

**A G N E S
M E A K ! N**

School of Thought Leeds 2022

Sponsored by
My digital portfolio

SCAN ME



WHO AM I?

I'm Agnes, hi! This is my digital submission for School of Thought... you already knew that part.

I always thought of myself as the next Eminem, but then I decided to do school of thought instead to have a change in career.

I realized rap and creative thinking go hand in hand, so I thought I'd give it a shot.

OK! The real story...

I am an Advertising MA student and a freelancer hoping to slide into the creative industry's DM's...

I like to have a laugh and produce great ideas.

Judge for yourself 😊



My Digital CV



Scan for PDF

WEEK ONE

Finn Agency JASON'S SOURDOUGH

Client: JASONS SOURDOUGH

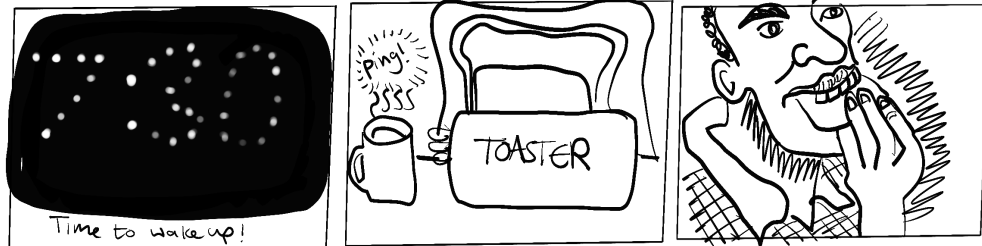
Audience: 28-45 (stressed working parents)

Proposition: They're different dough that makes every day delicious and nutritious.

Media: Integrated

Idea: GET YOUR MO-DOUGH BACK!: Too much time is spent being stressed at work, when there should be an enthesis on spending time with the children and teaching them how to cook, inspiring their curiosity. When can do this with sourdough – lets stop eating mundane foods every day and try Jason's Sourdough.

TV AD: Show the parents the benefit of Jasons Sourdough a tv advert will be posted to illustrate how they can get their mojo back by trying sourdough and drive inquisitively into the kitchen and create a motive for more family time: how it can get your imagination and energy ticking.



LOST INSPIRATION WITH WHITE BREAD.

CHILD INTRODUCES JASONS SOURDOUGH

Inspecting the bread



OOH : To express how Jasons Sourdough cares about you spending more time with your children – this frame with “GET YOUR MODOUGH BACK WITH JASONS SOURGHDOUGH” shows a candid image of the father and son having fun in the kitchen, experimenting and learning new skills for the children to take on into adulthood. Less time is devoted to work and stress and more to what matters.



TIKTOK activation:

To show how many different recipes you can make sourdough: Jamie Oliver shows just how simple it is to use and create your own recipes with the children and spend more time on the things that matter. He will discuss in the Tik Tok short videos how he has had a very busy career and wants to change things by putting his family first and having a better life balance.



WEEK TWO

Syn. Agency



Client: DR. Martens – Made in England

Audience: Shoppers with a mature sense of style

Proposition: Confidence of craft

Media: Retail and Beyond

Idea: How are Dr. Martens MIE? When we think of an MIE shoe, we don't think about the origins of the shoe's journey – the craft and effort that goes into it. So, this campaign shows the consumer exactly how its Made In England through a retail experience like no other - the factory process brought to the shop floor.

Motion OOH

shoeing the raw shoe being made
In the factory – showing the raw process will be planted in city centres to attract the target audience to the Dr. Martens stores.

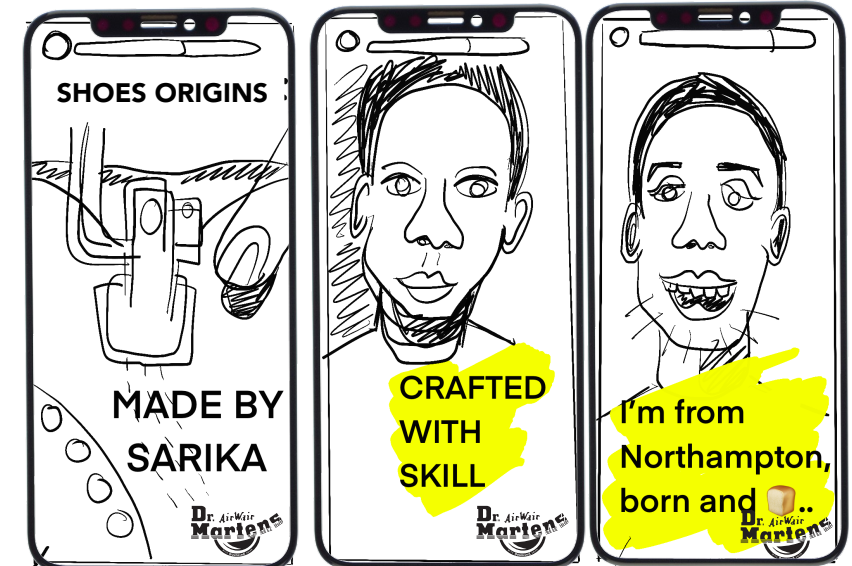


Experiential Retail Marketing:

To shoe the craft and origin of MIE shoe: The Dr. Martens shoe shop will be turned into a factory exhibition to show the consumer the process of making the shoe – tools, the factory aesthetic of the shop, shoe rack and meet the people who have made the shoe and are a part of the shoes making process – The factory workers of Northampton.

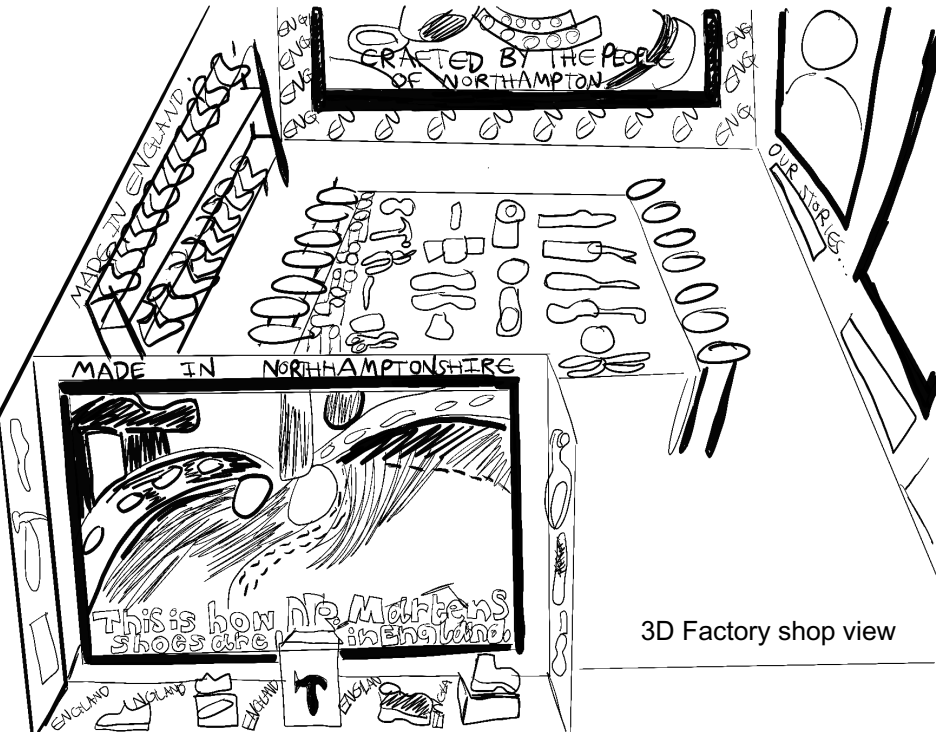
Instagram activation:

To show the origins of the shoe – where it was made, how it was made and who made it. **SHOE ORIGINS:** shows the shoes story from the perspective of the factory worker in Northampton who made the MIE shoe through Dr. Marten's Instagram stories in the form of a advert.



