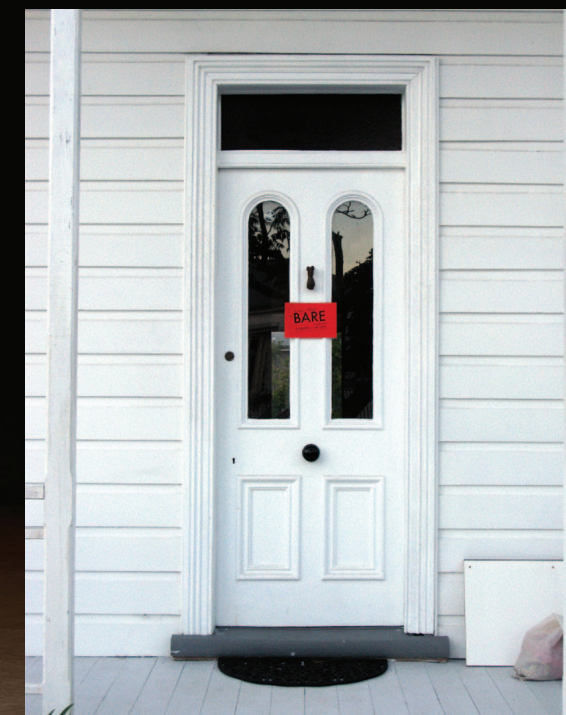
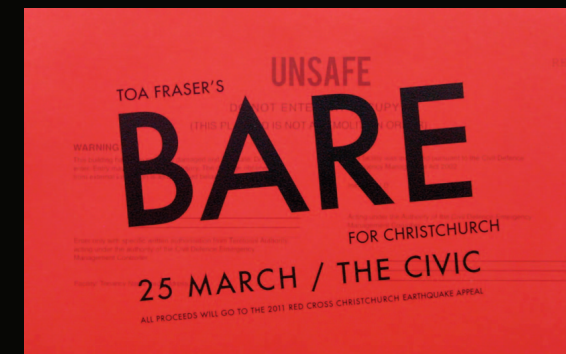
11 February 2011

After their devastating earthquake in February 2011, every building in Christchurch was divided into categories declaring their structural integrity. Buildings were marked using coloured flyers stuck to their front doors.



Auckland

25 March 2011



Act One

Salient Kiwi writer and director Toa Fraser needed a low budget way to promote the restaging of his landmark play Bare, to raise funds for Christchurch after their devastating earthquake in February 2011.

Act Two

We created Red and Yellow A5 DM flyers using the visual language of earthquake stricken zone and put them into Auckland mailboxes asking only that people act: by placing them where passers-by could clearly see them. And hundreds responded.

Act Three

Within 2 days all 1300 seats of the Civic Theatre were sold out, raising \$84,000 for the Red Cross Appeal in aid of Christchurch. Over half of the 5,000 flyers distributed were stuck up, some for as long as a month afterwards.

TOA FRASER'S

BARE

ONE NIGHT ONLY FOR THE
RED CROSS CHRISTCHURCH
EARTHQUAKE APPEAL