

Hannah Hargreaves

School of Thought 2022

TRUE LOVES FIRST BITE
WEEK 1 | BGN | BELTON FARMS

The Challenge: Create a valentines campaign that will convince 'cheese lovers' to try Belton Farm's range of cheeses

Research Highlight: The brain chemical dopamine is released when people eat food that they enjoy.

Insight: People form stronger connections with each other when they are both exposed to delicious tasting foods.

Proposition: Discover love at first bite

Target Audience: Cheese lovers aged 20 - 30

The Big Idea: True Loves First Bite

1. January Adshel/Print Roll Out
2. Experiential First Dates between cheese lovers take place in various cities across the UK - footage from the dates is then edited and pushed through social channels such as TikTok and Instagram.
3. February - Release of The Belton Farms x Tinder Selection Box. Order online and buy in supermarkets.


Also Scan the QR code for a discount on your first month of Tinder Premium

A Cheese and Wine meal deal will be available to purchase throughout the month of February

Exclusive 20% discount for online orders - in return for their purchase, Tinder users will get 1 Month Tinder Premium free!

Belton Farm **Xtinder**

Sparks can fly with an unexpected combination...



Wensley Dale

♡ Belton Farm

Cheese enthusiast (not cheddar, though. Cheddar can f*ck off). Originally from Yorkshire I've heard I taste clean and slightly sweet

↻
✕
★
♡
⚡

Belton Farms X Tinder
Coming together to help you discover Love at First Bite

Belton Farm **Xtinder**

Sparks can fly with an unexpected combination...



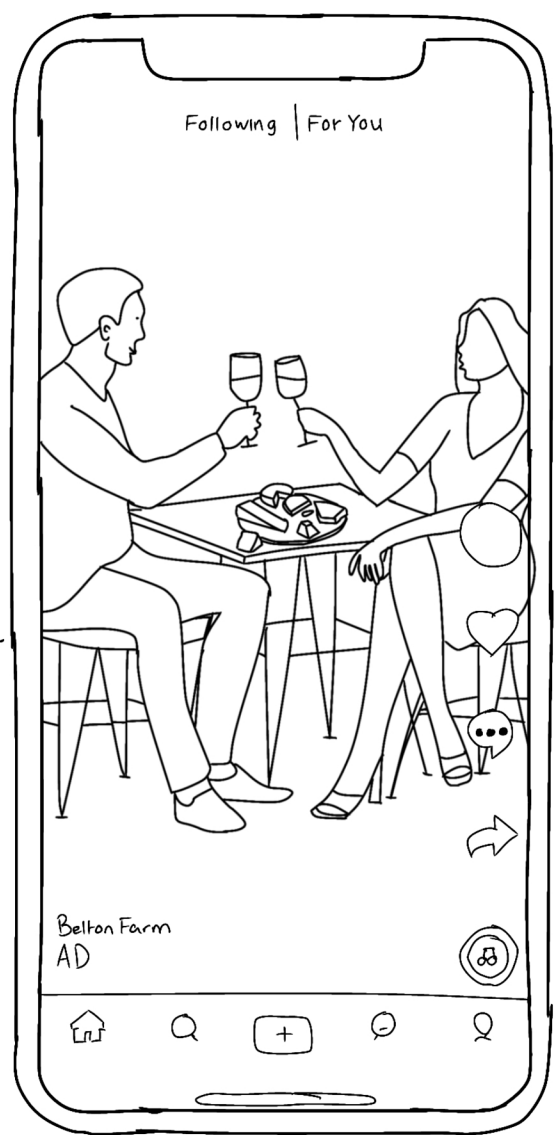
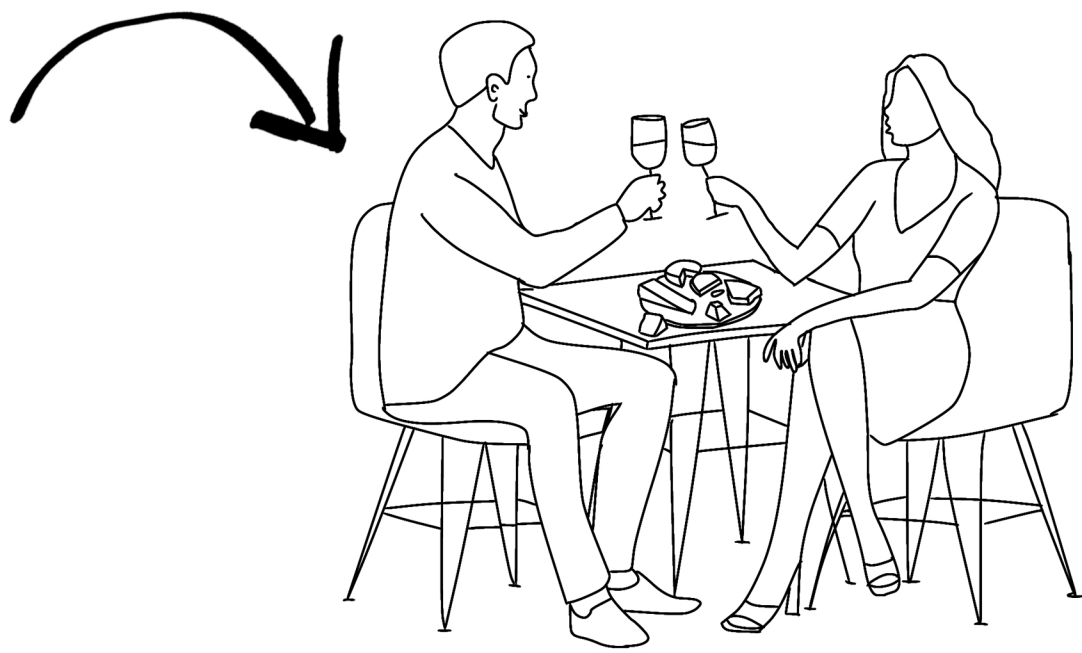
Sage Derby

♡ Belton Farm

If Carlesberg did cheese, it wouldn't be cheddar I've heard I'm smooth and creamy in texture

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Belton Farms X Tinder
Coming together to help you discover Love at First Bite



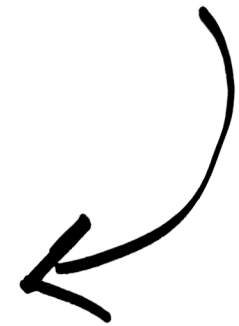
How about some cheese and wine for your valentine?

