

Hi.

My name's Emma Simpson.

And these are my thoughts.

School of thought 2022:

I'm Emma and I've just finished my second year of BA Creative advertising at LAU.

Working within advertising is like being in a relationship. And I'm slowly falling for it. A thing so powerful it can change minds and cause debates. A thing so fun i can relish in my own passion. A thing so STRESSFUL I could demand a breakup with it, just to forgive again the next day when an idea comes slipping into my bed, head hung apologetically low. So, without further ado, enjoy my 12 weeks of frustration and joy all brewed into 12 campaigns.

Take it in. Sip your drinks slowly. And judge wisely ;)

Week one: Jasons' sourdough.

'Start your day right'

Insight: Shopping for food is all about choices. We pick things based on how they make us feel, and giving yourself the choice to treat yourself can increase your self confidence and fulfilment. It gives you the position of power.

Putting the effort to treat yourself with easy nutritious food (like Jason's sourdough) makes you feel good about yourself, inflicting a positive mindset about the food you eat and confidence with the choices you make.

Idea: Purchasing Jason's sourdough is a good choice that makes you feel better about yourself.

Tv storyboard:
 'Start your day right with Jason's sourdough'
 Making healthy choices turns into positive consequences, and starting the day with the right choice makes you feel better about yourself.

[person 1 goes into kitchen and sees post it note and toast. She sighs and decides to grab the toast to eat]

[same person 1 in therapist office]
 Person 1: 'I finally ate breakfast this morning'
 Therapist: 'that's great, it's worth it'

[person 2 deciding between avocado on toast (Jason's sourdough) and pancakes, but picks the healthier option]

[Person 2 walking with their friend]
 Person 2: 'I made another healthy decision this morning, I'll lose weight in no time!
 Friend: yay it's so worth it!

[person 3 staying behind on lunch break to finish bits of important work with a Jason's bread sandwich whilst everyone goes on for lunch]

[gets promoted at the end of the day for their hard work]
 Boss: 'you're worth it'

[person 4's mum tells them to eat eggs on (Jason's) toast]
 Mum: 'energy for your big day'

[person 4 wins their sports day race]
 Person 4: 'it's worth it!'

**START YOUR DAY RIGHT.
 JASON'S SOURDOUGH.
 IT'S WORTH IT.**

This? Or that? Or THAT? But this ones cheaper. But this ones nicer. But this one is new. Or maybe I should stick with my regular decision. Or should I get that one instead? Is it worth it? Or this? Or maybe I should just give up and get that one instead. This? This? Or that? Or THAT? But this ones nicer But this ones cheaper. But this one is new. Or maybe I should stick with my regular decision. Or should I get a different one instead? Is it worth it? Or this? Or maybe I should just give up and get that one instead. Right, that's it. I'm choosing this. Or should I get that one instead? Is it worth it? Or this? Or maybe I should just give up and get that one instead. This? This? Or that? Or THAT? But this ones nicer But this ones cheaper. But this one is new. Or maybe I should stick with my regular decision. Or should I get a different one instead? Is it worth it? Or this? Or that? Or THAT? But this ones cheaper. But this ones nicer. But this one is new. Or maybe I should stick with my regular decision. Or should I get that one instead? Is it worth it? Or this? Or maybe I should just give up and get that one instead. This? This? Or that? Or THAT?

Its worth it.

Jason's sourdough.
 Start your day with the right choice.

Supermarket experiential: Jason's choice
 A special section in the bread aisle for Jason's sourdough, where an automated voice will speak to you and tell you to get the bread...
 Ect: 'stop dillydallying around now, cmon you know you want to.. just do it'

Jasons sourdough

Start your day with the right choice.

Go on... it's worth it

Agency: Finn I **media:** Intergrated **proposition:** 'A different dough that makes every day delicious and nutritious'

Week two: Doc Martins MIE.

'Shoes are the modern art form'

Insight:
One of the most celebrated crafts in British history are displayed in museums. 'Made in England' are a historical celebration of Doc Martins craft, made in the original factory- therefore should be **celebrated like art in a museum.**

Idea:
Shoes that are shown as art, displayed in museum- like form to celebrate the authenticity of MIE.

Tagline: History made modern

This could also be put into actual museums as an experiential, we could put lifesize portraits of MIE Docs on the wall with the tagline to get people to notice them, especially people with spare time and more disposable income and enjoy history.

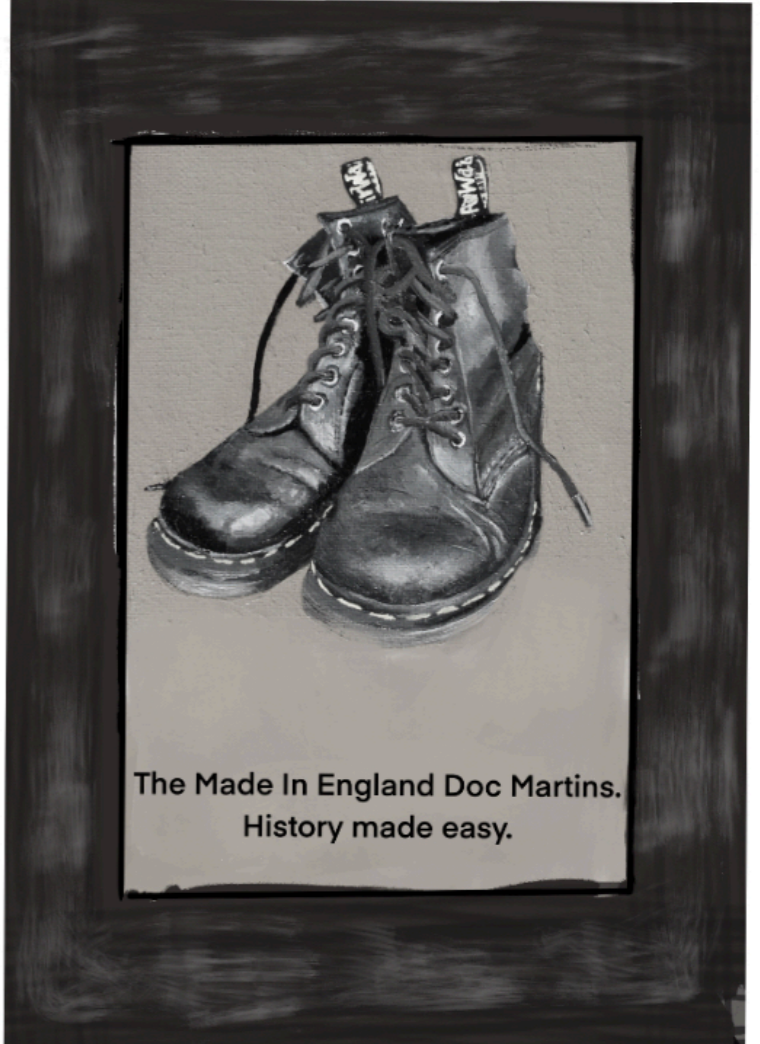
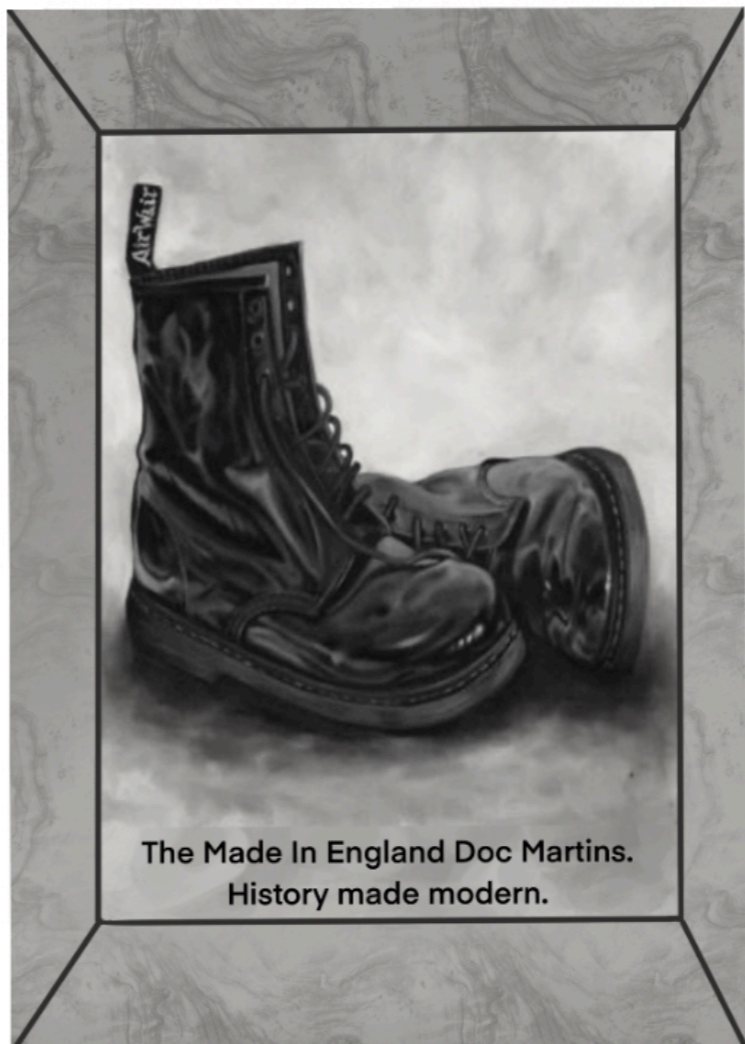


