

# A **ROOM** with a view of the future

20  
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## Gardening

It might seem crazy to consider gardening as a trend, but since the credit crunch the importance of home life has been prevalent in advertising, with focus on simple home comforts and pleasures. For this reason advertisers love gardening. Recent ads are colorful, with lots of natural light.

The important factor is a person's connection with their environment and enjoyment through improving it. So even if it's a small roof terrace, balcony or merely a window box or plant hanger outside a window, clients love to see it all.

# 1 Home Depot 'Rediscover The Passion For Your Home'

Home Depot uses the simple enjoyment of home improvement with images of people reconnecting with their dwelling. The ad is set in a beautiful sunlit garden, and intercuts between macro shots of gardening, with shots of people enjoying the outdoors. The whole ad is bathed in golden evening light, and evokes a peaceful scene which concludes with two children leaping through the air ecstatically.

The ad encapsulates every image of idealism that clients love in gardening shots. The setting is serene, the people are enjoying the outdoors and the light is warm and inviting.

TV ad: [adsoftheworld.com](http://adsoftheworld.com)



*Credits – Home Depot, Agency - The Vidal Partnership New York, USA*

## 2 Kia Motors

Social trends are a big influence on advertising. With global community programmes focused on improving the local environment.

In 2010 Kia Motors aired an ad in Canada that shows Kia drivers coming together to turn a roof space into a community garden. The footage has a user generated feel which helps it resonate with the audience.

The community spirit evoked in the ad cumulates in the copy at the end 'We Can All Drive Change'

TV Ad: [adsoftheworld.com](http://adsoftheworld.com)



*Credits – Kia Motors, Advertising Agency: David & Goliath, Canada*

### 3 Home Grown

This June 2013 TV ad from B&Q in the UK focuses on the satisfaction gained from improving your personal environment.

Each segment of the ad ends with a head and shoulders portrait of the person, with just hints of the environment, and objects pertaining to an activity. The person becomes the only focus of the shot.

TV Ad: [YouTube](#)

Also from the UK, this 2013 Co-operative ad focuses on gardens of different types, from allotments to window boxes and is all about home grown goodness. It's great inspiration for our gardening brief.

TV Ad: [YouTube](#)



*Credits B&Q – Unloved Rooms, June 2013  
TV Advert*



*Credits the Co-operative, agency Leo Burnett London*

## 4 STIHL – Handsome

Garden power tool manufacturers STIHL added humor to their 2013 TV commercial in Brazil.

In the ad a man using the brand's tools to improve his front lawn makes him physically attractive to women. When he goes indoors to his wife, it is revealed he is an ordinary bespectacled man.

Though the ad has a comic approach the idea of 'improvement' is still at its core, making your garden look better, makes you look better.

The ad makes use of wide shots of an appealing environment, but also the eye-catching colors really stand out.

TV Ad: [Adsoftheworld.com](http://Adsoftheworld.com)



Credits: STIHL. Advertising Agency : Giacometti, Rio de Janeiro, Brazil

## 5 New York City Farm

This stunning user-generated video by Petrina Engelke and Raul Mandru sums up all the best things to capture in gardening imagery.

From glorious wide shots with a city backdrop, macro details of produce and vibrant colors throughout, the video shows the diversity that can be achieved in very few environments at different times of day. It also throws in some wonderful portraits too.

TV Ad: [Vimeo Video](#)



*Credit – Petrina Engelke and Raul Mandru, Petrina TV*



## Summary

At RoOM we hope that these videos have got your creative juices flowing and inspired you to get out in the garden and take some fabulous shots. Here's a summary of the top things to keep in mind:

- No matter how small an outdoor space you have, you can contribute gardening shots
- Use lots of color
- Shoot when the light is best. Hard bright sunlight can bring out color but it can also create over exposure in the whites and result in blown highlights
- Use gardening as a setting to tell human stories. Portraits are great
- You can get a variety of different shots from even a small environment so be creative with your angles. But always think about your composition and be mindful of poor cropping
- It's all about enjoyment, contact with nature, improvement, pride and color!

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