



This advertisement is about 'Save Electricity'. I want to show two pictures such as the world without electricity and beautiful world by electricity. By showing contrary photos, people realize that electricity that we waste is valuable. We can't live without food, clothing and shelter. Like this, electricity is also one of the most necessary things. For example, if it suddenly disappears, we can't use computers and all worlds will be paralyzed.

I want to post this advertisement on building wall and advertise on TV. I think saving electricity is important both in the house and out of the house (It means companies, school etc.), that is, I'd like to advertise on TV for housewife, also post it on building and school's wall for an office worker. Therefore, I think this advertisement's demographic is for children and adult.