

Sign up



Get involved



The 15 Below Jacket

DON'T FORGET TO READ THE SMALL PRINT.



What is the Asterisk?



The Small Print

THE BRIEF

Design a website around a big idea to promote and raise funds for the 15 Below Project.

THE SOLUTION

The Asterisk is an iconic symbol that we all associate with advertising. The small print on advertisements are often misread or disregarded; in some ways like the homeless, however, as we all know, the truth is always in the small print.

Based around the creative class's interest in advertising, film, music and the art industries, the Asterisk is here to raise awareness and represent the small aspects of life. It is used to put emphasis on big issues such as homelessness that most of us perceive as being small.

The Asterisk is the centre piece to promote and launch this year's 15 Below fundraiser and Small Print campaign.

* This won't eliminate homelessness, but the 15 Below jacket can make a lot of people more comfortable. Get involved and be part of something big.

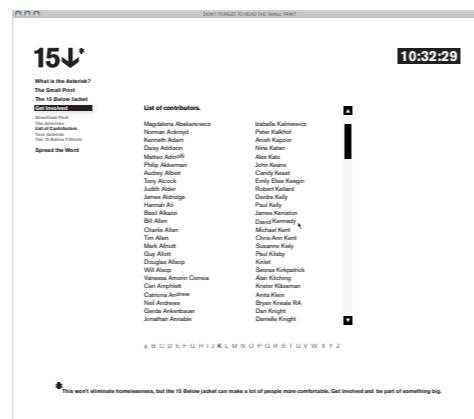




Choose your Asterisk



Congratulations!



List of contributors

What is the Asterisk?
 The Small Print
 The 15 Below Jacket
Get Involved

Download Pack
 The Asterisks
 List of Contributors
 Your Asterisk
 The 15 Below T-Shirts

Spread the Word

Main menu

CHOOSE YOUR ASTERISK.

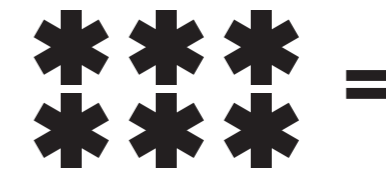


THE ASTERISKS

The second fundraising idea is simple. Invite 1500 established individuals from the advertising, film, music and art industries to design an Asterisk. Like small print, all Asterisk designers will be revealed once purchased.

But one thing is for sure, you know that you will be getting a unique piece of artwork, making you part of something big. All Asterisks will be sold in a 15-hour sale online via the 15 Below website, each one costing \$40.

You are also informed of how you are helping the homeless; six Asterisks equal the cost for production of one 15 Below jacket.



Your contribution equals

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MAKE YOUR OWN

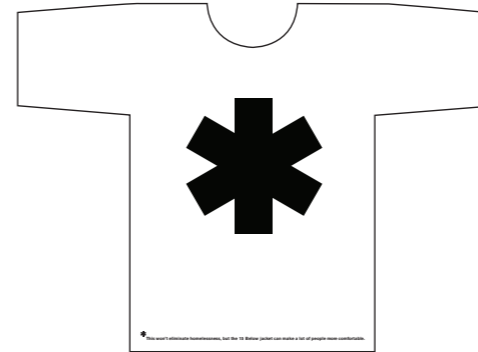
Get involved by visiting the 15 below website. Sign up and download the 'Small Print' pack, which includes a 'Make your own' Asterisk and desktop widget.



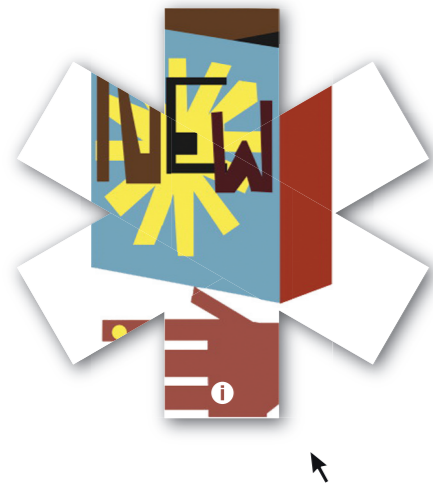
Make your own

THE 15 BELOW T-SHIRT

Access the online shop where you can buy one of five 15 Below t-shirts. Each t-shirt costs \$15, which raises awareness and places emphasis on big issues that we see as being small.



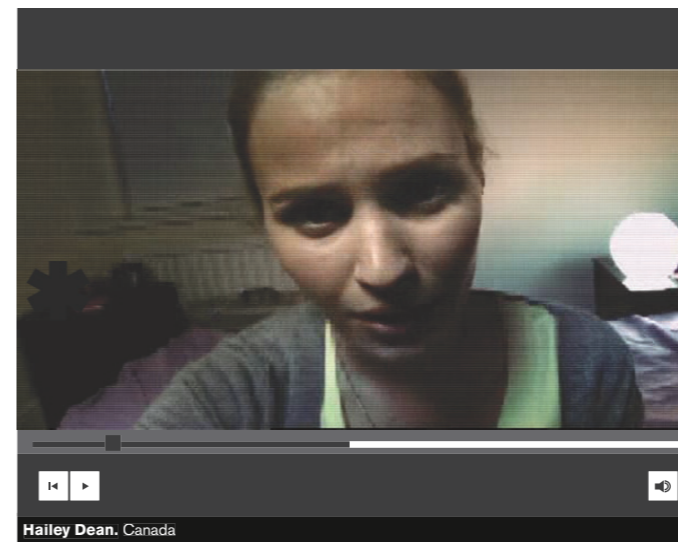
Buy t-shirt



Desktop widget

DESKTOP WIDGET

Purchase and download a new daily design via the desktop widget, which is linked to the 15 Below website. Simply pay \$1 and your widget will be updated with a new design.



YOUR ASTERISK

By signing up to the Small Print campaign, you get access to the 'See, Hear and Watch' section of the site, where you can view thousands of uploaded Asterisk adventures from all over the world.

**SEE.
HEAR.
WATCH.**

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Billboard



Poster

ADVERTISING

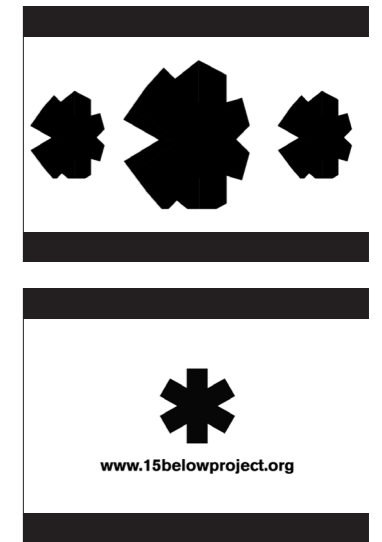
To build up to the Small Print campaign and encourage people to get involved, there will include poster, web, television and radio advertising pre to the launch.

1500 DESIGNS. 1500 ASTERISKS.

ONLY 15 HOURS

GET INVOLVED. CLICK HERE

Website Banner



Television

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