Instore experience: shoes displayed in frames on walls

Experiential:
Arts n' CRAFTS
Workshop where artists and art lovers can design a art design to go on an MIE pair of their choices. It must be art or history inspired. Winner wins the pair custom made.



Footprints will be in cities leading towards the DM shops to show people the way



Adshels in a frame, with the shoes as a painting, different styles ect classic and modern

Agency: Syn | **Media:** retail and beyond | **Proposition:** Confidence of craft

Week three: Typhoo Tea.

'Time for you'

Insight:

When one sits down to have a cup of tea by yourself, you are alone with your thoughts. You are in prime space for self reflection and realisation, whether its at the end of your day or the start. **A cup of tea is just an allotted time in your day to process.**

Idea:

Rebrand Typhoo as a mindful brand, encouraging to take back time out of your day for yourself and your brew. There's nothing more satisfying than self reflection, a happy mindset and feel-good tea.

Adshels: focus on the moment

**REFLECT
REJUVENATE
RECONNECT.**

With Typhoo, there's always time for you.

**SIP
SHIVER
SIGH.**

With Typhoo, there's always time for you.

Confessions of a tea drinker: TV ad

[Exiting a funeral] [sitting down to sip Typhoo] [coming home from a busy day in the office] [sipping Typhoo] 'I should really quit that job'

[shutting the bedroom door on noisy crying children] [sitting down to drink Typhoo] [Leaving a party midway through] [sitting down to drink Typhoo] 'I've been waiting for this moment all night'

[getting a divorce after a massive emotional argument] [She goes to switch the kettle on and pours her Typhoo] [she stares at her reflection, reflecting on what just happened] 'Finally, all I wanted was some Me time'

[logo and tagline]

Time for you:

Typhoo teabags will have some content on their teabag labels which allows the tea drinker to reflect/ challenge/ meditate with their cup of spare time alone.

Teabag labels: 'Reflect on your day. What were the 10 best things that happened?', 'Med. date for flu/ cold/ Strep or Sore? Just. Mindfulness?', 'Think of one thing you can do for yourself you enjoy. Challenge - how often?'

TYPHOO TEA

WITH TYPHOO, THERE'S TIME FOR YOU

Mindfulness Editor: Every cup of alone time you get, comes with a challenge to help you process and reflect on your day, to get a satisfying result of mindfulness and self content.

Share on social media how Typhoo helps give time for YOU.

Social media response: post about how Typhoo has helped with your day and self reflection... potential partner with 'mindful' app.

Agency: Ponderosa | **Media:** Press/TV/ Socials | **Proposition:** The most satisfying brew is Typhoo.

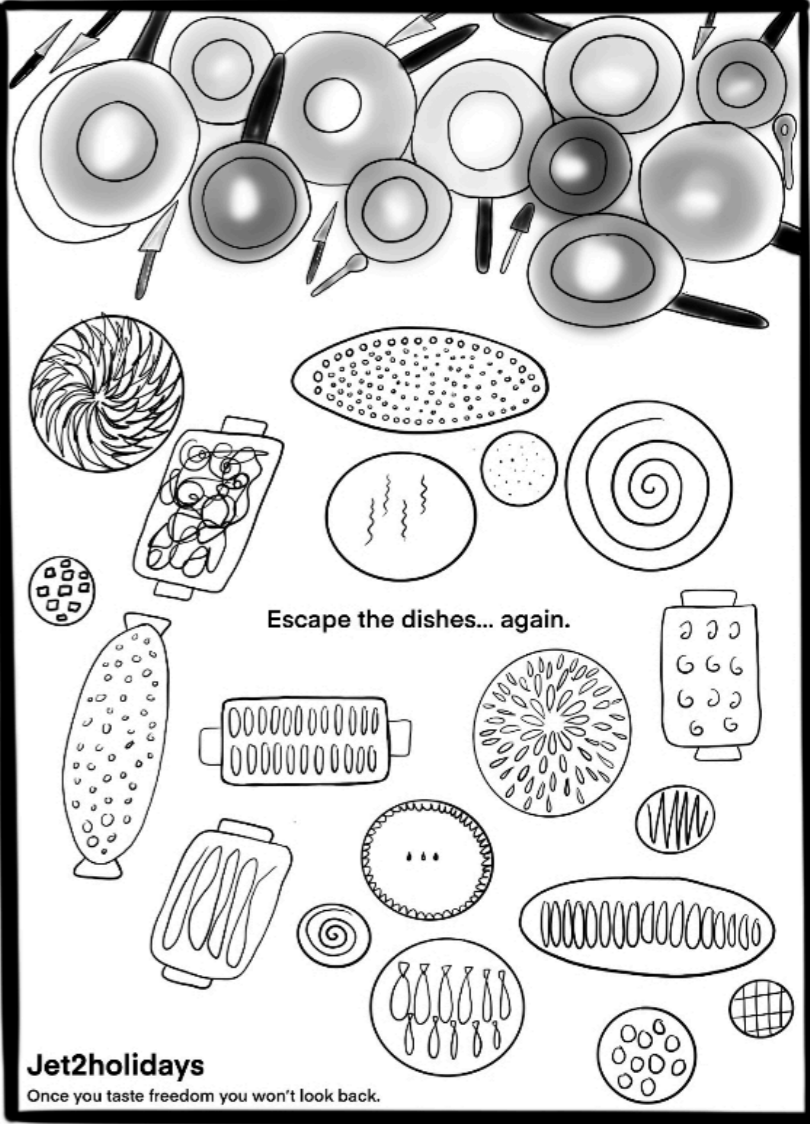
Week 4: Jet2holidays.

