

Brand Genealogy - CANON

1930 - 2033

Canon

Delighting You Always

Prepared for

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Task: Choose a brand: evaluate its logo, slogan, target audience, appeal, creative and message strategies, and execution for at least three decades (the Past/vintage), the Present/modern, and the Future. In the process, consider the extent to which key social, political, economic, cultural, technological, environmental events may have impacted or could possibly impact its branding/image intentionally or serendipitously.

Introduction

With its headquarters in Tokyo, Japan, Canon Inc. is a multinational company that specializes in optical, image, and industrial items like lenses, cameras, medical equipment, scanners, printers, and machinery to produce semiconductors.

Seikikgaku kenkysho, meaning precision optical industry was the initial name of the company. It created the Kwanon in 1934 as a prototype for the first 35 mm camera with a focal-plane-based shutter ever made in Japan. The business was renamed Canon Camera Co., Inc. in 1947, which was later abbreviated to Canon Inc. in 1969.

The founders wanted to make the first focal plane shuttered 35mm camera in Japan.

Logo

It clearly demonstrates the corporate culture of Canon, which seeks to lead the industry in terms of advanced technologies and customer service while inspiring others to pursue their goals.

Canon's logo was introduced in 1935. Although, as the business expanded, it changed completely to the current logo. Since the day the company was created, the stroke of the "C" has not been impacted by these changes. The present canon logo contains a vivid red color, although it has undergone for several changes before it reaching the present logo.

The word Canon is derived from the Buddhist Goddess of Mercy, Kannon, who was formerly known in English as Kuanyin, Kwannon, or Kwanon. The logo used in 1933 displays the company's vision of creating marvelous and magnificent cameras. It also represents the image of the Goddess "kwanon with 1000 arms and flames".

The company required a good brand name that people around the world would recognize when it attempted to launch full-scale marketing. Therefore, the name Canon was officially registered as a trademark in 1935. Scriptures, criterion, and standard are only a few of the meanings associated with the word "canon." As a result, the trademark conveys the attributes that justify the specified action of a business engaged in the manufacture of excellent machinery, where accuracy is crucial. It will also convey the company's aspiration to adhere to top-notch principles and professional norms. Even though the words Canon and Kwanon had the same pronunciation, the changeover happened without a problem.



Fig: Canon logo transformation across the years

Vintage Era (1930 – 1979)

Initially, the founders were unable to purchase the needed equipment for the camera. They made a camera with Nikon Corporation which included Nikon lenses for Canon cameras. It was named as Kwanon in the beginning, but gradually the name switched to Canon Inc. in the year 1960.

Technological events:

The first camera was released in 1934, the Kwannon, pronounced as Kannon. It was a 35 mm focal-plane-shutter camera. Their company was registered with the trademark in the year 1935. In that year they introduced the first 35 mm focal- plane- shutter camera in the market. Japan's first indirect X-ray camera was developed by Canon.

Midrange J II focal-plane-shutter cameras were first produced by the company in 1945.

In 1946 - Canon SII is unveiled during the opening of the Ginza Camera Service Station.

1947 -When Japan's exports resumed, the company changed its name to Canon Camera Co. Inc. and was given priority by the Japanese government.

1949 - saw the launching of the Canon II B camera.

1951 - Serenar 50mm f/1.8 lens is unveiled and the IV sib camera was launched.

1960 – First Single Lens Reflex camera was introduced.

Communication Platform Ad #1

Issue being addressed: Photos provide a platform for our individual and unique perceptions of an experience. Capturing pictures helps us in projecting our perceptions filled by the memories of a particular feeling at the time the picture was taken. Every picture tells a story.

Communication Objectives: Spread awareness about the new Canon film camera – The Dial 35. Preference for Canon over other film cameras. Attitude change to click more pictures on film cameras as the effort taken to blend the texture and field of color helps create a single image feel truer to life.

Target Audience: Individuals who are into photography, both male and female. People who like to carry a camera around everywhere they go. Young individuals who want to explore film photography.

Compelling benefit: Talks about the features of the camera. The Dial 35 is pocket friendly and affordable.

Creative strategy: Body copy talks all about what the camera can do. Visuals displays how small and pocket friendly the camera is.



