Project Description

Design Brief
GROW is a five-year worldwide campaign that looks towards a future in which everyone on the planet has enough to eat. Launched globally in June 2011, GROW is Oxfam’s most ambitious campaign to date. In 2012, Oxfam Hong Kong launched the Food Company Campaign, the aim of which is to raise awareness of sustainable food choices and their effects on farmers.

'Food injustice' and 'food insecurity' are terms used to describe the current food shortages resulting from the world's unevenly distributed resources. Oxfam International believes that consumers have the power to influence food companies to change their policies to ensure that farmers have enough and that people everywhere enjoy food security.

Design Outcome
Two teams tackled the task of introducing the Food Company Campaign in the form of a storybook for primary students and a 30-second video.

To complete the set, an eco-friendly tote bag and bookmark were created to accompany the storybook. These items will be distributed at primary schools for children to take home and share with their parents. In addition, a set of cards will be designed for promotional use. We hope these cards will attract members of the public outside the target group to inform people more widely of the concept of food justice.

A video was produced to evoke an emotional response to food injustice. The props for the video were handcrafted by students using paper patterns borrowed from or designed by the team. These props were left white to be void of any associations, offering a clear slate that would allow audience members to focus on the message. The tagline ‘你每啲，都可大可小’ (Your every purchase means life or death) emphasizes to consumers the importance of carefully judging the effects of every purchase they make.