

Campaign for Good Process

Finn Deetscreek • Type 3 • Campaign for Good

Mood Board



Toxic Household Chemicals

Of the more than 80,000 chemicals currently used in the United States, most haven't been adequately tested for their effects on human health. These chemicals lurk in everyday items: furniture, cosmetics, household cleaners, toys, even food. Thousands of chemicals found in everyday items have never been fully tested to determine their effects on health. Even in the limited cases in which the U.S. Environmental Protection Agency and the U.S. Food and Drug Administration have evaluated chemicals, they have often relied on outdated, incomplete, or industry-influenced science to approve the use of potentially harmful chemicals, including those linked to cancer and reproductive hazards. Thousands of chemicals found in everyday items have never been fully tested to determine their effects on health. Even in the limited cases in which the U.S. Environmental Protection Agency and the U.S. Food and Drug Administration have evaluated chemicals, they have often relied on outdated, incomplete, or industry-influenced science to approve the use of potentially harmful chemicals, including those linked to cancer and reproductive hazards.



While pushing for an overhaul of chemical policies at the federal level, organizations help advance state efforts to get some of the worst offenders off the market. In California, where new state standards have driven national-level reforms, we helped update an antiquated state law to get toxic flame retardants out of furniture and championed successful legislation that requires labels on all upholstered furniture to inform consumers about whether or not the item contains added flame-retardant chemicals. We also surveyed major retailers to help consumers find furniture without added flame-retardant chemicals. People in the United States spend more than 90 percent of their time indoors on average—in places like homes, schools, offices, gyms, and cars. These places are usually full of dust, which is more than just dirt. Household items like televisions, furniture, beauty products, cleaning products, and flooring materials shed chemicals that end up in the air and in the dust on our floors. These chemicals can enter our bodies from air and dust when we breathe and touch contaminated surfaces, accidentally transferring them to our food or mouth with our dusty hands. And some of these chemicals can contribute to health problems.



Client:

The Client for this project is Earthjustice. Earthjustice is a nonprofit public interest environmental law organization. They continue to specialize in causes that will protect the Earth/stop it from being polluted and harmed. The idea of dangerous chemicals being in everyday household items fits right in line with their ability to help change the law surrounding it.



The Problem:

The problem being tackled with this project is that there are too many unsafe, unchecked chemicals being put into household objects and cleaners. There are plenty of solutions that would have the same effect as these dangerous ones, but they are not being sold, advertised, and promoted as much. So many of these chemicals can mix into household dust, and can have effects such as cancer. Kids are also getting to these chemicals and ingesting them, with some being very easy to open and consume. Phthalates is a chemical that can alter hormones in humans, and is especially dangerous to pregnant women and young developing children. A big issue is that unless used in children's toys, companies do not have to tell you if there products contain chemicals such as Phthalates, so you don't know if you have them in your home. These chemicals can cause sickness, brain issues, and stunted development.

The Solution:

Advertise these dangerous chemicals big and bold, do not make them the fine print. Make it the law that companies have to say exactly what is in their products, no matter how small the chemical. Highlight which chemicals are tested and which are unchecked by the government, people will see which products contain more deadly solutions and hopefully choose the safer solution. Another solution is to add better childproof locks so kids have a harder time getting to these cleaners and products. These products look too appealing and colorful to younger people, and most do not understand what these products can do.

Target Audience:

The target audience is women, more specifically mothers. The people who buy these products with these chemicals, targeting them with the labels and the warnings, will help them make better decisions in which products to buy and which not to. Parents will also be the most vocal, so getting a complete ban on these chemicals will be led by them, they will be the front line against this issue. Women tend to be buying a lot of these products so showing the danger of household chemicals could make them less inclined to use them.

Women are the primary caregiver in the household, so making sure they know exactly what they are using, and how it could affect their children is extremely imperative.

The Tone:

The tone should be serious, there are too many people that have passed, gotten sick, or lost loved ones for this to be displayed as a lighthearted issue. The descriptions for the chemicals on the products should be clear and not fancy, while the advertisements towards the kids could be more colorful but will hopefully get across the gravity of the situation. The target audience should be able to relate to the pain of someone who has lost someone due to something they were not aware of, and how frustrating that must be.

