

ROSH HASHANAH NEW YEAR'S CARD

The Jewish New Year is a very significant holiday, filled with spirituality, symbolism, and meaning. The Marketing and Communications Department needed to come up with the next card that would represent Keren Hayesod worldwide. The challenge was capturing something that related to all of the international communities we served, as well as the religious diversity within them.

Our Marketing team was just as diverse, culturally and religiously, as the Keren Hayesod diaspora community. As a team, we brainstormed and pitched various ideas. Israel is wrought with religious symbolism and history, and Jerusalem all the more so. Someone suggested a picture of the ancient 'Wailing Wall' in the heart of the Jewish Quarter, a classic image where Jews and non-Jews come to pray, while stuffing scribbled prayers on parchment into the cracks of its ancient stones in an effort to elevate their prayer. "Too religious," objected an agnostic on the team.

More brainstorming. "How about a picture of the walking promenade with all the shops and their shopkeepers," suggested someone on the more liberal end of the religious spectrum. That idea was kicked to the curb. "Too touristy," someone huffed. More contemplation ensued.

The team went around in a circles with proposed ideas, then inevitable rebuffs like "Not Jewish enough." "Too secular." "Not original enough." On and on this cycle continued. As each idea was shot down, I thought big-picture. Pomegranates succinctly symbolize the Jewish New Year. The Old City of Jerusalem was a sight that always took one's breath away. It was the beginning of summer and this was a beautiful time in Israel. Pomegranate trees were everywhere, and I knew of an orchard that overlooked the Old City. A picture of a pomegranate in full bloom hanging on a tree with the image of the historic Old City in the backdrop at sunrise would be epic. I pitched this idea to the team. Everyone was in agreement. This was the image we wanted for Keren Hayesod. This card became the most popular New Year's card to date due to its universality and recognizable imagery.

The first image below is the original photograph. Following, are two versions of the card that were produced by different departments for the respected communities they served.

Leah Collmer





Fundo Comunitário do RJ

**"Levante a cada dia com uma nova
canção no coração para cantá-la
sempre, na alegria ou na tristeza"**

שנה טובה ומאושרת

WITH ISRAEL-NOW
AVEC ISRAEL-MAINTENANT
CON ISRAELE-ADESSO
MIT ISRAEL-JETZT
עם ישראל-עכשיו
CON ISRAEL-AHORA
COM ISRAEL-AGORA
СЕЙЧАС – С ИЗРАИЛЕМ

