

CLEAN GRAFFITI

A CLEAN MESSAGE ON A DIRTY SIDEWALK



#thesavageway

A NOTE

Are you ready to do something different? Our medium is taking the out-of-home advertising experience to another level. We can target your customer exactly where they are everyday... the sidewalk. Tap into an uncharted market opportunity and creatively catch the eyes of your consumer.

It's simple, really. Our team helps curate a turnkey Clean Graffiti campaign for you or your client's brand. Through open communication, big ideas and thoughtful execution, your experience with our natural media is bound to be memorable.

Cheers to good dirt!

Torrie & Paula

ABOUT

Clean Graffiti is a new form of outdoor media. Using a stencil and high pressured water, we strategically clean a message onto a dirty sidewalk. Clean Graffiti brings a “talkability” to your brand and showcases forward, innovative thinking from your company.



Rolling Stones 2020

tend
There was
a little
plaque here
HELLOTEND.COM

***A CLEAN
MESSAGE
ON A
DIRTY
SIDEWALK***

WHY CLEAN GRAFFITI



Diet Coke 2019

Flyers & posters just litter the ground and become waste. When choosing Clean Graffiti, your company is practicing Corporate Social Responsibility by embracing this form of natural media.

It's just water - no paint, no chemicals, just water.

LONGEVITY - spots can last two months or more!

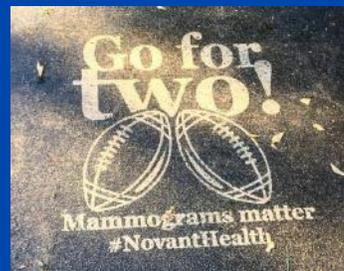
WHY #THESAVAGEWAY



#thesavageway brings an experienced marketing background to every job, assuring that each Clean Graffiti spot has the best placement for the campaign initiative. We can help bring your marketing campaign full circle by targeting your demo where they walk everyday - the sidewalk.

