

FENDI

ROMA

#Find
YOURF

#Find
YOURF

Find Your

FREAK
FREEDOM
FEARLESS
FUN

through finding hidden clues and
unravel a new world.

THE CONCEPT

FindYourF is a trans-media campaign where the player finds clues hidden in a series of mediums which involves print collateral, web URLs, art murals and social media. Clues that are released involves real world locations and meetings that are the catalyst for the next clue. As the game progresses the idea is for the player to find their freak, freedom, fun, and be fearless. There is a gravitation towards being part of an elite underground movement. Once all the clues are collected, the end goal is for all Freaks to get an exclusive invitation to a private Fendi event where Freaks can unite together.

THE INSPIRATION

THE DESIGN

PRIMARY

3F3A3A

F5A623

E2E2D9

D9C46A

SECONDARY

19ABD8

50E3C2

16D9D0

0BD93A

C8EE14

F8E71C

F914CD

BD10E0

9013FE

SWEET REVENGE

MAIN TITLE

FUTURA

HEADING 1

HEADING 2

HEADING 3

HEADING 4

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Lorem ipsum
sit amet, consectetur adipiscing elit.
ipsum dolor sit amet

ROBOTO CONDENSED

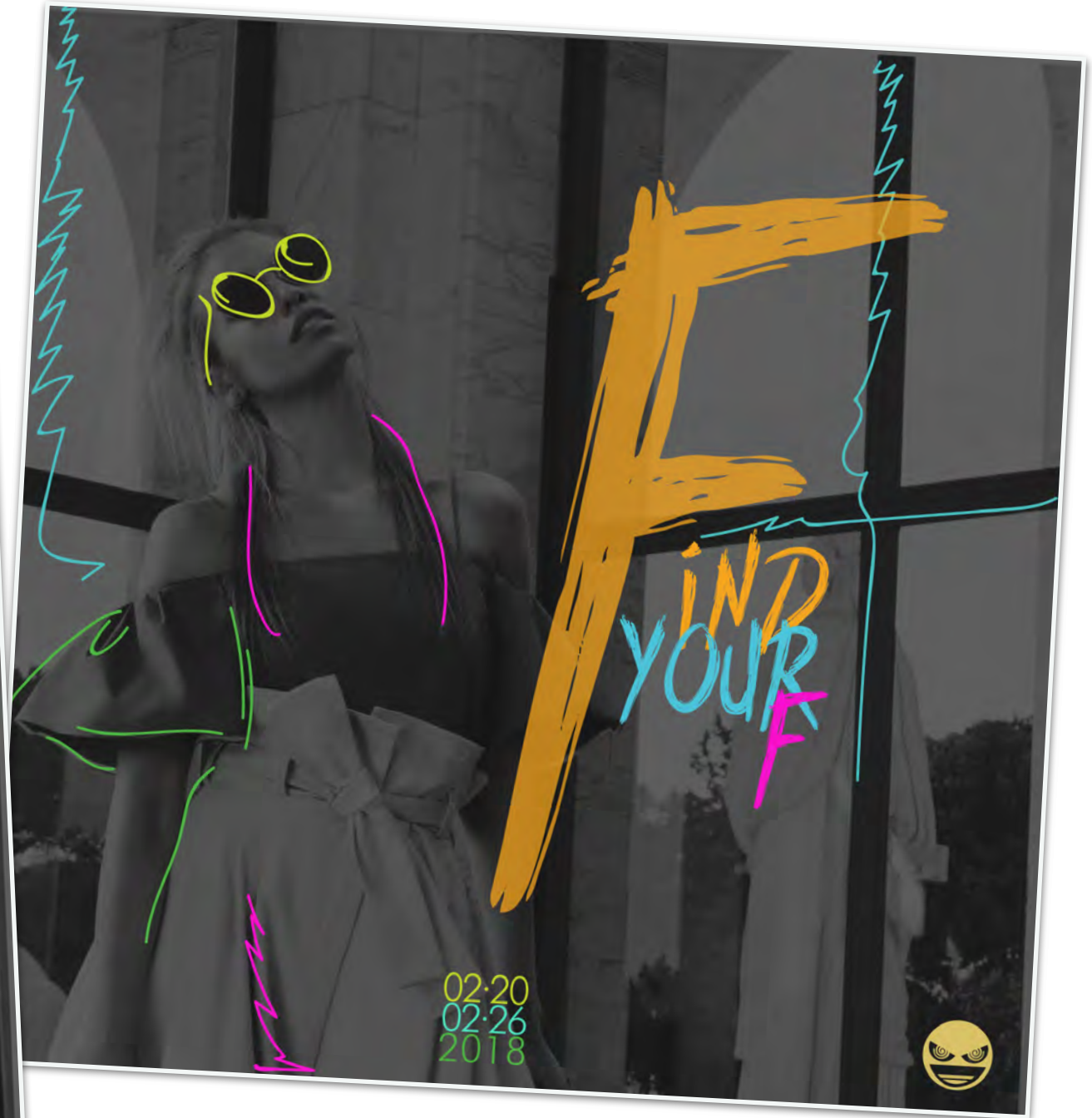
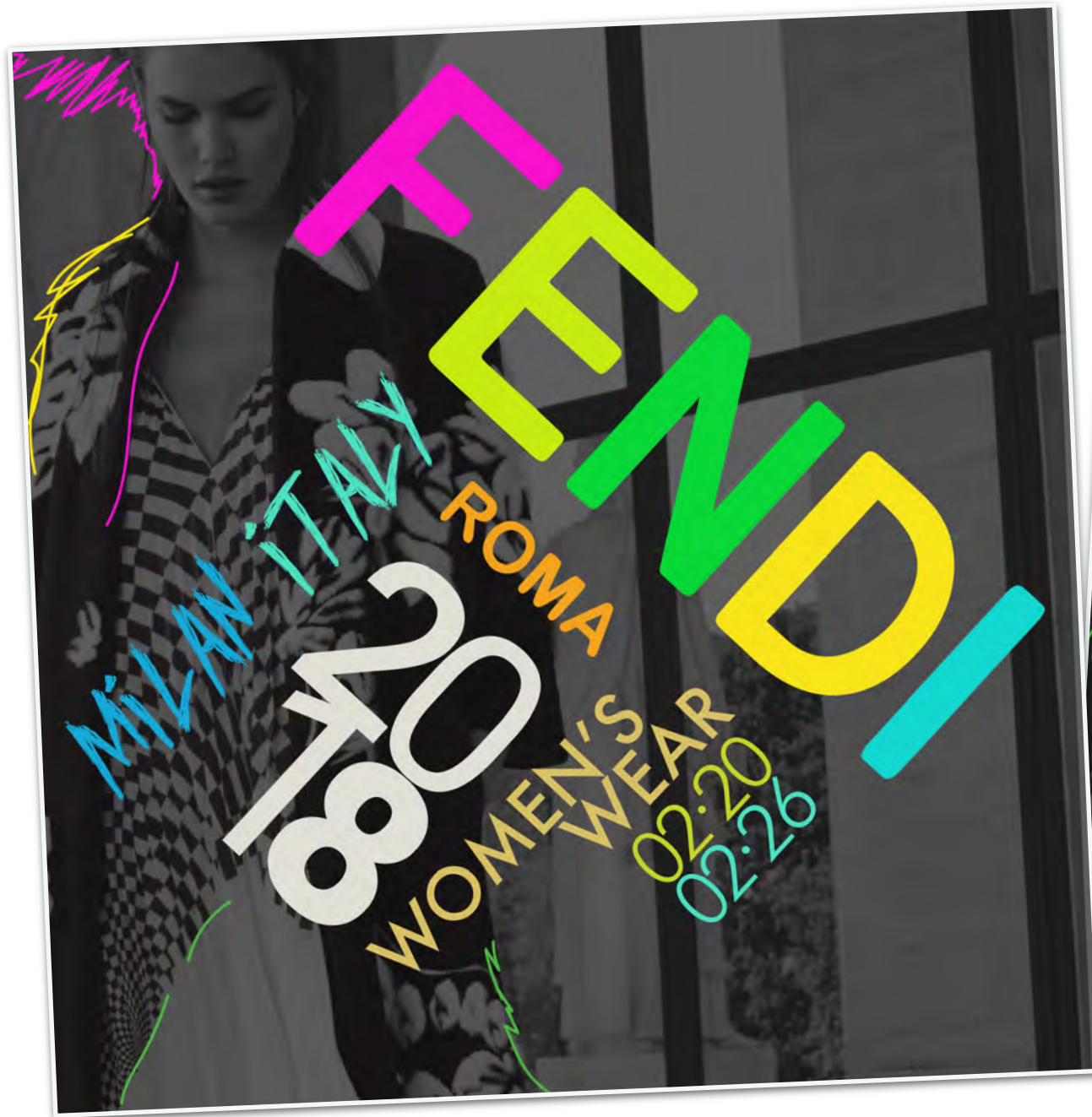
LOREM IPSUM