'Escape normality... again'

Insight:
 Package Holidays are most beneficial to families who want relief from the work, kids, chores and the stress that they battle everyday. They want to be reassured of a relaxing holiday, so they can leave the stress at home and enjoy escaping all the normalities of mundane life. The only problem is... **they just can't stop thinking about it.**



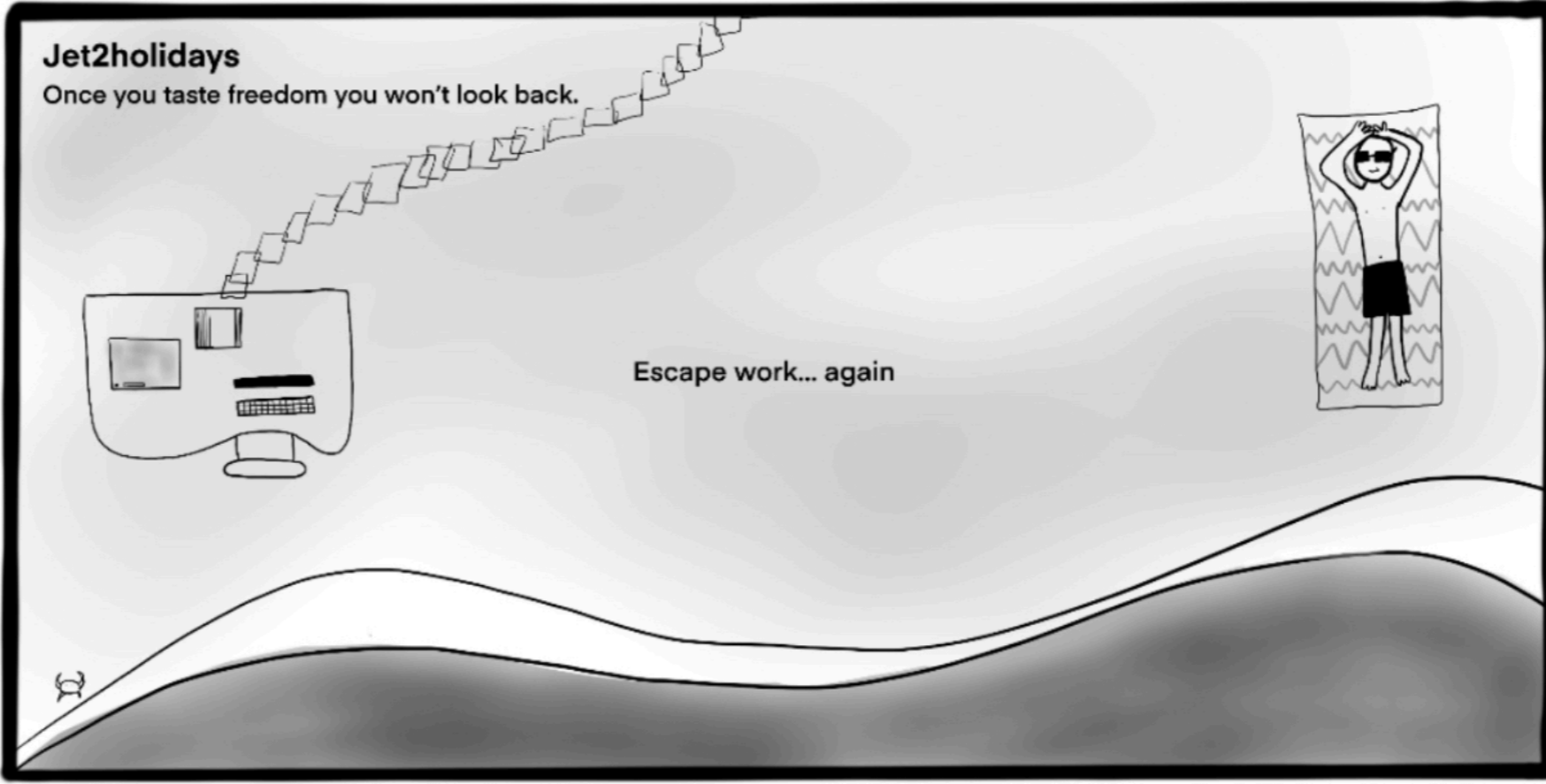
48 sheet Thinking about escaping the laundry



Adshel

Idea:
 This campaign represents the obsession with wanting to escape to vacation rather than face the mundane tasks at home. Sitting in the office, but dreaming about getting away on a package holiday with no responsibilities. Doing the dishes but longing to be served with an all you can eat buffet with *no washing up.*

Slogan: once you taste freedom, you won't look back.



96 sheet

Experiential:
 A massive pile of laundry or dirty dishes or work desks, chairs and papers laced in city centres as a shock factor. As people wander what it is, the message displayed alongside it will say: 'Once you taste freedom you won't look back' 'Dreaming about that holiday in Greece dancing along the beach... but you're stuck washing the pile of dirty dishes instead. Book Jet2holidays holidays again. Don't look back.'

Agency: IMA Home | **media:** Slogan and posters | **Proposition:** 'package holidays you want to go on again and again.'

Week 5: Gigable.

'Fall in love with the gig economy again'

Insight:

Drivers in the gig economy are being treated unfairly through decreasing wages and no insurance as they find loopholes in the law to exploit their workers and pay them less. We need to convince them to **break out of this unhealthy work environment and join gigable** instead as the current business model that promotes equality.

Idea:

Using generic breakup lines in a OOH print campaign to break up with the old type of gig economy as they've found someone better now (Gigable).

Prints:

Dear Food delivery drivers:

**Break up with exploitation.
They're cheating on you.**

Gigable. Fall in love with the gig economy again.

Dear Food delivery drivers:

**Break up with exploitation.
All they give you is trust issues.**

Gigable. Fall in love with the gig economy again.

Dear Food delivery drivers:

**Break up with exploitation,
All they do is let you down.**

Gigable. Fall in love with the gig economy again.

Radio: 30 seconds

[voice note beep]

Dear Food delivery company who shall not be named due to legal issues:

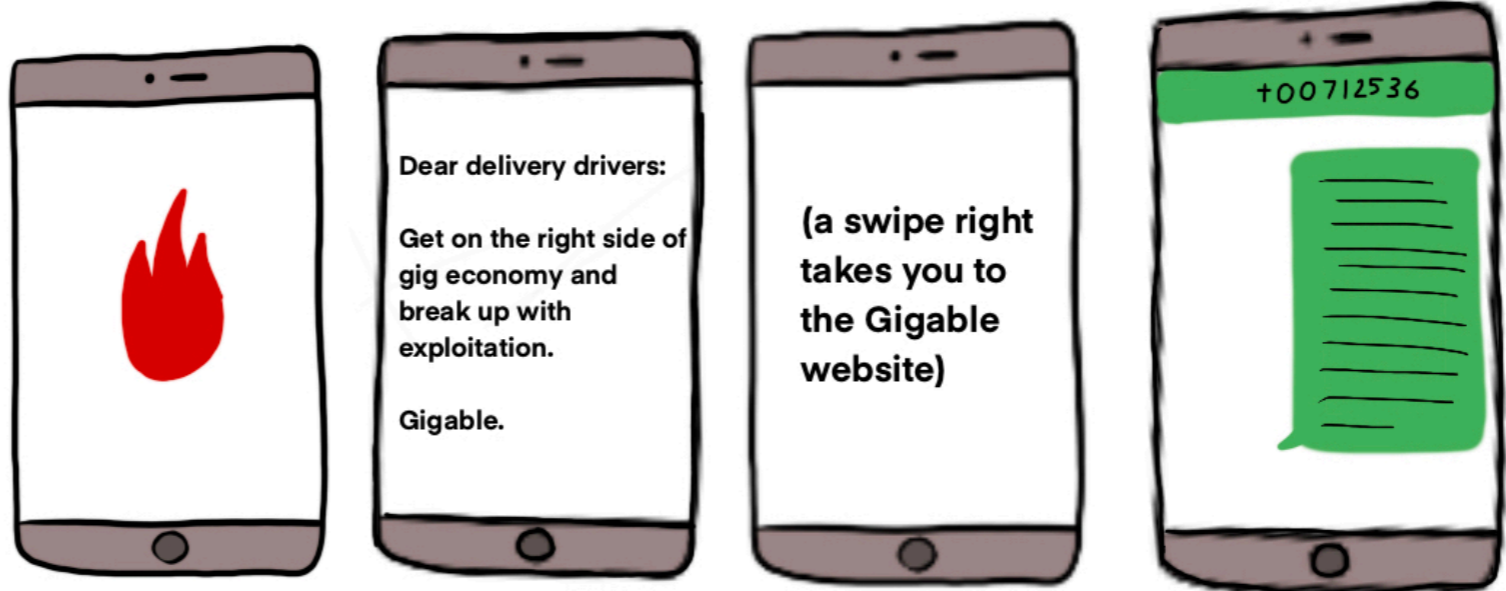
I just can't do this anymore. You've let me down one too many times, decreasing wages, no insurance, no compensation- do you even respect me anymore?

