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Canada 

Campaign

Agency Network: [Rethink \(/taxonomy/agency/rethink\)](#)

Published/Aired: July 2018

Posted: July 26, 2018

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Don't suck the life
from our oceans.

GREENPEACE
greenpeace.ca/plastics

(<https://d3nuqriibqh3vw.cloudfront.net/qumhvxv0-udibqnz05doknig0io7da-dvvg.jpg?Dq1XKctOZgyqCXykkO2iHxtf99DGWMzM>)

Also From This Campaign [3 \(https://www.adsoftheworld.com/campaign/greenpeace-rethink-07-2018\)](https://www.adsoftheworld.com/campaign/greenpeace-rethink-07-2018)



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[any/industry/public_interest/ngo](#)

[Greenpeace \(/taxonomy/brand/greenpeace\)](#)

[Rethink \(/taxonomy/agency/rethink\)](#)

Description

As some establishments move to eliminate straws, there are still millions more that need to follow in their footsteps. We designed these graphic images to prompt businesses large and small to rethink their straw usage. And straws are only the first step. We need to start a conversation about the continued usage of other single-use plastics such as lids, cups and containers, and how they're contributing to the plastic pollution crisis.

Print advertisement created by Rethink, Canada for Greenpeace, within the category: Public Interest, NGO.

Caption

Don't suck the life from our oceans.

Credits

Advertising Agency: [Rethink, Toronto, Canada \(/http://www.rethinkcanada.com/\)](http://www.rethinkcanada.com/)

Creative Director / Art Director: [Joel Holtby \(/creative/joel_holtby\)](#)

Creative Director / Copywriter: [Mike Dubrick \(/creative/mike_dubrick\)](#)

Creative Director: [Aaron Starkman \(/creative/aaron_starkman\)](#)

Photographer: [Instill Image Co. \(/creative/instill_image_co\)](#)

Accounts: [Caleb Goodman \(/creative/caleb_goodman\)](#), [Laura Cavalcanti \(/creative/laura_cavalcanti\)](#)

Print Producer: [Narine Artinian \(/creative/narine_artinian\)](#)

Strategist: [Hannah Newport \(/creative/hannah_newport\)](#)

[Log in \(/user/login?destination=node/335161%23comment-form\)](#) to post comments

Highest Rated



Aug 13, 2018 - 5:32

[Great \(/user/feysless\)](#) art direction and concept...nicely done and very impactful

[Feysless \(/user/feysless\)](#)

Activity Score 2616 | Art Director | groovy baby!

Like • 14



Aug 13, 2018 - 5:32

[Great \(/user/feysless\)](#) art direction and concept...nicely done and very impactful

[Feysless \(/user/feysless\)](#)

Activity Score 2616 | Art Director | groovy baby!

Like • 14



Aug 14, 2018 - 22:26

[Simple but thoughtful \(/user/phamnhattle11031993@yahoo.com\)](#)



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Aug 26, 2018 - 19:01

This is an amazing work!!

(/user/seychelles20161outlookfr)

seychelles20161... (/user/seychelles20161outlookfr)

Activity Score 2 | Boutique A-Z | [Comparateur électroménager les Numériques \(https://boutiqueaz.com/\)](https://boutiqueaz.com/)

Like • 6



Aug 27, 2018 - 6:23

This pic is really amazing. Todays "trashlife" is quite embarasing....

LouisSmith

Like • 4



Sep 04, 2018 - 0:07

Great Pic

(/user/dothinh)

dothinh (/user/dothinh)

Activity Score 12

Like • 5



Sep 10, 2018 - 7:18

Good work!

(/user/liviu)

Liviu (/user/liviu)

Activity Score 4401 | Marketing Manager | ["People don't buy for logical reasons. They buy for emotional reasons." - dailycommercials.com \(http://dailycommercials.com\)](http://dailycommercials.com)

Like • 5



Sep 12, 2018 - 10:02

Very effective. Heart-breaking.

(/user/haggiesm)

Haggiesm (/user/haggiesm)

Activity Score 105

Like • 6



Sep 13, 2018 - 13:10

So simple but oh so smart!

(/user/fannylivijn)

fannylivijn (/user/fannylivijn)

Activity Score 8

Like • 5



Sep 22, 2018 - 13:46

This looks very paintfull..

LinomDimc

Like • 5



Oct 05, 2018 - 15:05

Old school for-awards print ad – and it will probably work.

(/user/macmonkey)

Powerful image. The line is working a little too punny for my liking though.



MacMonkey (/user/macmonkey)

Activity Score 340 | Graphic Designer

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[Agencia Marketi... \(/user/agencia_marketing_online\)](#)

Activity Score 212 | Creative Director at MadConversion | <http://madconversion.es> (<http://madconversion.es>)

Like · 3



Dec 05, 2018 - 14:04

What an amazing campaing.
Pretty tough.

[sebas_by97 \(/user/sebas_by97\)](#)

Activity Score 30 | Copywriter at DDB Colombia | **Sebastián Buriticá Yepes** Copywriter Passion for Words

Like · 3



Dec 17, 2018 - 7:49

Very powerful
[\(/user/damanwithdaplan\)](#)

[Damanwithdaplan \(/user/damanwithdaplan\)](#)

Activity Score 7

Like · 4



Feb 13, 2019 - 6:38

Wow! Good work
very impactful

[petauro \(/user/petauro\)](#)

Activity Score 8 | <http://petauro.net> (<http://petauro.net>) petauro del azucar

Like · 3



Feb 13, 2019 - 8:02

Very strong. Nice overall!
[\(/user/dope_benedictus_xvi\)](#)

[Dope Benedictus XVI \(/user/dope_benedictus_xvi\)](#)

Activity Score 71

Like · 4



Apr 11, 2019 - 5:44

genial!
[\(/user/cqinterorq\)](#)

[cqinterorq \(/user/cqinterorq\)](#)

Activity Score 20 | Chief Creative Officer

Like · 3

◀ [Previous \(/media/film/fifth_third_bank_beware_the_fee_shark\)](#)

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[RETHINK \(HTTPS://WWW.ADSOFTHEWORLD.COM/TAXONOMY/AGENCY/RETHINK#REL-AGENCY\)](https://www.adsoftheworld.com/taxonomy/agency/rethink#rel-agency)

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[This water doesn't need a plastic container](#)

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Agency Network: [DDB \(/taxonomy/agency/ddb\)](#)

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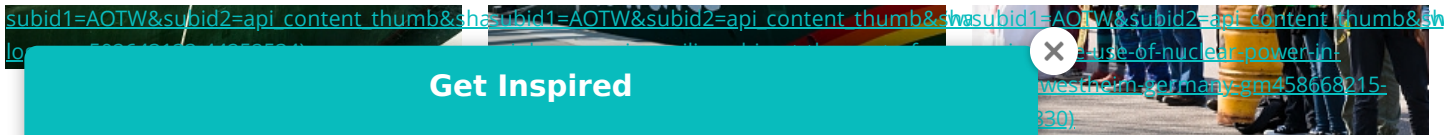
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




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