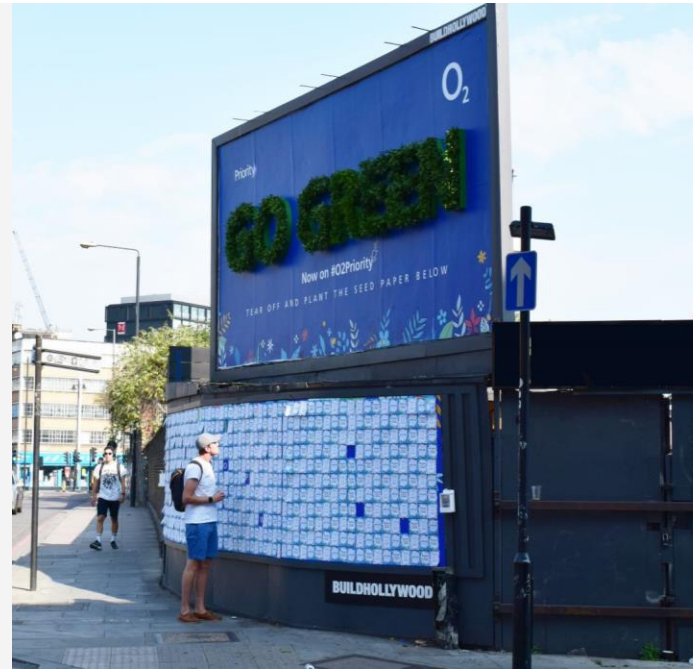




O₂

Go Green

O2's Priority campaign was designed to ignite excitement. The campaign featured a billboard created using recycled posters and live foliage, highlighting the benefits of living a greener life. Passers-by were encouraged to interact and rip off parts of the poster to take away and plant at home.



NEARLY **2000 SEED PAPERS** WERE COLLECTED BY PARTICIPANTS.

GEO-SOCIAL ACTIVITY **DROVE +1,479** PEOPLE TO THE SITE

18% CTR THAN PLANNED

SMARTER AS STANDARD