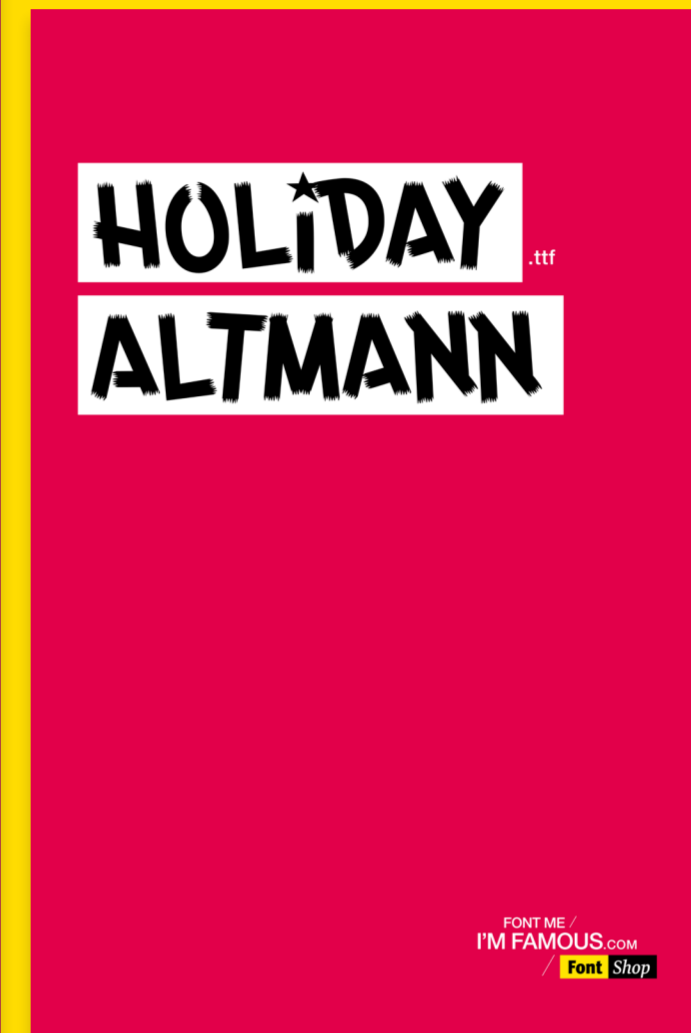


HOW TO GET CREATIVES' ATTENTION WITH A SIMPLE PUN

Font me
I'M FAMOUS



TAILOR-MADE POSTERS (A2) SENT TO 57 CREATIVE DIRECTORS ALL OVER THE WORLD

A MINI-SITE TO CREATE AND SHARE YOUR OWN TYPOGRAPHIC PUNS

NOW
IT'S
YOUR
TURN



CHALLENGE

MOST FONT STORES OFFER A HUGE CHOICE OF FONTS, IN A PRACTICAL BUT STRICT WAY. HOW CAN WE MAKE FRENCH CREATIVES PREFER FONTSHOP?

CREATIVE IDEA

TO CONVINCE THE CREATIVES, WE CHOSE THE MOST EFFICIENT AMBASSADORS: CREATIVES THEMSELVES!
 • WE CHALLENGED THEM WITH A MINI-SITE TO DESIGN POSTERS
 • WE INVITED 57 REKNOWN CREATIVE DIRECTORS (27 IN FRANCE, 30 IN THE REST OF THE WORLD) TO ENTER THE CHALLENGE BY SENDING THEM EACH A TAILOR-MADE POSTER

RESULTS



WITH ONLY €20,000 OF MEDIA INVESTMENT

