

FLUEVOG CREATIVE CONCEPT:



IF THERE IS ONE STATEMENT WE CAN SAY ABOUT ALL FLUEVOGERS, IT'S THAT THEY'RE AS CREATIVE AS THE SHOES THAT THEY WEAR. WE WANT TO TAP INTO THAT GIFTED, BEAUTIFUL, AND UNIQUE BRAIN OF YOURS WHERE WE KNOW THE NEXT GREAT FLUEVOG AD IS THROWING ITSELF AGAINST YOUR SKULL, TRYING DESPERATELY TO ESCAPE.

How it works: You submit your 8.75" by 7" ad that gets approved and entered into the brief's gallery. Once the deadline is up, John throws on his thinking cap and spectacles and examines all of the entries to pick his top four favourites. The four finalists are shown to Fluevogers the world over to vote for their favourite.

What happens if you win: If your artwork is chosen, you become an official FluevogCreative. Which is a pretty big deal. No, actually, a huge deal. You get to have your ad creative, name, and URL showcased with a minimum of 250,000 printed impressions in awesome magazines. Oh yeah, and you get to have a bio posted on Fluevog.com and a \$1,000 Gift Certificate to John Fluevog Shoes!

The layout surrounding your image/artwork/creative has all of the necessary information of the ad, including your name and URL will be created by Fluevog for publication. Go on to the next pages to find out how you can become the next FluevogCreative Winner!

This is the part where we tell you what to do and how to do it. Lucky for us, we get to save some breath, because it's up to you! (Well, for the most part.) So bring on your sassiest, smartest, most obscure ideas that are guaranteed to make John's brain explode with awesome and declare the world a better place solely based on your creative. In conclusion, get crazy!

Please keep in mind: If you win (and you win big!), your design will become the property of John Fluevog Shoes, who will own all rights to the image. You will retain all authorship of the image, and the newfound fame and fortune. Any issues or questions, let us know at info@fluevog.com.

Let the FluevogCreative juices flow, and Vog On!

BRIEF #53:

SHAGUAR DORRITIE



YOU'D NEVER EXPECT A SHAGUAR TO BE TAME, SO THE DORRITIE UNDERSTANDABLY BREAKS ALL KINDS OF REGULAR BOOT CONVENTION. CRAFTED FROM SPECIALTY LEATHERS AND FEATURING A CUSTOM DESIGNED, CURVED HEEL AND UNIQUE, PRIMAL TOE SHAPE, THEY'RE A WILD RIDE THAT BEGINS WITH TAKING A FEW CHANCES. *ENJOY THE RIDE!*

IMAGES:

There are low-res images in this Toolkit for reference. You absolutely don't need to use the provided images in your artwork (they are primarily for reference and inspiration), but if you need them, high-res versions can be downloaded:

fluevog.com/code/fc_brief_file.php?file=highres&brief=59

COPY:

Feel free to leave out the copy altogether, write your own copy or borrow some classic Fluevog taglines:

- Choose Love
- Don't Delay, Fluevog Today!
- Unique Soles for Unique Souls
- There are two kinds of people: those who shy away from attention, and those who wear Fluevogs
- Walk in Peace
- Embrace Peculiarity

CONTENT:

Unhook your creativity and see what comes to you. There aren't many rules with this one. Make up some copy, or don't use any copy, or use some provided copy options. Go black and white, or use all the colours (and colors) of the rainbow.

Keep in mind that your creative will be showcased within a Fluevog Frame so there is no need to include our URL, logos or cities... etc. Additionally, please don't include your name and URL in your artwork—the gallery will list your name and if your work is chosen, the printed frame will include your name and URL for gazillions to see!

Please note that artwork containing copyrighted materials will not be accepted.

SUBMITTING:

Artwork Specs:

- 300 DPI
- Colour: CMYK
- Trim size: 8.5" WIDTH × 6.875" HEIGHT
- Bleed: 0.125" on TOP, LEFT and RIGHT
- Margin: 0.5" on TOP, LEFT and RIGHT
- Format: PDF or PSD

