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Brazil 

Agency Network: [PPM \(/taxonomy/agency/ppm\)](#)

Published/Aired: October 2019

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RAGAZZO!

tão natural  
que até o copo  
vira fruta



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VIRA FRUTA



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### Tags

[Integrated \(/media/integrated/\)](/media/integrated/)

[Brazil \(/taxonomy/country/brazil/\)](/taxonomy/country/brazil/)

[Food \(/taxonomy/industry/food/\)](/taxonomy/industry/food/)

[Ragazzo \(/taxonomy/brand/ragazzo/\)](/taxonomy/brand/ragazzo/)

[PPM \(/taxonomy/agency/ppm/\)](/taxonomy/agency/ppm/)

### Description

Drink the juice, plant the cup While restaurant chains all over the world try hard to eliminate plastic straws by 2020, Ragazzo went further and created a project that in addition to straws, also eliminates plastic cups. Not in 2020. Now! This is a transforming idea for a market of 2 billion liters of fruit juice per year. Naturebas is a line of juices that is so natural that even the cups become fruit, because they are made of seed paper. The cups come ready to be planted and with instructions to facilitate understanding and engagement with the message. From the earth to the cup, and from the cup back to the earth.

Integrated advertisement created by PPM, Brazil for Ragazzo, within the category: Food.

### Credits

Advertising Agency: [PPM Publicidade e Propaganda, São Paulo, Brazil \(http://www.ppm.com.br/\)](http://www.ppm.com.br/)

Creatives: [André Figueiredo \(/creative/andre\\_figueiredo/\)](/creative/andre_figueiredo/), [Giulliano Alves \(/creative/giulliano\\_alves/\)](/creative/giulliano_alves/), [Eduardo Freitas \(/creative/eduardo\\_freitas/\)](/creative/eduardo_freitas/), [Alex Matsumoto \(/creative/alex\\_matsumoto/\)](/creative/alex_matsumoto/), [Dario Oliveira \(/creative/dario\\_oliveira/\)](/creative/dario_oliveira/)

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Oct 12, 2019 - 21:07

[great idea. Wonders how many got planted?? \(/user/kleenex\)](/user/kleenex)

[kleenex \(/user/kleenex\)](/user/kleenex)

Activity Score 58797 | Web Designer/Developer

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### Corona routine

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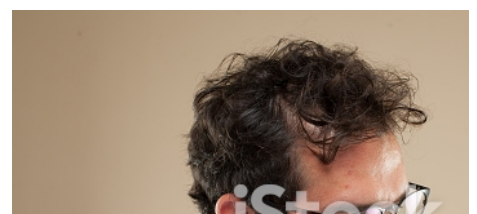
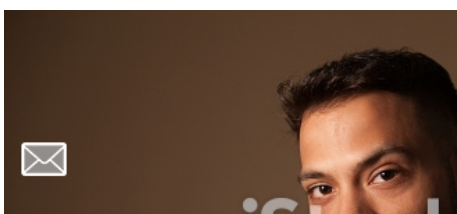


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


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