

NATURE KNOWS BEST

Taking a leaf out of nature's book to save water

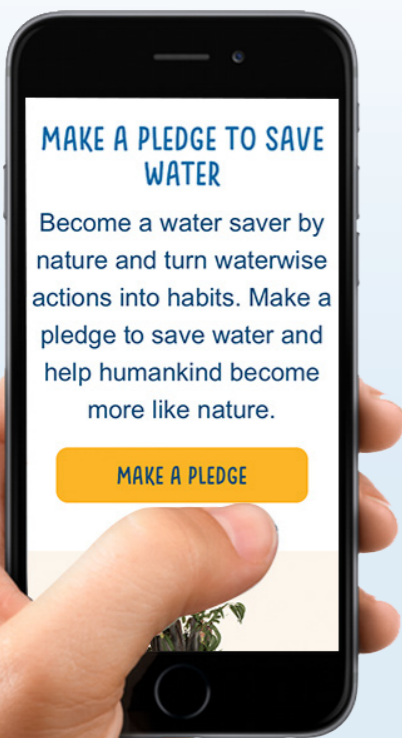
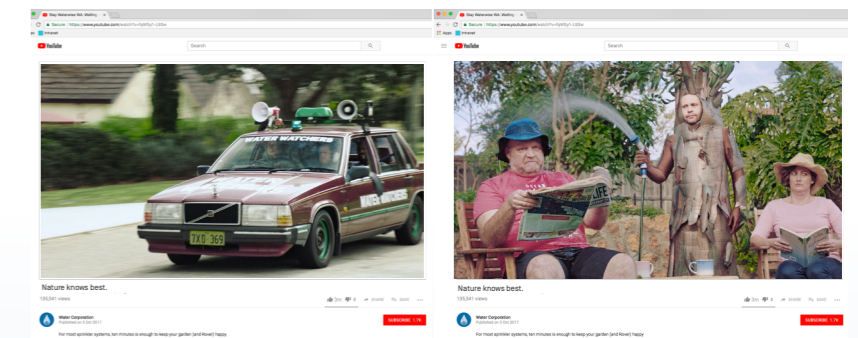
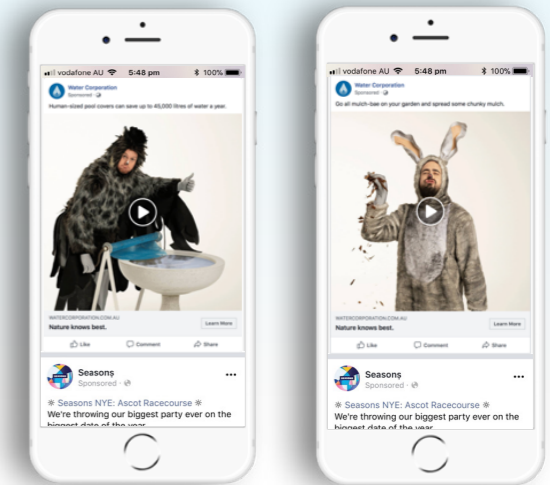


PROBLEM

Perth is a thriving, capital city situated on the edge of the Australian desert – so the busy population often forgets that excessive water use can quickly turn a minor concern into a major catastrophe.

IDEA

We gave nature a voice to point out that humans are the only species on earth that waste water. Using humour to take on this serious issue, the integrated campaign focuses on a team of wildlife vigilantes who enforce water-wise behaviour – assertively educating humans about the small changes we can all make to conserve water for the planet.



OVER
1 MILLION
IMPRESSIONS
IN THE FIRST 2 WEEKS

THAT'S OVER
HALF
OF PERTH'S
POPULATION!



AS FEATURED IN:

