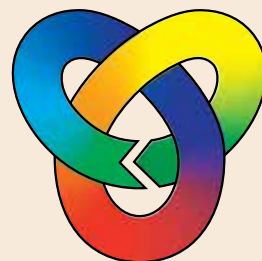


BUILDING A CAMPAIGN

PEOPLE WANT TO JOIN

Our task was to evolve the communication of Hamburg räumt auf! (An action from the “Stadtreinigung Hamburg”) beyond awareness. Through a clear strategy, bold creative direction and audience-focused storytelling, we transformed participation into a shared community experience.



STADTREINIGUNG.HAMBURG