LOREM IPSUM

LOREM IPSUM

29370285
37329376
28370287
70287732

THE INVITATION



THE WEBSITE

FINDYOURF.COM



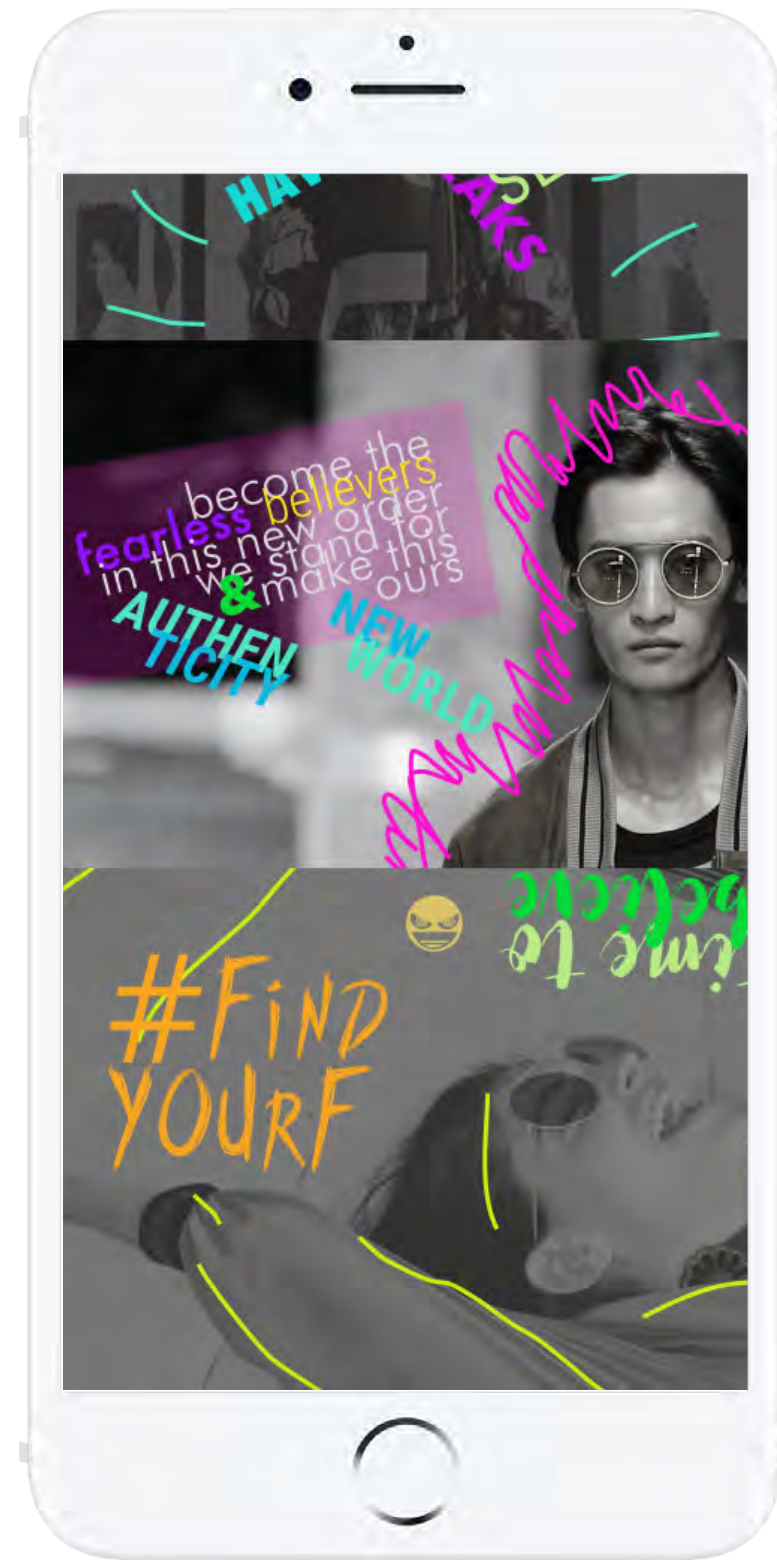
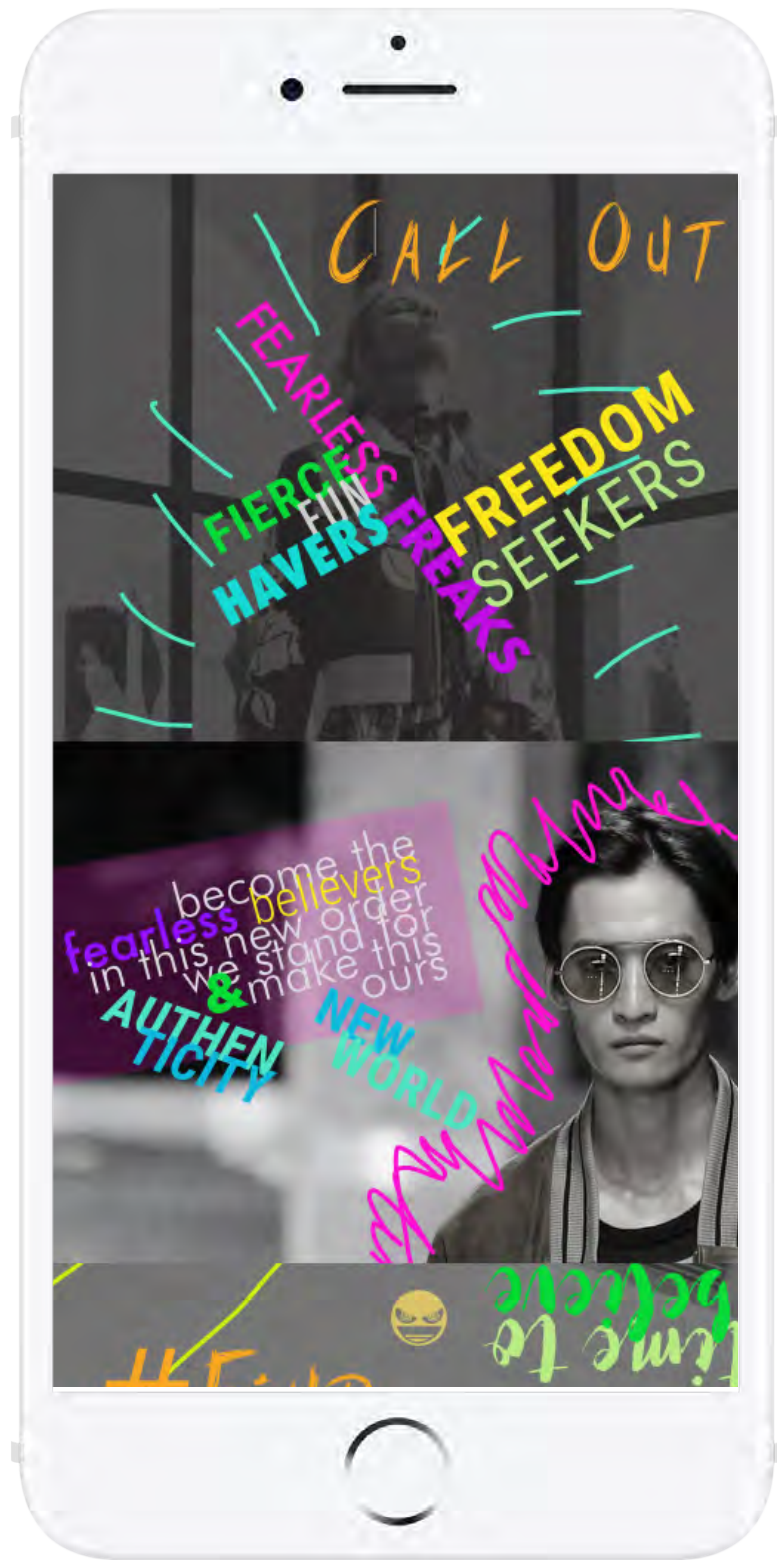
FINDYOURF.COM



