

My campaign is about veganism that tells people to stop eating meat and to be healthy with their eating. It believes that more people can become vegan if they tried. The target market is mainly younger people between the ages of 10-21 years old to change diet at a young age. This can also be for older people between the ages of 35 to 50 years old that might want to stop having meat. It will appeal and communicate to these people by making the campaign full of colour and not just a couple of colours.

Brief one: Illustrations

Brief two: Logos

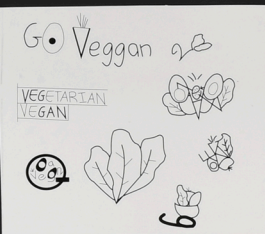
Brief three: Posters

Brief four: Information Booklet

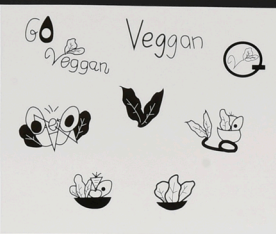
Brief five: Infographic



INITIAL IDEAS LOGOS



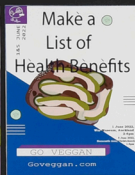
DEVELOPMENT LOGOS



REFINEMENT LOGOS



DEVELOPMENT POSTERS



FINAL POSTER



BEING VEGAN AND THE BENEFITS

Be Healthy Not Unhealthy

BEING VEGAN AND THE BENEFITS

"HAVE A HEALTHY LIFESTYLE"

Supermarket shopping is a breeze. In fact, most of the food we buy is from a supermarket. But what if we could make our shopping more healthy? Here are some ideas to help you get started.

- Buy fresh produce: fruits, vegetables, and nuts.
- Choose whole grains: brown rice, quinoa, and whole wheat flour.
- Opt for lean proteins: tofu, lentils, and beans.
- Avoid processed foods: sugary cereals, fast food, and packaged snacks.
- Drink water: instead of sugary drinks.
- Exercise regularly: even a short walk can make a difference.
- Get enough sleep: aim for 7-9 hours per night.
- Manage stress: through meditation, yoga, or deep breathing.
- Avoid smoking and drinking alcohol.
- Regular check-ups: with your doctor.

Vegan

THE BENEFITS

Make a List of Health Benefits

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Vegan

Your Diet Plan

- 1. Bowl of Nuts**
Nuts are a great source of healthy fats, protein, and fiber. They are also a good source of vitamins and minerals. Try adding a handful of nuts to your salad or smoothie.
- 2. Avocado Toast**
Avocado is a great source of healthy fats, fiber, and potassium. It is also a good source of vitamins and minerals. Try adding a slice of avocado to your toast.
- 3. Smoothie**
Smoothies are a great way to get a variety of fruits and vegetables in one go. They are also a good source of vitamins and minerals. Try adding a handful of berries and a banana to your smoothie.
- 4. Vegetables**
Vegetables are a great source of fiber, vitamins, and minerals. They are also a good source of antioxidants. Try adding a variety of vegetables to your diet.
- 5. Fruits**
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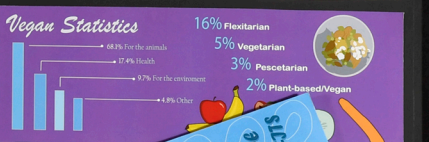
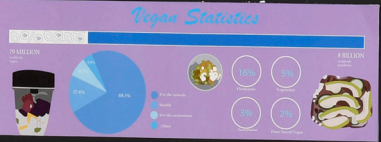
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