90 CLIENTS 67 CITIES 3,437 SIDEWALKS & COUNTING

CASE STUDIES



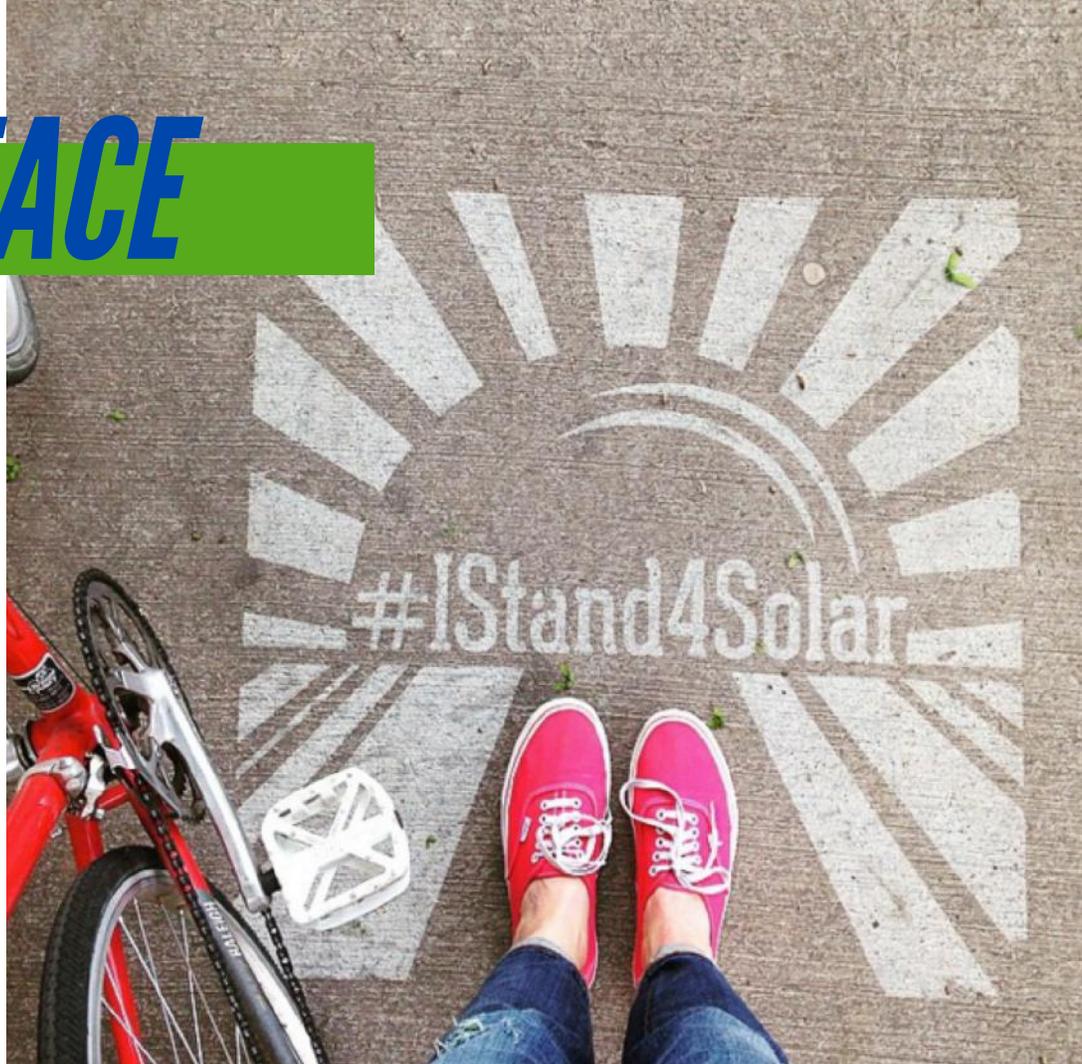
GREENPEACE

CHARLOTTE, NC

USE: Social Media Campaign

Global organization, Greenpeace, used Clean Graffiti in the spring of 2015 to promote solar power. Using a stencil with two footprints and the hashtag #IStand4Solar, Greenpeace was able to see results through third party content on social media.

GREENPEACE



CLARKS

NEW YORK, NY

USE: Location Awareness of
New Store

This international fashion brand used Clean Graffiti in SoHo, New York, NY to showcase the location of their flagship store. The detail that went into recreating the vintage Clarks Desert Boot in stencil form was one for the books!

Clarks



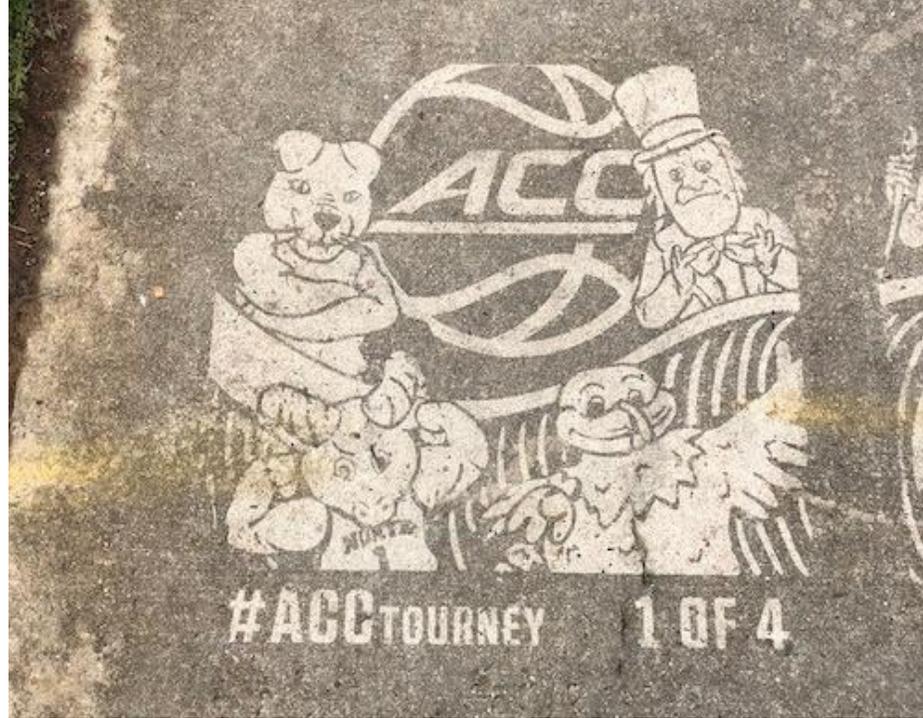
ATLANTIC COAST CONFERENCE

CHARLOTTE, NC

USE: Tournament Awareness while showcasing the team mascots

The Atlantic Coast Conference is a major annual NCAA basketball tournament that used Clean Graffiti to get the community hyped on the upcoming event.

We were able to translate 15 college mascots into stencil format - no small feat.



