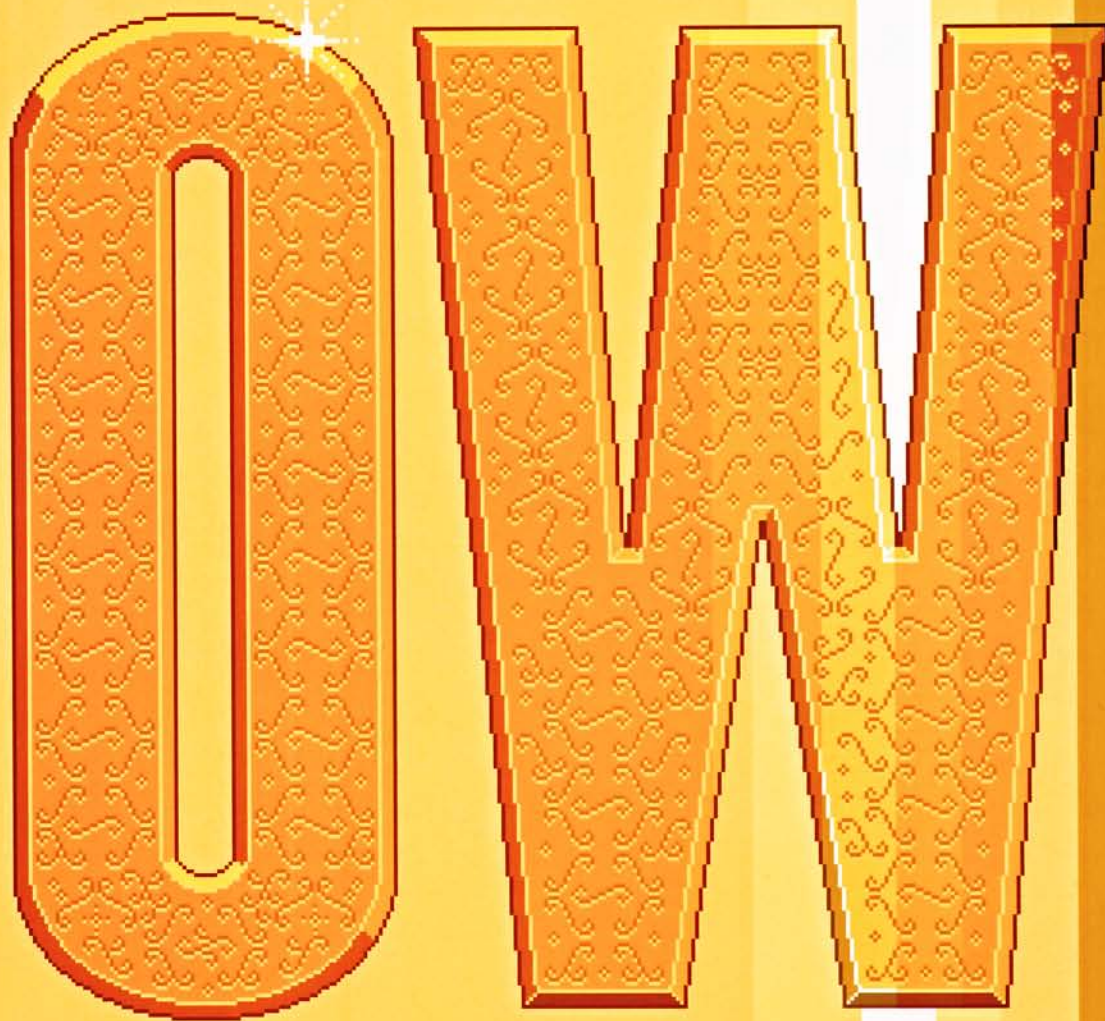


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MISCELLANEOUS

# OUTSTANDING



**1** Show creator Craig McCracken sketched product ideas and created a multi-character print that the designers used as inspiration for the style guide.

**2** The designers focused the internal sections of the style guide on themed rooms that drove the development of the prints, graphics and products.

## Creative Home

To extend the animated show “Foster’s Home for Imaginary Friends” into consumer products, the Cartoon Network creative team began by collaborating with show creator Craig McCracken to develop a creative strategy for off-channel products that would maintain the integrity of the brand.

“We worked with Chase Design to create a truly unique execution,” Cartoon Network vice president of creative Cynthia Rapp explains. “Since the show focuses on Foster’s house and its many mysteries almost as much as the friends living there, we came up with the die-cut house cover.”

The judges note that the design honors the animation style of the show and actually makes you want to use it. “You just want to hang out with it,” judge Terry Marks says.

And that’s exactly what the design team was going for. “The style guide has been very successful,” Rapp says. “We’ve secured additional product licenses and retail product placement based on the innovative content in the guide.”

**TITLE** Foster’s Home for Imaginary Friends Design Guide |

**DESIGN FIRM** Chase Design Group, Los Angeles;

[www.chasedesigngroup.com](http://www.chasedesigngroup.com) | **VP OF CREATIVE** Cynthia

Rapp/Cartoon Network | **CREATIVE DIRECTORS** Rick Blanco/  
Cartoon Network, Craig McCracken/Cartoon Network, Margo

Chase | **DESIGNERS** Tatiana Redin, Amy Tsui, Brian Hunt

| **COPYWRITER** Chris Lowery | **PRINTER** Tobu Print Group |

**CLIENT** Cartoon Network Enterprises

**3** In “Foster’s Home for Imaginary Friends,” the shy character Mac has the perfect alter ego in his imaginary friend Blooregard Q. Kazoo. Bloo is the impulsive and brash creature who lives at Foster’s Home for Imaginary Friends, a haven for wayward make-believe pals like Wilt, Eduardo, Coco and others who’ve been separated from the kids who invented them.

