



WE
NEED
TO
TALK
ABOUT
YOUR
LAWN.



LAWN ORDER

Please, kill your lawn.

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STRATEGY

Cause

The picture-perfect monoculture lawn is an outdated euro-centric status symbol which is incredibly wasteful and environmentally harmful, and it should be banished.

Also it is ugly.

I am hoping to convince people with monoculture lawns to consider alternative uses for their outdoor space.

Angle

Illustrate the absurdity of lawns through environmental and social juxtaposition.

Audience

I am targeting people with lawns. This essentially means middle aged men who have enough disposable income to landscape their property.

The secondary audience is the people in and around the primary target audience, meaning their children or significant others, perhaps soon-to-be inheritants of land and lawn.

WHY
LAWNS
SUCK.

WATER USAGE

Costly

Wasteful

Droughts

ENVIRONMENTALLY HARMFUL

Fertilizer Pollution

Pollinator Destruction

God Complex?

DUMB AND UGLY

Outdated

Wasted youth

Elitist



WHAT
COULD
BE.

VEGETABLE GARDEN

Sustainable

Fulfilling

Food

GROUND COVERS

Strawberry

Creeping Thyme

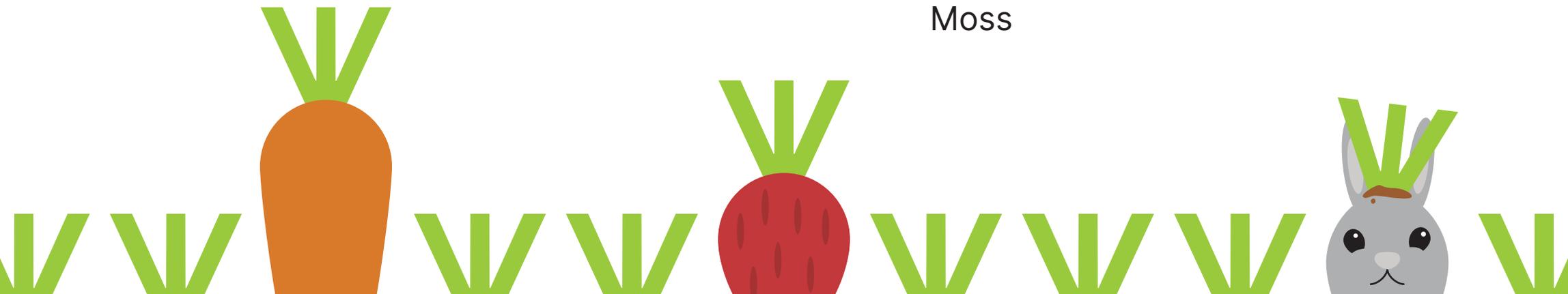
Clover

WILDLIFE

Native Grasses

Wildflowers

Moss



BRANDING

BRAND ELEMENTS

LAWN
ORDER

Logo

The logo is a very subtle combination logo. By using a strong bold sans serif logotype, the 'W' in 'Lawn' is transformed into a logomark depicting a tuft of grass.

The mark can be used as a symbol and pattern in brand materials.



INTER EXTRA BOLD

New Kansas Regular

Inter regular is a nice typeface for body text.
At least I hope so, and I think so myself.

Imagery

I try to use very clean imagery in this campaign, so as to appeal to the idyllic nature of the lawn.

I also play off the idea of the lawn representing the American Dream by using traditional family dynamics and gender norms.



Color Palette

A very simple color palette, LawnOrder's primary green is very yellow - indicating its natural source.

Tone

The tone of this campaign is very much one of jest. I am poking fun at something that weirdly draws a lot of attention from Americans as a society, and what might stand as a symbol of pride for some.

CAMPAIGN

Posters

These posters catch attention with clean imagery and humorous copy.

Some also display unsettling facts and statistics about the nature of lawns and our society.

Posters



Posters

YOU KNOW
WHAT THIS NEEDS?

A LAWN.

Americans use 5,000,000
Olympic swimming pools
worth of water on their
lawns every year.

That's 9 billion gallons
per day.

Please, kill your lawn.

LAWN
ORDER.com

Posters

AH YES THIS FEELS
RIGHT. THIS FEELS
NORMAL.

