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California Grown celebrates leafy greens and avocados

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Mering, a company of [The Shipyard](#), launched a new round of its “California Grown” campaign.

Three highly stylized, comedic “portrait” spots will launch online — one each for each of California’s leafy greens, avocados and olive oil. Each humorous vignette celebrates the joy and quirky obsessions of those who eat and cook with the items. The work was shot by highly acclaimed comedy director Mike Bernstein.

“Our ‘Grown to be Great’ campaign uses humor, hyperbole, and a fresh bold look to both champion our commodities and playfully demonstrate just how obsessed some people can get about their food and where it comes from,” said Executive Creative Director Kerry Krasts. “Visually, we knew this work (and our commodities) needed to stand out. So, we embraced our California-ness and all things bold when choosing our campaign colors, typographic treatments and casting.”

California Grown is supported by the state and federal governments, by hundreds of growers, and by Californians. Mering has proudly served as its “Agency of Record” for the past eight years.

“We’re excited to debut this new chapter and bring to life the diversity of specialty crops in California while encouraging consumers to always make the choice to buy California-grown,” said Cherie Watte Angulo, executive director of California Grown.

The California Grown campaign will run in regional markets such as California, Arizona, Nevada, Washington and Oregon. Check out the spots [here](#).

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