**No other camera
looks like this one.
And no wonder.**

How would you like a camera that takes 72 pictures on an ordinary roll of 36-exposure 35mm film? (Or 40 on a roll of 20.)
A camera that advances the film automatically? And rewinds it automatically?
A camera that takes perfectly exposed slides every time? A camera with a button that lets you override the electric eye?
A camera that takes slides that fit in ordinary frames, so you can use them in any projector or viewer?
A camera that takes pictures almost as fast as you can aim and shoot?
A camera that fits in your pocket?

A camera that is, in short, a photographic instrument. Extraordinarily precise. Virtually incapable of error. An instrument that performs without deviation, that measures light and distance exactly, that controls film perfectly, that holds film flat and in exact focus from corner to corner and edge to edge.
You can get a photographic instrument this perfectly tuned to your wants. And you can get it for less than eighty dollars.
But only from Bell & Howell/Canon.
The Dial 35.
Try it, and see if you can resist it.

Bell & Howell/Canon® photographic instruments are built a little better than they really have to be.

Figure (1): Canon Print Ad – 1964

Communication Platform Ad #2

Issue being addressed – Capture clear pictures to store them as memories. Connection between friends and family to be shot on camera to remember favorite moments in life.

Communication Objectives – Awareness of the new Canon AF 35M sure shot. Motivating individuals to take pictures on the new canon camera.

Target audience – People who love to take pictures. Both men and women who wants to learn more about the field of photography.

Compelling benefit – Ad talks about the features of the camera. Displays how the photos will come out bad and that canon camera will help them take better, clear pictures.

Creative Strategy – Photos that are unfocussed, blurry, and overexposed are shown to show that the Canon does not do that.



Figure (2): Canon Print Ad - 1979

Economic events:

The price of the canon cameras initially was very high. Intense debates within Canon about whether the company should limit its focus to the production of high-end cameras or whether it should also join the market for intermediate-class cameras were the beginning of it all in 1958. Young engineers' voices that said, "We want to develop cameras we can afford," grew louder over time. Due to this, it was decided to build an intermediate-class camera prototype before the business could establish its general policy guidelines. With this context, work on developing the 35mm lens-shutter camera began. The "Canonet" camera, with the tagline "Anyone can purchase it and use it to take pictures," dominated the entire camera market.

The great depression:

After a significant decline in stock values in the United States, it became clear that there was a global economic depression between 1929 and 1939. It affected almost every country in the world for over ten years, from late 1929 to around 1939, and was characterized by severe drops in industrial production and prices (deflation), mass unemployment, bank chaos, and sharp rises in poverty and homelessness rates.

Photography defined the Great Depression. The government hired photographers to capture the anguish of people impacted and disseminate the images. Some of the most recognizable images from the Great Depression and all-American history were created as a result of their efforts. (Kat Eschner)



Fig (3): Some popular photographs during the Great Depression

The most popular photographer during the great Depression was Dorothea Lange and the camera she used was the Graflex 5 x 7 Series D camera.

Canon had its first camera out in 1934 and was not popular during the time. Canon would've gained more attention if photographers used it during the Great Depression.

Present Era (1980-2022)

Social Events:

Canon actively participates in humanitarian aid operations such as supplying medical supplies to areas with high poverty rates. By providing goods that make use of the optical and digital printing technologies they have developed over many years, they also perform educational and cultural assistance activities in several nations and regions based on photography and printing.

Canon supports the Children's Rights and Business Principles formulated by UNICEF and participates in social contribution activities to help protect the rights of the children.

1. The 4E's Project in India.

Canon India collaborated with the NGO Humana People to People India for the 4E's (Education, Employability, Empowerment, and Environment) Project. Canon provided medical assistance to the people with vision difficulties by consuming its technology from the Medical Group in India. Canon is planning to expand its operation as its their part of priority business strategy.

Eye examinations are provided in many rural villages in India by the products made by Canon.



They have also initiated in opening vision centers for the same purpose. 4,650 persons in total attended these locations in 2021, of whom 190 patients were referred for hospital treatment and 648 received free eyeglasses

Figure (4): Eye-testing in a vision center in a rural part in India

2. Support for Education in Asia

A better educational environment can be provided through increased access to education, so Canon established 10 Canon Hope Elementary Schools in China in order to respect every child's right to an education. An employee matching gift program allows Canon workers to donate. Every year since 1997, Canon Inc. has hosted a Charity Book Fair to enable Canon Group employees in Japan to contribute unwanted books, CDs, and DVDs for sale at an internal bazaar. The company donates a matching portion of the sales earnings, which are then given to organizations that help healthcare and education in Southeast Asian nations including Thailand, Laos, and Cambodia.