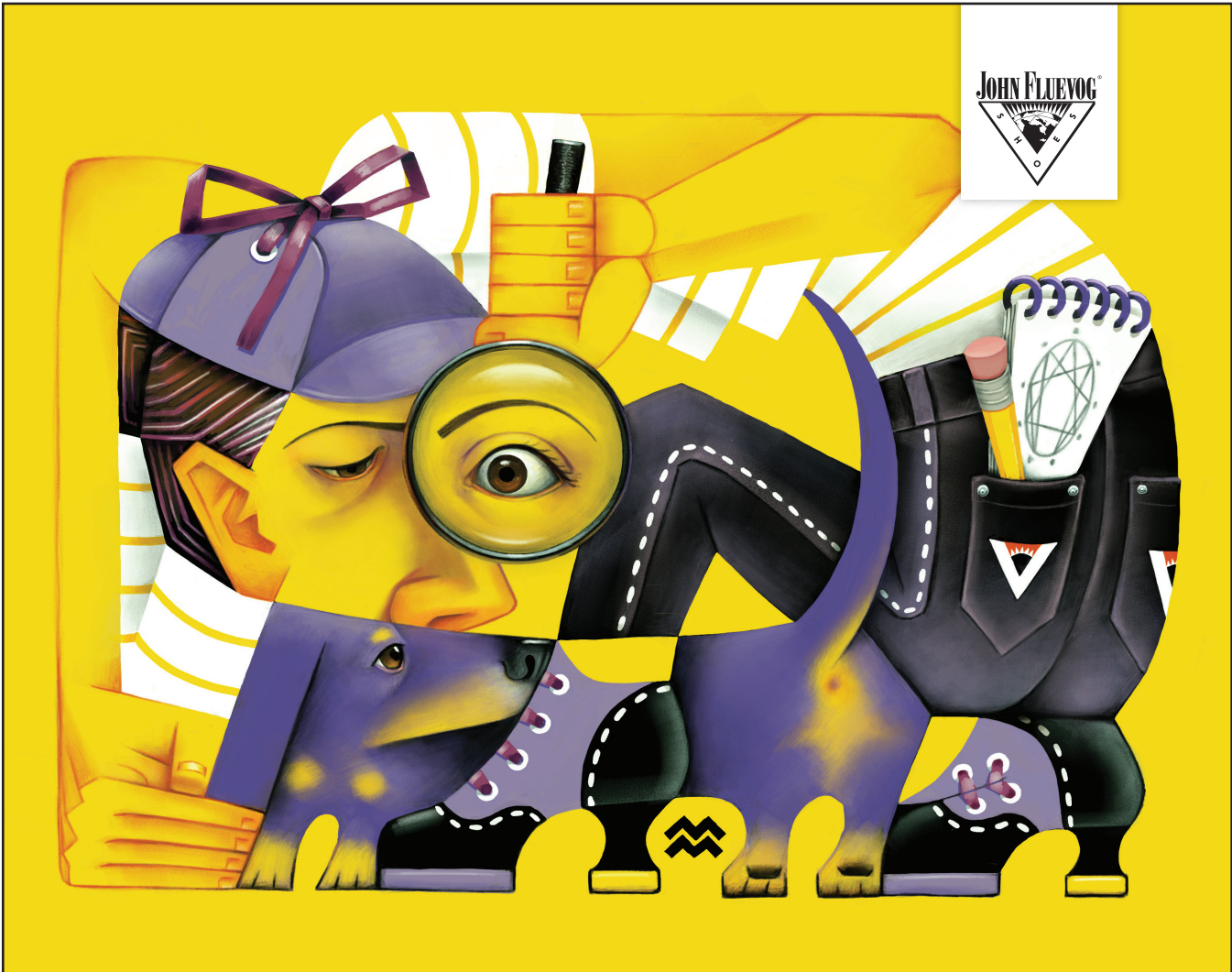
Online Gallery Submission:

Uploaded image needs to be a JPG, sized 8.75" × 7", no bigger than 6MB

FALL 2018: SHAGUAR DORRITIE



EXAMPLE:



ARTIST MIRIAM MARTINCIC
MIRIAMMARTINCIC.COM

DRAW STUFF HERE
(IF YOU FEEL LIKE IT)

© 2018 JOHN FLUEVOG SHOES LTD.



THE ENNEAGRAM **INVESTIGATOR**: BE YOUR TRUE SELF

DO YOU HAVE THE WORLD'S BEST FLUEVOG SHOES AD STUCK IN YOUR HEAD?
GET IT OUT AT FLUEVOGCREATIVE.COM

VANCOUVER
SEATTLE
BOSTON
TORONTO
NEW YORK
SAN FRANCISCO
CHICAGO
LOS ANGELES
MONTREAL
PORTLAND
QUEBEC
CALGARY
WASHINGTON DC
MINNEAPOLIS
DENVER
OTTAWA
NEW ORLEANS
FLUEVOG.COM

EXAMPLE: Please refer to the TIFF/JPG file for the template.





ARTWORK SIZE SHOULD BE
Including 0.125" BLEED (area in blue):
8.75" WIDE × 7" HEIGHT

LIVE AREA (area in grey)
Please don't put any important content
outside the live area (i.e. text, or a
crucial part of the illustration)

ARTIST MIRIAM MARTINCIC
MIRIAMMARTINCIC.COM

DRAW STUFF HERE
(IF YOU FEEL LIKE IT)



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