

Group 10

Promotional Concept 1 Eco Graffiti



Living

Made from moss & turf this street art created by living plants can last up to 4 weeks on any surface and washed away easily



Reverse

Using a high pressured water spray over a custom made stencil our logo is applied to the pavement



Stencil

Using 100% bio-degradable chalk this is an effect promotional tactic as it catches the attention of the passer by. It gets the message across without becoming permanent clutter in the streets