

# DuPont Agricultural Products

Worker Safety and Food Safety Advocacy / 1995

At Saatchi & Saatchi, I learned about branding and how to mine the emotional connection between clients and customers (albeit on the account side). And I was introduced to “good creative” by Claude Shade.

I served on a number of accounts, but the bulk of my time was spent working PR and public affairs on the DuPont Specialty Agricultural Products business.

The two projects featured here exemplify the depth and quality of the research-driven PR/PA work produced by our team. Left is the central brand image from, “A Matter of Respect,” an award-winning, bilingual worker safety program that helped mitigate EPA review of the company’s #1 insecticide by proposing to reduce field worker injuries. The program included original training videos, workbooks, train-the-trainer materials and worker safety materials for posting on participating farms.

At the other end of the spectrum, we produced these spec ads (right) for the Agriculture Council of America’s “FoodWatch” program (DuPont was a founding member) as part of a pilot national broadcast and print public service campaign entitled, “Shared Values.” The campaign was designed to engage American consumers in a positive conversation about responsible agricultural production and food safety.

