Entry: **Unitywater Creatures from the Deep**
Category: **10001 - Direct mail**

EXPLANATION

Unitywater needed a behaviour change campaign to reduce incorrect flushing and draining habits that cause sewerage and wastewater issues.

Instead of a dry educational approach, we created a playful and visually engaging concept: Creatures from the Deep. These characters embodied the consequences of poor flushing. The Dunny Dweller was formed from wet wipes, sanitary items and other non-flushables, while the Kitchen Creeper emerged from cooking oil and food scraps. These monster style characters gave audiences an immediate visualisation of bad habits.

Inspired by 1960s schlock horror, we designed the creatures using AI-generated imagery, graphic design and retouching. Photography, typography, and art direction leaned into the horror genre to enhance visual impact and campaign memorability.

DELIVERY EXPLANATION

The initial rollout of this project was materialised across various mediums such as the client website, water meter reading cards for letterboxes, and social media campaigns. Future plans are now in place to extend the campaign into other platforms and mediums.











