

Cryptograms

CRYPTOGRAM 01

B G O E X O C B I M B R L B M X D S Q X H G O H
 P O R H L H D S K W D I M B X D I C I X O F
 B H L R X U F O Z O B R L H H G X L F W P I D H X
 D K M N R F R D P R T D X H D S S X I B R Z H G X
 I X U F K X L L R X L L D S W D N H G S N K
 O Q C B H B D R .

FREQUENCY

X	D	H	B	R	L	O	I	S	F	G	K	M	C	N	P	W	Q	U	Z	E	T
14	12	12	10	10	9	8	7	6	5	5	4	4	3	3	3	3	2	2	2	1	1
11%	10%	10%	8%	8%	7%	6%	6%	5%	4%	4%	3%	3%	2%	2%	2%	2%	2%	2%	2%	1%	1%

CIPHER KEY

B	C	D	E	F	G	H	I	K	L	M	N	O	P	Q	R	S	T	U	W	X	Z
																				E	

- Unknown

NOTES

CRYPTOGRAM 02

K A L J N V N L Y Z N U H A L H L Z X Q I I V
 P L Z S Y K H N L T L U L U T C H H A L H K H
 H L E N F L Y N L V R N Z K C F H I E N N D
 A K F A L Z U F I Q Q L R I I U I Z N S Y I H N
 I V U V N I T C Y Z N H H K Z L G N G I H I
 A K F P I D X S Y K H N Y F .

FREQUENCY

L	N	H	I	K	Z	Y	A	F	U	V	C	Q	S	T	D	E	G	P	R	X	J
15	15	14	13	8	8	7	6	6	6	5	3	3	3	3	2	2	2	2	2	2	1
12%	12%	11%	10%	6%	6%	5%	5%	5%	5%	4%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%

CIPHER KEY

A	C	D	E	F	G	H	I	J	K	L	N	P	Q	R	S	T	U	V	X	Y	Z
											E										

- Leo Burnett

NOTES

Cryptograms

CRYPTOGRAM 03

T B P K U V D G P J R B L V G F B P H F J G H
 U V D Z J U K V F M D S F P E P F V K P Y D F
 U V D T V K K V F R V Z P D N T S F B J
 B J K I L D O V L Z D I P S F B P G T G V F P
 V O I O P V Y D G K P F F F V B S H R B S R J E V
 F P J Z .

FREQUENCY

V	F	P	D	B	J	K	G	S	R	T	U	Z	H	I	L	O	E	Y	M	N
15	14	13	9	8	7	7	6	5	4	4	4	4	3	3	3	3	2	2	1	1
13%	12%	11%	8%	7%	6%	6%	5%	4%	3%	3%	3%	3%	3%	3%	3%	3%	2%	2%	1%	1%

CIPHER KEY

B	D	E	F	G	H	I	J	K	L	M	N	O	P	R	S	T	U	V	Y	Z
													E							

- Leo Burnett

NOTES

CRYPTOGRAM 04

B U T G F S D F B W K G B U T G F S
 B G B I M U C K G B U T G F S F A X F S F A H S I
 K I I T U S B U T G F S Q Z A S I M G U N
 E M I S G I K N K G I C Z M A G S S I Q Q G M F A H
 S V G Q I Z M M Z K G D I Q G Q Q G J S F X G
 J I B B Z A F J U S F I A .

FREQUENCY

G	S	I	F	B	U	A	M	Q	K	T	Z	J	C	D	H	N	X	E	V	W
17	14	13	12	9	8	7	7	7	6	5	5	3	2	2	2	2	2	1	1	1
13%	11%	10%	10%	7%	6%	6%	6%	6%	5%	4%	4%	2%	2%	2%	2%	2%	2%	1%	1%	1%

CIPHER KEY

A	B	C	D	E	F	G	H	I	J	K	M	N	Q	S	T	U	V	W	X	Z
						E														

- Leo Burnett

NOTES

Answer Key – Cryptograms

Solve before peeking. Full solutions below.

- 01 I HAVE A BIRD INSIDE OF ME THAT WANTS TO FLY OR DIE OR BREAK ITS NECK AGAINST THE SKY WROTE OLD UNKNOWN
POET OFFERING THE RECKLESSNESS OF YOUTHFUL AMBITION.
– Unknown
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- 02 I HAVE LEARNED THAT ANY FOOL CAN WRITE A BAD AD BUT THAT IT TAKES A REAL GENIUS TO KEEP HIS HANDS OFF A
GOOD ONE WROTE OLD LEO BURNETT IN A MEMO TO HIS COPYWRITERS.
– Leo Burnett
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- 03 WHEN YOU REACH FOR THE STARS YOU MAY NOT QUITE GET ONE BUT YOU WON NOT COME UP WITH A HANDFUL OF MUD
EITHER WROTE OLD LEO BURNETT TO HIS CHICAGO TEAM.
– Leo Burnett
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- 04 MAKE IT SIMPLE MAKE IT MEMORABLE MAKE IT INVITING TO LOOK AT MAKE IT FUN TO READ WROTE OLD LEO BURNETT
OFFERING THE FOUR RULES OF EFFECTIVE COMMUNICATION.
– Leo Burnett