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# LIFE THROUGH A LEICA

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# ABOUT LEICA

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## AUDIENCE

Individuals between the age of 30 and 45 wanting to capture life's important moments with an equal caliber camera.





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## **BUSINESS CHALLENGE**

The business challenge is to get people to invest in a luxurious camera, in order to be able to take high quality pictures.

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## **BRAND PURPOSE**

These products expand the natural  
limits of perception and open up  
new dimensions for human vision  
and insight.

# FIRST PRINT AD



See life through a Leica.



SECOND PRINT AD

NO UPDATES NECESSARY.



SEE LIFE THROUGH A LEICA

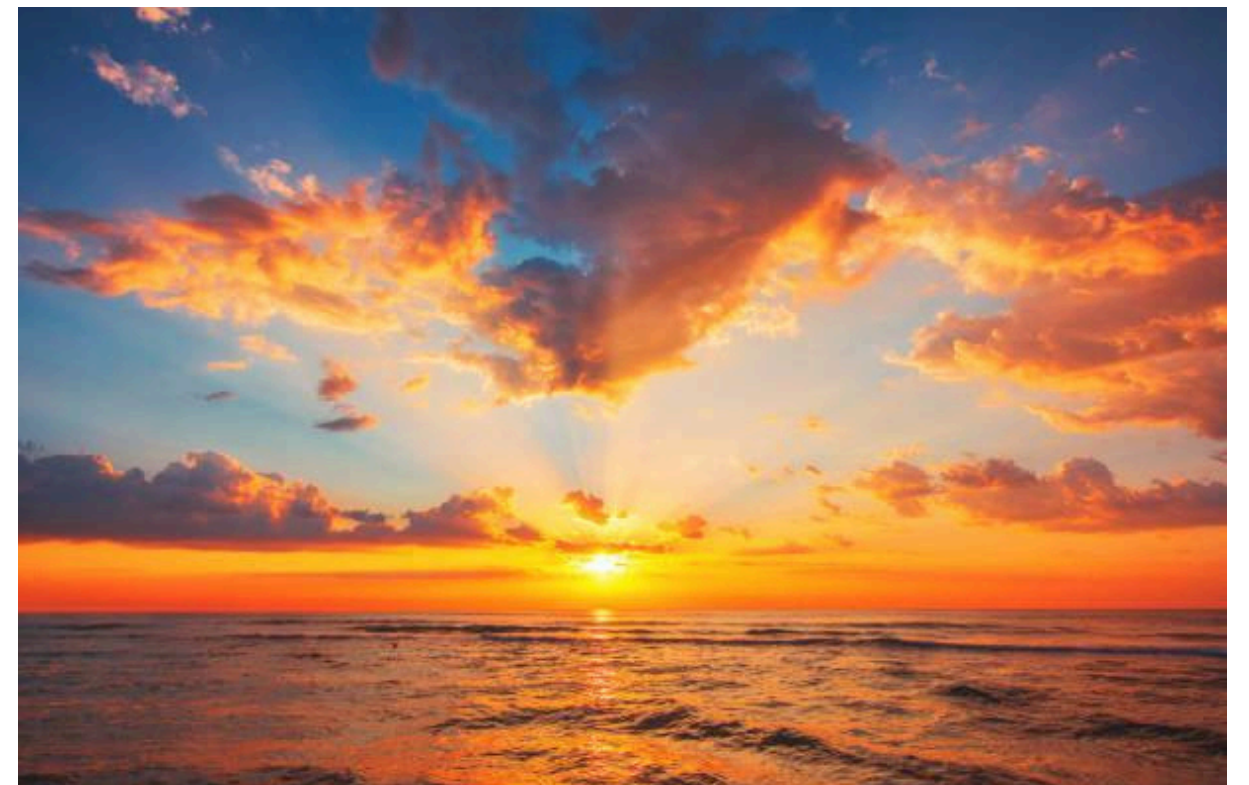
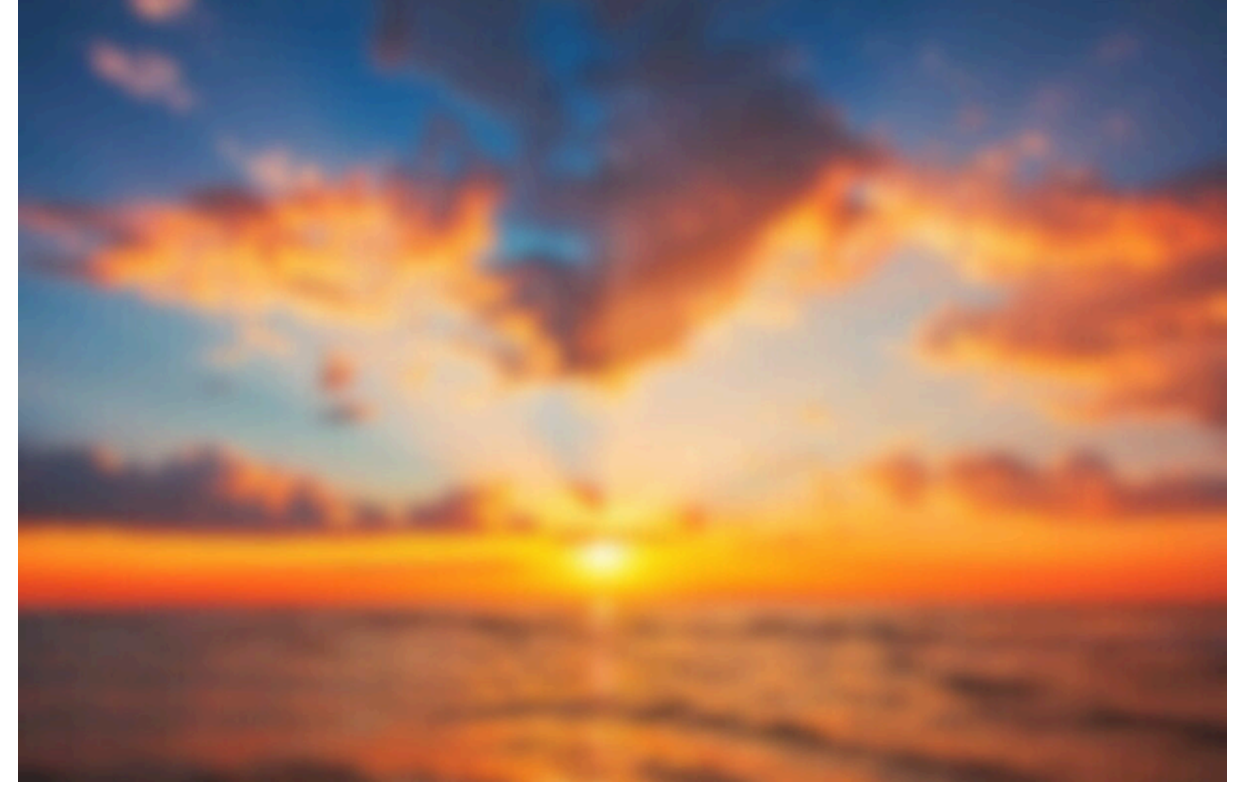