I needed commitment, proper shifts, financial confidence; but all you gave me was trust issues. You wanted to call me your partner without committing to being in a relationship with me, so I've found someone else that respects me instead.

Goodbye.

Gigable. Break up with exploitation.

Dating apps:



If you swipe right on the Gigable profile on the dating app, it takes you to the website and also sends you a message similar to the the radio advert.

Week 6: Pimpd ink

'The ink thief'

Insight:
Tattoos are storytelling. They are an implication of self expression, personal memories, experience, culture and symbolism on our bodies for the world to see. If these things fade, how does that change how we are perceived as a person without our visual narrative to tell the story?

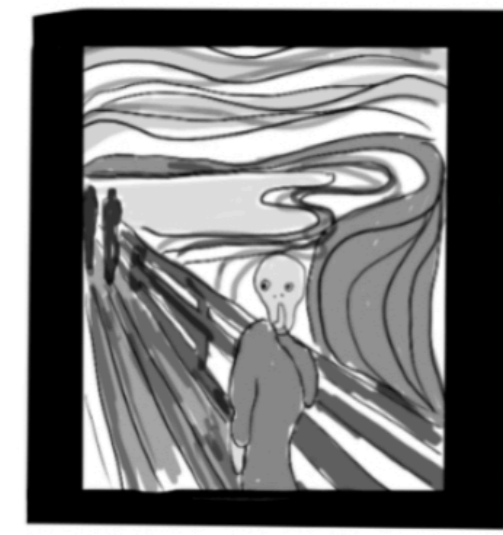
Big idea:
Tattoos= art
Tattoos also = identity
A disruption campaign that steals the identity from famous art pieces, to create public outcry and encourage consumers to not let their art identities fade.



MONA LISAS TWIN



THE GIRL WITHOUT THE PEARL



The Whisper

Don't let your art identity fade. **PimpdINK** TATTOO CARE

Don't let your art identity fade. **PimpdINK** TATTOO CARE

Don't let your art identity fade. **PimpdINK** TATTOO CARE



Pimpd ink would create a load of experientials to take identities from famous pieces of art, to show small things can be noticeable if they fade away. In the Art galleries they would change things like Mona Lisa smiling, girl withOUT the Pearl, and the whisper, and we can see how it drastically changes the whole identity of the artwork. We would also change some Banksy graffiti, taking out the main identity parts to change its meaning and create public outcry, both in news and socials.



This would be a mirrored adshel, that distorts your reflection so your identity is changed.

Agency: Tomoro | **Media:** intergrated | **Proposition:** 'Ink, fresh as the day it was done'

Week 7: Leeds city of culture

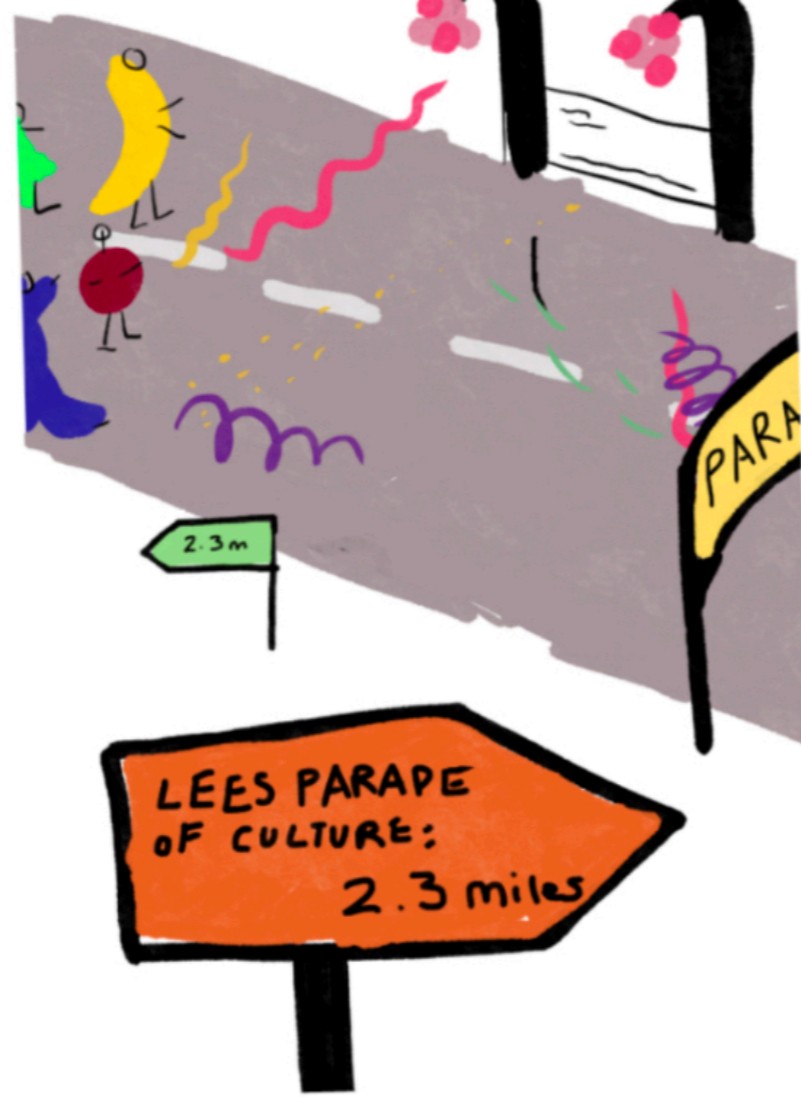
"Let loose in Leeds 2023"

Insight:

Culture makes us thrive. Basically, **Culture is everything, everywhere outside of working and sleeping**- It's making, creating, playing, saying. Culture is the actual living in your life, and some people forget to take a moment to appreciate being free, so i want to make Leeds city of culture 2023 a celebration of life.

Big idea: celebration parade

I want to create an inspiration campaign, reminding consumers to take a break from all the working, as its time to do some living. Remind them to do things that makes them thrive, by using Leeds as inspiration. Using Leeds' infamous Otley run to start a parade of life in neighbouring cities to Leeds.



We would start off with an Otley run parade of celebration in neighbouring cities, where everyone is invited, and must wear fancy dress. It is 2.3. Miles long, like the Otley run, and mimics having fun, not caring, celebrating living. This is also mimicked in Leeds, on the days of the festivities in 2023, a parade to each event.

