

# WPPED CREAM 2008

DIRECT | HIGHLY COMMENDED | THE PARTNERS  
LONDON FRAMING STUDIO | THAMES WIRE

## PROBLEM

How do you create a localised poster campaign for a London framing specialist?

## SOLUTION

We turned our back on the public. Posters were created revealing the back of framed pictures. Each one had a wire shaped like the River Thames, creating a simple map with a framer's stamp showing where the company was based, south of the river. People could imagine their own pictures framed on the other side. The only question then was how to hang them on the wall...

## RESULTS

The client loved the idea of the posters and a smallish quantity (150) were produced (in the first run) and hung in the local area over the late summer period.

There is no research (too small) but the client has seen an increase in awareness and sales including several commissions from local galleries. Many posters were pinched from local sites and additional copies were requested from the studio enabling sales opportunities.