

MAKE ANY DOCUMENT LOOK GOOD.

BRIEF: To make business people realize just how good Fuji Xerox printing is compared to their current brand of printer.

ISSUE: Unlike graphic intensive businesses, our targets mainly dealt with text-based documents, making it difficult for them to perceive great differences between Fuji Xerox and their current printer.

SOLUTION: Exaggerate the benefit. Fuji Xerox printers are so good, they can make the worst documents look good. Enlarged letters were proudly framed and displayed throughout the business district. Upon reading the document, people realized that they were actually letters of warning, rejection and termination. The line summed up the idea: Make any document look good.





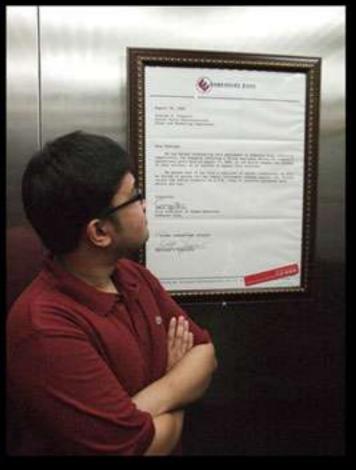
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