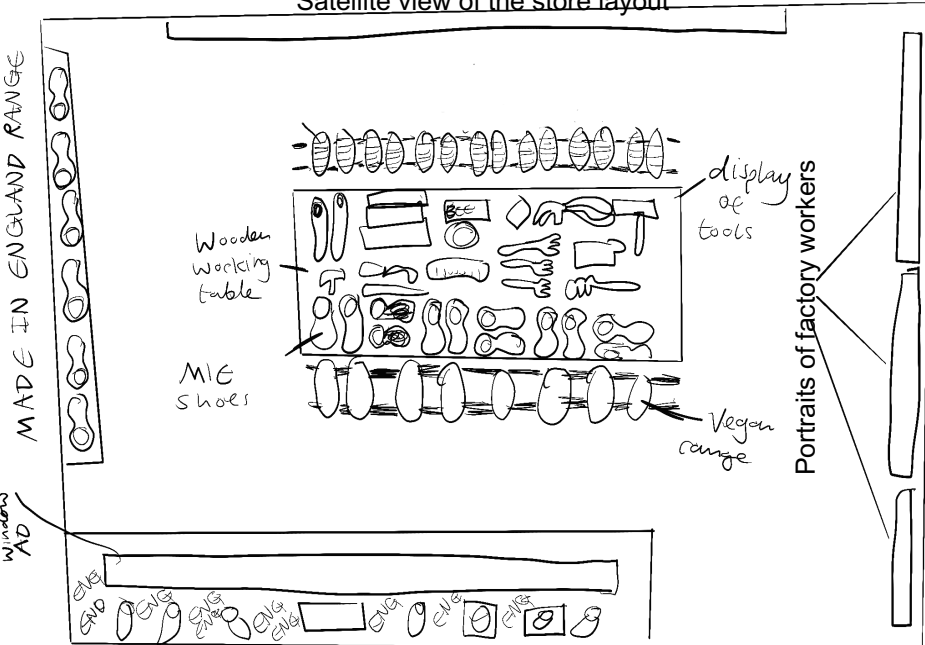
Video of IMA BOOT BEING MADE

SARIKA TELLS THE AUDIENCE HER BACKGROUND...

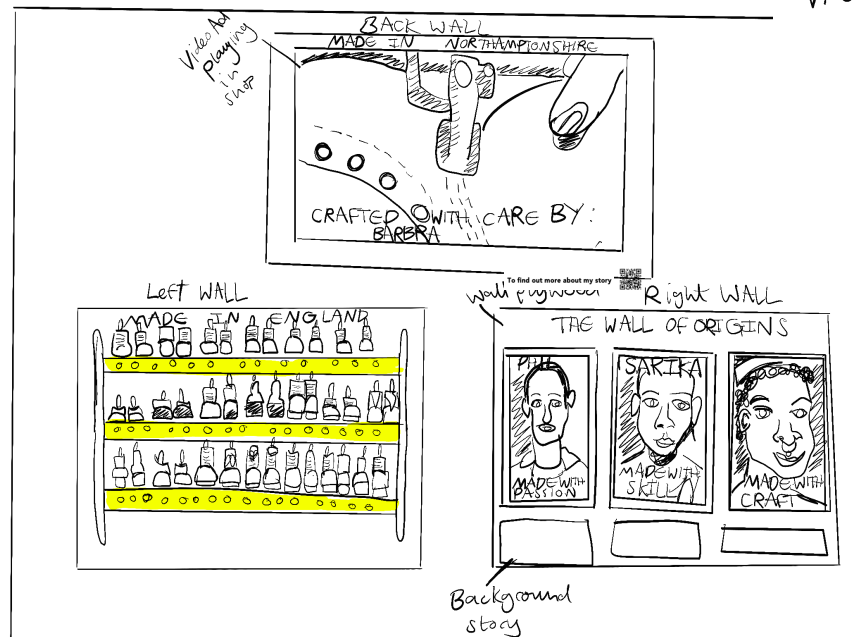


3D Factory shop view

Satellite view of the store layout



Entrance



Meet the factory workers and hear their background stories

Trade shoe marker:

As an additional feature of the MIE shoe range (for a limited time only) the marker of the shoe will mark their name on the bottom of the shoe so the buyer can see the origin on the shoe, having an authentic connection with the shoe's origin, as the maker is a huge part of the shoes journey, such as "MONIQUE – born and bred in Northampton."



WEEK THREE

Ponderosa



Client: Typhoo Tea

Audience: Female | Does the main food shop for a household of existing tea drinkers

Proposition: The most satisfying brew us Typhoo

Media: Press ad, TV and Social activation

Idea: "Mugshots": Tea is about taking a moment to yourself, well women who suffer from social management, and worry about satisfying themselves online, can use tea as a motivation to be real online sharing their "Typhoo tea" real mugshots on BeReal, which would then be posted on Instagram to encourage people to be authentic online.



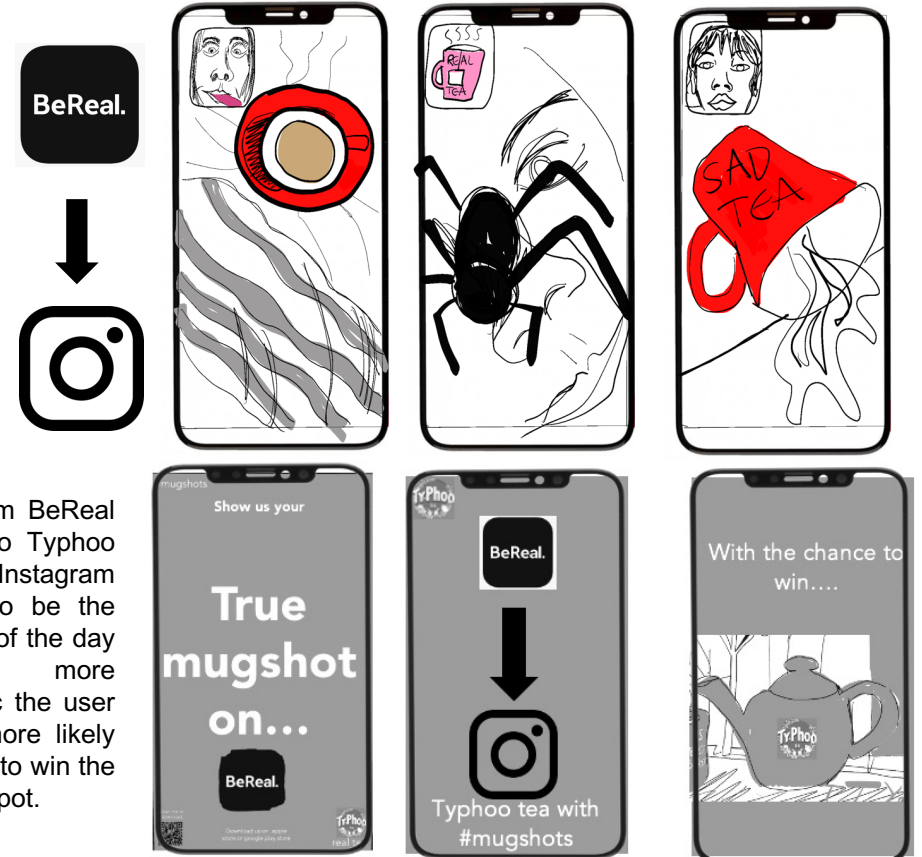
Bus shelter AD:

The Advert will just ask the consumer to send their best mugshots to support the social media activation on BeReal and Instagram with a QR code to download BeReal, where Typhoo tea can monitor consumer traffic.



AMBIENT TEA SET: The ambient teapot and mug will be placed outside of supermarkets where Typhoo tea is sold to push sales instore and spread the message of a #mugshots competition, where consumers can post a BeReal photo of what having tea to them looks like in an authentic tone of voice. Once they've taken the BeReal, they can post it on the Typhoo tea Instagram page with the hashtag #mugshots to show their unfiltered self - the more authentic, the more likely you will win the classic Typhoo teapot.

The BeReal photos can capture a variety of authentic scenarios, from making a stupid face whilst sitting in bed having tea, to having your pet spider crawl on your face and your tea dropping on the floor. The idea is just to get people to not be anxious about what they post on Instagram - encouraging a healthier use of social media.



Post from BeReal photos to Typhoo tea Instagram stories to be the real tea of the day – the more authentic the user is the more likely they are to win the giant teapot.

WEEK FOUR

IMA HOME



Client: Jet2holidays

Audience: Families/couples

Proposition: Holidays you can go on again, again and again.

Media: 3 posters and a big idea.

Idea: Jet1,2,3,4,5,6... holidays: changing the numbers of jet2holidays to signify how people who go on a Jet2holiday want to keep going back – right from childhood to adulthood, they are the flight company you will choose throughout your life when you decide who to use to go on holiday to go back to the places where you have treasured memories, such as the place you met your partner to where you made your first sandcastle. The point is that Jet2 was a part of creating that memory and wants to keep allowing its users to make treasured memories.