FINDYOURF.COM



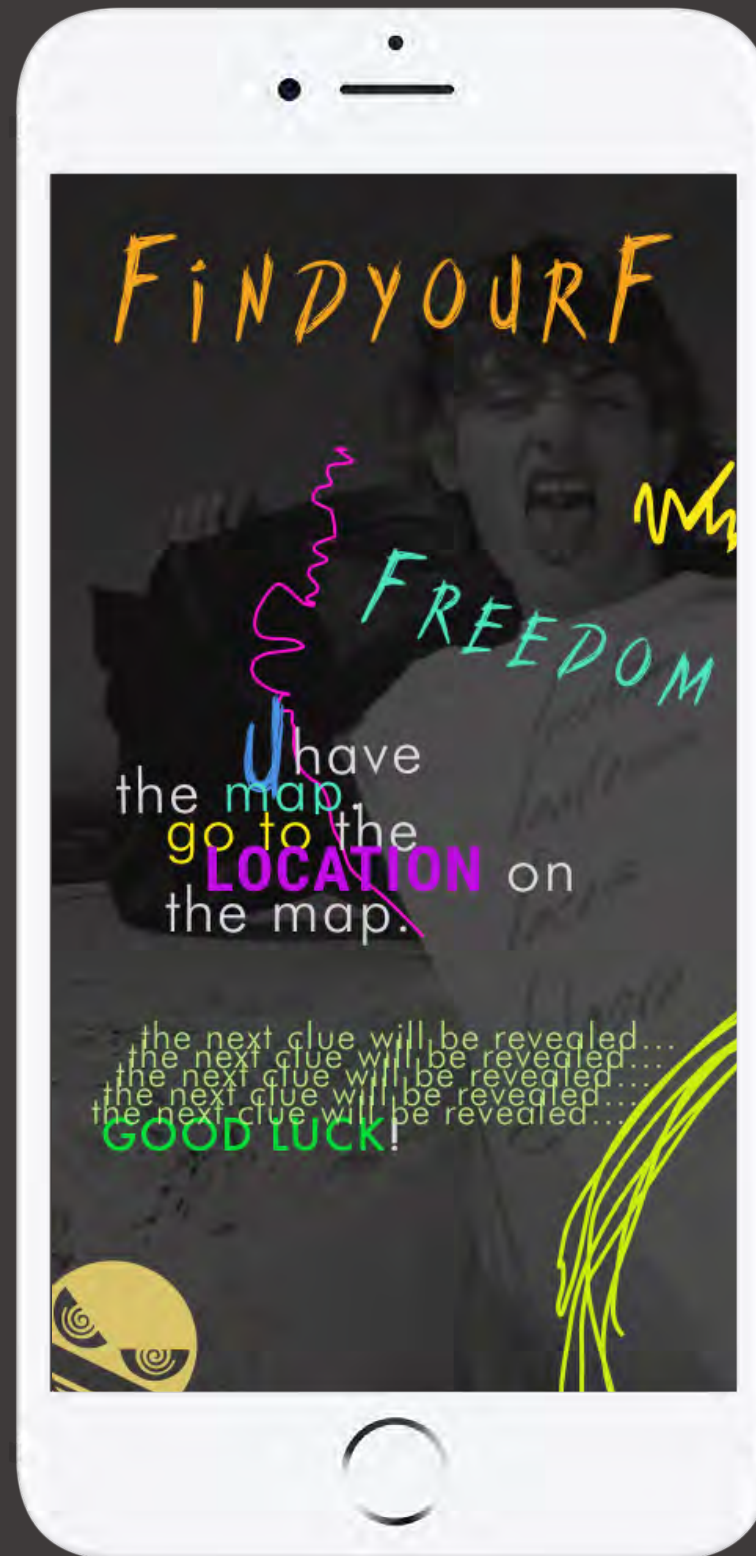
FINDYOURF.COM



FINDYOURFREAK.COM