Sponsor:

This campaign is sponsored by the EPA. The EPA is constantly innovating new ways to make our world a better place and our day to day life much safer, as well as making people more aware of things affecting our environment.



Mandatories:

- Each piece will include:
- Sponsor Logo
- Website
- Phone Number

Deliverables:

- One poster 11"x17".
- A series of three, sequential full page print advertisements for a magazine.
- The landing page of a web site with a call to action.
- One public transportation application.

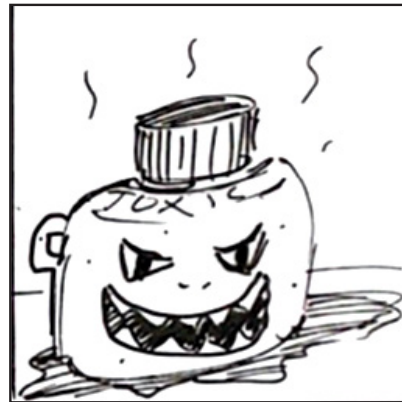
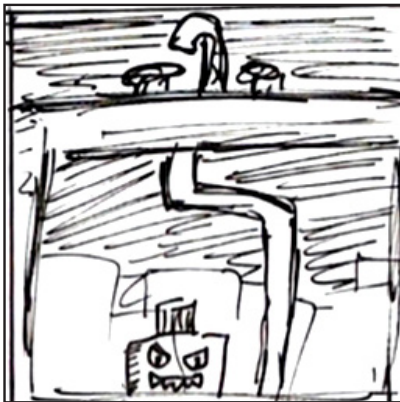
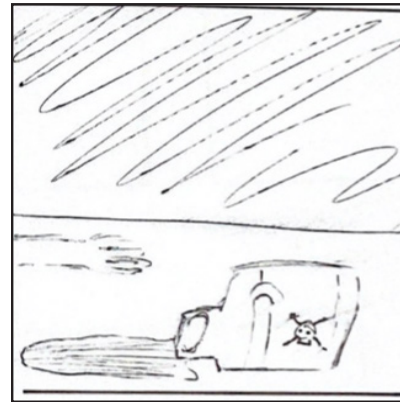
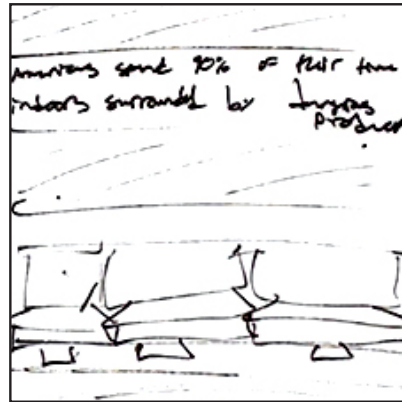
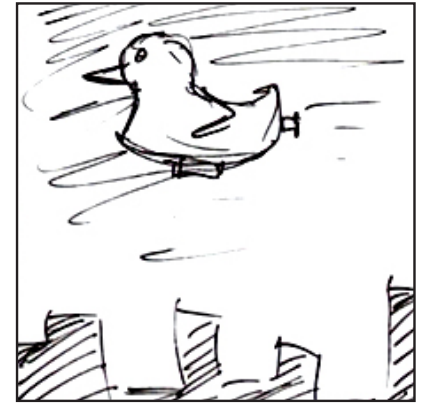
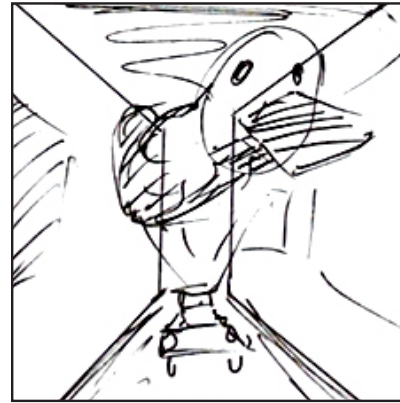
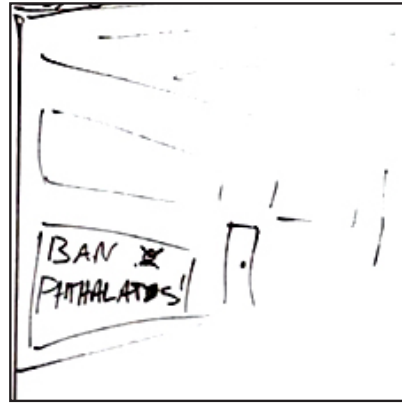
Budget:

