



The department of Economics in collaboration with the department of Media & communication Studies presents

# Poster Design & Documentary competition

Submission Date

On May 29, 2024

17<sup>th</sup>  
May  
2024

1st Prize

50,000/-

2nd Prize

30,000/-

3rd Prize

20,000/-

Theme

Don't Plasticize, Save the Planet

## Note

- The poster should be created using Adobe suite. For poster:JPG-PSD/AI(source file)
- The documentary should be 1 minute maximum For video: MP4

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## Theme Details

Creating effective advertising campaigns to discourage the use of plastic bags (normally termed as Shopping Bags) requires thoughtful messaging and creative strategies. Here are some potential themes for your anti-plastic bag advertising campaign:

### 1. Environmental Impact:

**Tagline:** "Choose Earth, Not Plastic Bags."

**Message:** Highlight the devastating and negative environmental and health impacts of plastic bags on the environment, especially marine life. Use visuals of polluted oceans and distressed wildlife to evoke emotions.

### 2. Future Generations:

**Tagline:** "For Healthy Future Generations, Ditch Plastic Bags Today."

**Message:** Encourage people to think about the kind of planet they want to leave for future generations. Use images of children and families enjoying a clean environment.

### 3. Convenience Alternatives:

**Tagline:** "Simplify life, Don't Plasticize"

**Message:** Showcase convenient and eco-friendly alternatives like reusable bags. Emphasize that making this switch is easy and can be a part of everyday life.

### 4. Community Pride:

**Tagline:** "Keep Our Community Clean, Go Plastic Bags-Free."

**Message:** Appeal to a sense of community pride and responsibility. Show how choosing alternatives to plastic bags contributes to a cleaner, healthier community.

### 5. Health and Safety:

**Tagline:** "Protect Your World, Protect Your Health."

**Message:** Highlight the potential health risks associated with plastic bag pollution, such as contaminated water sources. Connect the dots between personal health and the health of the environment.

### 6. Fashion and Style:

**Tagline:** "Style Without Guilt, Go Plastic Bag-Free."

**Message:** Frame the use of reusable bags as a stylish and trendy choice. Use images of fashionable individuals carrying reusable bags to make the behavior aspirational.

### 7. Government Regulations:

**Tagline:** "Stay Ahead, Embrace Change."

**Message:** Inform the public about existing regulations on plastic bag usage. Encourage compliance and position the switch as a forward-thinking choice.

### 8. Cost Savings:

**Tagline:** "Save Money, Save the Planet."

**Message:** Illustrate how choosing reusable bags can lead to long-term cost savings for individuals and communities. How the plastic production impacts the emission of greenhouse gases and emphasize on the economic benefits of making the switch.

### 9. Interactive Campaigns:

**Tagline:** "Take the Pledge, Break the Plastic Bag Habit."

**Message:** Create interactive campaigns such as online pledges or community challenges to engage people actively in the movement against plastic bags. Encourage social sharing of eco-friendly actions