Free bus and train tickets to Leeds, if in fancy dress, on the day of festivities in Leeds city of culture '23. Adshels on bus stops encourage people to think 'f*ck it', and take the day off to celebrate life.



In the parade, there will be a seethrough ad space, where people can pose in their costumes and the pictures can be reposted on socials to get the stunt noticed.

3D adshel ticket machines, where you can get free transport tickets to Leeds, designed to look like tickets and encourage you to game the day off working to do some living.



Agency: McCann | Media: stunt and OOH | Proposition: we're letting culture loose in 2023

Week 8: Bumble.

OOH campaign:



THE BUZZ BAR:



30s Radio: 2 voice scenario thinking to themselves about an upcoming date

Red-woman Blue-Man

I've got a date tonight.
I've got a date tonight.
What shall I wear do I take her?
Will she be my one and only for tonight, I have another date tomorrow.
I wonder how it'll end(ing) up with a kiss, or even something more.
We might fall head over heels might be over my shoulders tonight boys.
Whatever you're into, so are we.
bumble.

Agency: IMA Home | **Media:** Anything | **Proposition:** 'love your journey, not their expectations'

'Duality'

Insight:
Bumble is an app with no expectations of where the night will end. It holds no particular category of people and it's interchangeable, whether you want love or sex. There is no stigma or expectations apart from your own journey. **Bumble is for people who don't know what they want, but they want to figure it out without the pressure.**

Big idea: Duality.
A double meaning copy campaign displaying a 2 in 1 opinion about dating- falling in love, or just sex- to show there are no certain expectations for how the night will end. It empowers the consumers dating journey, showing your dating life doesn't have to be linear, it can be anything you want.

Week 9: Bookmark

'Just another empty page'

Insight:

For book lovers, books are everything. They are the storytelling narratives in the parallel universe we wished we lived in. **However, to a child that can't read, a page full of meaningless words might as well just be an empty one.**

Big idea:

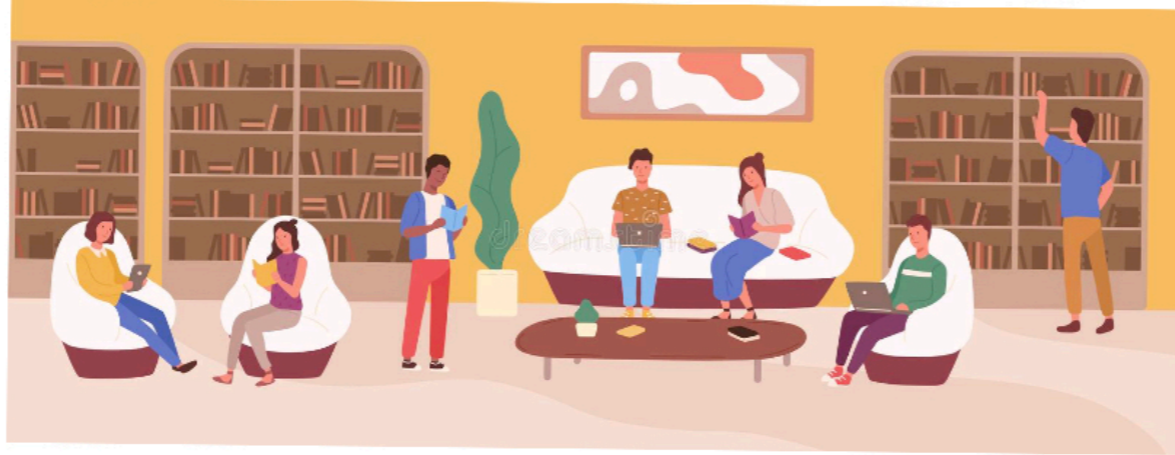
A stunt that causes commotion in the reading community, that becomes identifiable to bookmark. To create a campaign of missing and blank pages to represent the disconnection children can feel with books.

These books with blank page concepts would eventually become collectibles and it would be in book producers interest to encourage the next generation to read.

Waterstones reading club:

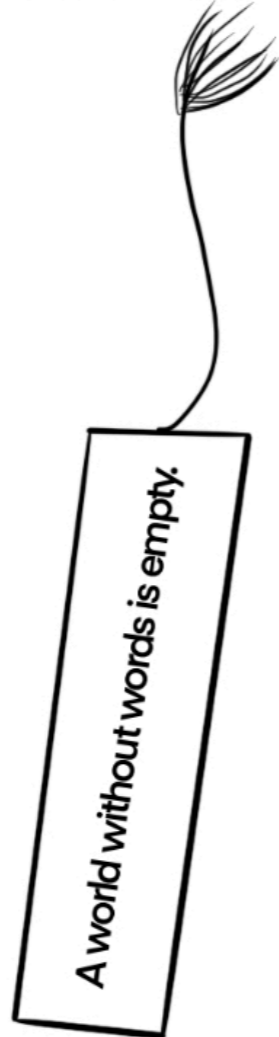
Where else would you find a passionate reader?

Piggybacking onto readers' routines, Waterstones can sponsor the weekly reading session, in its comfy reading rooms with armchairs, tables, free hot drinks to provide a safe space for both the child and volunteer. The volunteer would also get the chance to borrow a free book every week.



OTHER PLACES ONLINE WHERE THIS AD CAN POP UP:
Places where you need to read things like job applications, passport applications, newspapers, Wikipedia, blogs,

Free bookmarks to give out



A world without words is empty.

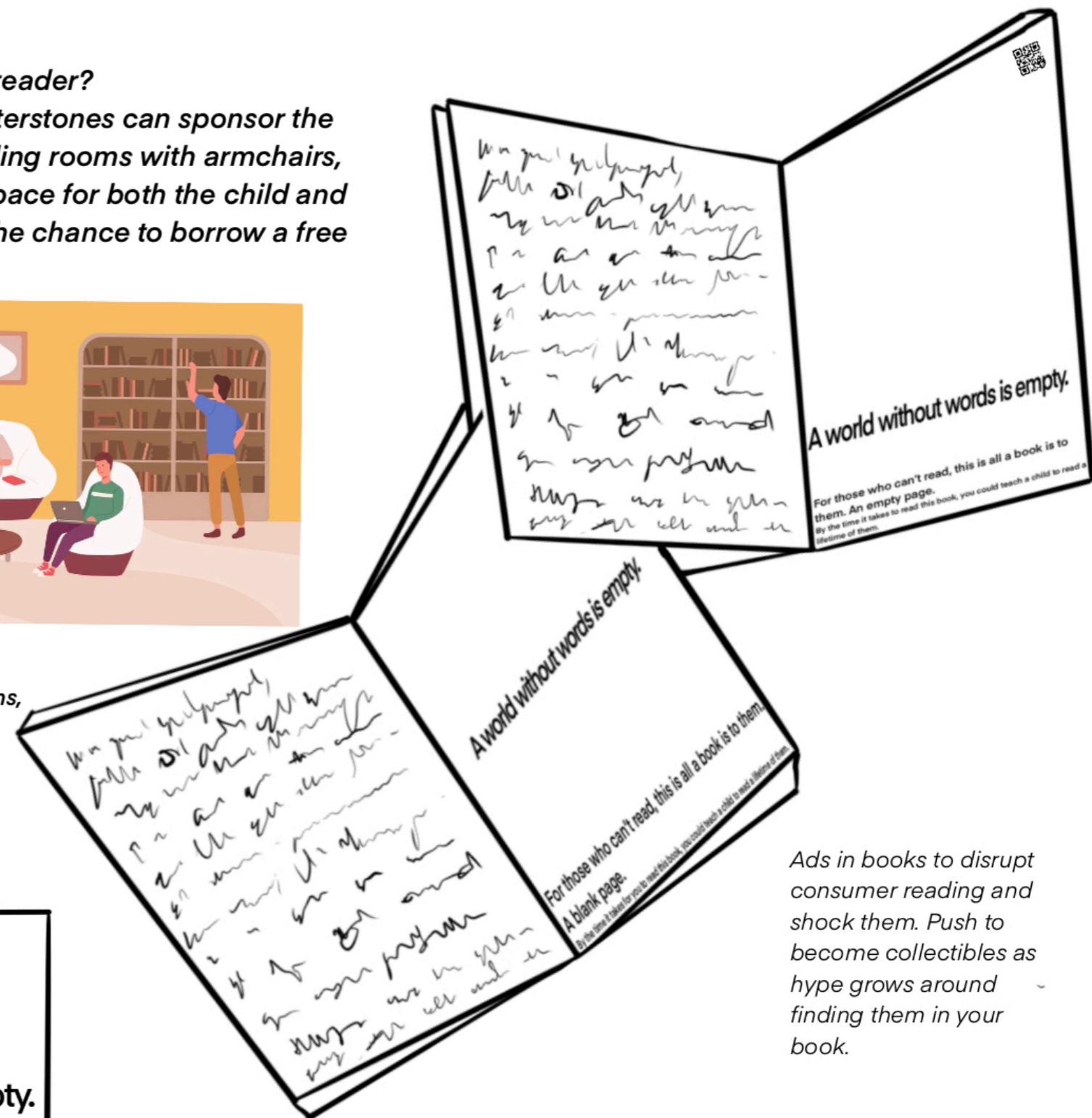
Not being able to read is pretty lonely, isn't it.
By the time it takes you to read a book, you could teach a child to read a lifetime of them.