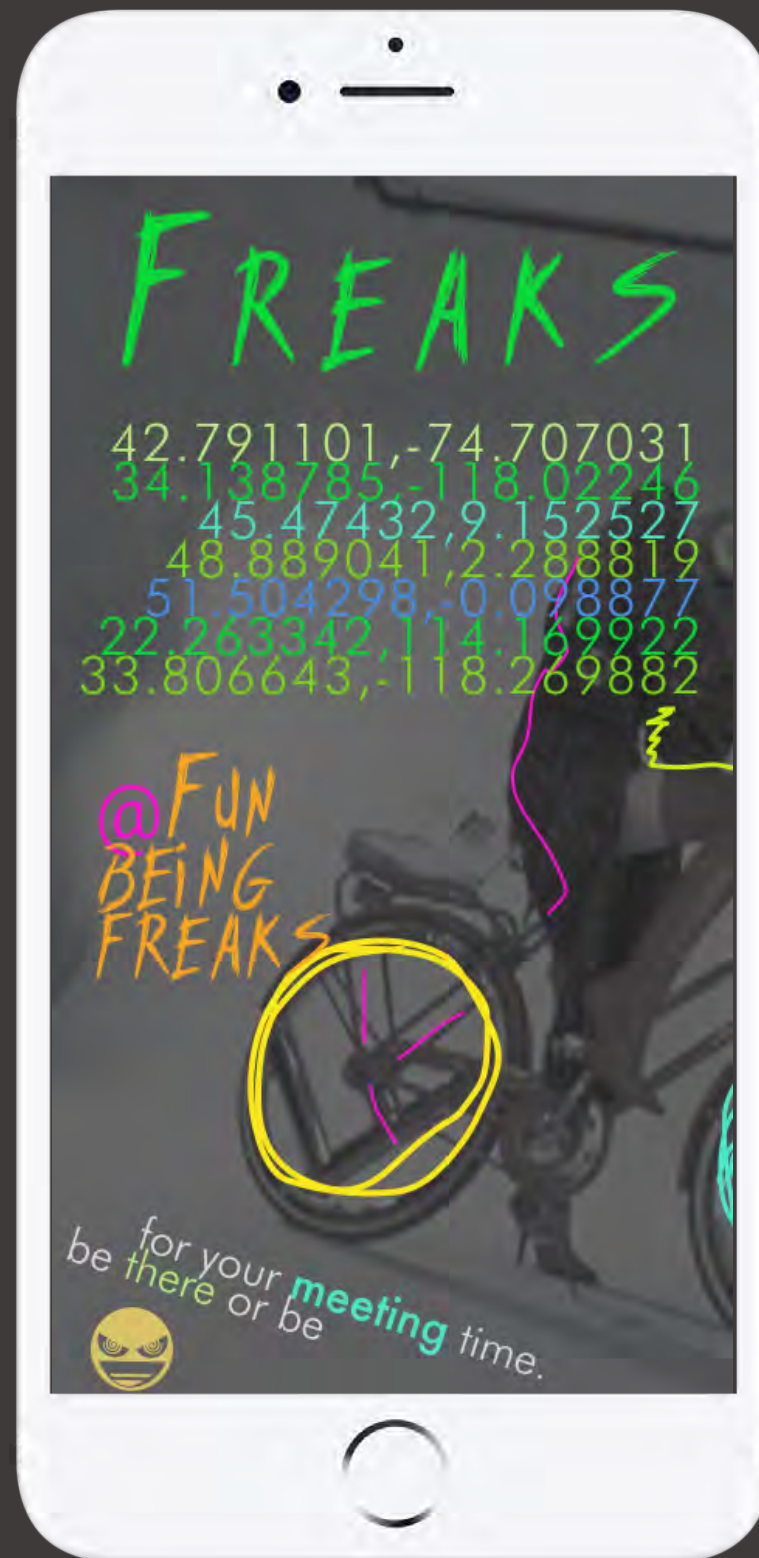
FINDYOURFREAK.COM



FREAKSDESERVEFREEDOM.COM



