CLEVER TWIST TO STRESS DRUG DANGER

Posters such as that at right will be popping up at bus stops, selected MRT stations and on single-decker buses as well.

Designed with a clever twist to familiar advertisements by brands such as Ministry of Sound (above) and Perlini’s Silver, they are meant to carry a serious anti-drug message.

They are part of a campaign – to run from this month till February – targeted at youth to raise their awareness of the danger in abusing synthetic drugs. Brands and business outlets which have joined hands with the National Council Against Drug Abuse to spread the message have allowed their house advertisements to be transformed by renowned street artist, Zack, with the help of Singapore Management University students.

The result: Ads made over with spray-painted graffiti artwork and sharp slogans to drive home the consequences of drug abuse – arrest and imprisonment.

There are also plans to get seven local high-profile online blogs to generate discussions on drug-related issues.

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