Empty Billboards

A world without words is empty.

Not being able to read is pretty lonely, isn't it.
By the time you read a book, you can teach a child to read a lifetime of them.



Ads in books to disrupt consumer reading and shock them. Push to become collectibles as hype grows around finding them in your book.

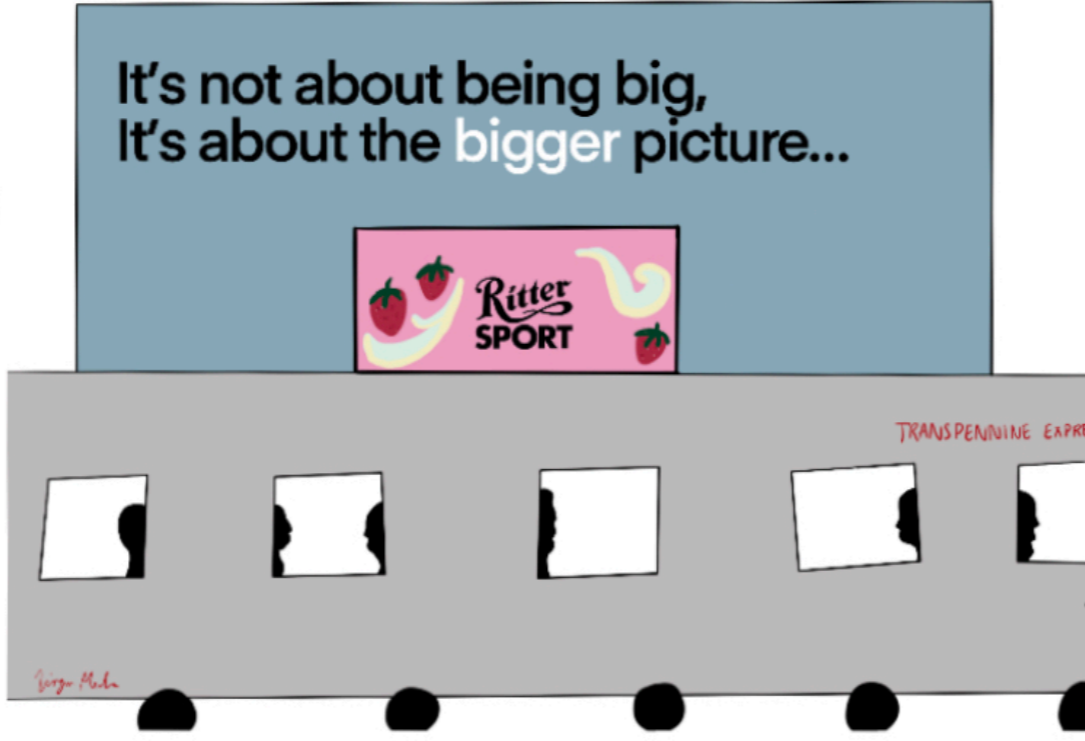
Agency: The sharp agency | **Media:** Anything | **Proposition:** '6 hours for you, a lifetime for a child'

Week 10: Ritter sport

'Better with Ritter'

Insight:
 Ritter Sport make an effort to be sustainably conscious and fair.
 Like everyone, Ritter wants to do it the right way in order to feel like better people.
 Similarly, consumers also buy ethical chocolate to feel like a better person too, *but without physical or noticeable changes within the good choices they're making, doing the right thing becomes harder to do.*

Big idea:
 Make people remember they're a better person when they buy Ritter, by *MAKING them do better things with Ritter.*

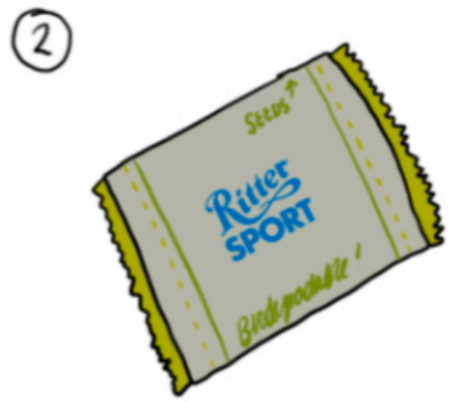


Revealed Adshel at train/ underground stations to reveal campaign message, of all the things they do behind the scenes that makes them better than other chocolate companies.

Stunts:



Helping the homeless:
 In this stunt, Ritter have a booth in town and are handing out free chocolate bars. But only if you keep one for yourself, and give one to someone that needs it, like a homeless person. This forces you to do something good, and piggyback on that good feeling with Ritter.



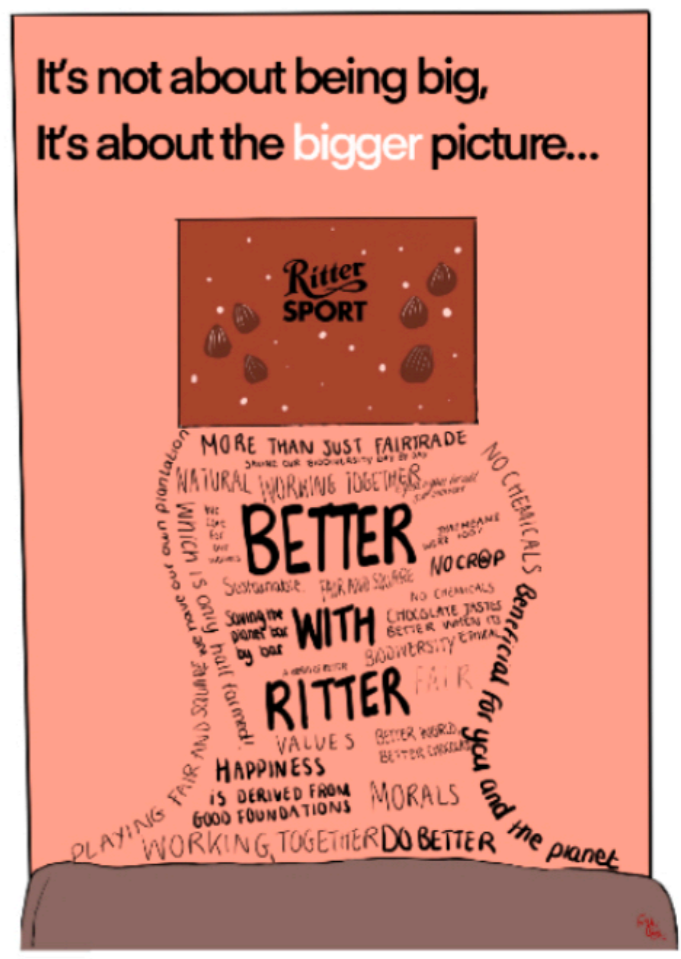
Seedy stuff...
 Ritter Sport will change it's packaging in environmental month (September) and then hopefully for the long run. It's packaging will now be made out of biodegradable seed paper. This shows the brand's ethics, and allows you to contribute to the planet by planting some seeds in your neighbourhood/ gardens, allowing you to do good.