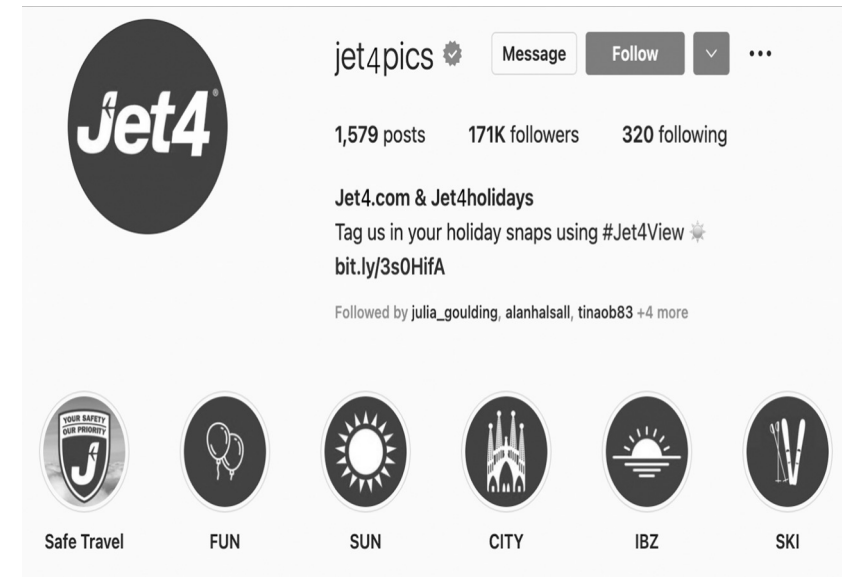
DEPARTURES

TIME	DESTINATION	FLIGHT	GATE	REMARKS
12:39	LONDON	CL 903	31	1,2,3,4
12:57	SYDNEY	UO5723	27	1,2,3,4,5,6
13:08	VENICE	IC5984	22	1,2
13:21	VERONA	AM 608	41	1
13:37	MANCHESTER	IC5471	29	1,2,3,4,5
13:48	BERLIN	EK3941	30	1,2,3,4,5,6
14:19	MALTA	AM5021	28	1,2
14:35	ANTALYA	ON 997	11	1,2,3,4,5
14:54	IZMIR	MG5870	23	1,2,3,4
15:10	MONTENEGRO	RI5324	43	1,2,3

PR stunt departure board: To create a media storm around the Jet1,2,3,4,5,6 campaign, Jet2holidays will change their departure board “remarks” to 1,2,3,4,5,6 to symbolize the consumer’s desire to go on holiday with jet2 again, again and again.

PR stunt changing the logo on the airplane and social media for a short time:

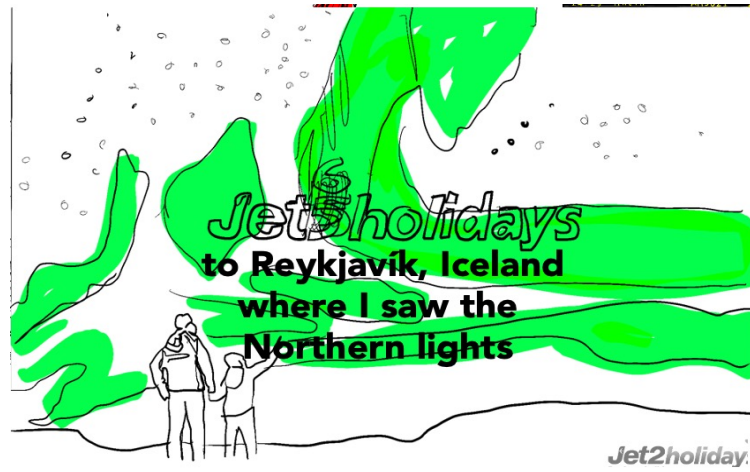
To create more attention around the temporary rebrand of Jet2 for its new campaign the jet2 will be changed to either **1,3,4,5 or 6**. The bold PR stunt will drive Word of mouth marketing and directly link to the overarching campaign.



OOH in airports and city centres catching stressed consumers who need a break:

To illustrate the campaign objective – these posters show the target consumer why they should travel with Jet2 again, again and again, to create new treasured memories and reminisce the old memories, such as “where you met your partner” and “where your child made their first sandcastle.”

The point is that Jet2 wants to be a part of life creating brand loyalty and showing itself as a friendly brand with friendly prices to match the tone of voice.



WEEK FIVE

Mediaworks Gigable

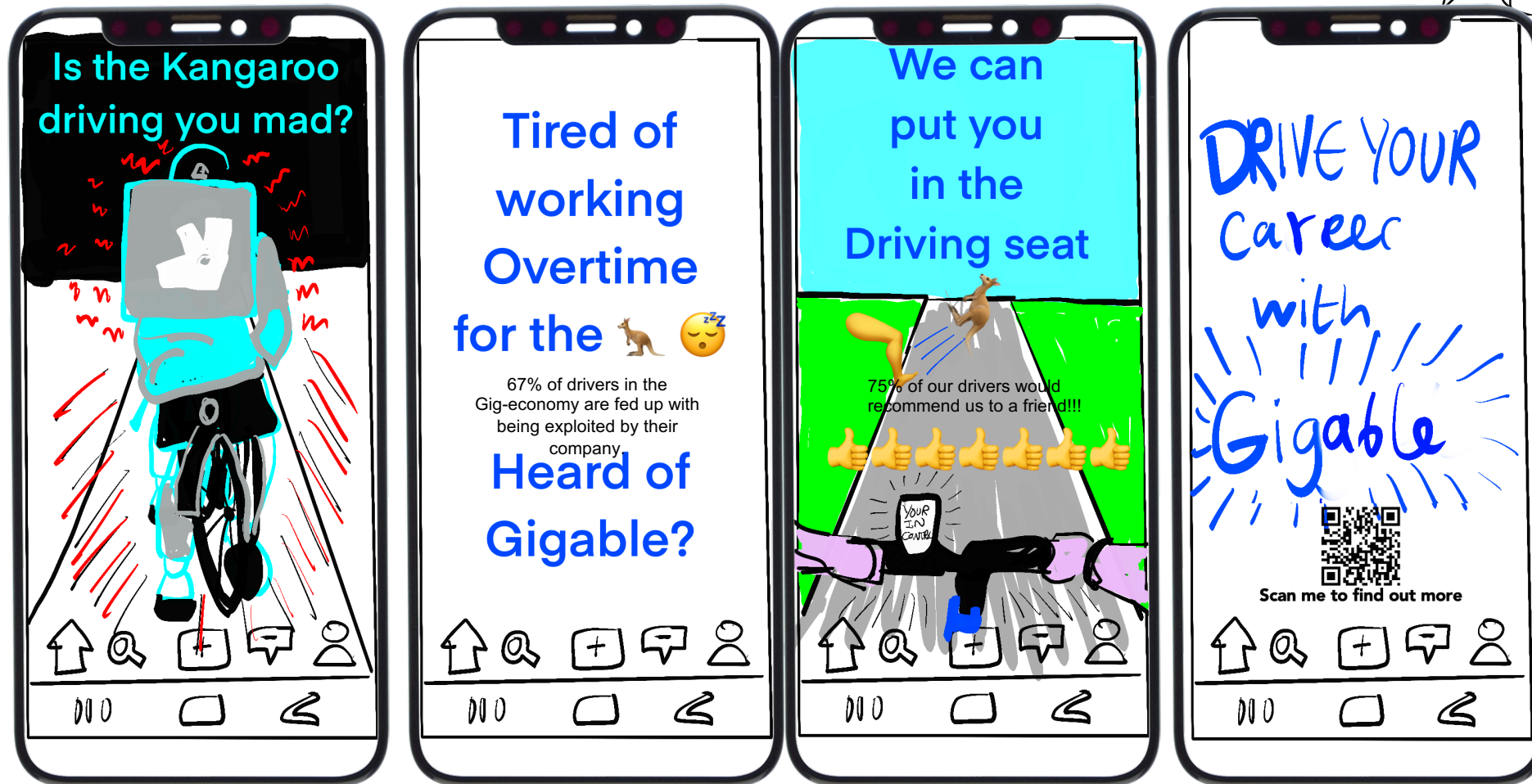
Client: Gigable

Audience: Riders already riding for the competition

Proposition: Get a fairer deal?

Media: Anything

Idea: Drive your career with Gigable: See Gigable as an alternative career option than the more traditional route of an office job or a café whilst you are a student or a full-time career. Better than those other delivery companies which exploit you..



PR STUNT: A protest will take place to spread awareness of how badly food delivery drivers are treated in the Gig-economy with Gigable drivers and people from other food delivery companies allowed to join the protest outside of Parliament in London to get the Government to change the regulations of other food delivery companies to pay their workers per hour and not per delivery and to give them guaranteed shifts. Gigable does not just want to fill a gap in the market to drive recruitment, they want to change the Gig-economy to improve its working culture, which is currently toxic. Additionally, the protest will circulate through social media and will get the press's attention.

TIK TOK activation: To drive recruitment for **Gigable** and to get people to switch to **Gigable** as a delivery provider; the Tik Tok activation perfectly targets the correct demographic of Gen-Z and millennials who are most likely to sign up to be a delivery driver as a part-time job or just switch to another delivery driver provider. The idea of boycotting Deliveries in the form of a low-cost budget style **Tik Tok** advert, with the aid of a voice-over to guide the consumer through the advert. The statistics of how badly treated drivers are treated in the Gig-economy will resonate with the target audience who are fed up with being treated badly by other companies such as Deliveries — having to work overtime to just earn enough to live off. The idea of the 2 scenarios — 1. The kangaroo driving you mad versus 2. The scenario of working for **Gigable** where the employee is in the driving seat, having more control over their working schedule and being paid per hour, rather than per delivery.

Finally, the protest will put Gigable in the spotlight, allowing more people to be aware of the company and can sign up.

