

With so much chaos, turmoil and conflict in the world, life can be incredibly stressful. If nothing else, Bowery Farming would like you to feel good about the greens in your salad bowl. Because indoor farming is the future of food. Requiring no sun, no soil and therefore no pesticides, it provides the greatest tasting greens you have ever experienced. So great, in fact, that each bite might just help you forget how bad life can sometimes be. Because with lettuce this good, nothing else really matters. In addition to a digital and social initiative, the campaign leaned heavily on OOH with transit placements in key markets across the US, including a massive takeover of the New York City subway system, with over 149 media placements in Lafayette Station alone. The campaign was driven by the wonderfully imperfect, off-beat work of French illustrator, Laurène Boglio. Each placement contrasts life's lowlights with Bowery Farming's lettuce and micro-green highlights.