

AGRICULTURE WEEK

K01 International Direct Mail

AGRICULTURE WEEK: FLYERS

This campaign was made for the government of the State of Jalisco, México. Its principal objective was to show State's leadership and achievements on agricultural production for national and international market. Its scope was national.

For these campaign we have three slogans:

- "El Aguacate de Jalisco no conoce fronteras" (Jalisco's avocado has no boundaries) showed the principal goals in production, using a playful and cheerful way in which the avocado was the main character.

- "Jalisco está en boca de todo el mundo" (Jalisco is in the mouth of the all world) showed people in different countries eating and drinking products from Jalisco.

- "Jalisco es tierra de gigantes" (Jalisco is the land of giants) showed the agricultural producers as giants to represent the leadership of Jalisco in farm production.



FLYERS

Front



Front



Front



Front



Front

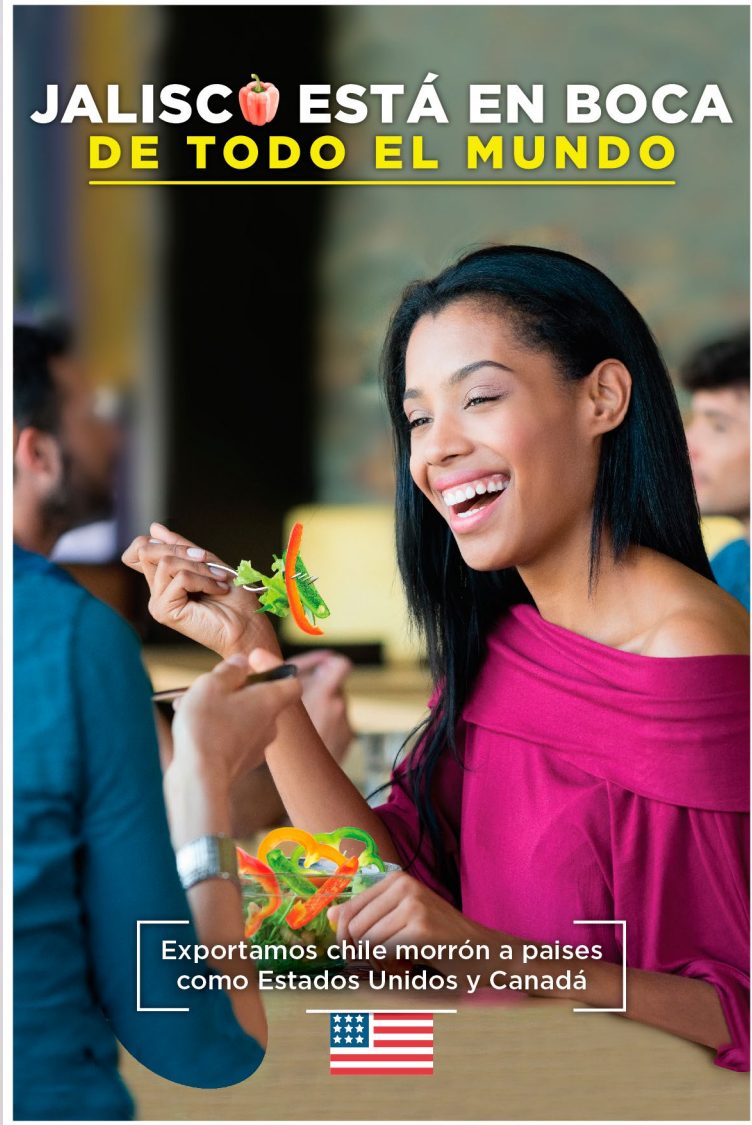


Rear



FLYERS

Front



Front



Front



Front



Front



Rear



FLYERS

Front



Front



Front



Front



Rear



THANKS!