WEEK SIX

Tomorro PimpdINK TATTOO CARE

Client: PimdINK.com

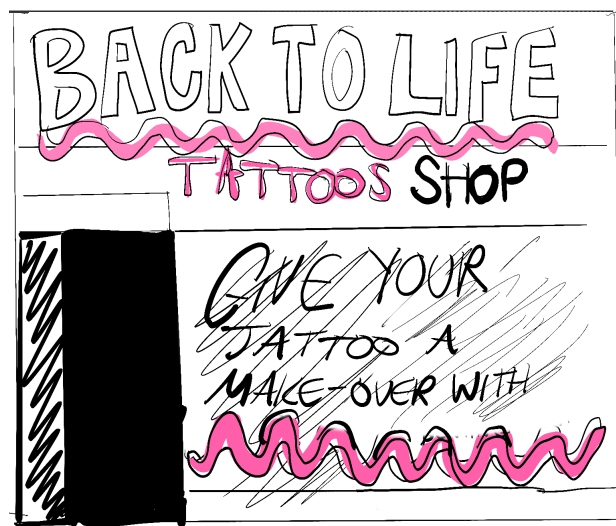
Product: Tattoo aftercare

Audience: Anyone with Tattoos

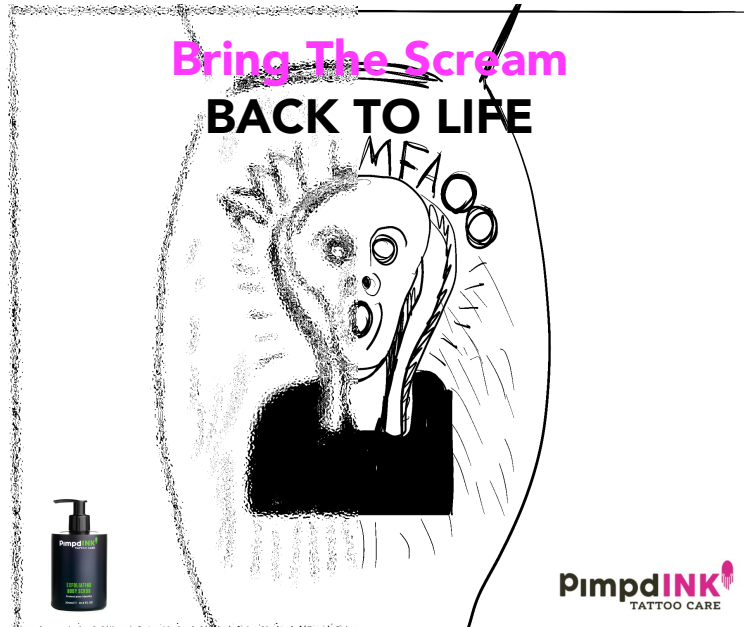
Proposition: Ink. Fresh as the day it was done.

Media: Integrated

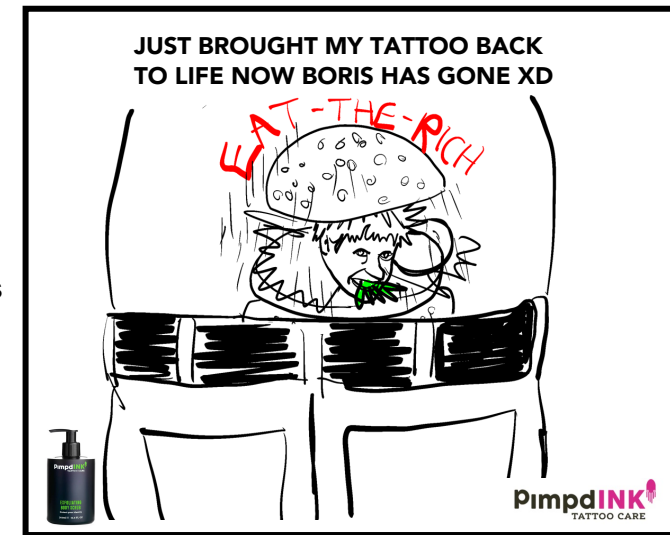
Idea: **BACK TO LIFE** – Bringing people’s old quirky tattoos back to life with PimDINK cream, showing off your personality through your unique take on the famous reference, such as Monalisa to Boris Johnson. Showing the before and after results of the Tattoo results with the cream.



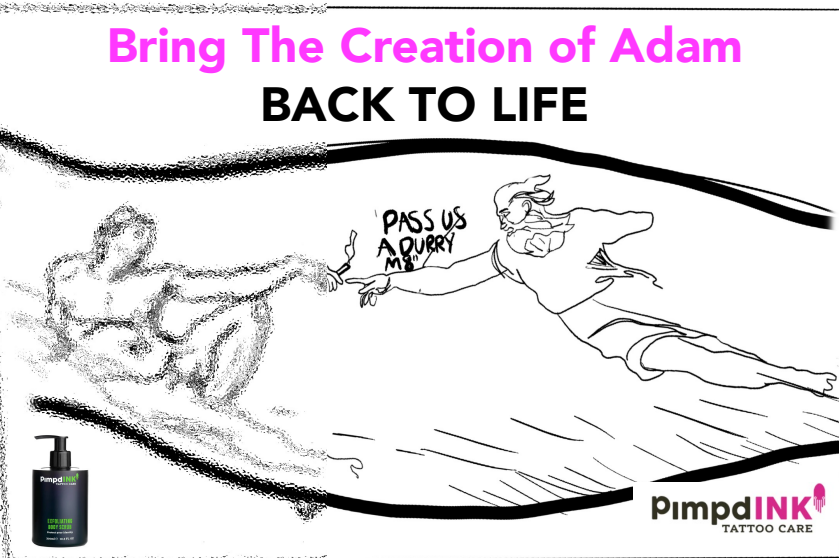
POP UP TATTOO SHOP: For a short time only – PimpdINK will promote their tattoo creams to the public to test it for themselves and they can have a quirky tattoo as well if they wish.



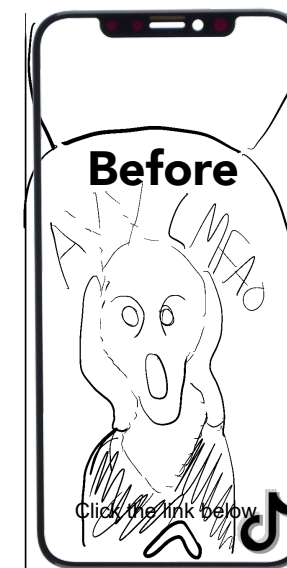
PR STUNT: For PR an advert will be circulated through PimpDINKs Twitter page – a tweet about someone bringing their tramp stamp of Boris Johnson back to life to place a reference on Boris Johnson’s recent Resignation as Prime Minister to connect with the target audience in a satirical manner. This can also translate to OOH and is easy to share on other platforms.



TikTok AD: For some consumers, they will be easy to reach on Tiktok – where an advert will pop up when the user searches for “tattoo refreshing tips” to show them the results of PimpdINK cream bringing their funky tattoos back to life.



OOH ADs: To promote the campaign “Back to Life” OOH of real people’s unique tattoos of famous paintings will be placed around city centres (near tattoo shops) to illustrate to the audience that they can bring their unique stamp on these paintings back to life through using the PimpdINK cream to show off their personalities. The satirical nature of the campaign will create audience attention from its point of reference to famous paintings. Finally, half of the image will be blurry to represent the tattoo before using PimpdINK cream to tattoo back to life.



WEEK SEVEN

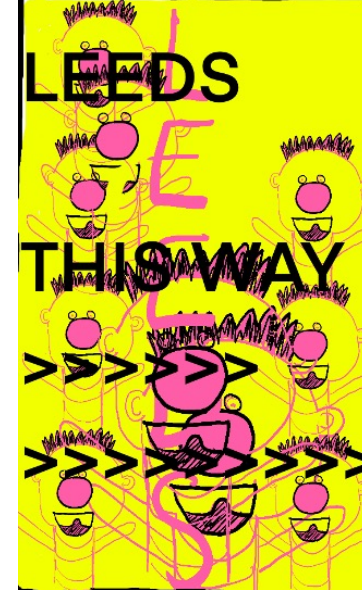
McCann Leeds

Client: Leeds 2023
Product: A year of culture
Audience: People living outside of Leeds
Proposition: We are letting culture loose in 2023
Media: Integrated

Idea: Sorry Not Sorry: The idea is all about Leeds being unapologetic, from every facet – culture to the people who live there. The Campaign will be a series of channels allowing outsiders of Leeds to connect with the city. The Mascot – an eccentric-looking puppet will be shown throughout the promotion of the events which will be in partnership with Leeds 2023.



Leeds 2023 Mascot: The mascot will engage with children to give them a hug when they arrive at Leeds train station.



Signage to go in train stations

19:15 Plat 6
LEEDS
 Calling at:
 THE CITY THAT
 ISN'T SORRY
 FOR ALL ITS
 CRAZINESS



PR STUNT: Changing the train display boards for a short period of time will create public interest and will trigger a press release.



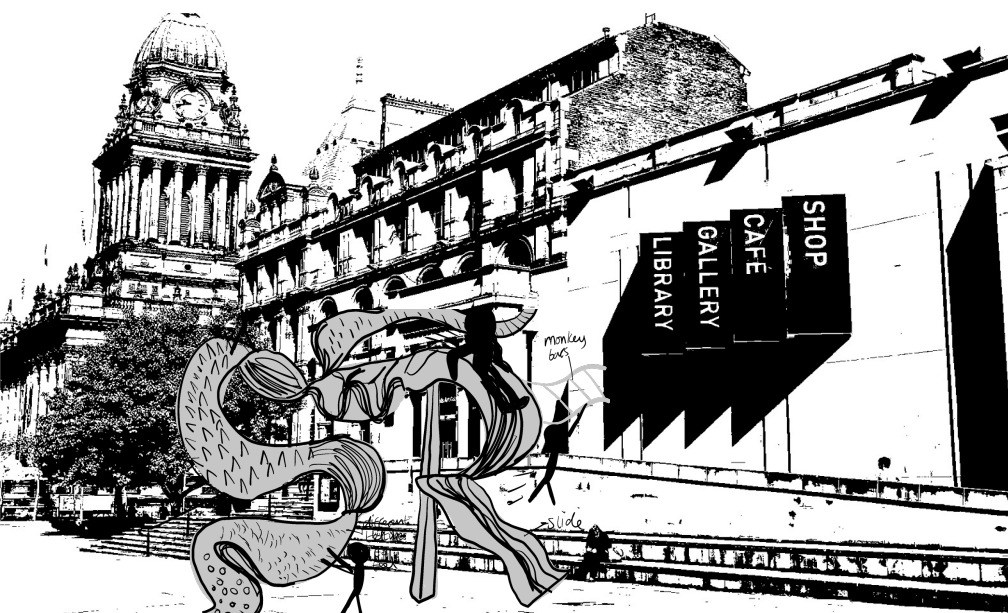
LEEDS IS THE CITY THAT IS SORRY NOT SORRY.



OOH/ Social media teaser Ad: To promote Leeds 2023 - A year of Culture the poster will be circulated through city centres outside of Leeds, such as Manchester. Moreover, posting the poster on social media platforms, such as Instagram where multiple demographics can view it will create interest towards Leeds 2023.

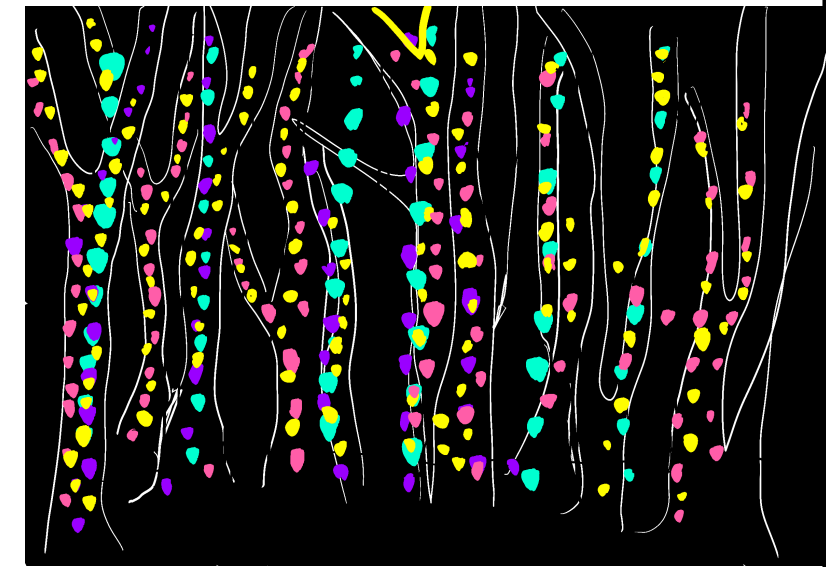


PR STUNT putting Leeds 2023 signage over graffiti in Manchester: To get the people of Manchester to come to Leeds, they will see the signage over the Manchester graffiti near Victoria station and will be led indirectly to the train station to see what the signage signifies.



Ambient Pink Swirly playground: The swirly playground will be placed outside Leeds Art gallery to emulate the swirls in the Leeds 2023 logo, connecting with the children in the heart of Leeds, where they can play on it, slide down it and play with different textures of the sculpture.

Meanwood Forrest light show: To promote Leeds 2023, Meanwood Forest will be turned into a temporary light show at night where lots of lights will be displayed on the trees that are illuminated at night, which will be engaging for multiple demographics, including families to explore the popular forest walk. Additionally, the unusual nature of the stunt will be able to be posted on personal users' social media channels – triggering positive word of mouth and can be advertised through the Leeds 2023 social media pages.



WEEK EIGHT

IMA HOME

buzzwords

making dating easier

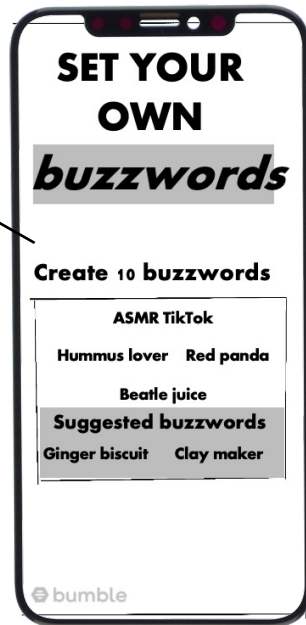
Buzzbar: To allow a space for Bumble users to date, they have the option to go to a pop-up buzzbar where they can have their date and rate the date afterwards so the algorithms can help them find someone else who is more compatible if the current date is not match.



Client: Bumble
Product: Dating app
Audience: 18–36-year-old women and men
Proposition: Love your journey, not their expectations.
Media: Integrated
Idea: Buzzwords: App feature to make dating easier for its users – focusing on using algorithms to connect compatible people together, putting the user in the driving seat when it comes to dating.

BUZZWORDS APP feature: To make dating faster on bumble, algorithms will aid the user in setting their own buzzwords to connect with compatible matches on their similarities.

Buzzbar partnership with First dates: To promote the Buzzwords feature on Bumble a featured first dates episode aided with influencers going on a blind date will test the feature out for themselves, with Buzzcards to ask questions based on their Buzzwords, such as whats your favourite Hummus dip, in a bid to find their Queenbae.



Influencers



Myles Stephenson



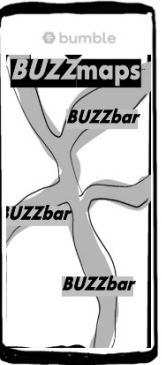
Jamie Windust



Victoria

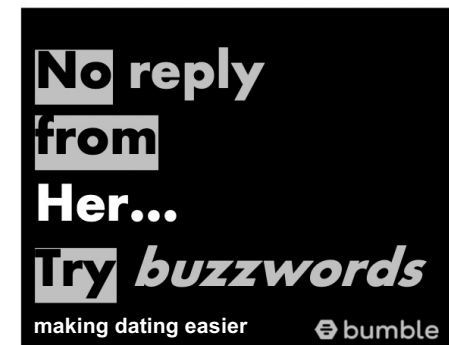
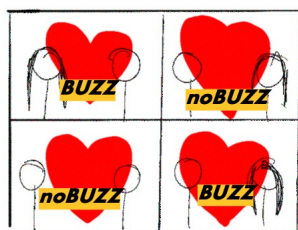
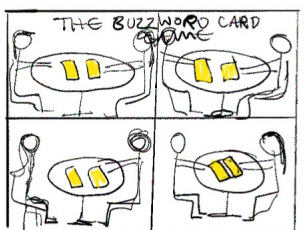
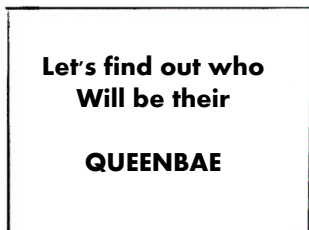
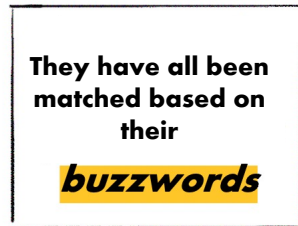
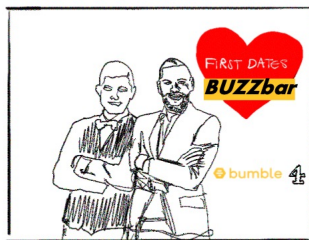


Baga Chips



Buzzline: To respond to consumers' thoughts about spontaneous dating, Buzzline will be a Gorilla activation for users to log in on the giant iPhone to match with someone spontaneously to then go to a Buzzbar = easier dating.

OOH/Copy posters: To highlight how effective Buzzwords is as a feature on the bumble app, these posters dispute other dating apps not working, so competitor users should switch to Bumble to try the feature to see how quick it is.



Buzzbar partnership with First dates Storyboard

WEEK NINE

The Sharp Agency

Client: Bookmark

Audience: Anyone who can volunteer

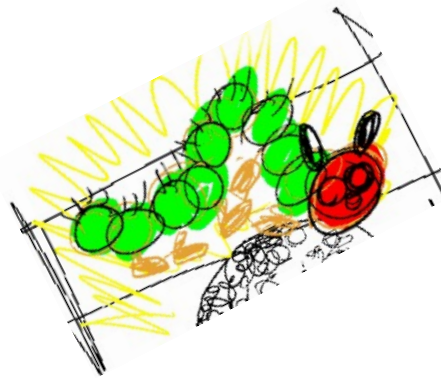
Proposition: Six hours for you. A lifetime for a child.

Media: Integrated

Idea: Time for a Journey: It's simple – time in exchange for a volunteering journey and a reading journey for a child who escapes into another world from a book.



Bookmark



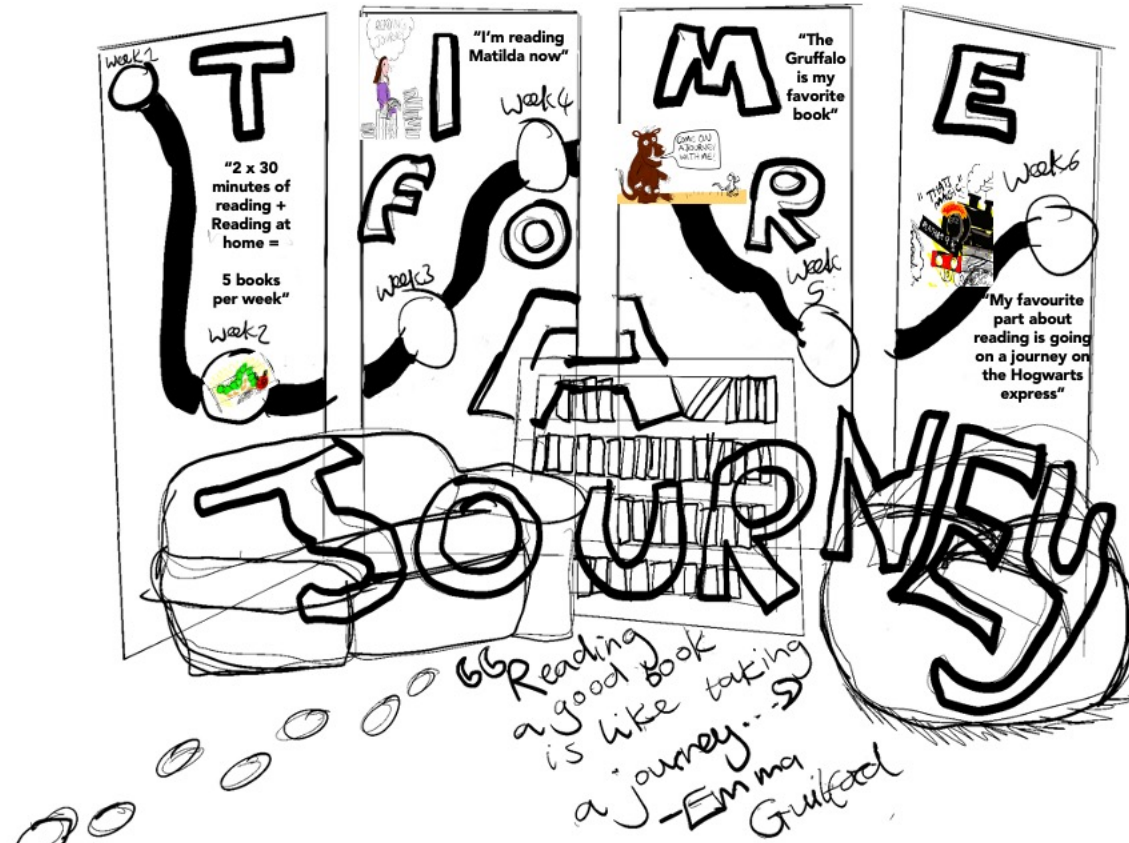
READING JOURNEY



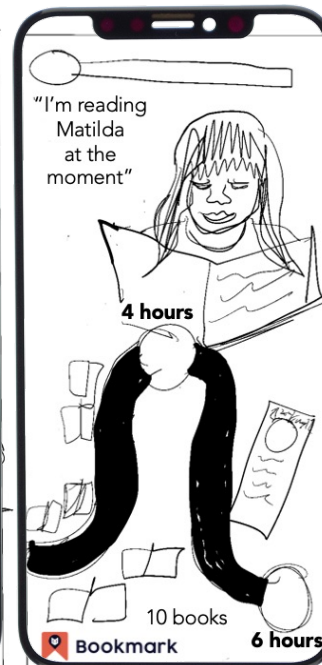
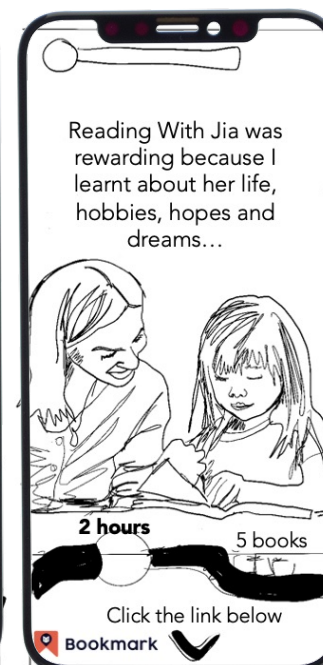
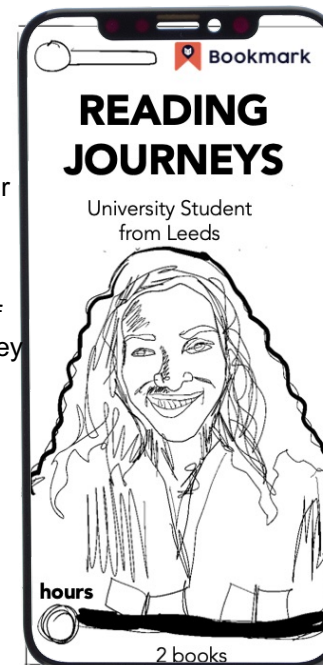
OOH AD: To show a call to action from volunteering – Time for a journey with the hungry caterpillar coming out of the child's head symbolizes the journey the child is taking by reading the book. The QR code makes it accessible for the new volunteer to read more information on how to sign up for the program. The advert will be planted in local towns and educational areas, such as Universities where students will have free time to volunteer.

Fliers: will help trigger word-of-mouth marketing for the charity and how easy it is to change a child's life by just giving up 6 hours of your time to make a difference to someone else.

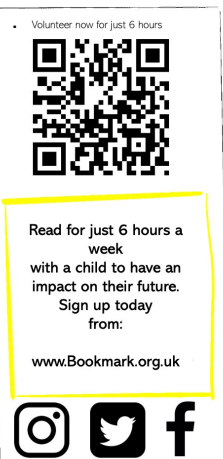
University/ Community sign-up: To drive sign-ups in the community Bookmark will assign their volunteers to promote the scheme in different areas to talk about the experience to people who do not know about it. Their own experiences will inspire others to consider the program.



Community reading experience: To show local communities the benefits of reading and what Bookmark are trying to achieve as a goal, they can go to the local library or community centre to sit and read with their child, or a volunteer will read with a child in the community. Additionally, volunteers can sign up for this program by seeing the benefits demonstrated by their subtlety.



Instagram activation: Bookmark will post Reading journeys on their Instagram stories which will be a video vlog-style video of a previous volunteer's experience of the program and what they took away from the experience – learning about a child's life and seeing them grow as individuals, with the additions of clicks to the sign-up form to make it accessible for users.



WEEK TEN

Journey Further

Client: Ritters Sport
Product: Sustainable, square chocolate.
Audience: Hedonistic conscious consumers
Proposition: Fair and square.
Media: Anything
Idea: SquareTrade: Juxtaposing square chocolate into circled places to amplify the uniqueness of Ritter squares – being the only fairtrade-led chocolate bar on the market. The campaign is centred around a Rap, which leads to an OOH execution and an ambient stunt.



