

# The Advertising Campaign for Plant for the Planet

Boogie nuggets



Communications Agency Leagas Delaney Hamburg came up with this campaign, to increase the understanding and help raise funds for a non-profit group, which focuses on the lower level of carbon in the world and promotes the transition to 100% renewable energy source.









Every leaf  
traps CO<sub>2</sub>.



Donate trees on  
[www.plant-for-the-planet.org](http://www.plant-for-the-planet.org)