Traditional lawn grass
reduces a landscape's
resistance to drought,
increasing an area's
wildfire risk.

Please, kill your lawn.

LAWN
ORDER.com



Posters

**POV: YOU KILLED
YOUR LAWN**

:)

And now your wife
is frolicking in
the flowers.

Please, kill your lawn.

LAWN
ORDER.com



Posters



**OOH YUMMY,
FERTILIZER.**

Nitrogen infused fertilizer can run off into the water supply, affecting the environment and your **drinking water.**

Please, kill your lawn.

LAWN ORDER.com



**NICE LAWN.
LOOKS
DUMB.**

This cool little backyard growery is way better than your **dumb lawn.**

Please, kill your lawn.

LAWN ORDER.com

Posters



**JUST.
KEEP.
WATERING.**

50% of U.S. outdoor water usage is due to **overwatering.**

Please, kill your lawn.

LAWN ORDER.com



KEEP MOWING.

IT'S JUST WATER.

A little extra water never hurt anyone... **right?**

Please, kill your lawn.

LAWN ORDER.com

Posters



PUNK.

**BIG
LAWNMOWER
SAYS:
MOW,
PEASANT.**

Please, kill your lawn.

LAWN
ORDER.com

YOU ARE NOT YOUR



LAWN.

A perfect lawn is not a personality.
Try something new,
grow some carrots.

Please, kill your lawn.

LAWN
ORDER.com

Lawn Signs

This next section will show the front and back sides of the LawnOrder lawn signs.

These signs are intended to be placed once someone is already on board with the campaign. With provocative imagery and humorous messaging, the signs invite conversation between neighbors.

They can then take this opportunity to educate their neighbor about the cause, effectively turning them into a campaign ambassador.

Neighbors love to talk about lawns.

Lawn Sign - Front



**I KILLED
MY
LAWN.**

I am finally free of my performative
masculine obligation.

**LAWN
ORDER**.com



**YOU
SHOULD
TOO.**

Some Americans spend 50 years
of their life taking care of their lawn.
Kill your lawn **before it kills you.**

**LAWN
ORDER**.com



**HOWDY
NEIGHBOR!**

All are welcome in this yard,
especially bunnies.

**LAWN
ORDER**.com



**SAY NEIGH TO
MONOCULTURE
LAWNS.**

Replacing your lawn with a meadow can
attract wildlife. (but probably not horses).

**LAWN
ORDER**.com

LAWNPENSATING FOR SOMETHING?



LAWN
ORDER.com

BREAK THE CYCLE. KILL YOUR LAWN.



Everyone and their father has only ever
known perfect green lawns.
Break the cycle. Grow tomatoes.

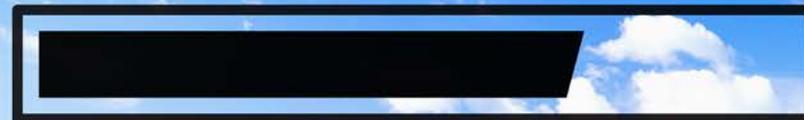
LAWN
ORDER.com

TIME FOR AN UPDATE

Outdated lawnware can be a burden.
Update your landscape to the latest
version **today**.

**LAWN
ORDER**.com

LAWN LOADING...



Outdated lawnware can be a burden.
Update your landscape to the latest
version **today**.

**LAWN
ORDER**.com

POLLINATOR ALERT.



I just planted a bunch of wildflowers,
giving home to some **new friends**.

**LAWN
ORDER**.com

I LOVE BEES.



Introducing native plants to your home
landscape can attract **pollinators**.

**LAWN
ORDER**.com

REST EASY.



LAVN
ORDER.com

LAWN GONE.



LAVN
ORDER.com

**RECEDING
YARDLINE?**



LAWN
ORDER.com

**RESEEDDED
YARDLINE.**



LAWN
ORDER.com

4
3
1
3



**RESEEDED
YARDLINE.**



LAWN
ORDER.com



Seed Packets

A unique leg of the campaign, LawnOrder will offer a mixed assortment of wildflower seeds.

