

Outdoor campaign for a public owned Electric Company

Advertised brand: Karlstad Energy

Advert title(s): No pigging about

Headline and copy text (in English):

PIG 1

Learn how to avoid the worst pigs on karlstadsenergi.se

PIG 2

Learn how to avoid the worst pigs on karlstadsenergi.se

PIG 3

Learn how to avoid the worst pigs on karlstadsenergi.se

No pigging about.

No pigging about just a fair prize

Learn how to avoid the worst pigs on karlstadsenergi.se

Advertising Agency: Bulldozer, Karlstad, Sweden

Agency website: <http://www.bulldozer.se>

Art Director: Andreas Österlund

Copywriter: Jenny Eklund

Illustrator: Anders Lipkin

Photographer: Anders Lipkin

Additional credits: Anna Bergström stylist

Published: Feb, 2012

Short rationale (optional):

Karlstad Energy is a Public service company owned by the City of Karlstad. The profit goes back to the city with the intention on building the cities infrastructure. All for a better future. Both for environment and for citizens. Karlstad Energy handles everything from garbage collection and recycling to the district heating power plant. They guarantee a fair price with a minimum of damage to the environment.

This outdoor campaign aims to lead the citizen to www.karlstadenergi.se where it will remind the citizens of Karlstad the benefits of having their own energy company that works for them and without self-interest, unlike other more competitive energy companies that both are bad for the environment and lures people with prizes that are untrue and unfair.