3. Canon Young People Program

The Canon Young People Program (YPP), a regional effort covering Europe, the Middle East, and Africa, is being developed by Canon Europe with the intention of fostering young creativity and expression. YPP seeks to offer education and opportunity for creative expression through photographic and visual media to underprivileged young people. Over 5,000 young people have received assistance from YPP since its founding in 2015. In many nations, including the UK, Russia, South Africa, the Democratic Republic of the Congo, Libya, and the United Arab Emirates, where the workshops were initially held, YPP conducted workshops both online and in person. The UN's SDG Global Festival of Action 2021, in which Canon Europe participated in March, also saw the introduction of YPP, which demonstrated that young people could use photos and videos as powerful forms of self-expression to combat the major social issues that concern them.



Figure (5): Students participating in the Canon Young People Program

Technological Events:

A glimpse of Canon awards history between the years 2000- 2004:

1. European Professional Camera of the Year.

The European Photo Awards added this category in 1998. In 2000, Canon became the first winner of the honor.



Figure (6): EOS -1V Professional camera of the year 2000

Following the EOS 100 (Japan: EOS 100 QD, Americas: EOS ELAN) in 1992, Canon won the prize for TIPA Best European Photo and Imaging Awards for the second time in 2000. as of August 10, 2000, among 35mm SLR cameras with movable mirrors. when coupled with the NP-E2 NiMH battery pack and the PB-E2 power drive booster.

2. TIPA Best European Photo & Imaging Awards, TIPA Best Digital Compact Camera.

The Digital IXUS v received praise for its ability to capture images with high image quality using a 2.00-megapixel CCD image sensor with high resolution and a 2x optical zoom lens in a card-sized, ultra-compact body. It was also praised for its reduced power consumption and addition of the ability to record and playback audio-only video.



Figure (7): Digital IXUS – TIPA Best Digital Compact Camera

3. TIPA Best European Photo & Imaging Awards, as well as TIPA Best Camcorder



The MV30i was praised for its superior accessory shoe that could accommodate an external microphone or video light in addition to its extra-large LCD screen and optical image stabilizer technology.

Figure (8): MV30i – TIPA Best Camcorder-2001

4. EOS-1D – Camera of the Year.

The EOS-1Ds won Camera of the Year for breaking the barrier of 10 megapixels with its independently developed 35mm full-frame single-layer CMOS image sensor (35.8 x 23.8 mm). The camera was also praised for giving professionals the same shooting experience as traditional 35mm SLR cameras and for producing images that met their high standards, particularly for studio photography.



Figure (9): EOS-1D – Camera of the Year 2004

5. TIPA Best technology

Because anyone can easily alter photos, it is impossible to utilize digital images to assure authenticity as proof or evidence. Therefore the DVK-E2 Data Verification Kit was chosen for this prize. This issue is resolved by the DVK-E2 data verification kit, which offers the tools to properly identify an image's originality and check for signs of such modifications.

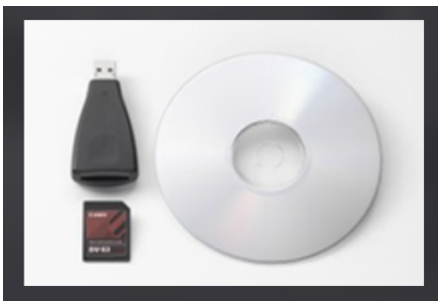


Figure (10): DVK-E2 Data Verification Kit

Communication Platform Ad #3

Issue to be addressed: Making working conditions effective and efficient in the office's environment

Communication objectives: Awareness of the unique features of the Canon printer. Motivating office staffs to rely on Canon instead of its competitors.



Target audience: Both genders aging between 18-40. Office staffs, accountants, creative individuals who are into art and crafts.

Compelling benefits: Talks about the unique features of the product.

Mentions that everyone can rely on the Canon printer. The printer allows printing in color and is used by many businesses these days.

Creative strategy: Humor and rational appeal used to execute the idea. Focuses on the specialty of the products in bold which is eye catchy.

Figure (10): Print Ad of Canon Printer 2009

Cultural events:

1. Photojournalism festival 2019:

Visual storytellers, photo editors and industry professionals gathered in southern France for the 31st edition of the Canon-sponsored photojournalism festival, Visa pour l'Image.

