

## **DG AGRI – ORGANIC LOGO IMAGEFILM**

This video aims at raising viewers' awareness of the new EU organic logo and its relevance for European society. Addressing all European citizens, the film presents the benefits of organic farming and organic products for both man and nature. It aims to create a long-term promotional effect for the new European organic logo. The overall visual 'look and feel' of this fast-paced video-clip is defined by a combination of animated sequences (the new EU organic logo) and newly filmed AV material.