STOP TALKING.
START PLANTING.
**Briefing** How to make the picture right.

**Campaign-Motive.**

**People:**
- Please have a friendly, neutral facial expression, focus on the camera, cover your mouth with the leaf, the rest of the face should be visible.
- Please wear light and clean clothes.

**Leaf:**
- You can choose the type of leaf by yourself. Just take what suits you. Leaf should be fresh and green.
- Make sure that the leaf is sharp on the image.
Briefing **Keeping the background clear.**

Campaign-Motive.

**Surrounding/background:**

- Please make sure that the background is not too distracting (preferable one: neutral white colour).
- Make sure that you have enough and soft light to take a nice and light photo (no harsh shadows).
**Briefing** Making sure we can use the image.

**Campaign-Motive.**

**Image:**
- Don’t shoot too wide-angled, so the face is not distorted.
- Make sure, that we have enough space for different formats of the motive.
- The Image should be suited for 1/3 tall print ads.
- Min. resolution should be at least 12 Megapixel.
- Filetypes: Jpg, Tiff or RAW (if possible).
Thank You!

Thank you for joining the “Stop talking. Start planting.” campaign!

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Click here for the 30 second video on the campaign
youtu.be/qEl4_YwkZY4

WHERE CONFIDENCE GROWS:
Watch the Video
youtu.be/0ENpHkc2AAQ