For the 30th year, Canon has partnered with Visa pour l'Image to support the photojournalism sector. Canon has brought exhibitions, talks, and debates to the festival, as well as touch-and-try displays, serviced 60 photographers' kits every day, and loaned the newest additions to the portfolio at the Canon Professional Services (CPS) desk at the festival's center in the Palais de Congrès, Perpignan.



Fig (11): Canon photographers exhibiting their work – 2019

2. The Redline challenge:

The Redline Challenge is a contest for aspirational amateur photographers who wish to push their creative boundaries and sharpen their technical skills. A theme would be provided to these photographers along with the deadline for their best images. Winners receive a Canon equipment in addition to a personal mentoring session with one of Canon Ambassadors and internationally renowned photographer, Laura El-Tantawy.

2021 - As part of Canon's Redline Challenge, amateur photographers were asked to submit their best images with the theme of Light in the Dark. A team of professionals gathered in London to

discuss the 36,000 submissions and the challenging process of selecting the winner from the 20 shortlisted people.

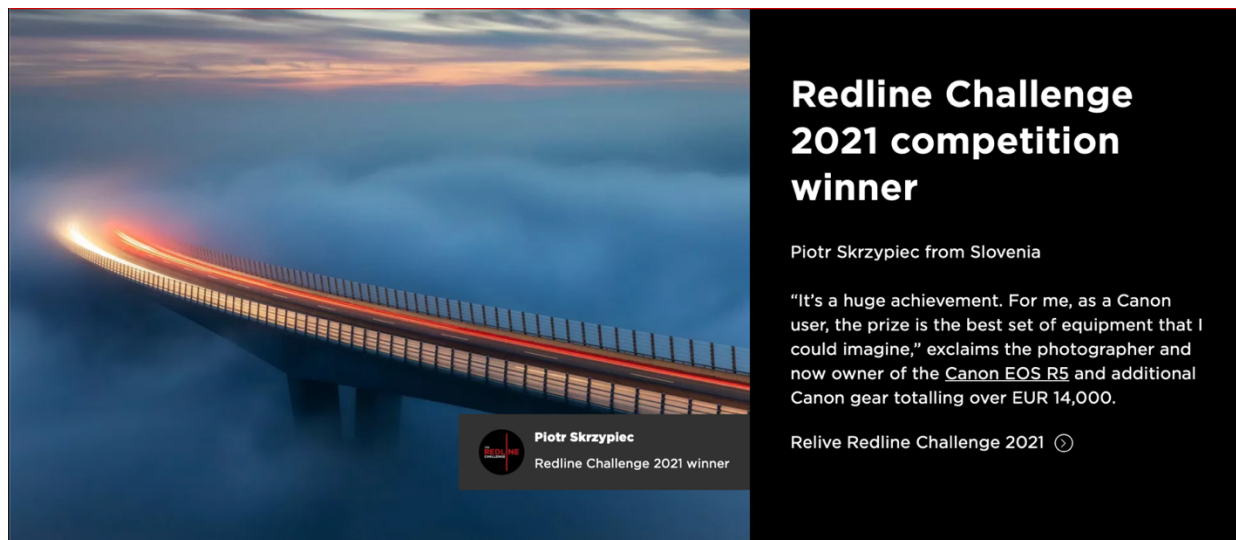


Fig (13): Redline challenge 2021 winning image – Lost Highway by Piotr Skrzypiec.
Retrieved from: <https://en.canon-me.com/pro/stories/redline-challenge-2021-competition-winner/>

2022 – The theme for Redline Challenge for 2022 was Split Second Story. Photographers were challenged to capture the world as they see it and share their split-second stories, from action sports to wildlife, and everything in between. Canon provided tips, tricks, and techniques on how to capture split second stories on their official Redline Challenge website which benefitted many.



Fig(14):Redline challenge 2022 winning image – Dirt bike race by Jiří Durdík

Economic Events:

1. ICRC Exhibition and Talk 2019

Exhibitions at the Canon pavilion and a panel discussion highlighted a partnership between Canon and the International Committee of the Red Cross (ICRC). Professional photographers served as mentors for young people living in conflict-affected regions as part of the Unfiltered project. The panel explored how young people in the Ain el Helweh refugee camp in Lebanon were given the freedom to provide their own accounts of life there rather than serving as the largely passive subjects of photographs taken by foreign photographers. Mentors gave them the confidence to start taking images in settings where others thought photography and photographers were strange while teaching them how to use Canon systems and providing photography knowledge.



Fig (12) : ICRC Exhibition and Talk 2019

Future Era (2023-2033)

The future is bright for DSLRs as the passion of photography has increased among the public. There's a rise in photographers wanting to work in genres like wedding, portraits, or documentary photos all around the globe and mirrorless cameras are preferred for them. The supremacy of DSLRs still remain high as there are still innumerable sport, wildlife and other genres that include fast-action photographers.

DSLRs still make up more than 53% of today's camera sales (according to CIPA's figures for total worldwide shipments of digital cameras with interchangeable lenses, January to December 2019).

Technological events:

There may be times when better technology come into action which will overtake the previous models of Canon.

Especially nowadays since there's a boost in smartphone photography because of its many pros, there are chances that people gradually stop carrying their heavy cameras around.

Smartphones are preferred now as they are carried literally anywhere and are light weight. It's easy to shoot pictures and videos of high quality on smartphones. There are a lot of editing apps available now on smartphones like Adobe Photoshop, Adobe lightroom, Snapshot, etc., that really does the work of a professional photographer. Content creators use these apps to display their best shots on various social media platforms like Instagram, Snapchat, Twitter, etc. and it helps them to grow their career.

Since carrying a heavy DSLR everywhere they travel might be a disturbance for those passionate in photography and there are chances that they might switch into smartphone photography as they're easier. This will create a downfall for cameras in general.

1. Canon camera app:

Maybe Canon will release a smartphone app in the future that allows users to shoot images and videos similarly to how they would with a Canon camera and then edit their desired photos in the most professional manner.

Communication Platform for the Canon camera app:

Issue to be addressed: 36 percent of professional photographers take even more than half of their personal pictures with a smartphone. Photographers occasionally miss out on wonderful photo opportunities because they don't carry their bulky cameras wherever they go.

Communication Objective: Awareness of the new app that helps you take pictures the same way you can take in a Canon camera. Preference of using smartphones for taking pictures over carrying heavy cameras.

Target audience: Both genders aging 13-60 who likes taking photos, professional photographers, social media influencers.

Compelling benefit: The app has all the modes that a Canon camera has and would be beneficial for beginners. It would have instruction guides on how to use each mode for each type of photography.

Creative strategy: All features and modes of a professional Canon camera, Logo of the app is of a Canon lens cover. Color theme was the same as the Canon logo – red and black. Photos taken on the app can be directly shared to all social media platforms at high resolution quality. App would be available on both android and iOS.

The app would be called ‘Canon Camera’ and would maybe look something like this:



Fig (11): Logo of the app

Without a professional DSLR, a person can experience photography with the help of the Canon camera app. All they need to do is download the app to their smartphone. The app offers all the settings found in a high-end camera. It would feature every setting, such as Manual Camera Mode (M), Shutter Priority Mode (S), Aperture Priority Mode (A), and the Program Camera Mode (P).



Fig. (12): Canon Camera app that would be launched in the future

Canon camera app has the best editing tools within to alter your photos however you want. Additionally, there are several in-site filters that a newbie photographer may find useful. They are free to alter these filters and add any enhancements they like to the images and videos. One must obtain the premium edition of it, which is based on monthly additional fees, in order to use the high-end and fancier modifications.

Economic Events:

1. Climate change:

The environment is clearly being affected by global climate change. Every region of the world is impacted. Ocean levels are rising because of the melting of the polar ice caps. While extreme heat waves and droughts are becoming more common in some locations, extreme precipitation and weather events are happening more frequently in others. There are numerous endangered plant and animal species. Some marine, freshwater, and terrestrial animals have already migrated to new areas. If the planet's average temperature rises unchecked, both plants and animals will be in grave danger of going extinct.

Photography can contribute to our understanding of climate change. Images convey important information, but they also inspire emotional reactions. We don't get to know much about the climate change and the impact of it much, as we are not aware of the situations.

The main ways that global warming will affect economic growth are through challenges to security, loss of productivity, damage to infrastructure and property, and mass migration. (all-about-photo.com).

Climate photographers can play a major role in educating the public about the dangerous aspects of climate change in the world. Their images help to track and quantify current effects, also predict future detrimental change.

Canon would have photo exhibitions in different parts of the world that will display photographs taken by professional climate photographers to effectively inform the public about climate change and the things we could do to stop it.

