

FIND YOUR FUN

Creative Explorations
By Jenn & Elaine

CONCEPT #1

EXTREME FUN

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- Create a name for 4-day campaign exuding excitement & revelry
- Invent a unique word to align with playfulness of Groupon brand
- Design a lockup that will create a unified identity for campaign
- Show active lifestyle imagery of people engaged in high-energy fun or awe-inspiring spots (amusement park thrills, sapphire blue aquariums, etc.)
- Key words: **thrilling, celebratory, fun, bold, exuberant, playful**

CONCEPT #1 Name/Lockup

EXTREME FUN





FUNTACULAR FEST

LOOK LIFE, NO HANDS!

Live Shows • Amusement Parks
Fun Tours • More

[SHOP NOW](#)



FUNTACULAR FEST

Hands Up for Top Things to Do Near You



Up to 56% Off Japanese Cuisine at Kyoto Sushi Restaurant

Authentic Japanese cuisine and made-to-order sushi at
BYOB restaurant

📍 Lincoln Park (3.6 mi)

~~\$20~~ **\$12.99**

Extreme Fun Copy Explorations

Family Fun

[Funtacular Fest]

Family Time Is the BEST Time

[Funbelievable Fest]

Now Playing—Family Time

Date Nights

[Funtacular Fest]

Have a Blast with Your #1

[Funbelievable Fest]

Weeeeeee Have Fun Together!

Concerts, Dinners & More Date Night Adventures

Fun for the Group

[Funtacular Fest]

Gather the Group—Everyone's in!

[Funbelievable Fest]

Friends Are Family

Bond Over Thrills, Live Shows & Nights on the Town

Tourists Welcome

[Funtacular Fest]

Laugh, Eat & Play Like a Local

CONCEPT #1 Name/Lockup

EXTREME FUN

FUNBELIEVEABLE FEST



FUNBELIEVEABLE FEST

PRESS PLAY! THE FUN STARTS NOW.


Live Shows • Amusement Parks • Group Dinners • More

SHOP NOW



FUNBELIEVEABLE FEST

Now Playing! Awesome Things to Do Near You



Up to 56% Off Japanese Cuisine
at Kyoto Sushi Restaurant

Authentic Japanese cuisine and made-to-order sushi at
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📍 Lincoln Park (3.6 mi)

from \$20 **\$12.99**



CONCEPT #2

TOUR DE FUN 2016

CONCEPT #2

TOUR DE FUN 2016

- Take subs on a whirlwind tour of fun during 4-day campaign
- Encourage subs to try new nearby activities with help from Groupon
- Showcase diversity of activities offered on Groupon; possibly incorporate a map visual
- Design a lockup that will create a unified identity for campaign
- Show imagery of families, groups of friends, and cross-generational subjects engaging in activities: dancing, biking, hiking, swimming, amusements
- Key words: **active, exploratory, curiosity, whirlwind, variety**

CONCEPT #2 Name/Lockup

TOUR DE FUN 2016

A stylized logo for 'TOUR DE FUN 2016'. The word 'TOUR' is in yellow, 'DE' is in dark blue, 'FUN' is in red, and '2016' is in light blue. The text is arranged in a dynamic, overlapping, and slightly tilted manner, giving it a sense of movement and energy.

TOUR
DE FUN
2016

TOUR
DE FUN 2016

Have an All-Access Blast! Live Shows • Amusement Parks • Fun Tours • More

SHOP NOW

TOUR
DE FUN 2016

Go All in for Action with Amazings Thing to Do

Up to 56% Off Japanese Cuisine
at Kyoto Sushi Restaurant

Authentic Japanese cuisine and made-to-order sushi at
BYOB restaurant

📍 Lincoln Park (3.6 mi)

\$20 \$17.99

**THANKS,
IT'S BEEN FUN!**

~ Jenn & Elaine