

# DRAGONS NEED NOT APPLY

Windy City festival takes flight thanks to raven-delivered promos.

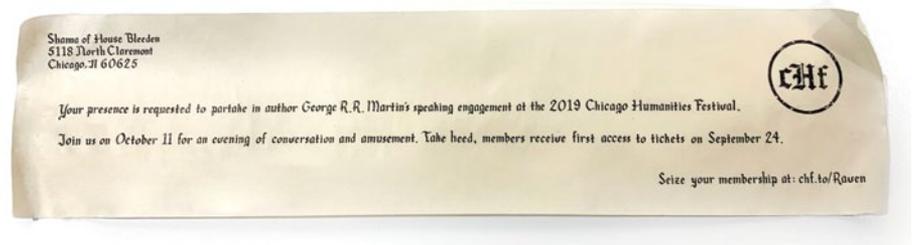
It seems that the dragons were too temperamental.

In honour of the Chicago Humanities Festival's [CHF] fall speaker – *A Game of Thrones* author George R. R. Martin – the organization enlisted Westeros's second most popular winged protagonists to get the word out.

Across the Windy City, ravens physically delivered parchment scrolls to houses, high rises and other notable destinations, launching the nation's first-ever direct mail campaign sent by raven. Playing out in front of thousands of residents, the scenes were reminiscent of how the birds played a critical role in Martin's fantasy world, acting as messengers between castles and cities.

Far from an invite to a Red Wedding, these scrolls were delivered to promote CHF memberships in order to gain early access to tickets year-round, including Martin's speaking engagement at the Chicago Symphony Orchestra. The plan resonated with recipients by connecting the famed author, devoted fans and promotions to generate a word-of-mouth-worthy direct mail campaign that took people to another realm.

*"We knew we had to celebrate having the brilliant mind behind A Game of Thrones as an upcoming speaker in a unique and authentic way,"* said Philippe Bahar, CHF's Executive Director. *"Utilizing trained ravens to deliver our announcements felt like the perfect way to tap into the beloved series while also inspiring the community to discover what we're all about."*



COMPANY: Chicago Humanities Festival | PRODUCT: Event promotion | COUNTRY: U.S. | AGENCY: FCB Chicago  
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