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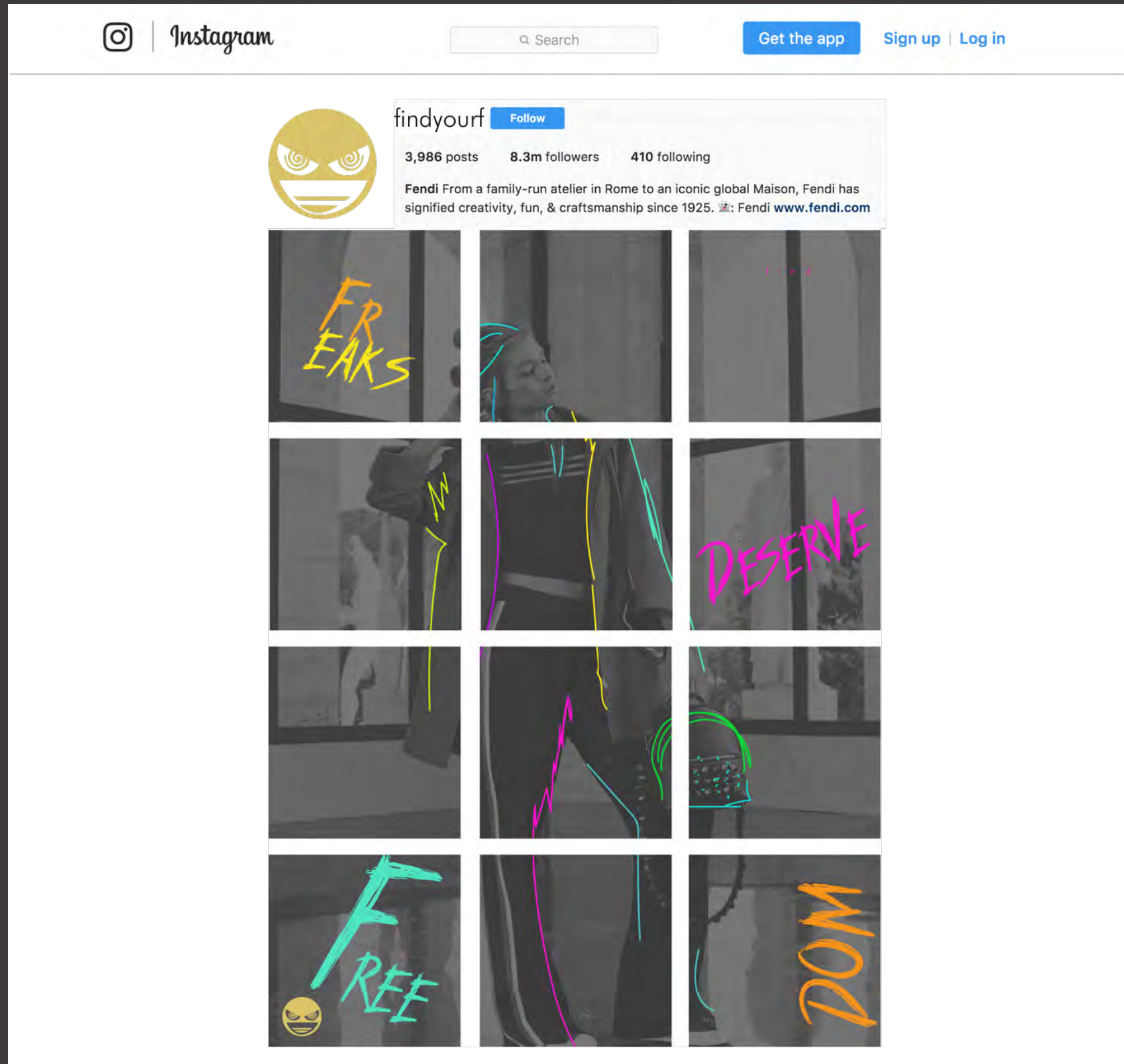


