

Choose H₂O to pose below in the SUBMERGED STUDIO

PROBLEM

Meelup Beach during High School Leavers week is the problem. It brings together the highest drowning risk factors available to mankind: ocean, alcohol, and teens who would potentially use traditional water safety signage to start a bonfire.

SOLUTION

We encouraged them to drink water instead with the one thing that 'schoolies' like more than drinking: POSING. We designed a floating fb tag billboard above a submerged studio available to anyone who chose bottled water.

The portraits were automatically watermarked with our message: WE CHOSE H₂O TO POSE BELOW', and instantly posted to facebook, instagram & tumblr so that friends on the beach would join in real-time. In effect, the posers would simultaneously switch to water AND broadcast themselves having fun without alcohol.

RESULTS

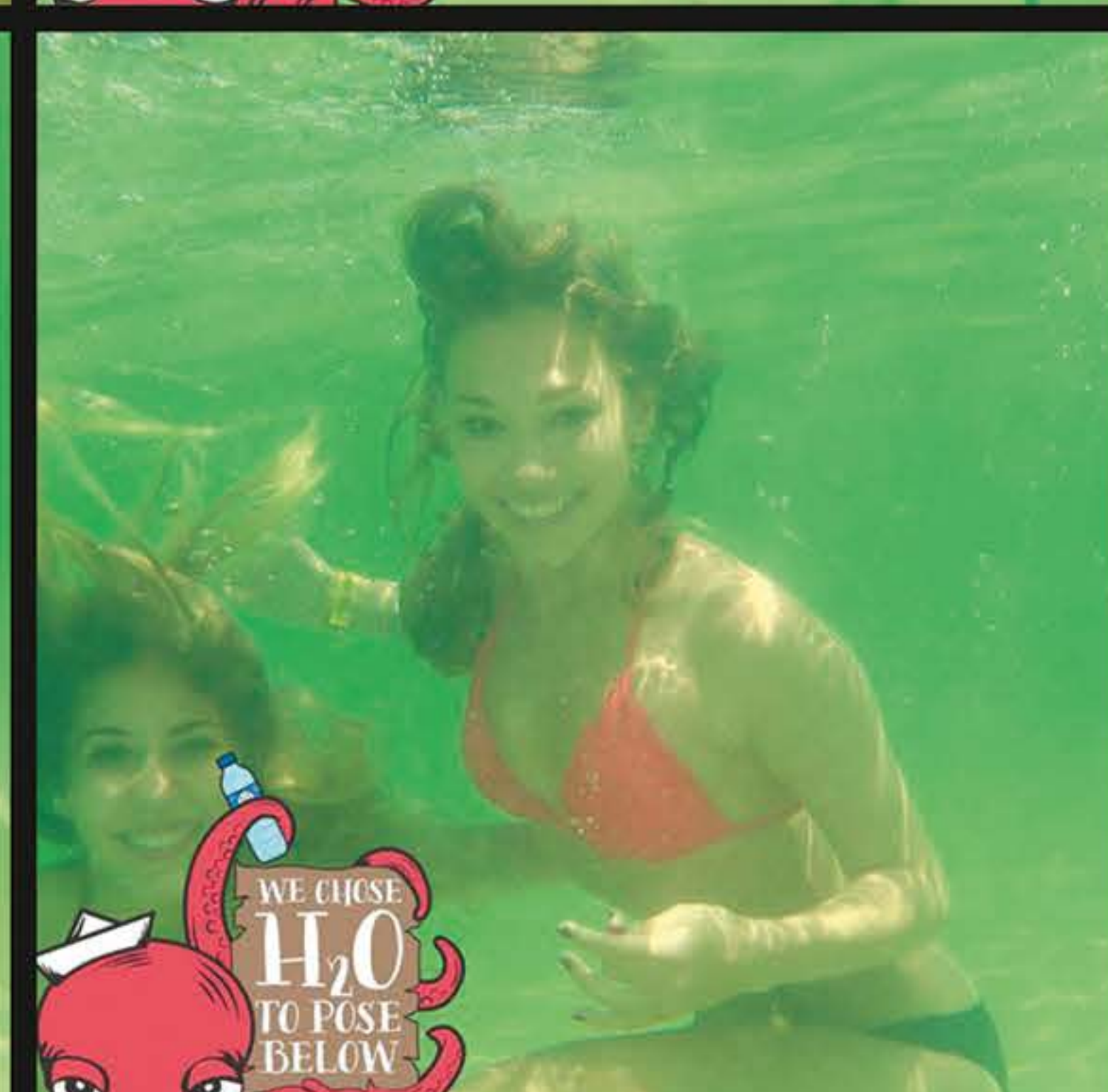
Firstly, no drownings. Around 2500 water bottles were handed out to the almost 5000 party-goers. On that same day, the watermarked pics had over 21,000 engagements on Facebook alone.



