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Agency Network: [Serviceplan \(/taxonomy/agency/serviceplan\)](#)

Published/Aired: April 2020

Posted: April 21, 2020

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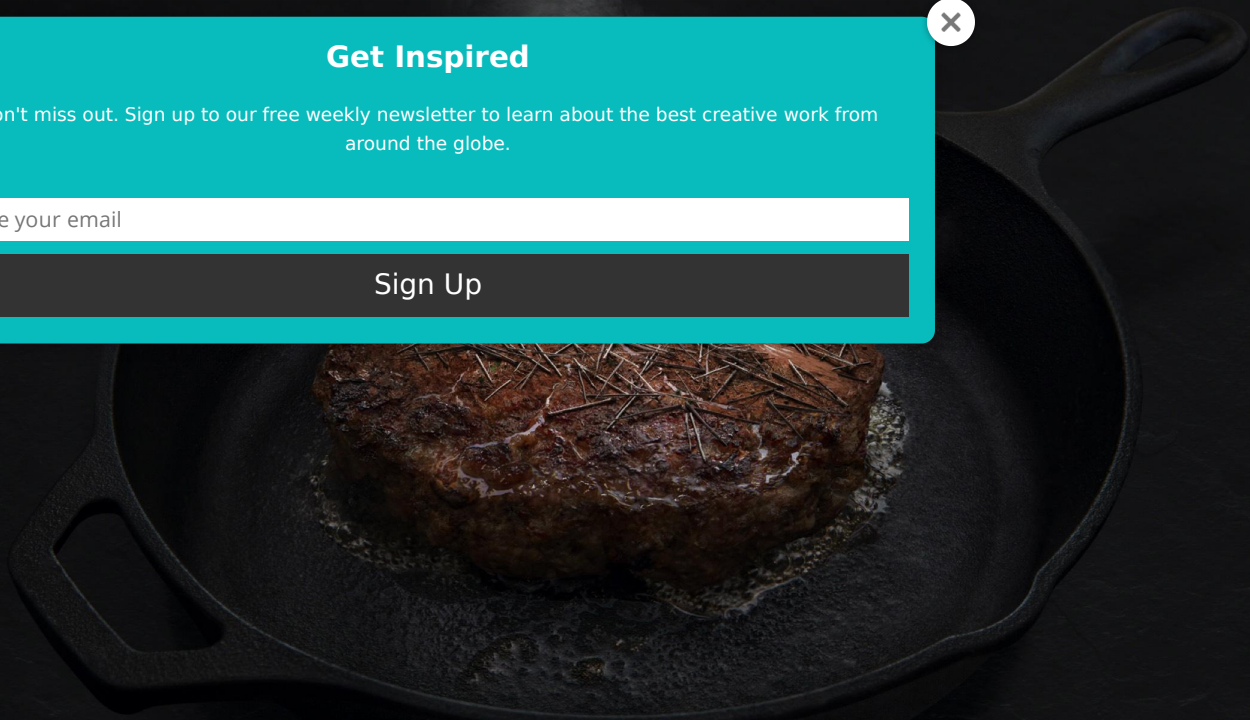
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Tags

[Print \(/media/print\)](#)

[Germany \(/taxonomy/country/germany\)](#)

[Public Interest, NGO \(/taxonomy/industry/public_interest_ngo\)](#)

[Robin Wood \(/taxonomy/brand/robin_wood\)](#)

[Serviceplan \(/taxonomy/agency/serviceplan\)](#)

Description

In many parts of the world deforestation of natural forests is progressing at a relentless pace. Tropical forests in South America in particular are being cleared - mostly illegally - to make room for cattle farms and soya plantations. Serviceplan Campaign X has developed a striking print campaign for the environmental and nature conservation organization ROBIN WOOD, which effectively visualizes the devastating effects of deforestation.

Print advertisement created by Serviceplan, Germany for Robin Wood, within the category: Public Interest, NGO.

Credits

Advertising Agency: [Serviceplan Group \(https://www.serviceplan.com/en.html\)](https://www.serviceplan.com/en.html)

Chief Creative Officer: [Alex Schill \(/creative/alex_schill\)](#)

Chief Creative Officer Germany: [Matthias Harbeck \(/creative/matthias_harbeck\)](#)

Creative Managing Director Serviceplan Campaign X: [Markus Maczey \(/creative/markus_maczey\)](#)

Creative Managing Director Serviceplan Campaign X: [Hans-Peter Sporer \(/creative/hanspeter_sporer\)](#)

Executive Creative Director Serviceplan Campaign X: [Luitgard Hagl \(/creative/luitgard_hagl\)](#)

Management Supervisor Serviceplan Campaign X: [Julian Rinnewitz \(/creative/julian_rinnewitz\)](#)

Senior Art Director Serviceplan Campaign X: [Michael Lux \(/creative/michael_lux\)](#)

Junior Copywriter Serviceplan Campaign X: [Jan Cordes \(/creative/jan_cordes\)](#)

Junior Art Director Serviceplan Campaign X: [Norman Neblich \(/creative/norman_neblich\)](#)

Junior Account Manager Serviceplan Campaign X: [Sophia Goossens \(/creative/sophia_goossens\)](#)

Group Head Consultant & Planner & Creative Media Manager Mediaplus Media 1: [Jonas Binder \(/creative/jonas_binder\)](#)

Producer: [Geert Jansen \(/creative/geert_jansen\)](#) / The Artbox BV

Photographer/Illustrator: [Fulco Smit Roeters \(/creative/fulco_smit_roeters\)](#)

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GERMANY (HTTPS://WWW.ADSOFTHEWORLD.COM/TAXONOMY/COUNTRY/GERMANY#REL-COUNTRY)

PRINT (HTTPS://WWW.ADSOFTHEWORLD.COM/TAXONOMY/TERM1?TID_1=1#REL-MEDIA=1)



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Polar bear

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