EVERY SEED AS A STORY TO TELL

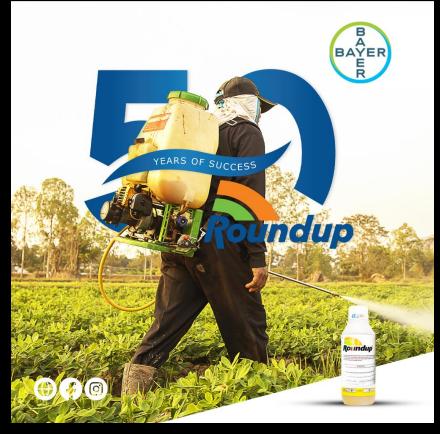
The campaign's aim to increase brand awareness of Roundup herbicide as the top weed control solution for Zambian farmers. The client's key focus on 'protection' translated directly into our creative approach. We first developed a visual identity celebrating Roundup's 50year legacy, positioning it as a protector in all the campaign's creative elements



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