

EPSON[®]

EXCEED YOUR VISION

ADVERTISING CAMPAIGN

CLIENT

Epson

COMPANY INFO

Seiko Epson Corporation, more commonly referred to as Epson, is one of the world's leading manufacturers of computer printers and other imaging equipment.

PROJECT GOAL

To create a series of advertisements across both online and print mediums to increase brand awareness, further improve its reputation, and increase the company's gross sales.

VISUALS

Vibrant
Vivid
Colorful
Clear
Clarity
Bright
Edgy
Dynamic
Flashy
Splashy
Hued
Chromatic
Multidimensional
Multicolored
Eye-popping

OBJECTS

Printers
Balloons
Balls
Flowers
Daisies
Roses
Lilies
Sunflowers
Petals
Animals
Birds
Fish
Swirls
Sparks
Stars

COLORS

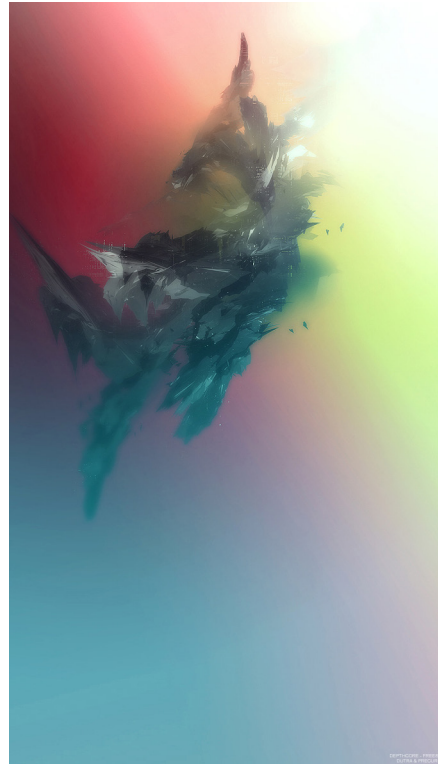
Orange
Green
Blue
Cyan
Magenta
Yellow

COMPANY
Premium
High-Quality
Value
Professionalism

MOODS

Happy
Joyous
Joyful
Cheerful
Merry
Upbeat
Jubilant
Whimsical
High-spirited
Blissful
Optimistic
Delighted
Positive
Vivacious
Lively

MOODBOARD



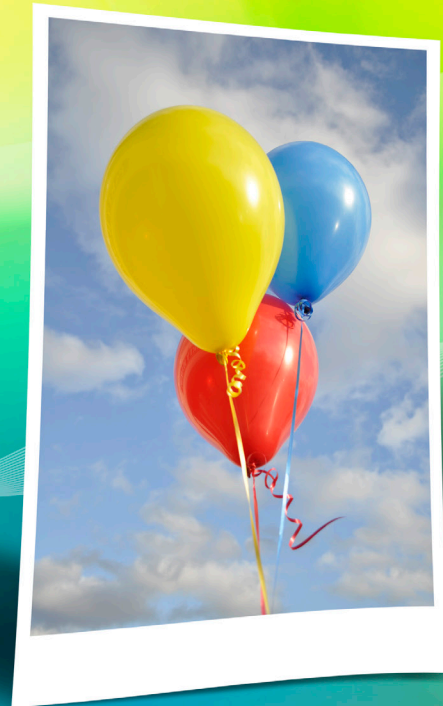
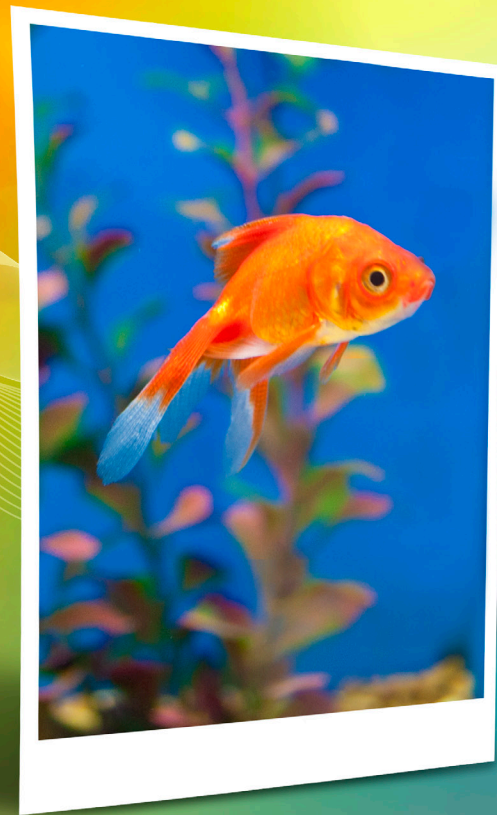


Epson Stylus® Pro
3880

Standard Edition: CA61201-VM
MSRP: \$1,295

Designer Edition: SP3880DES
MSRP: \$1,495

Signature Worthy Edition: SP3880SW
MSRP: \$1,495



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Printer Options: Printers, Ink, Toner – Best Buy

www.bestbuy.com/site/Computers-PCs/Printers/abcat0511001.c?id=abcat0511001

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Wide-Format Printers
Printer Ink & Toner
Printer Accessories

Shop Printers Shop by Brand Top Printer Deals Epson Back to School Savings

Printers Resources

Printers Questions
Ask fellow shoppers and Best Buy staff. Share your answers.

