


The background is a solid, vibrant red. Scattered throughout are several spheres of varying sizes, also in shades of red, some appearing slightly blurred or out of focus, creating a sense of depth and movement.

# GUMSHOE

THE FIRST SNEAKER MADE FROM RECYCLED CHEWING GUM.



**SHAQUILLE GUNTHER**  
**23 YEARS**  
FOUNDER **EXPLICITWEAR**

**GAREZI SEPTARA**  
**26 YEARS**  
CO-FOUNDER **EXPLICITWEAR**





**THE FIRST SNEAKER MADE FROM  
RECYCLED CHEWING GUM.**



**WHERE DID IT ALL START?**



**SUSTAINABILITY**

**PROBLEM CHEWING GUM & CIGARETTES**

**CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY**

**[ amsterdam.**



**PUBLICIS  
ONE**



**1.5 MILLION KG  
CHEWING GUM**



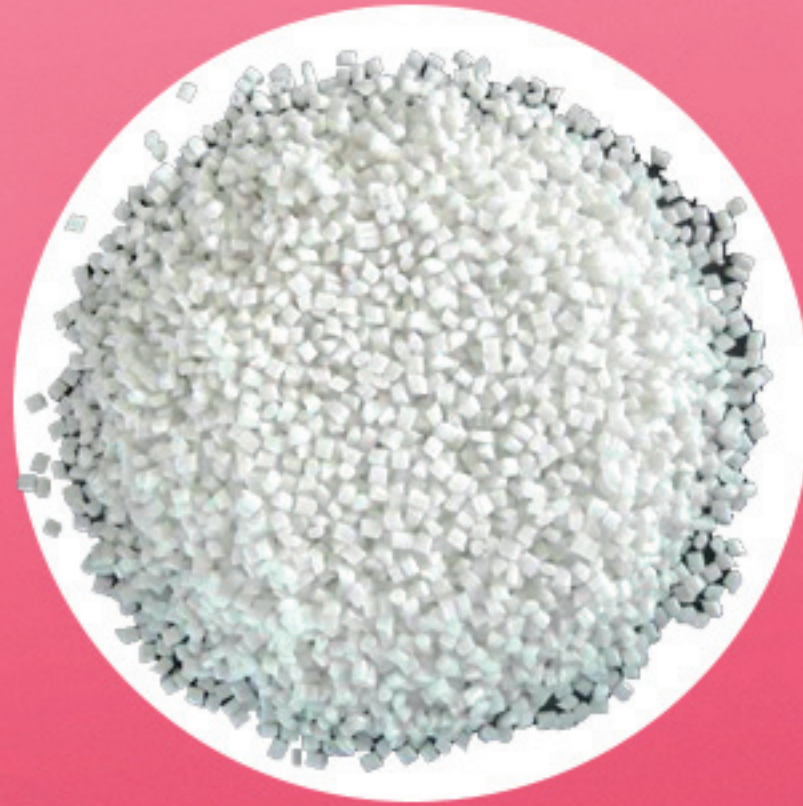
**20-25 YEARS**



**YEARLY COSTS**



**GUM-TEC®**





EXPLICIT®  
◆◆◆◆



GUM-TEC®



# THE DESIGN

- **FASHIONABLE**
- **MAP OF AMSTERDAM**
- **RECOGNIZABLE**











# PROMOTION STUNT



○ PR

○ 100 DIFFERENT COUNTRIES

○ €0 BUDGET







campaign

THRILLIST

futurezone

HORIZONT

FORTUNE

WIRED

VICE

THE VERGE



TECMUNDO



USA TODAY



NATIONAL GEOGRAPHIC

TECH INSIDE

designboom



TheJakartaPost



YAHOO!



reddit



HIGHSNOBIETY



msn

UPROXX

Creators

fubiz

BUSINESS INSIDER



stern

Verdieping Trouw

GOQ

FOX

See ker

cnBeta

Het Parool

metro

SNEAKER BEVKEB

de Volkskrant

ADWEEK

LA VANGUARDIA



The background is a solid, vibrant red color. Scattered throughout the frame are several spheres of varying sizes, also in shades of red. Some are large and prominent, while others are small and subtle. The spheres have a slightly textured or matte appearance. The text is centered in the middle of the image.

**HOW DO WE TAKE CARE OF LESS  
CHEWING GUM ON THE STREETS?**











The image features a solid red background with several red spheres of varying sizes scattered across the frame. The spheres are rendered with a slight gradient and a soft shadow, giving them a three-dimensional appearance. The text "TOGETHER WE ARE STRONG" is centered in the middle of the image in a bold, white, sans-serif font.

**TOGETHER WE ARE STRONG**

The background is a solid, vibrant red color. Scattered throughout the frame are several spheres of varying sizes, all in shades of red. Some are large and out of focus, while others are smaller and sharper. The spheres are positioned in the top-left, top-right, bottom-left, and bottom-right corners, with a small one in the upper-middle area.

**ANY CHEWING GUM TASTING QUESTIONS?**