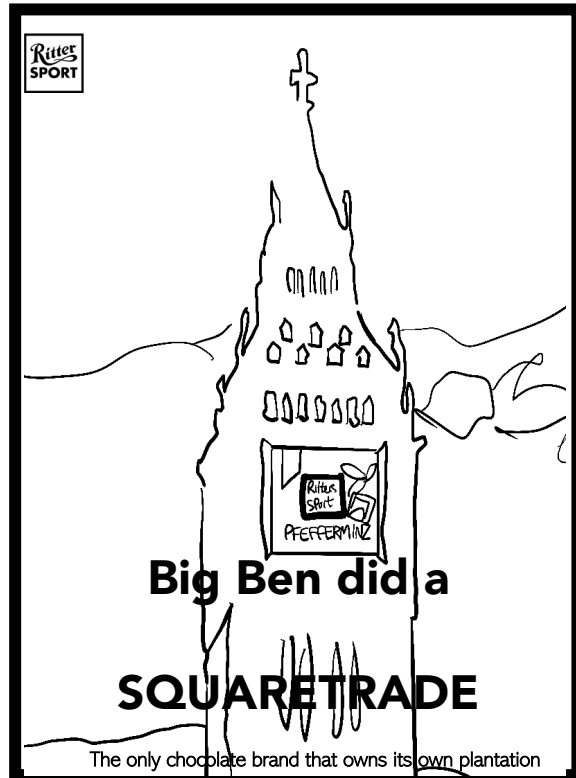
Stormzy

TikTok Stunt: The Ritters sports will release their first ever rap in partnership with UK grime artist STORMZY will be relevant to the hedonistic consumer – STORMZY is disruptive and is not afraid to say what he thinks. He has fun rapping with the aid of a trippy music video of acid mosaic Ritterssport bars which will move in the background. The Rap discusses the benefits of Rittersport to get the message out about its sustainable brand positioning in a fun way, which will be easily shared by the target audience going viral on social media.

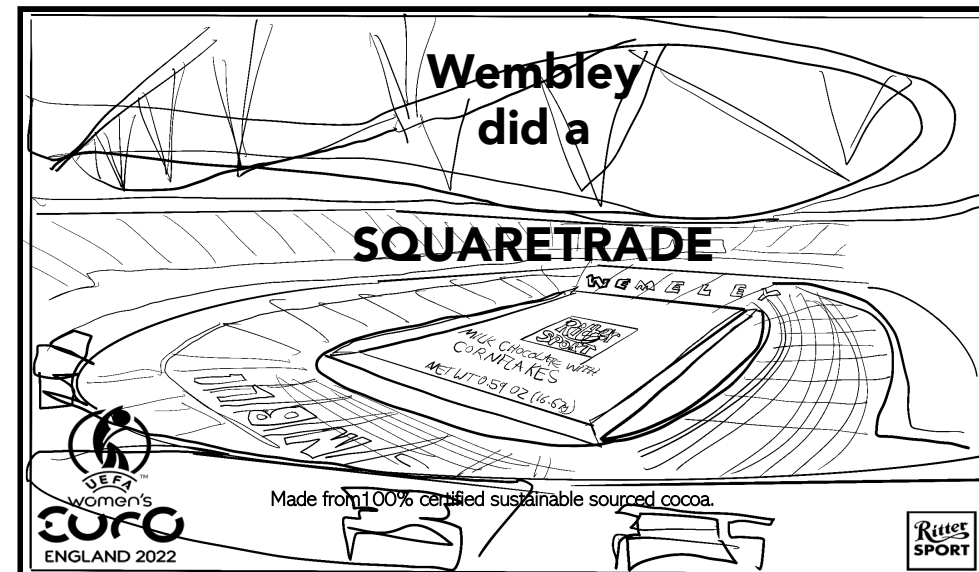
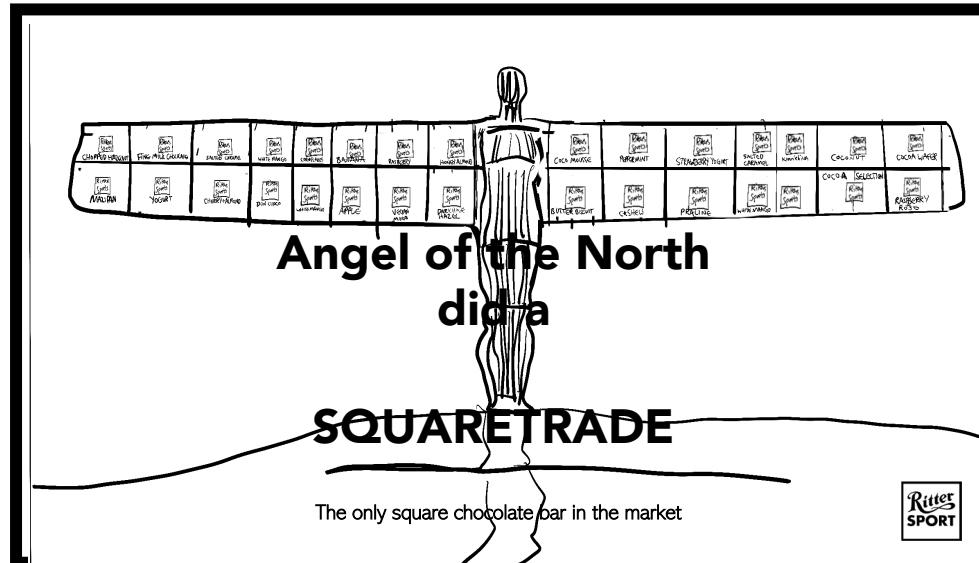
(See audio link below)



Squaretrade rap audio link:
<https://youtu.be/022SRUYnYVA>

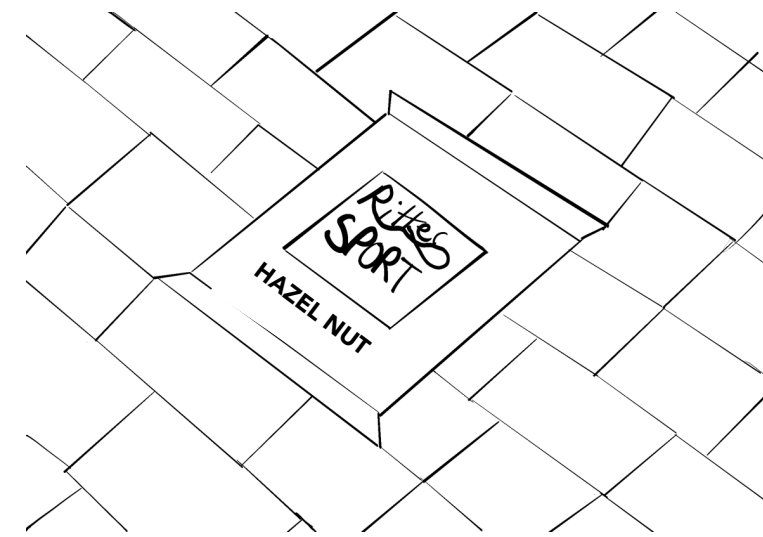


OOH: To promote Ritter's sports unique shape and its fairtrade stance in an unusual manner – these OOH executions show famous monuments in the UK juxtaposed with Ritter sports bars, such as Big Ben doing a squaretrade with the circled clock, for a square to create audience attention from its uniqueness.



Women's Euros 2022 partnership: To promote Rittersports chocolate in places of relevance giant Ritter sport chocolate bar will be placed in Wembley before the first game in the Women's Euros to support the event and target the hedonistic consumer who will be watching the match.

PR Stunt: Ritters sports square pavement tiles will be planted outside the stadiums where the Women Euro games are taking place to create media attention and a point of reference to the brand, keeping the brand engaging and relevant, can be posted on social media platforms from the users to trigger positive word of mouth marketing – showing its funny, unique tone of voice.



WEEK ELEVEN

Propaganda



Client: GenM x Boots

Audience: Underserved & misrepresented midlifers

Proposition: With you, for life

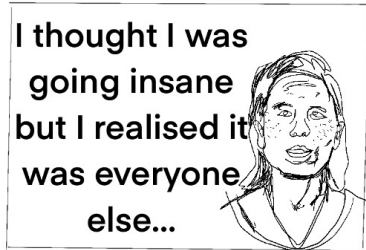
Media: Integrated

Idea: Menostories – All the women's stories of Menopause empower others – making menopause edgy and not something to be ashamed about.

Menostories tv show/ social media short: GenM will partner with Channel 4 to release a short TV series/social media series called Menostories, where real women talk about the Menopause – in a satirical tone of voice as our stories can empower others who have lost hope or would be able to relate to them. Additionally, the show will be presented and narrated by Devina McCall who featured in a Channel 4 series called "Sex, Mind and the Menopause" where she tackles talking about Menopause with herself and others. The conversations about the menopause will be continue offline where users can tweet their experience of the menopause in a bid to spread awareness about the menopause and stamp out the stigma, empowering women.



I f##king forget... so what.. 💪💋



Tell us your menostory on twitter #menostories

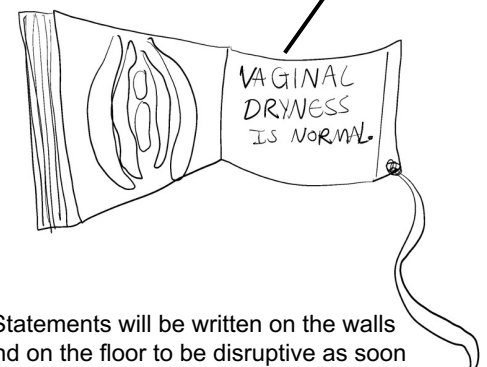
Devina McCall



Inside the House of Menopause: Portraits of women who have had the menopause with their stories underneath the portraits to show the audience the people who go through it and know it best. The stories will be satirical to take ownership of the menopause, rather than be controlled by it and its prejudice from others. The exhibition is groundbreaking and redefines culture for over-50's women.