GET SOCIAL

#FINDYOURFREEDOM 🙄



INSTAGRAM



THE PARTY

ART INSTALLATIONS



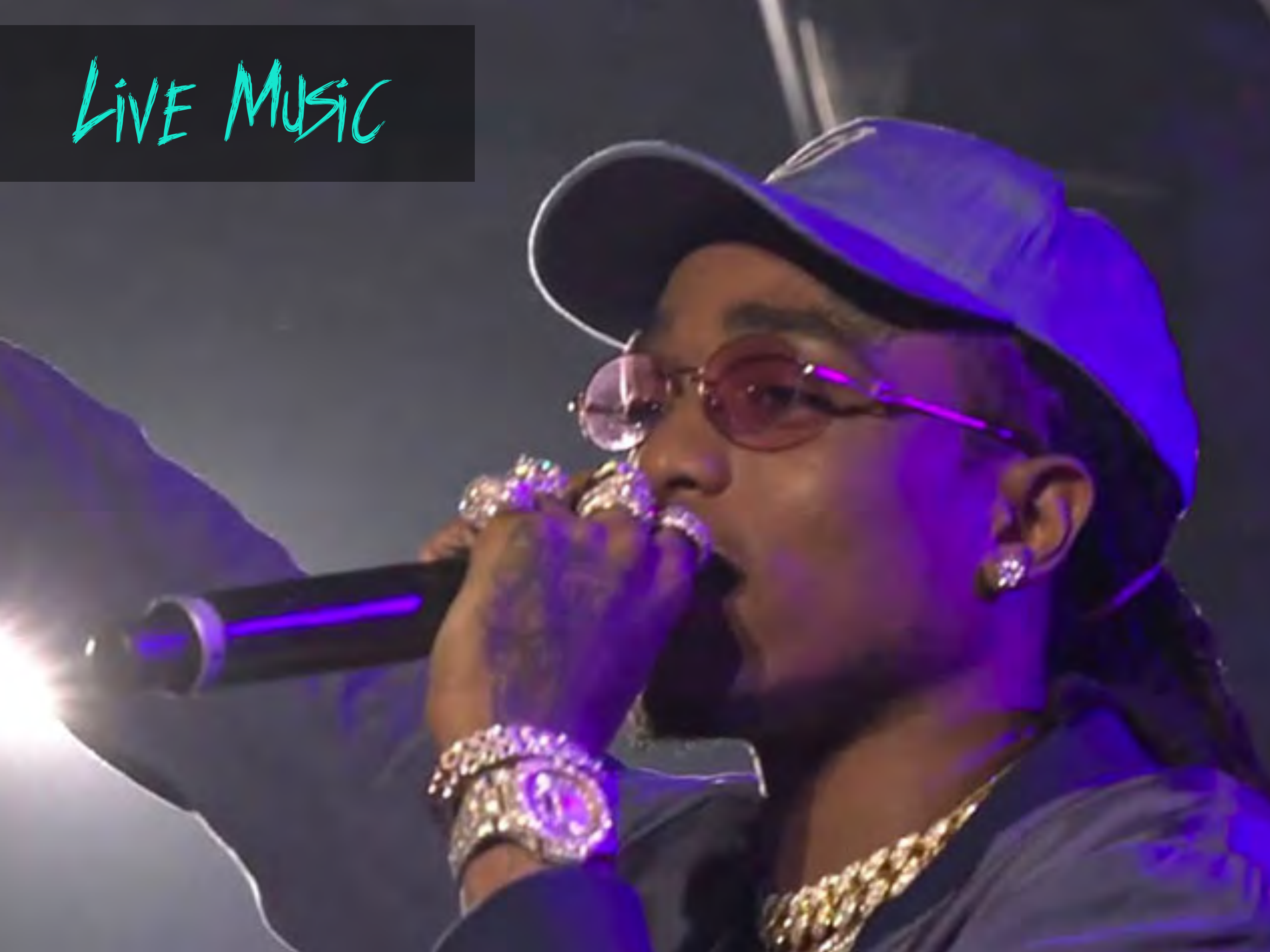
PROJECTIONS



CATERED EVENT



LIVE MUSIC



INTERACTIVE PLAY



THANK YOU