

IMAGERY

A Brief Pictorial Journey in to Australian
Agriculture

LETS START WITH THE
FRESH FOOD PEOPLE
PORTRAYAL OF
AGRICULTURAL PEOPLE...



Woolworths
the fresh food people

...amongst the largest advertisers in the
country

The Farmer...



...Perceived as “goofy”

The Picker...



...Perceived as “uncool”

The Truckie...



...Perceived as “old school”

The Supervisor



...Perceived as “silly / stupid”

Notice the imagery change from the agricultural scenes to the city scenes...

http://www.youtube.com/watch?v=Duq9kw_J3Mg&feature=player_embedded

Click on the link to play video

CLASSIC IMAGE PORTRAYAL OF AN AGRICULTURAL PROFESSIONAL



OLD



OLD EQUIPMENT



A TOUGH EXISTENCE



TOUGH WORK

THE TARGET AUDIENCE IMAGERY

Teens and Youth



CONNECTED



MOBILE OBSESSED



TECH SAVVY

SOCIAL MEDIA LIVES



CELEBRITY WORSHIP





SOCIALLY AWARE



This is how the industry projects itself...



To an audience that is like this....



Time to drastically change the old school
image the industry projects.

THANK YOU

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