

Tuesday 21st April

New sea tagging tool makes a brand splash



World's first 'sea tagging' campaign used to help raise SEA LIFE London Aquarium awareness
CURB, the creative agency that uses nature to turn heads, delivered another green marketing first yesterday with the launch of 'Sea Tagging.' The campaign, which was run on behalf of the new SEA LIFE London Aquarium following its multimillion pound refurbishment, involves simply using sea water to create temporary adverts on any dry surface such as a pavement or wall. The adverts last up to two hours before evaporating leaving nothing behind that can damage the environment.

By the end of the day, over 300 prime locations across central London had been hit. To create the adverts the CURB team sprays sea water through a custom-made stencil. As the adverts are temporary and made of nothing but water there are no issues regarding permits, permission or positioning.

This environmentally friendly campaign sits perfectly with the SEA LIFE brand which is committed to leading the way in marine management, conservation and education. The innovative 'Sea Tagging' campaign supports the opening of SEA LIFE London Aquarium earlier this month.

Due to the unique innovative approach, CURB's green marketing techniques have an immediate impact with members of the public who are intrigued by the way the adverts are made stopping people literally in their tracks.

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Notes to Editor:

CURB
CURB specializes in providing brands with new and innovative ways to promote their brands using only natural materials. From 'clean advertising' through to logo's cut in turf, the agency is well respected for its creative abilities.

www.curbmedia.com

SEA LIFE LONDON AQUARIUM

The SEA LIFE London Aquarium is the flagship in SEA LIFE'S network of 30 attractions in the UK and Europe. The SEA LIFE London Aquarium and has joined the other SEA LIFE centres around the world to raise awareness for marine conservation issues and make a change for the good.

www.londonaquarium.co.uk