

CATCH OF THE DAY



Properties list:

- unusual structural association
- unusual visual association
- end-user packaging
- range of products
- extra-use of packaging
- plastics
- new product
- other non-food products
- tray
- transgressive
- contemporary
- packaging as a new medium

The project is called "catch of the day" because it collects the trash which can be found on the beach: from condoms to aerosol cans, all the items were packed and sealed like a common freezer food item, and promptly left on display at farmer's markets. Saatchi & Saatchi LA and Surfrider Foundation worked together to raise the consciousness of people about sea pollution.

Reference: <http://saatchila.com/?p=313>

Credits:

Country: USA

Agency: Saatchi & Saatchi

LA

Other images:

