

**TITLE: YOUR MAGIC TOUCH**  
**CLIENT: KAREN AND THOMAS' WEDDING**

**Objective:**

Create a wedding invitation that pleases the Chinese parents, the Irish parents and the hip-and-happy couple.

**Solution:**

Can't please everyone? Give face to the guests instead (using interactivity and symbolism)

*"We can't make the magic happen without you."*

*Inspired by a Chinese toy (a "thaumatrope") ...*

Wind up the elastic to spin the card, and the bride and groom hold hands (optical illusion). This will:

- 1- Satisfy Chinese sensibilities by "giving face" to guests (interactive card)
- 2- Symbolise Chinese belief in the unbreakable bonds of marriage (the elastics prevent the card from opening completely)
- 3- Subtly incorporate Irish patterns
- 4- Make it fun and hip!

**Results:**

Everyone was happy, feeling that they "got things their way". The guests raved about the cards!

202 invitations were sent. 193 RSVPs in total were received (171 confirmations, 22 declines), for a total of 410 guests. Among the 22 declined RSVPs, all had filled in the "Comments" section, offering congratulations and praise about the invitation:

The tally: 23 replied by email, 36 by phone, 134 by RSVP card.



The pack includes (left to right): Card, OE, RSVP in a reply envelope.



An opened view of the invitation card.



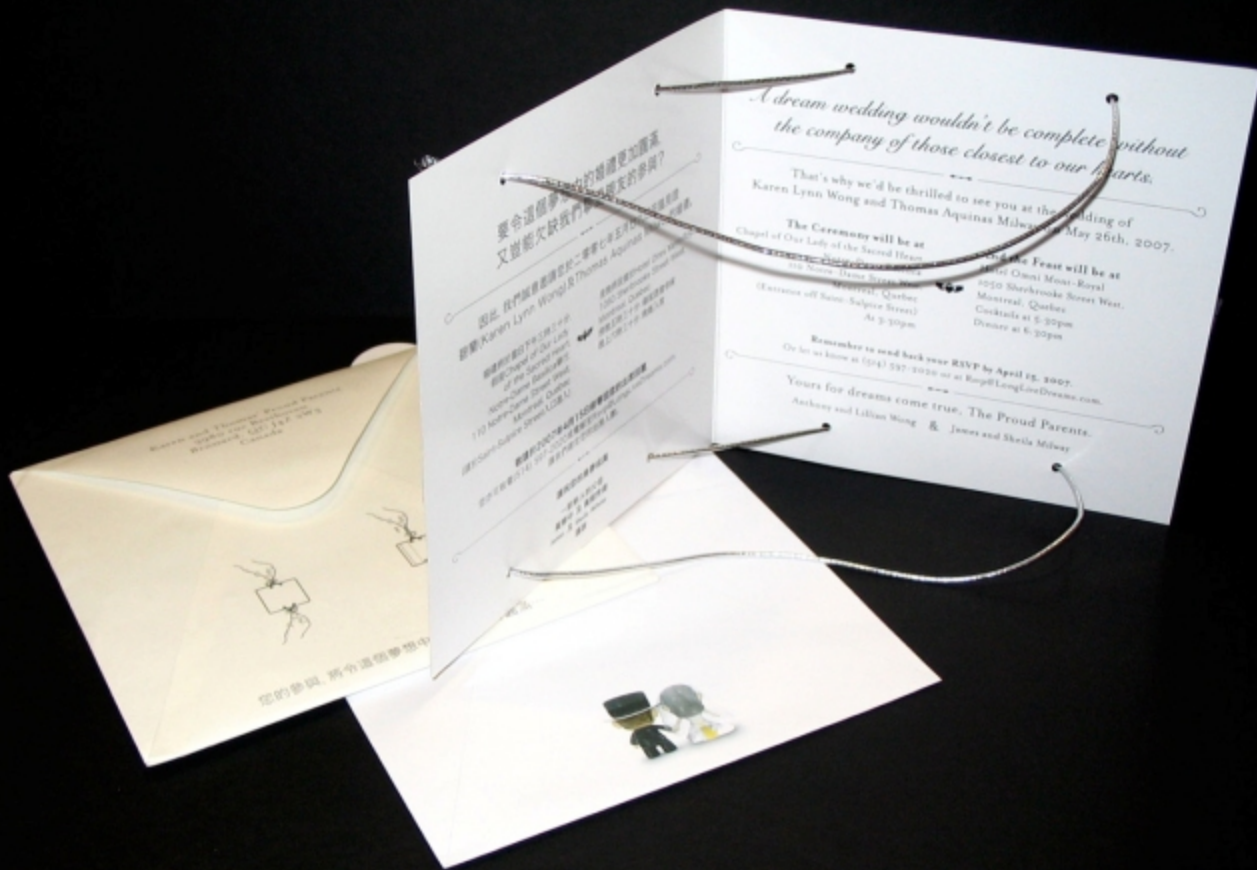
Spin the card like a skipping rope to wind up the elastics, then let it spin freely.



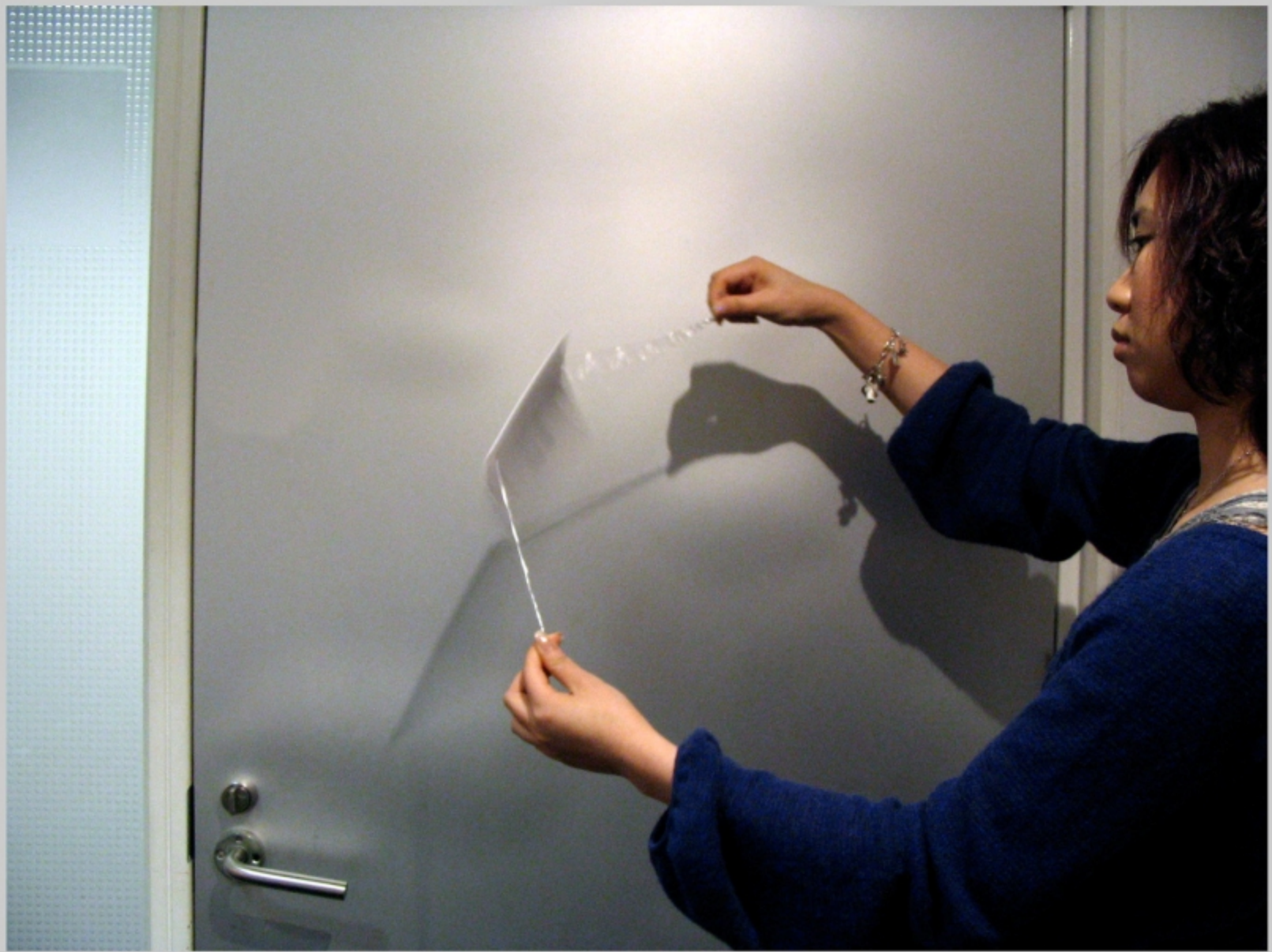
The bride and groom hold hands! (This classic children's optical illusion game is called a "thaumatrope".)



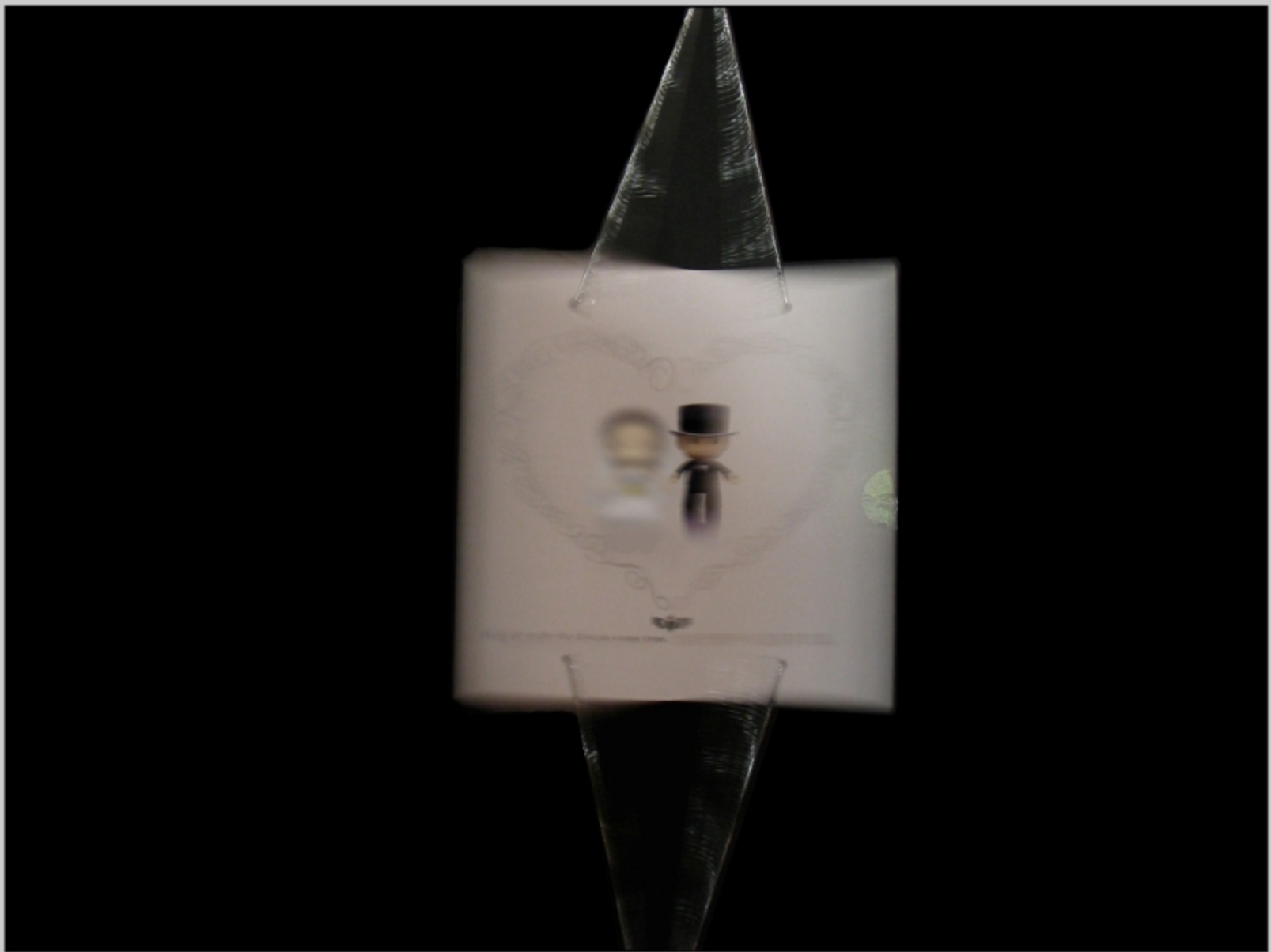
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