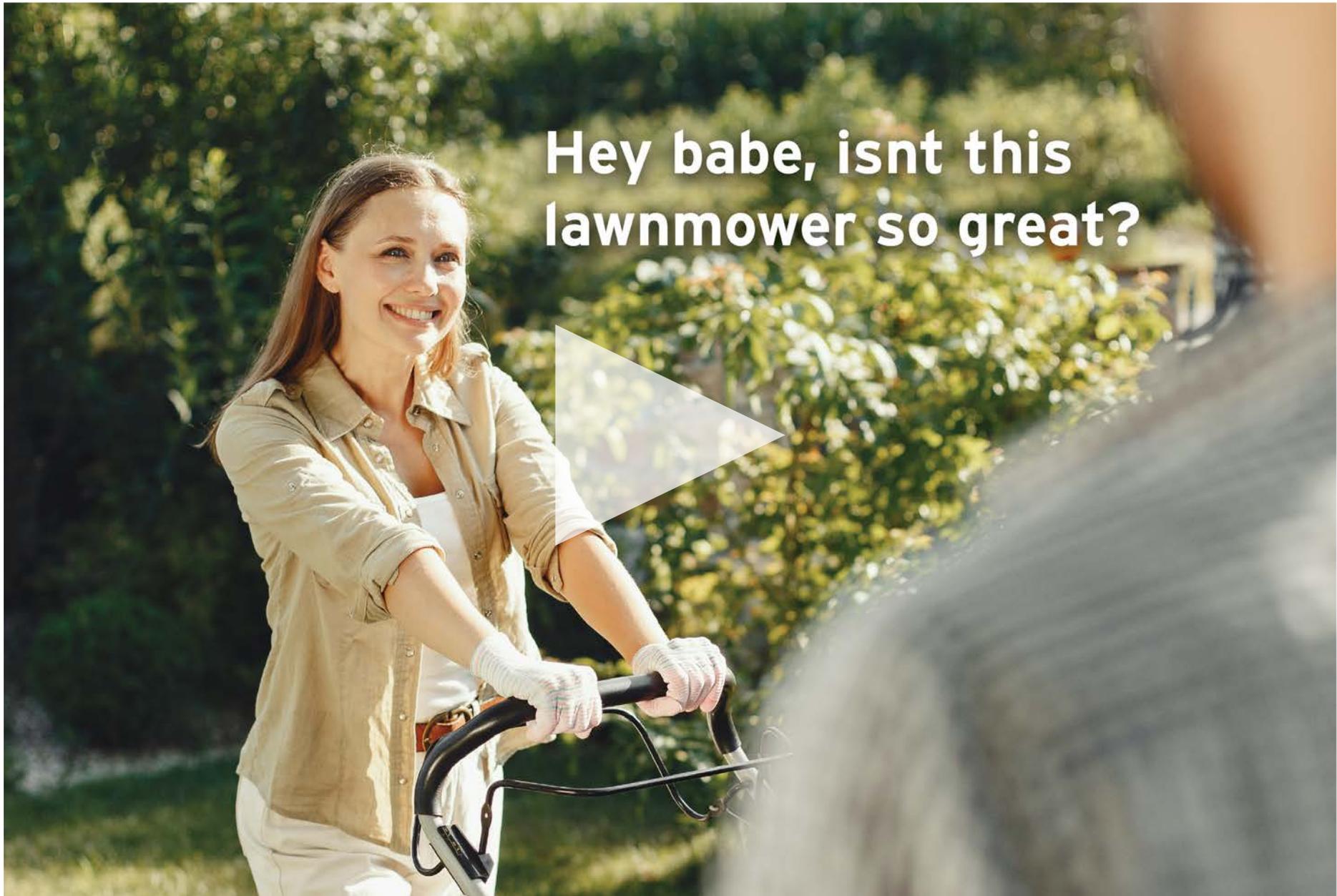
These seeds are encouraged to be strewn about willy-nilly. Sprinkle them out of the window of your car, or in the driveway of your favorite neighbor!

By purchasing a seed packet and participating in this rebellious act of beautification, you can actively work towards a future free of domestic aesthetic elitism.

Growrilla Marketing



Video



Hey babe, isnt this
lawnmower so great?





**GO.
FIGHT.
WIN.**