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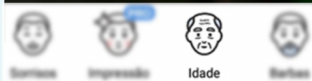
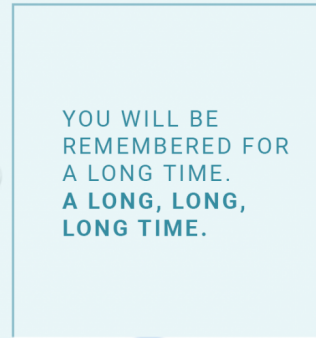
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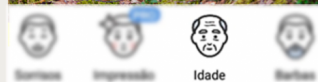
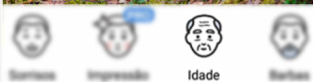
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A LONG, LONG,
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The company aims to achieve long-term communities in which it operates.

By giving great importance to the environmental responsibility defended by the company, we use the functionality of a viral app to convey the message regarding the time that our traces of consumption will spend in the world, making aware about the correct destination of items, such as plastic.

Print advertisement created by Executiva Propaganda, Brazil for Potigás, within the category: Public Interest, NGO.

Caption

You will be remembered for a long time. A long, long, long time.

Credits

Advertising Agency: [Executiva Propaganda, Natal, Brazil](http://www.executivapropaganda.com.br/) (<http://www.executivapropaganda.com.br/>).

Art Director: [Rhalybe Aizann](#) ([/creative/rhalybe_aizann](#)).

Copywriter: [Olavo Ataíde](#) ([/creative/olavo_ataide](#)).

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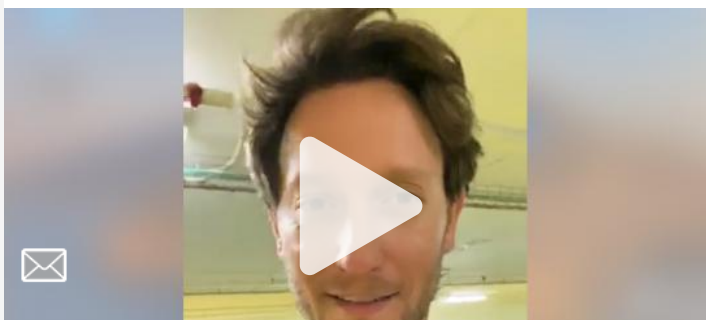
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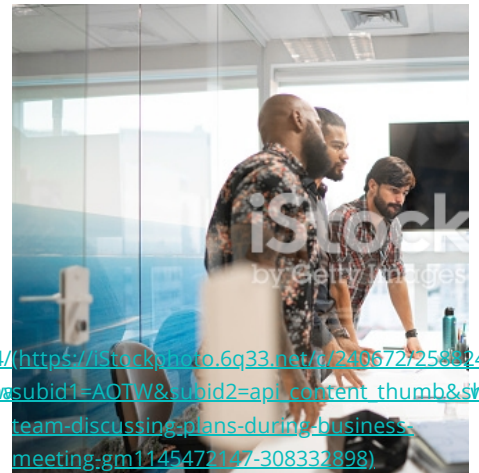
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


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