

AN IMPRINT FOR RETOLD FAIRY TALES

UNFINISHED FABLES



Every ever after is a rough draft.

12 PLATES • SOCIAL • DISPLAY • OUT-OF-HOME • SELF-INITIATED CONCEPT CAMPAIGN



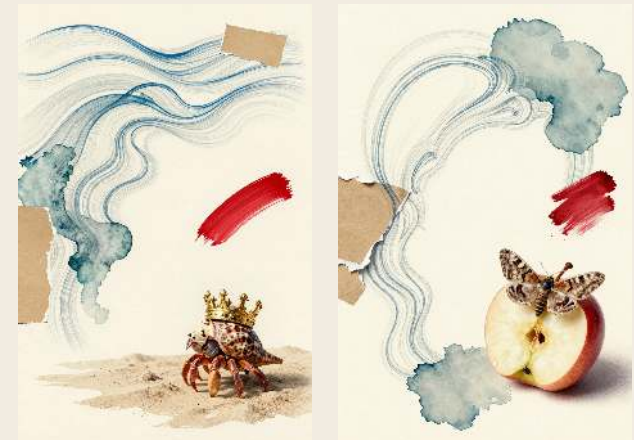
Sell the unfinished story.

Publishing campaigns sell endings: the resolved cover, the finished tale. FÁBULA, an imprint devoted to retold fairy tales, needed a campaign that sells the opposite — the pleasure of a story still in motion.

The idea: make unfinishedness the brand. Each key visual is a fable interrupted mid-drawing — one creature rendered fully real inside a world still in pencil, so the viewer's eye completes the tale. The slipper fits the frog. No transformation required.

THE LOCKED RULE

Cream textured paper · fine blue ink linework · teal and slate watercolor · graphite passages left deliberately unfinished · one hyperreal subject · exactly one vermilion act per plate.





01 THE GLASS SLIPPER



02 THE CROWN



03 THE TOWER



04 THE APPLE



05 THE SPINDLE



06 THE MIRROR



07 THE WOLF'S SHAWL



08 THE BEANSTALK



09 THE UGLY DUCKLING



10 THE BREADCRUMBS

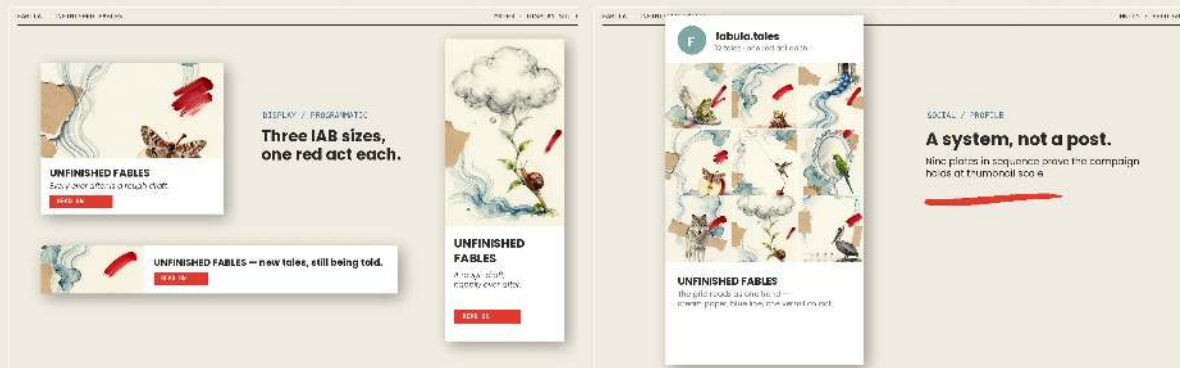
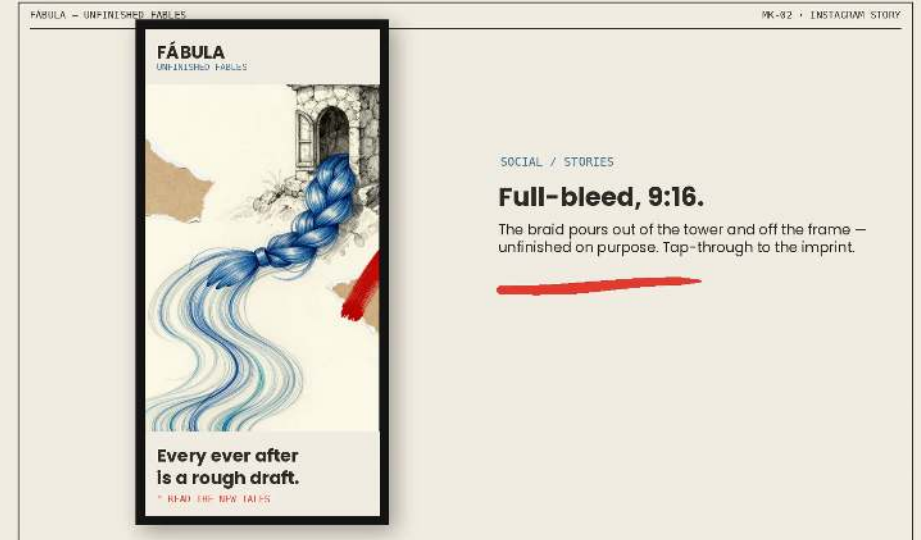
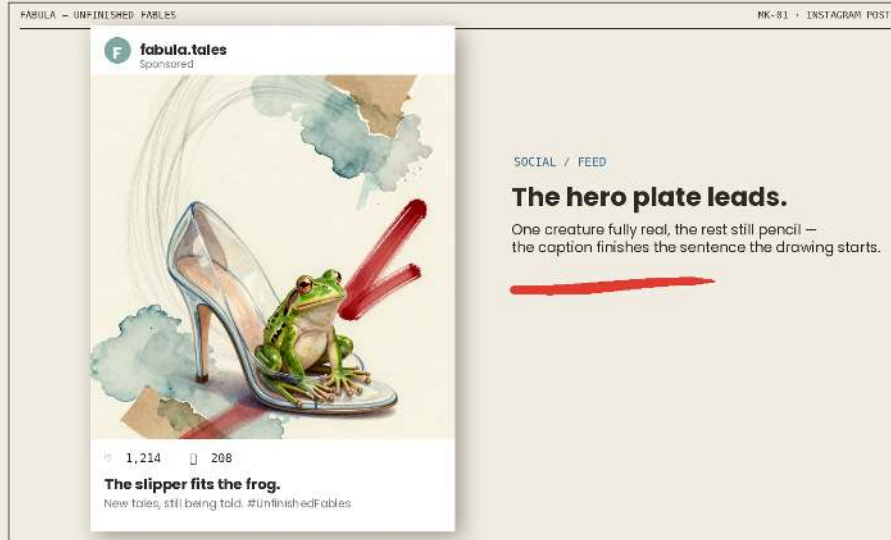


11 THE PEA



12 THE EVER AFTER

One system across feed, stories, programmatic display, and out-of-home — recognizable at any crop.



The red stroke is the author's mark.

Creative direction. The vermilion gesture crosses out the expected ending — held across every asset so the campaign is recognizable from a story card to a billboard. The constraint (one hyperreal subject, one red act) keeps twelve different tales reading as one voice.

Outcome. A flexible campaign world — 12 plates, social system, display suite, OOH — that stretches across formats without losing the hand-made grain.

Lessons. Restraint is a style. Leaving the drawing unfinished gives the audience the last word — participation beats polish.



New tales, still being told.

LOLIMARI.COM/WORK/UNFINISHED-FABLES

Self-initiated concept campaign · Loli Mari Montalvo, MFA