How digital photography is affecting the environment:

There are several electronic parts in digital cameras, some of which were made with harmful materials. Cameras require the mining of precious metals, microchips require the usage of lead, and semiconductor production which are harmful to the environment.

The natural habitat suffers greatly and is frequently severely polluted by the mining of these rare earth minerals. Most of these mining operations take place in nations with weak environmental laws, which causes ecosystems in the area to degrade and lead to pollution of the water, air, and soil. Additionally, digital cameras consume a lot more battery life than film cameras, particularly if you frequently use the flash.

The displays of smart phones, computers, and flat-screen televisions, as well as the motors for computer drives, the batteries for hybrid and electric cars, and new-generation light bulbs, all contain rare-earth elements (REEs). In the refinement of petroleum, catalysts based on lanthanum are used. Strong neodymium-iron-boron permanent magnet generators are used in large wind turbines.

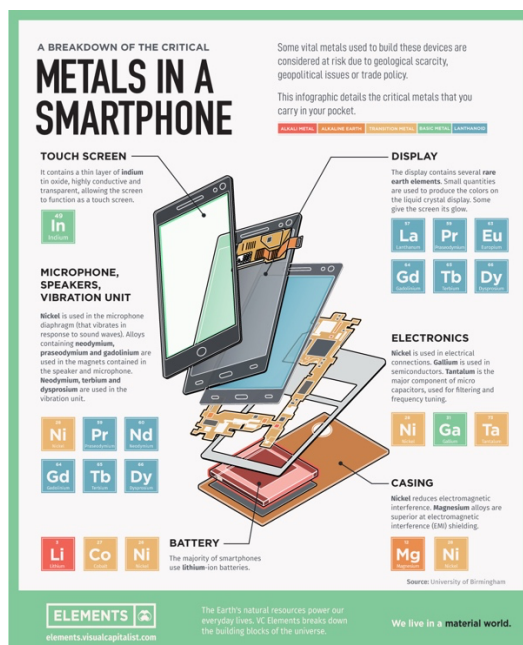


Fig (13): Raw earth materials used in a smartphone.

Many of the commonplace electronic items we use today depend on rather rare metals, and even those that aren't so rare occasionally come from mines in conflict zones. There are three primary minerals that provide those metals: wolframite, columbite-tantalite, and cassiterite (for tungsten). ("Blood Minerals" in Your Camera? Report Details Electronics Companies' Progress on Conflict Minerals")

Canon took the lead among its competitors and stopped the usage of lead components. Canon has created a camera that had components of old mobile phones.

Canon will do more to guarantee that the mining of rare earth minerals, which are necessary to produce digital cameras in the future, is done in a sustainable manner. Actions will be taken by Canon to make things better and lessen how damaging photography and videography are to the environment.

Communication Platform for Ad #4 (that will be created in the future)

Issue to be addressed: Various components of the camera are made of gold, platinum, copper, aluminum, and lead, while the batteries are powered by nickel-cadmium and lithium-ion. These resources end up contaminating soil and water in addition to being exhausted. Microchips, cameras, and semiconductor manufacturing all involve the extraction of precious metals from the earth and harm the environment.

Communication Objectives: Awareness of the importance of the issue regarding the environmental damage caused by the production of technology. Attitude change among customers to use products that are eco-friendly and sustainable.

Target Audience: Both genders aging 13-60, environmental activists, photographers, professionals, environmentalists.

Compelling Benefit: Canon will produce its products in the most environmentally friendly way possible. They'll try to lower carbon emissions from the goods and production facilities. Recyclables will be used in the equipment.

Creative Strategy: Educational initiative, rational appeal used to promote the message, aesthetic picture used in the ad, logo and slogan of the brand mentioned.

We are taking steps to lessen our influence on the environment and saving the earth by:

-  Creating a future free of carbon
-  Promoting a circular economy
-  Disposing off dangerous substances and preventing pollution

Reduce your environmental impacts with Canon

There is no Planet B

Canon
Delighting You Always

www.canon-emirates.ae

Fig (14): Future Ad that will be designed by Canon

Socio-cultural events:

1. Religious conflict in India

India is a country of religious, ethnic, and linguistic diversity.

The country's estimated 200 million Muslims, the majority of whom identify as Sunnis, make up around 15% of the population, making them by far the largest minority group. Eighty percent of the population is Hindu. The Muslim populations in the nation are diverse, with language, caste, ethnicity, and access to political and economic power differences.

