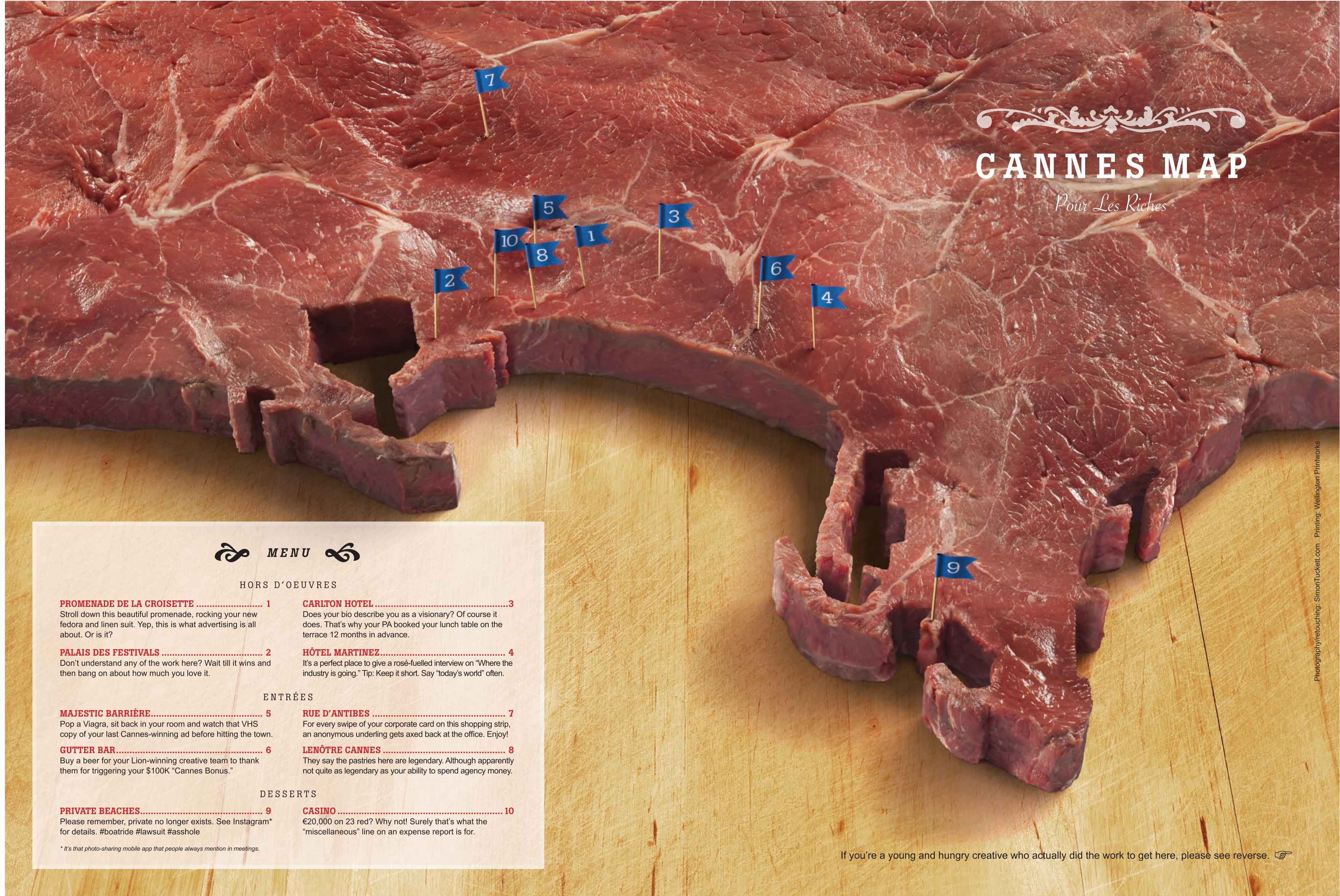


Agency: Blammo Worldwide

Category: Direct Mail

Description: A promotional piece created for Cannes displaying the difference between young, hopeful creatives and their aged counterparts – hotshot Creative Directors. It describes the places attendees can visit during their time at Cannes, however it is written in two widely different perspectives.



Rich Side



Poor Side