\$25 per hour

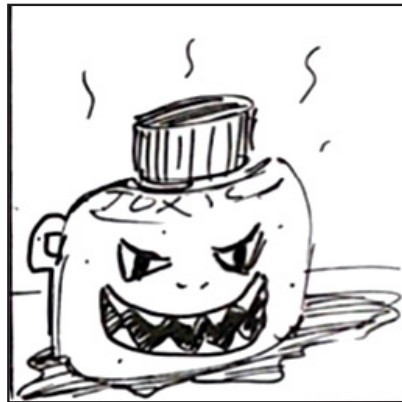
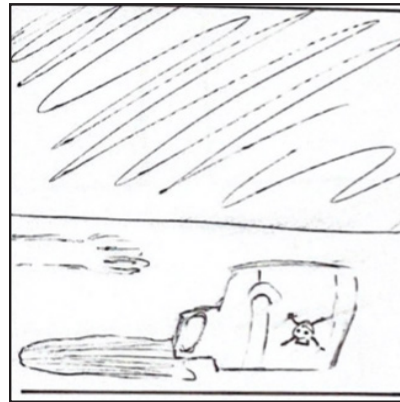
Hours:

- 20 - Research
- 25- Sketching
- 30 - Rendering
- 15 - Mockups
- 10 - Final Revisions

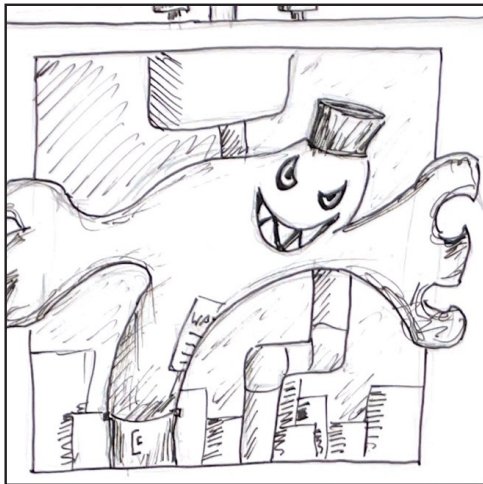
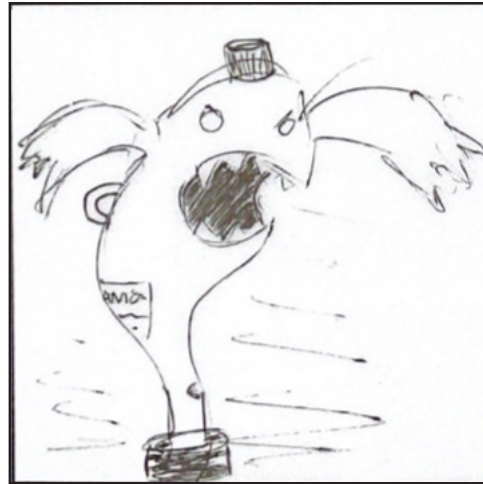
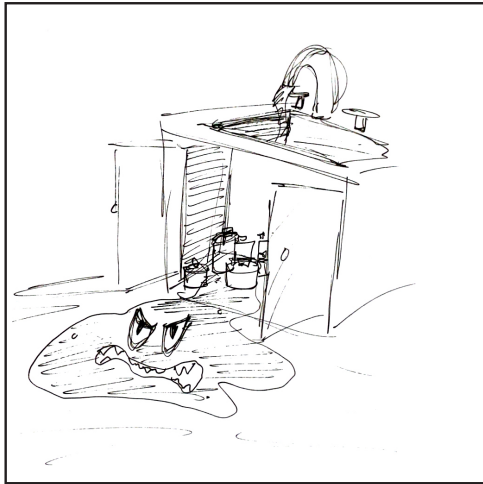
Sketches