# OUT OF HOME AD





# VIDEO / COMMERCIAL

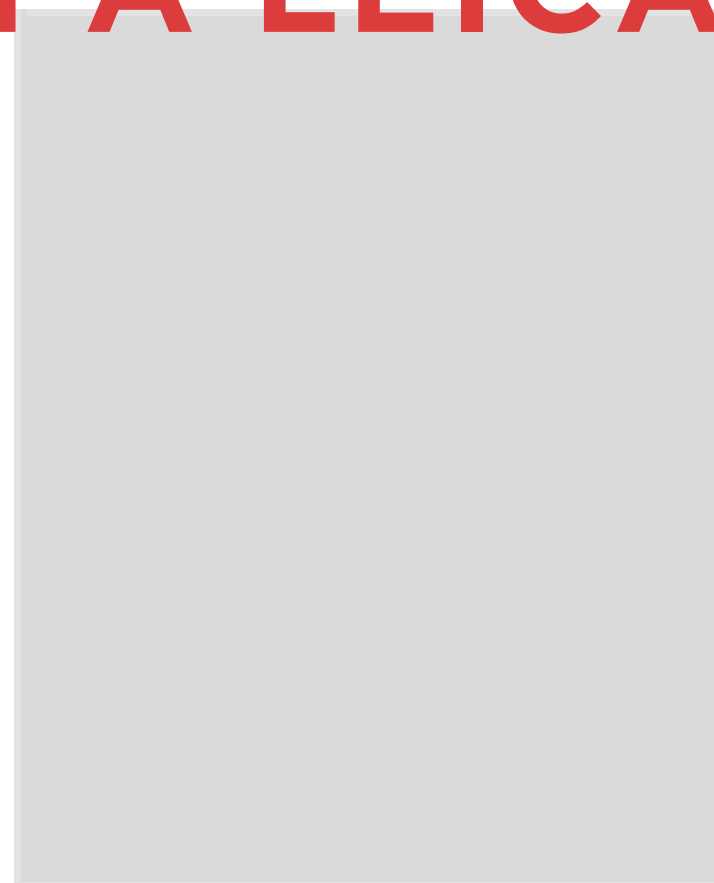
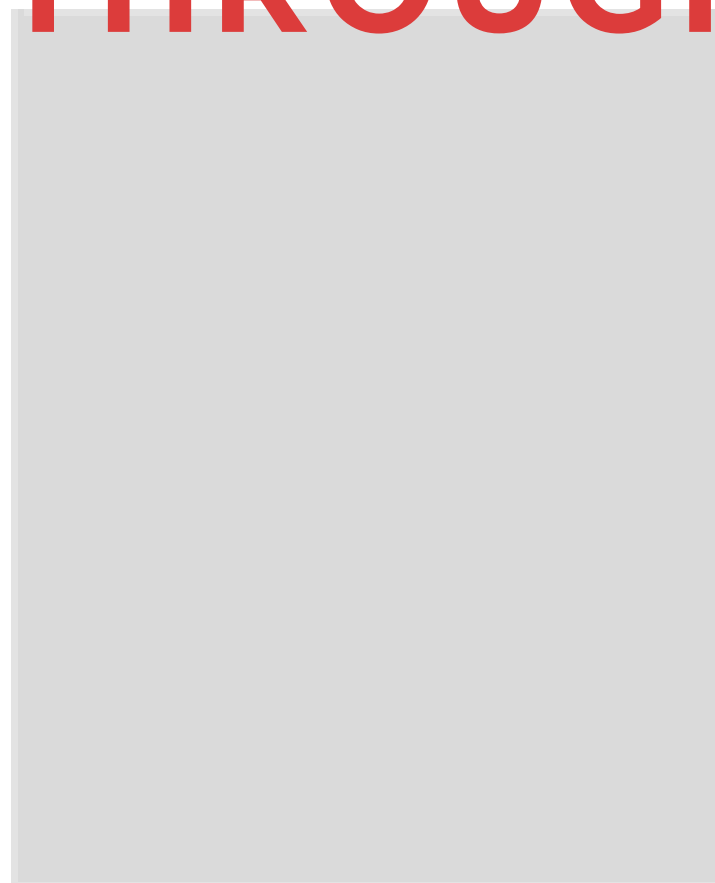
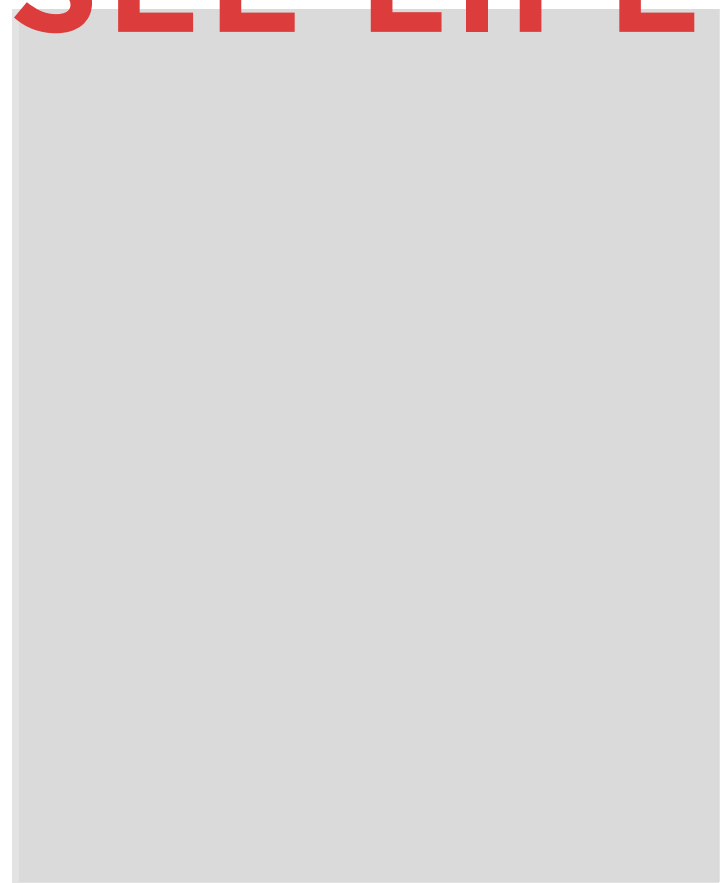








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**Questions?**