India's Muslims –

India is home to almost 200 million Muslims, the largest minority in this primarily Hindu nation. Muslim communities have historically faced obstacles to obtaining wealth and political influence as well as discrimination in the workplace and in education. They experience communal violence at a disproportionately high rate.

With the Citizenship Amendment Act, which facilitates citizenship for non-Muslim immigration from nearby nations, Prime Minister Narendra Modi and the ruling party have taken steps to restrict Muslims' rights.

Jammu & Kashmir, which was once the only state in India with most Muslims, has seen its political status decline under Modi. The state, which is in the mountainous border region in conflict with Pakistan, was divided into two territories in August 2019 and lost its unique constitutional autonomy. Since then, Indian authorities have restricted residents' rights, frequently in the name of preserving security. In 2021, they took down the internet 85 times, harassed and detained journalists, and detained well-known politicians and activists. Since the partition, armed forces have killed dozens of civilians, despite government claims that the security situation had improved.

“During Modi’s first five-year term, there were continuous attacks on Muslim individuals, which kind of made the community feel under siege,” says Ghazala Jamil, an assistant professor at Jawaharlal Nehru University in New Delhi. “The idea was that if you were a Muslim, you were liable to be attacked anywhere, anytime.”

Hate speech and misinformation spread online have also encouraged violence against Muslims.

Many foreign nations and international organizations have criticized the BJP's treatment of Muslims as being discriminatory, highlighting their problems with the Citizenship Amendment Act, the activities in Kashmir, and anti-Muslim speech.

Iran, Kuwait, and Qatar were among the Muslim-majority nations who submitted formal complaints against India in 2022 over public officials' Islamophobic remarks, which the UN human rights office called as "fundamentally discriminatory."

The Organization of Islamic Cooperation (OIC), which has 57 members, urged India to stop "systematic practices against Indian Muslims" and the "increasing spate of hatred and defamation of Islam." (Maizland)

With social media and the press, many nations are now aware of the ongoing religious struggle in India, which tends to make me hopeful that greater changes are on the road for India's future. In recent days, hashtags like #ShameOnBJP have gained popularity as the party's own followers raged against what they see to be Narendra Modi's cowardice.

Being optimistic, I ought to acknowledge more people and huge corporations address the problem to bring peace and harmony to India.

Canon would humbly take up the cause and use photography competitions to encourage young photographers to tell stories of breaking through religious barriers in order to inform the public more about this religious issue.

Communication Platform for “Unity for Peace” Photography Competition Ad -

Issue to be addressed: The violence against Muslims is a recent, ugly blot on the fabric of inclusive India. Muslims have experienced discrimination in areas including employment, education, and housing. Many have lost their families and loved ones and are still going through difficult times.

Communication Objectives: Awareness to the public about the religious conflicts going on in India. Motivating people to educate themselves about the issue and take actions to break these barriers.

Target Audience: Both genders aging 15-70, social media activists, journalists, beginners and professional photographers, individuals that likes to participate in competitions.

Compelling benefits: Canon is addressing these socio-cultural issues for the betterment of the society at large. They are encouraging young photographers to take photos of stories of uplifting the religious barriers.

Creative strategy: Traditional print advertisement for a photography competition called ‘Peace for Unity’, talks about the religious conflicts practiced in India and how we must take actions to break them. Visual of two children of two different religions, Muslim and Hindu, walking together are shown to push the message of unity to the audience. Colors used for the name of the competition are of the Indian flag – orange, white, and green. Call for action and logo of Canon is included.

Canon India presents

UNITY FOR PEACE

PHOTOGRAPHY COMPETITION

Despite being the biggest democracy in
the world, we are divided.

Canon stands against the religious barriers and want to bring this
nation together in peace.

We're looking for photographers to participate in the Unity For Peace
Photography Competition, which will highlight the harmony that exists
in this beautiful nation, despite differences in religious belief.



Canon

Delighting You Always

FOR ENTRY
DETAILS,
PRIZES, AND
TERMS, VISIT:

www.CanonIndiaUFP.com

[Facebook.com/CanonIndia](https://www.facebook.com/CanonIndia)

TO SEE THE BRIEF,
VISIT:

[YouTube.com/CanonIndiaUFP](https://www.youtube.com/CanonIndiaUFP)

FOR ENQUIRIES,
CONTACT:

 CanonIndia@UnityforPeace.com


 9746127777

Fig (15): Future Ad that will be designed by Canon for its 'Peace for Unity' photography competition.

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