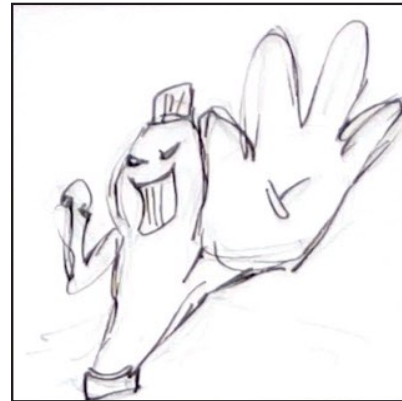
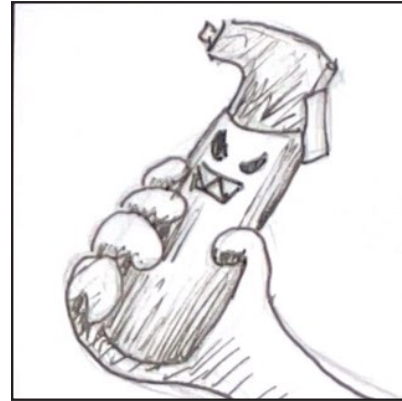
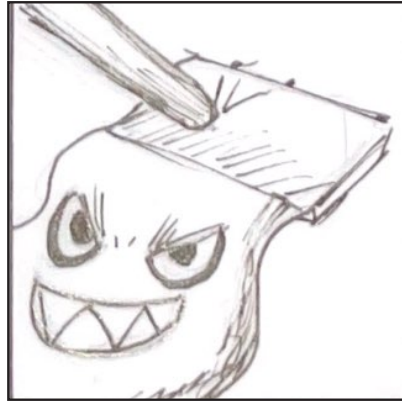
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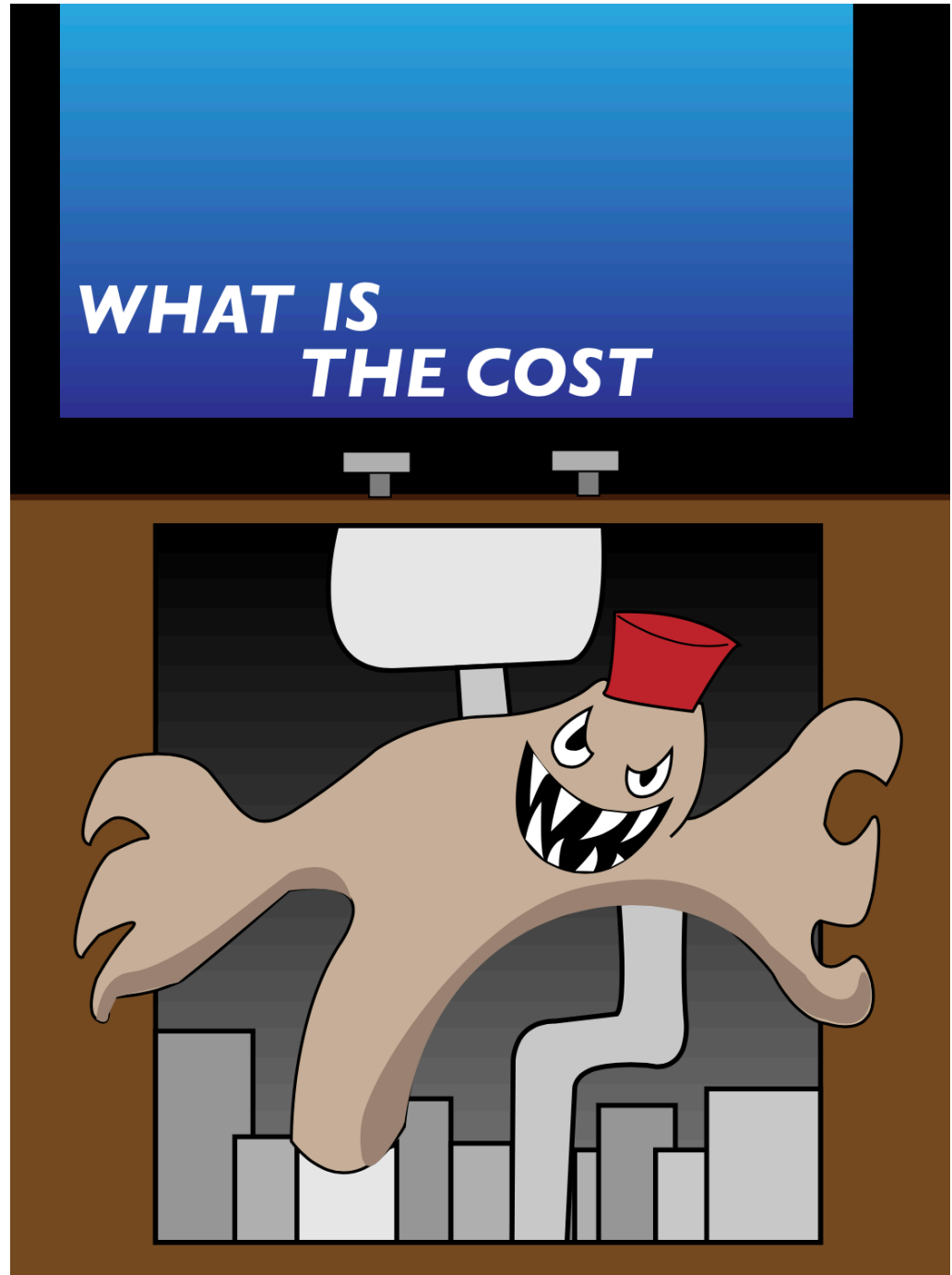
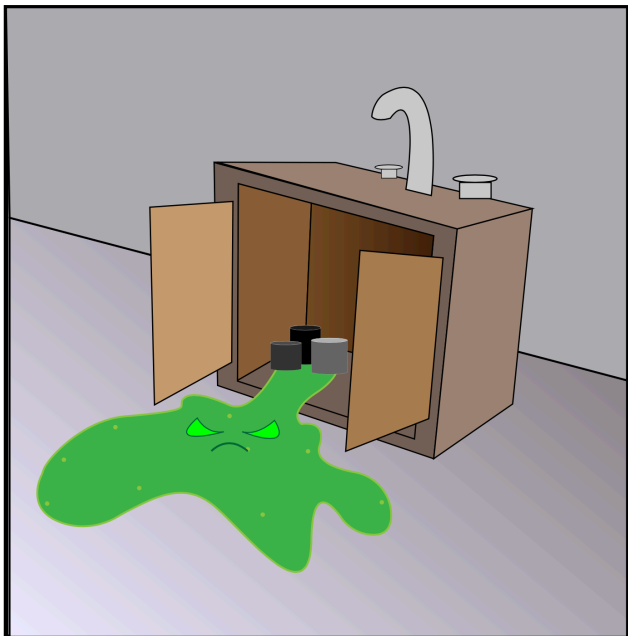
Sketches