100% natural or 100% fake?
 Ritter sport will have a city centre booth where they shall be testing for chemicals in the 100% natural chocolate.. and they will also test whatever you bring along too! It's time to educate people and their families about the amount of chemicals we all consume every day, and show its time to start eating more naturally, for the better.



Reveal poster placed above seats in public transport like buses to reveal the writing in head shape



Week 11: boots X GenM

City experiential.. mirror writing

In store experiential.. 'ask mum'

Adshels: half and half concept using the same person from child and adult, showing you still need support if your 13 or 40.

'Just ask mum'

Insight:
 'Menopause for middle aged women is just as daunting as an 11 year old awaiting her first period.'

And who did we go to about that?
 Our mums.
 (If we're lucky) We ask our mum for guidance and help to understand what's happening to our bodies and share experiences. Mums can make a scary thing feel okay, even for a 40 year old.

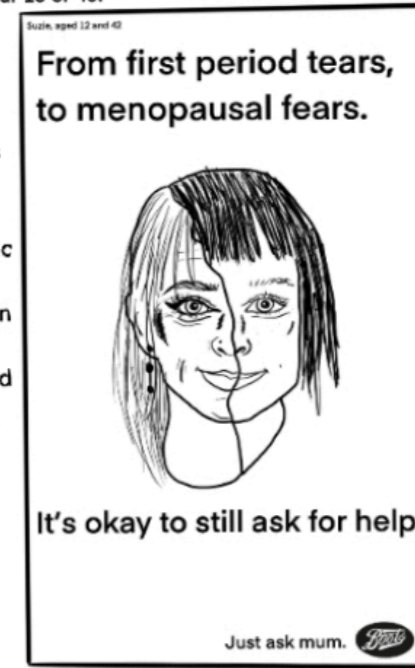
Big idea:
 M.U.M -
 Menopause.Unity.Made.

Boots acts like a safe support system for menopause and women, just like mum.
 A educational campaign in a motherly tone which answers any questions or fears we might have about menopause in a calming, casual way.

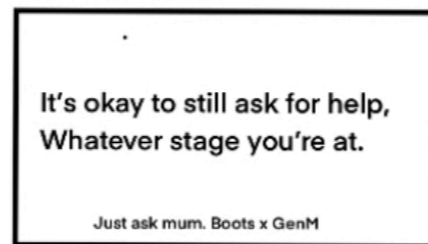
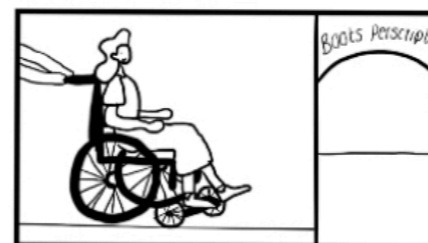
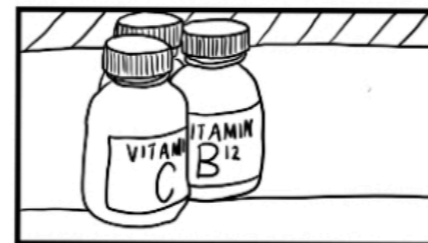
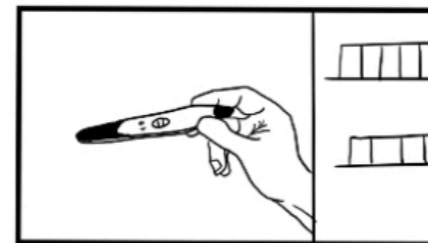
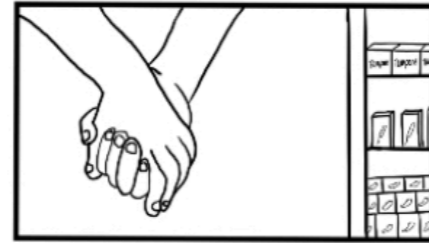


Start the campaign off with an adshel actually asking women what menopause means to them (in a bus stop where they have time). This starts the campaign off as we will base our research off it and target our in store campaign off what women think/fear of menopause, in order to be more relevant to them. This is also part of the first steps in addressing menopause in public and normalising the topic.

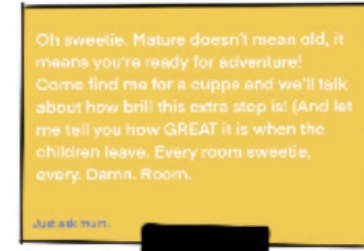
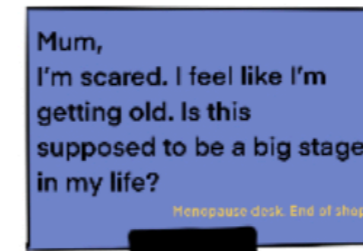
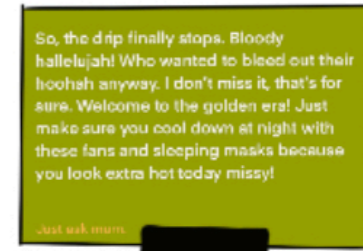
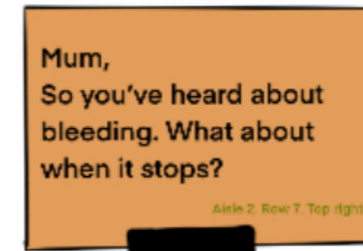
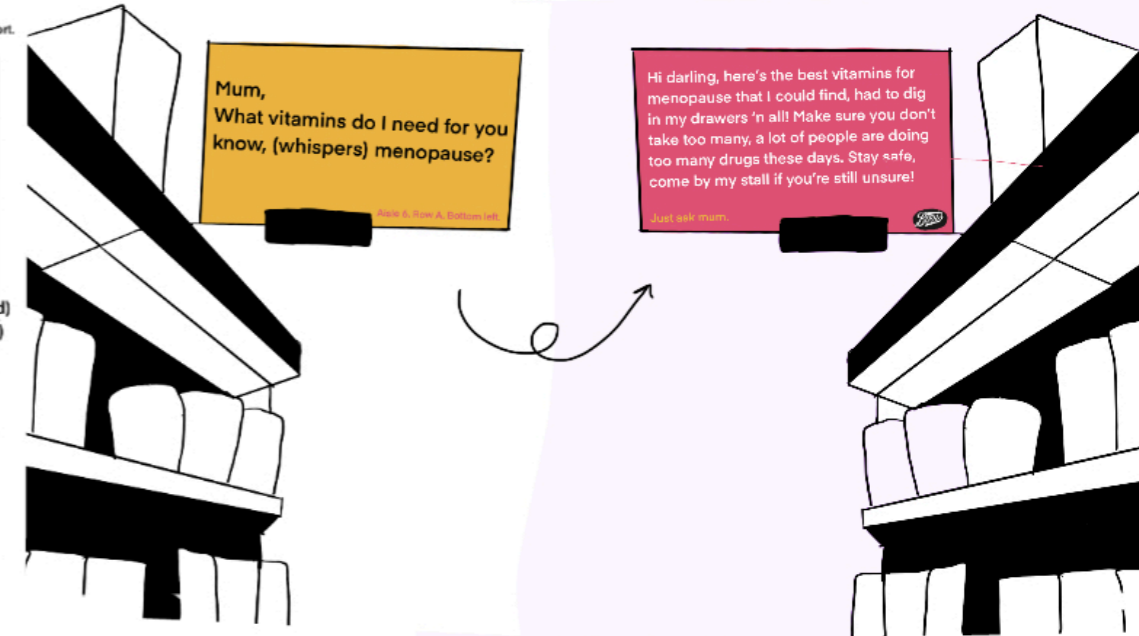
A booth set up in boots specifically for menopausal symptom help, advice, consultanc and products. A safe space for women to go and ask any questions or be referred products to make their life easier, as well as raising awareness around it.