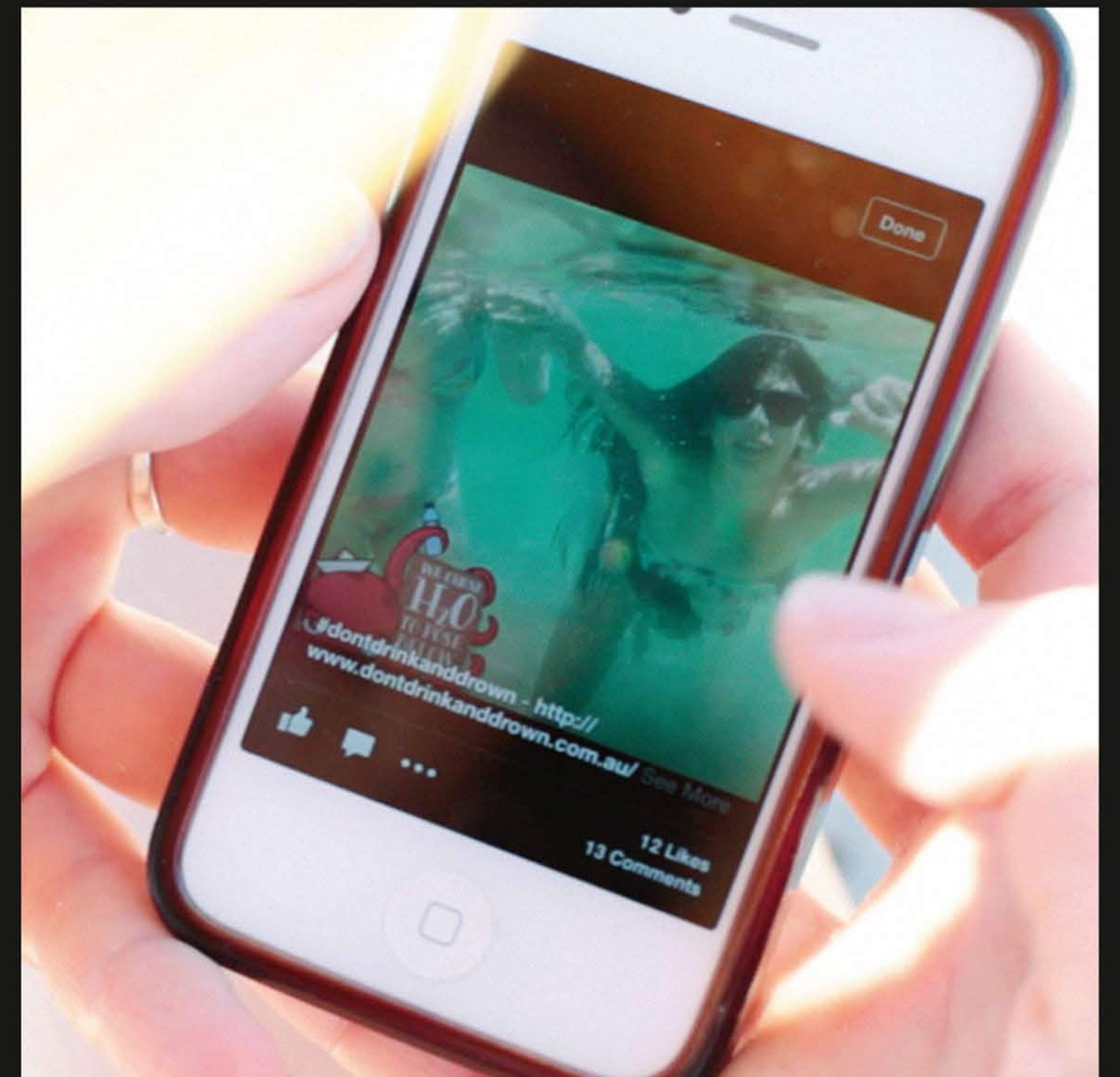
WATER STATION



FLOATING BILLBOARD



WATERMARKED PICS



WATERMARKED. TAGGED. SHARED.