Sketches



Concepts



**WHAT IS
THE COST**





WHAT IS THE COST OF CLEAN?

Manufacturers are not obligated by U.S. law to list all ingredients in consumer products. Push to make these companies have stricter guidelines and be held accountable for their actions.

Visit <https://earthjustice.org> for more information on how you can make your home a safer place.

50 EARTHJUSTICE



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Don't let your safety be wiped away.

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50 EARTHJUSTICE



DO YOU REALLY KNOW WHAT'S UNDER YOUR SINK?

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WHATISTHECOSTOFCLEAN.COM

SAFE HOUSEHOLD CLEANER ALTERNATIVES

Bon Ami Powder Cleanser
Compares to: Baking Soda



Dr. Bronner's Sal Suds Biodegradable Cleaner
Compares to: Lysol, Shout, 409



Branch Basics Concentrate
Compares to: Tide, Mr. Clean



What is the cost of clean?

Manufacturers are not obligated by U.S. law to list all ingredients in consumer products. Push to make these companies have stricter guidelines and be held accountable for their actions. VOCs and other chemicals released when using cleaning supplies contribute to chronic respiratory problems, allergic reactions and headaches. Studies are underway to assess how these chemicals affect people who have asthma and other respiratory illnesses. However, past studies link exposure to chemicals from cleaning supplies to occupational asthma and other respiratory illnesses.

Help hold companies accountable by petitioning to your local government, and make the world a safer place!



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CONTACT YOUR LOCAL GOVERNMENT
NEED HELP?
ABOUT

Mockups



Mockup Transportation Ad



Magazine Ad Mockups