NCDOT

NORTH CAROLINA

USE: Pedestrian & Bicyclist Safety

The North Carolina Department of Transportation used Clean Graffiti for multiple years to bring awareness to the high crash and fatality sites in beach cities.

With no other outdoor advertising options available in these small towns, Clean Graffiti proved to be both effective in spreading the message and eco-friendly



TRULY GOOD FOODS

NEW ORLEANS, LA

USE: Booth Locator at Convention

This national brand used Clean Graffiti to bring attention to their booth location at an industry-specific conference in NOLA. Conferences like this provide the perfect influx of foot traffic to a very specific area of town.



Truly Good Foods

Who could say no to Truly Good?

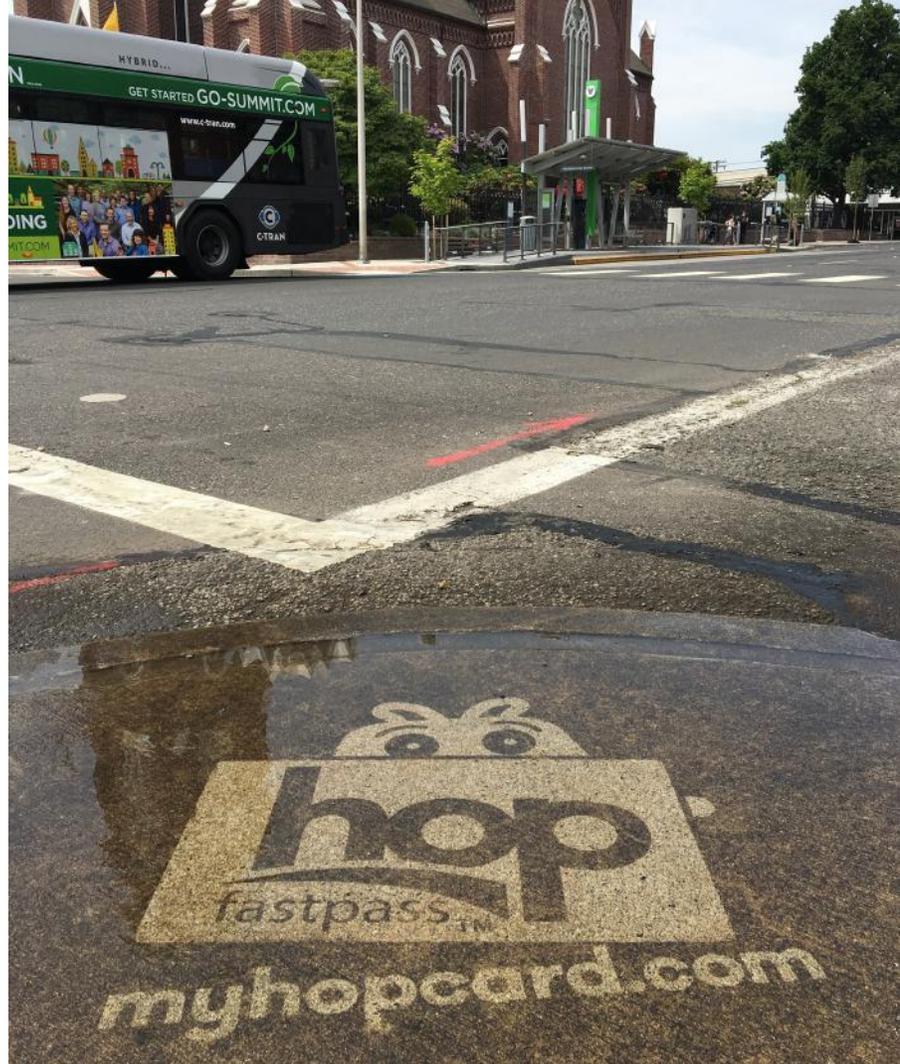


TRIMET

PORTLAND, OR

USE: Public Transportation
Awareness

TRIMET launched the Hop Fastpass, a new and easy way for citizens to pay for public transportation. Clean Graffiti was used to target city bus stops and popular areas of town to remind people that this new services existed.



BRAGGING RIGHTS

90 CLIENTS 67 CITIES 3437 SIDEWALKS & COUNTING



Piedmont Opera



CONTACT

**READY TO STAND OUT
FROM THE CROWD?**

EMAIL OR CALL:

TORRIE SAVAGE

TORRIE@THESAVAGEWAY.COM

704.502.1643

THESAVAGEWAY.COM