

# CLEAN GRAFFITI



A CLEAN MESSAGE ON A DIRTY SIDEWALK

# 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.





# A CLEAN MESSAGE ON A DIRTY SIDEWALK

TSW



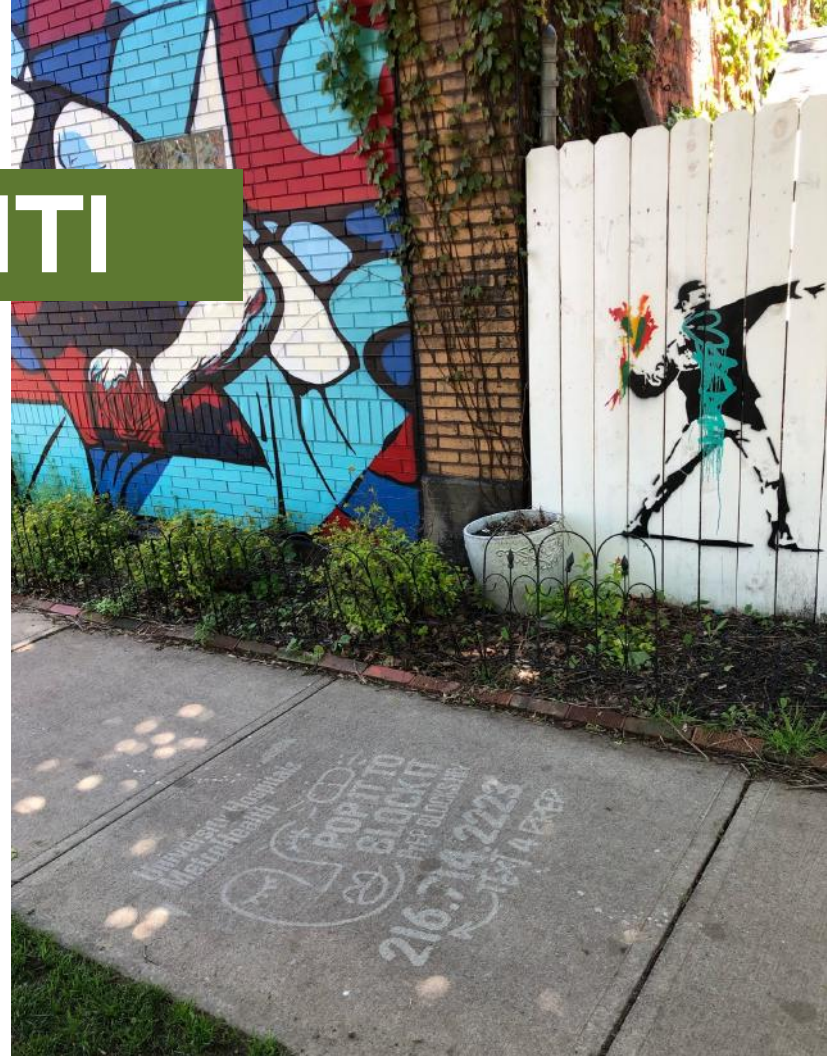
# WHY

# CLEAN GRAFFITI

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

# THE SAVAGE WAY

The Savage Way 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.



**113 CLIENTS 76 CITIES 3,886 SIDEWALKS & COUNTING**



# CASE STUDIES



# TALKSPACE

Los Angeles, CA & Austin, TX

USE: Brand Awareness

Talkspace is an online mental health platform that connects users with a trained & licensed therapist from the comfort of the phone or laptop. This industry leader decided to use Clean Graffiti to help build brand awareness in these large markets. Users were targeted where they walk & near public transportation areas.

**talkspace**





# 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!

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Clarks



# ROLLING STONES

**Charlotte, NC**

USE: Concert Announcement Teaser

Global superstars, The Rolling Stones, were able to "tease" the official announcement of their comeback concert by using a Clean Graffiti campaign. The iconic logo was cleaned on popular sidewalks days before the tour schedule was released, getting fans excited for the big announcement.





# DIET COKE

**Memphis, TN**

USE: Brand Awareness

"I Love Diet Coke." Simple brand message for a massive global company. Clean Graffiti was used as a brand awareness initiative in four east coast markets; Baltimore, MD, Memphis, TN, Charlotte, NC & Greensboro, NC. Placements were targeted near popular neighborhoods as well as near grocery stores that carry the product.





# TRIMET

Portland, OR

USE: Public Transportation Awareness

TRIMET launched 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 service was available.



# GREENPEACE

Charlotte, NC

USE: Social Media Campaign

Global organization, Greenpeace, used Clean Graffiti 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.

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GREENPEACE





# 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.





# BRAGGING RIGHTS

113 CLIENTS 76 CITIES 3,886 SIDEWALKS & COUNTING



BlueCross  
BlueShield



**N**OVANT  
HEALTH

**greenworks**

Ortho**Carolina**



TRI  MET

talkspace

Clarks

**M** MetroHealth

 2nd.MD



  
BubbleWrap  
A SEALED AIR BRAND

 VIOLA

**GREENPEACE**

WRAY | WARD

**LGA**

  
WHISTLEPIG



# CONTACT



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DO SOMETHING DIFFERENT