3,762 Questions
5,597 Answers
Ask. Answer. Learn.

This Week's Offers

See more computers offers ›

Free \$10 Gift Card with \$59 HP Ink Purchase
Spend \$59 or more on HP ink and score a free Best Buy gift card. Plus free shipping.
Excludes Best Buy Outlet and Marketplace items.

Free \$30 Gift Card
when you buy select HP OfficeJet Pro wireless all-in-one printers. Plus free shipping.

HOT DEALS

Select Printers for Less than \$100
Check out these hot deals on printers for your home or business.

Save \$30 on Canon PIXMA MX472 Wireless All-in-One Printer
Only \$69.99. Print and scan photos or documents from select mobile devices. Plus free shipping.

Save \$30 or \$50 on a Printer
Buy a laptop, desktop, all-in-one computer, tablet, or smartphone and save \$50 on a printer priced more than

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Sorcerer King Forces You to Build an Empire in a World Gone to Hell

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How Facebook Made Your Mobile Messages Move at Super Speed

AUDIO FILES
Jack White Just Curated the Ultimate Box Set of Iconic American Music

PRODUCT REVIEWS
Three Camera Add-Ons That Let You Livestream Your HD Video

SUPERHERO NEWS
Cape Watch: Robert Downey Jr. Talks *Iron Man 4* and Ben Affleck Hates on *Daredevil*

SOMETHING'S BREWING
Your Beer Attracts Fruit Flies on Purpose

WOWZA
Two Incredible Views of Super Typhoon Vongfang From Space


STOP THE LIES
How to Beat Your Mac at Predicting How Long Data Transfers Take

STATE OF THE INDUSTRY
Tech Has a Diversity Problem. This Facebook Exec Wants to Fix That

ASSEMBLE THE MINIONS
New iRobot App Lets You Control a 'Bot Army With an Android Tablet

A BLOODY HISTORY
The Wild Evolution of

ANIMAL RIGHTS



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WIRED SUBSCRIBE NOW - 6 MONTHS FOR \$5! FREE HAT!


Follow @wired 3.4M followers Like 1.4m

How to Choose the Right Printer - YouTube

www.youtube.com/watch?v=wyxDJUic4LM

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YouTube how to choose a printer Upload Sign in



Advertisement 0:12

0:00 / 3:39

How to Choose the Right Printer

PCWorld Video

Subscribe 16,180

2,360

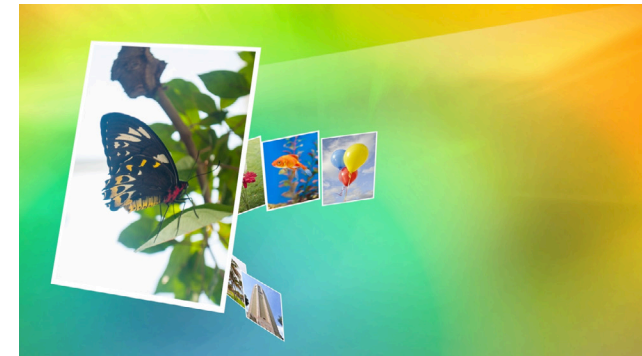
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Uploaded on May 14, 2010

http://www.pcworld.com/videos.html?tk... PCWorld Video: While the paperless revolution is upon us, sometimes you still need to get a document off your computer and onto paper. In six easy steps, we'll show all you'll need to know to go about selecting the right printer to fit your needs.

- How to Buy a Laptop by PCWorld Video 19,656 views 4:55
- How to Pick the Right Desktop PC by PCWorld Video 11,241 views 4:53
- Video: Apple's iPhone 6 goes on sale around the world by PCWorld Video 501 views 2:18
- Navy MQ-4C drone's first cross-country flight by PCWorld Video 140 views 0:46
- Get printing! How to choose the right printer - Lab Rats #191 by labratsland 1,300 views 20:42
- Choosing a Printer- Laser vs. Inkjet: A Doc+Ink Informational by docinkkc 1,097 views 3:29
- Choosing 3D Printer by 3Dprinter by 3dprinter 187 views 0:57
- How To Connect Your Printer To Your Network by Adna Richards 202,765 views 8:54
- The Art of Laying Brick by learntolaybrick 1,386,470 views 8:57
- Amazing 3D Printer

SCREENSHOTS



LAUNCH VIDEO

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