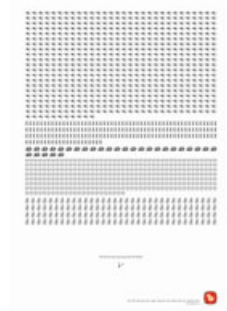


## Setting the Cape on fire

Saatchi & Saatchi have partnered with Volunteer Wildfire Services on an awareness campaign among Capetonians to be more careful when discarding their smouldering cigarette butts, especially during summer months when soaring temperatures and high winds turn the Cape peninsula into a tinderbox.



[click to enlarge](#)

Apart from radio and posters, Saatchi & Saatchi has also developed a new identity for Volunteer Wildfire Services. This poster was developed by the creative team of David Malan and Aaron Harris under the supervision of Leon Jacobs.

For more, visit: <https://www.bizcommunity.com>