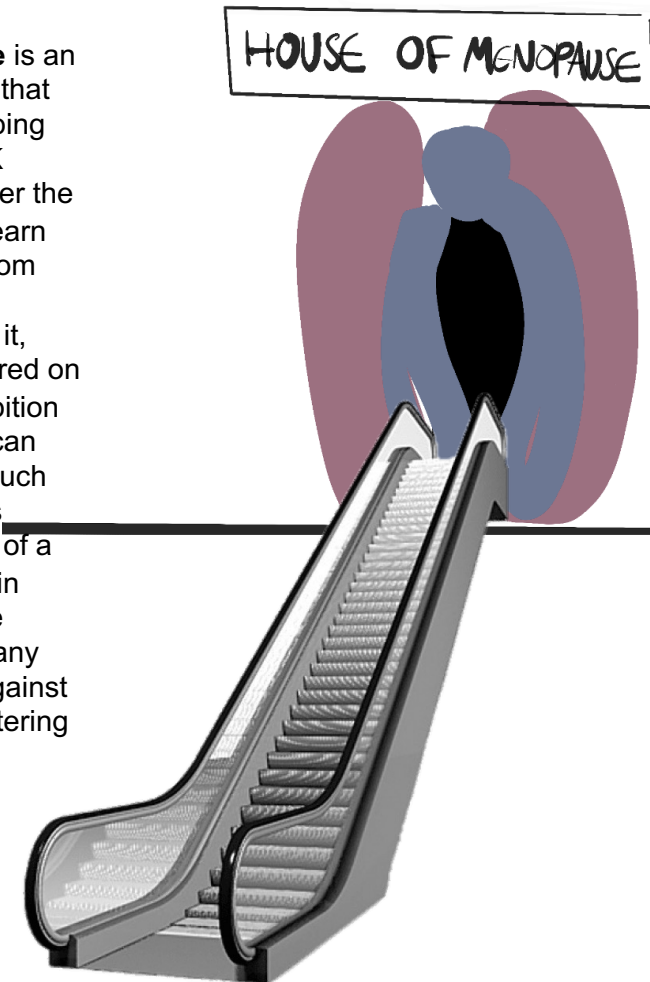


Menopause educational flipbook



Statements will be written on the walls and on the floor to be disruptive as soon as you enter the gallery space.

House of Menopause is an experiential exhibition that will be placed in shopping centres around the UK where anyone can enter the vagina doorway and learn about menopause – from the real stories of the women who have had it, accessible books centred on the middle of the exhibition space where anyone can read the statements, such as "Vaginal Dryness is Normal" with a picture of a vagina next to it to be in your face but allow the audience to get rid of any prejudices they had against menopause before entering the exhibition.



Copy poster: To be disruptive and spread awareness about the lack of knowledge surrounding the menopause – this OOH poster will be placed in city centres to highlight how little people in the workplace know about the menopause in a satirical tone of voice. The QR code will link to the GenM website where users can read more about the symptoms and Boots products that will help people suffering from the Menopause.



WEEK TWELVE

Creode Agency



OOH: To show children it's important to wear a lifejacket at sea.



Client: HM COASTGUARDS

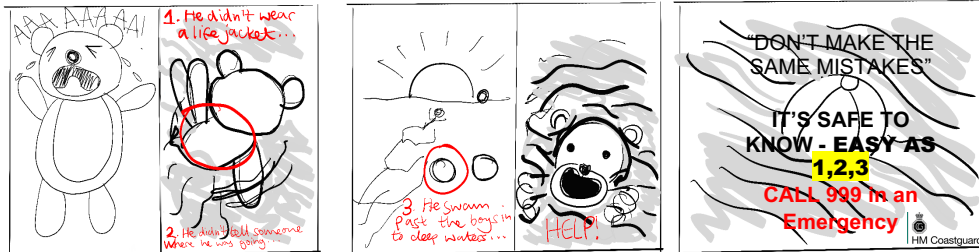
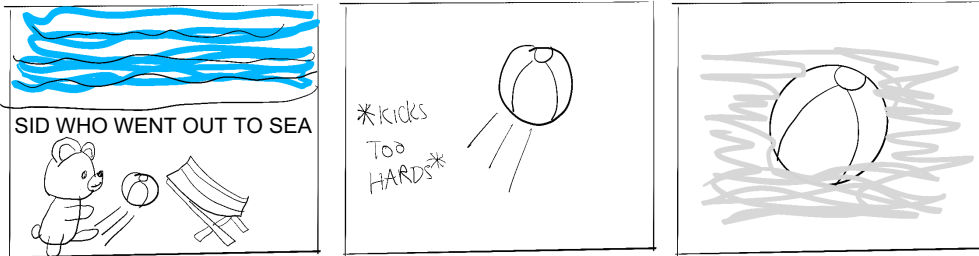
Audience: Children and families going to the beach in the UK.

Proposition: They're safe to be in the know

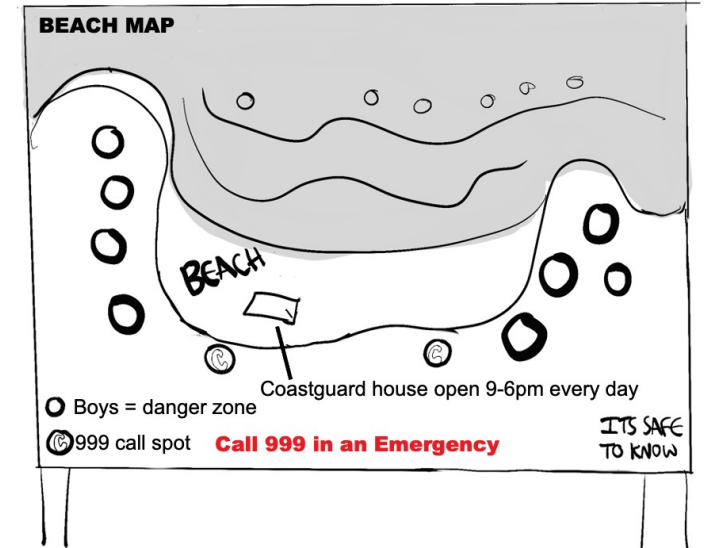
Media: Integrated

Idea: SID WHO WENT OUT TO SEA: The idea centers around the narrative of SID the teddy bear who went out to sea to get the ball he kicked into the sea, and he misses all the safety precautions so drowned as a result.

This narrative will be projected as a TV advertisement to a storybook (to be planted in educational settings) to teach children the protocol of how to stay safe at sea. For example, wearing a life jacket, telling someone where they are going and to call 999 in an emergency – **Easy as 1,2,3..**

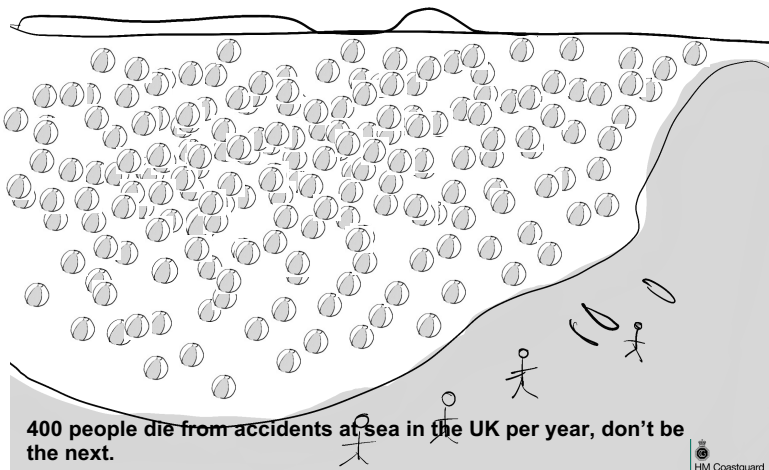


TV AD: To engage children with the importance of safety when they go to the beach the story of SID WHO WENT OUT TO SEA will allow them to spot the mistakes SID made when he went out to sea, backed by a voiced narrator guiding the children through the mistakes – **“EASY AS 1,2,3”** moto will be instilled in the children’s heads to learn the steps before going out to sea (highlighted in the advert).



BEACH SIGNAGE: Signage will be placed on beaches to make it clear where the coastguards are located and what to do in an Emergency – signage is designed to be accessible for children and adults.

PR STUNT: To spread awareness of the 400 people that die every year from sea related deaths – coastguards will put 400 beach balls in the sea at Bournemouth beach to highlight awareness of the problem, which will create press attention and go viral on social media.



HM COASTGUARD www.coastguard.co.uk



SID THE MASCOTT: To get the children engaged with the campaign SID THE TEDDY BEAR WILL BE THE COASTGUARD MASCOTT.

STORYBOOK: To spread awareness of how to stay safe at sea SID WHO WENT OUT TO SEA will be available as an educational storybook that school can use and parents to educate the children about the risks at sea.





***THAT'S ALL
FOLKS***