

Cryptograms

CRYPTOGRAM 01

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

FREQUENCY

I	M	G	Q	U	D	E	X	B	F	J	O	T	Z	H	K	N	P	S	V	A	Y
16	15	11	10	9	8	7	7	6	5	5	5	5	5	4	2	2	2	2	2	1	1
12%	12%	8%	8%	7%	6%	5%	5%	5%	4%	4%	4%	4%	4%	3%	2%	2%	2%	2%	2%	1%	1%

CIPHER KEY

A	B	D	E	F	G	H	I	J	K	M	N	O	P	Q	S	T	U	V	X	Y	Z
										E											

- Leo Burnett

NOTES

CRYPTOGRAM 02

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

FREQUENCY

P	N	X	E	C	Z	G	Q	T	M	J	W	H	Y	D	K	L	O	S	U	I
18	15	12	11	9	9	8	7	6	5	4	4	3	3	2	2	2	2	2	2	1
14%	12%	9%	9%	7%	7%	6%	6%	5%	4%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%

CIPHER KEY

C	D	E	G	H	I	J	K	L	M	N	O	P	Q	S	T	U	W	X	Y	Z
												E								

- Leo Burnett

NOTES

Cryptograms

CRYPTOGRAM 03

A W R R T E N C J A R U O B D E N C J A C S V R Q W
 G N J P U B P R I R U U Y D H U N L R I N D N J
 Y D H N S R E E N C J I C D Q I R A G J N W R
 N U H U R N S C J D R W W W N I B A G J B W R J A
 N O O R J B D F Y A I N J W U B A W N O
 L N Q Y W B N D A .

FREQUENCY

N	R	J	W	A	D	U	B	C	I	E	O	Y	G	H	Q	S	L	P	F	T	V
17	14	11	10	9	8	8	7	6	6	4	4	4	3	3	3	3	2	2	1	1	1
13%	11%	9%	8%	7%	6%	6%	6%	5%	5%	3%	3%	3%	2%	2%	2%	2%	2%	2%	1%	1%	1%

CIPHER KEY

A	B	C	D	E	F	G	H	I	J	L	N	O	P	Q	R	S	T	U	V	W	Y
															E						

- Leo Burnett

NOTES

CRYPTOGRAM 04

H D L O E L T H L Z H H D Y A O Y A
 T V F L E H Y Z Y A O Y Z T P L C Y L F T P C L
 U E W I Y Z L M E W H L W C V C L W P R E A L H H
 H L T X D Y A O H D L S R A V T I L A H T C
 C L Z Z W A H D T H L F L E K X W U K M E Y H L E
 I R Z H L F L A H R T C C K C L T E A .

FREQUENCY

L	H	A	T	C	E	Y	Z	W	D	F	O	R	I	K	P	V	M	U	X	S
21	16	10	10	9	9	9	7	6	5	4	4	4	3	3	3	3	2	2	2	1
16%	12%	8%	8%	7%	7%	7%	5%	5%	4%	3%	3%	3%	2%	2%	2%	2%	2%	2%	2%	1%

CIPHER KEY

A	C	D	E	F	H	I	K	L	M	O	P	R	S	T	U	V	W	X	Y	Z
								E												

- Leo Burnett

NOTES

Answer Key – Cryptograms

Solve before peeking. Full solutions below.

- 01 REGARDLESS OF THE WORK YOU DO REGARDLESS OF YOUR POSITION YOU HAVE TO FEEL THAT YOU ARE MAKING SOMETHING WROTE OLD LEO BURNETT IN A SPEECH ON CRAFT AND DIGNITY.
– Leo Burnett
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- 02 CURIOSITY ABOUT LIFE IN ALL OF ITS ASPECTS I THINK IS STILL THE SECRET OF GREAT CREATIVE PEOPLE WROTE OLD LEO BURNETT IN A SPEECH TO YOUNG CREATIVE WORKERS.
– Leo Burnett
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- 03 STEEP YOURSELF IN YOUR SUBJECT WORK LIKE HELL AND LOVE HONOR AND OBEY YOUR HUNCHES WROTE OLD LEO BURNETT TO HIS WRITERS OFFERING A SHORT LIST OF VOCATIONS.
– Leo Burnett
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- 04 THE GREATEST THING IN ADVERTISING IS A BELIEVABLE PROMISE WROTE OLD LEO BURNETT TEACHING THE FUNDAMENTAL LESSON THAT EVERY COPYWRITER MUST EVENTUALLY LEARN.
– Leo Burnett