Tv ad: with you through it all- following your life stages through all the things you go to boots for, all at very important stages of life, showing boots as a good support.



In store concept campaign:
 Placed in aisles, boots will use a mother/ daughter tone to guide and advice women into the direction of help or products. It's meant to reflect their inner thoughts or feelings they might not want to voice, and answering it in a casual, supportive way- just like mum



Agency: propaganda | **Media:** integrated | **proposition:** 'with you, for life'

Week 12: HM coastguard

'Monsters of the Beach'

Insight: Drowning in the uk is actually more common than we think, yet is not the main fear when we visit the beach. Most people are scared of paddling with sharks, octopus, or maybe even that big scary creature at the bottom of the sea, who you dreamt about once. The truth is, **People only look surface deep into danger.** If its not a thing that they can see, they're not as wary or scared of it as they should be.


Big idea: A campaign comparing things people are already scared of, compared to what they *should* be afraid of.

Poetry collection: the campaign will be also published in a small poetry book/ pamphlet and handed out into schools ect to raise awareness for danger at the beach.

BILLBOARD:

Under the sea, lives a monster with 20 legs and 20 eyes- he doesn't look like you nor me. When least expected, he snatches innocent swimmers from the depths of his home, To join him alone, at the bottom of the deep blue sea.

**His name is current.
Don't be scared of what you know,
be afraid of what you don't.**



Don't let current catch you out,
Find the unknown on our website @HMCoastguard.com and always call 999.

Radio: 30s
Near the sea (sea and seagul sounds), lives a bully.
She pushes and shoves, prods and jolts,
Making you fall is what she most loves. (distance laughter)
Don't dare venture over the edge, to look at the view of it all (Crumbling sounds)
Because that's when her last shove really makes you fall. (Fall and thump sound)

She's called the cliff edge.
Don't be scared of what you know, be afraid of what you don't.

Don't stand too close to the crumbling cliff edge.
Find the unknown on our website @HMcoastguards.com and always phone 999.

KIDS POETRY BOOK:

Out at sea, invisible to the eye;
They're still.
Awaiting for lives to pry.
A silent thief, they creep upon you
Stealing your boat,
And dragging it away to the blue
Yet in your strife
They might loot you of your Time;
Or your life.

Their name is wind.
Don't be scared of what you know, be afraid of what you don't.

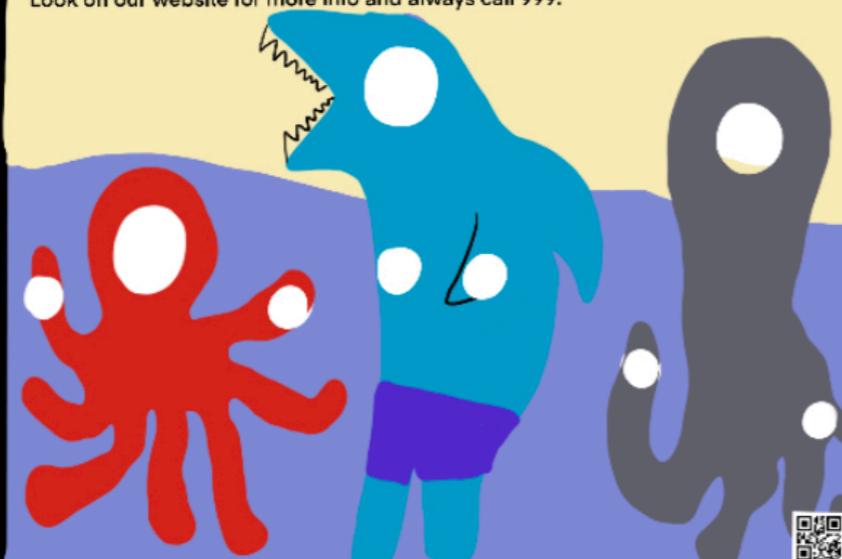
Check the wind before you go out to sea. Find the unknown on our website @HMcoastguarding.com. Always phone 999

Hookups at the beach in the boys, ice cream napkins and surfboards to introduce the campaign and intruige you to find up more info, or just remind you of the dangers.



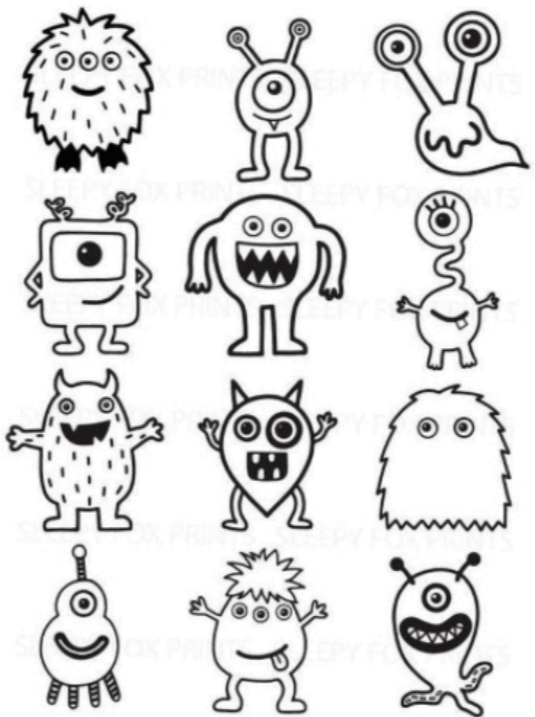
Welcome to the monsters of the sea

They're not quite what you think they are.
Look on our website for more info and always call 999.



At entrances to beaches, an old game where there's allotted holes in the billboard for you to stick your head and hands to become the creature, yet the message warns you about the true monsters of the sea.

Stunt: People dressed up as sea monsters handing out posters to raise awareness and educate who the real sea monsters are. Links to website for info.



MY NAME IS WIND.
Don't be scared of what you know, be afraid of what you don't.
Visit our website for more info on the unknown and always call 999

MY NAME IS... COLD WATER SHOCK!
Don't be scared of what you know, be afraid of what you don't.
Visit our website for more info on the unknown and always call 999

MY NAME IS Current
Don't be scared of what you know, be afraid of what you don't.
Visit our website for more info on the unknown and always call 999

MY NAME IS CLIFF EDGE.
Don't be scared of what you know, be afraid of what you don't.
Visit our website for more info on the unknown and always call 999