

PROBLEM

Overtourism means more trash on the streets. We are slowly ruining one of the oldest and most beautiful city architecture in the world.

FACT

The more people, the more trash, the more pigeons.
Study shows that pigeons and humans are highly similar and that they both like to travel in groups and gather around in crowded places.

INSIGHT

People follow travel influencers for inspiration to explore new and exciting places.

Introducing...

@THEUGLYPIGEON
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Sponsored by  VISITCOPENHAGEN

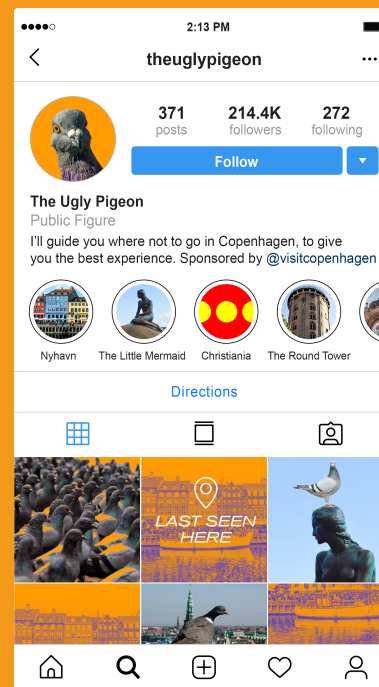


IDEA

@TheUglyPigeon.

The world's first pigeon influencer who knows Copenhagen better than anyone. Via live instagram updates it posts where it is so you know where not to go. Because it's stressed about these crowded places like the rest of us, and wants it to stop.

Sponsored by @visitcopenhagen who via comments guides you on where to go instead.



THE SHARING ELEMENT

We create a The Ugly Pigeon sticker that you can add to your own instagram story in crowded places to help sharing where not to go in Copenhagen.

CLEANING CPH

On National pigeon day 13 juni @theuglypigeon wants to give back to Copenhagen.

We use the acid from pigeon poop to create a cleaning product that we use to clean up the most visited tourist attractions/areas in Copenhagen and give back to they city.



BBC



Visit Copenhagen creates the world's first pigeon influencer to shine a light on overtourism.

PRESS + MEDIA

The news of the world's first pigeon influencer will spread on loads of different platforms organically and get people to realise the bigger message:

Follow @theuglypigeon to make Copenhagen beautiful again for both humans and pigeons.