

Victorian Government

Campaign: Raingardens

Media Agency: Mitchells

Creative Agency: Marmalade Melbourne

Year: 2012

Source: Adshel

Objective: Promote and educate the public on the benefits of raingardens and ultimately encourage the installation of 10 000 raingardens in Melbourne within 6 months.

Audience: All people, Melbourne

Strategy: Demonstrate the compact nature of a raingarden by showing that it would fit in a light box.



The special build execution utilised ultra realistic prop plants and detailing segmented earth. Adshel was able to create a clear and captivating educational experience

Results:

R = 29.9%

F = 4.0

