

2011 GREEN DOT AWARD SUBMISSION INFORMATION ASTRONAUT STUDIO: GREEN DRINKS POSTER CAMPAIGN

1. Background/Contact Information:

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Astronaut is a brand studio that develops brand strategy and integrated communications for companies in clean technology, renewable energy and sustainable goods and services.

Our team members have logged thousands of hours creating breakthrough identities, advertising and marketing for both Fortune 500 companies and scrappy entrepreneurs — from biofuels to beverages, from apparel to automobiles, from health care to high tech. We are a small studio that serves a global clientele from offices in the Midwest United States.

2. Detailed Explanation of Entry: Green Drinks Poster Campaign

The Green Drinks poster campaign is a design and public service project meant to unite people from all walks of life with an interest in environmental issues in Sioux Falls, South Dakota, a mid-size Midwest community where the green movement lags dramatically behind the rest of the US — but has its supporters nevertheless.

Green Drinks is an informal monthly mixer held in over 400 cities around the world. Astronaut Studio, a communications firm that serves clients in renewable energy and clean technology across the country, helped launch the event in Sioux Falls in 2009. Astronaut has produced this poster series to build awareness for the event, unite a diverse group of environmentally minded people who previously had no platform in which to gather, and promote sustainability in a community that had previously been slow to embrace it.

The poster designs are developed digitally and distributed both electronically (online) and in print form on FSC certified paper.

In its short tenure, Green Drinks has had a big impact on the Sioux Falls community. It has built a consistent following and earned media attention. It has

attracted the patronage of public figures, including the entire roster of candidates in the most recent mayoral election to address attendees in a Q&A session on sustainability and city policy — an unprecedented milestone in this community. It has won the patronage of the current mayor, who used Green Drinks as a spring board to help launch a first-ever City Sustainability Task Force.

The poster series has won accolades from Astronaut's peers in the design and communications industry. It has helped stir buzz for this important event and successfully promoted the concept of a gathering of green-minded people in one of the most unlikely American cities.

From a design standpoint, the series takes a radical creative angle to disrupt and delight audiences who are not always receptive to the concept of “going green.” It rejects the clichéd imagery and iconography of typical environmental communications and instead combines two apparently contradictory images — a robot and a flower — to suggest a quiet, gentle harmony between the built, technological world of human society and the fragile beauty of nature. This visual strategy seems to have done the trick, so much so that Green Drinks Sioux Falls now uses the robot as part of its identity.