Get 10% off your first box now!



↻
✕
★
♡
⚡

AD



ST-BYE
WEEK 2 | UNIFORM | DUREX

The Challenge: Create a campaign that helps Durex become a safe, desirable choice for those experiencing a new lease of life.

Research Highlight: Divorce rates are the rise and as a result, so are STI rates!

Insight: Men over the age of 50 often consider themselves as wise, with a lot of life experience. They don't enjoy being patronised or condescended.

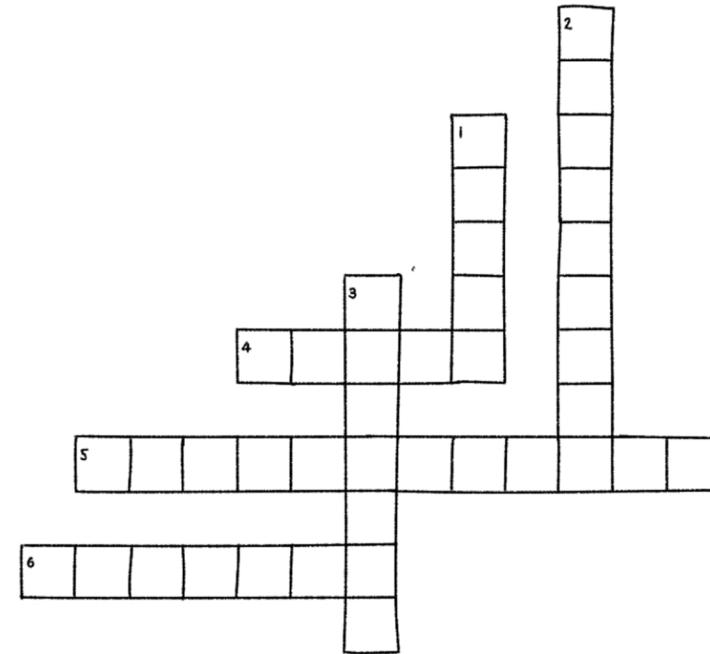
Proposition: New life experiences shouldn't include STI's

Target Audience: Men over 50

The Big Idea: ST-Bye

A series of educational crosswords published in newspapers and magazines. Encouraging men over 50 to practice safe sex with the help of Durex Extra Safe condoms.

Each crossword will feature a QR code to scan and purchase condoms discretely, online.



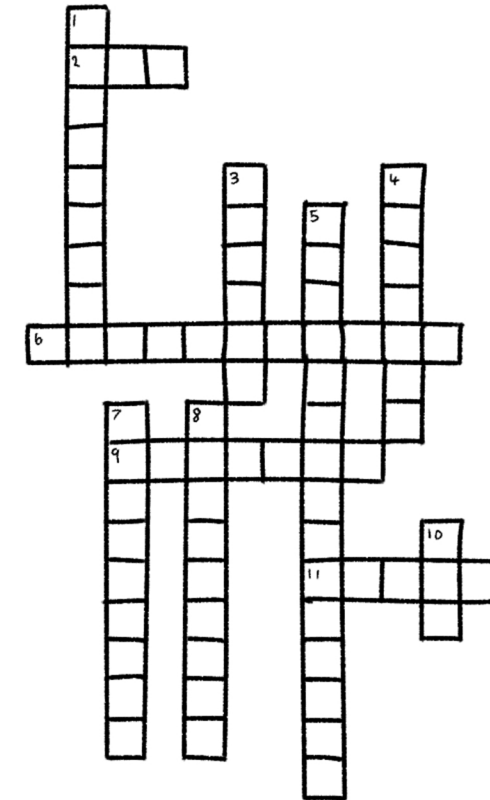
Down:
1. Durex
2. 98 Percent
3. STD Test
4. Latex
5. Asymptomatic
6. Condoms

Down:

1. This brand is a safe and desirable choice when having safe sex.
2. The average percentage rate of STD protection when using a condom.
3. It's important that a person has this regularly if they are having sex, especially if it is with a new partner or if it was unprotected sex.

Across:

4. A condom material that provides an effective barrier against even the smallest STD pathogens.
5. You may have an STD but not be experiencing any symptoms.
6. The only form of contraception that helps prevent sexually transmissible infections (STDs) like chlamydia and gonorrhoea.



Down:
1. Chlamydia
3. Condom
4. Divorce
5. Permanent Damage
7. Cold Sores
8. Vasectomy
10. Sex
Across:
2. HIV
6. Babyboomers
9. Oral Sex
11. Durex

Down:

1. The most common STI in the over 50 age group.
3. There is no shame in buying or using one.
4. 10 out of every 1000 people over the age of 50 have filed for a...
5. This occurs due to many people not realising they have been exposed to an STI.
7. Otherwise known as Herpes (can be found on the mouth or genitals).
8. This may protect you from having children, but it won't protect you from STI's.
10. Can be safely enjoyed by everyone.

Across:

2. 1 in 6 new cases are diagnosed in someone over the age of 50.
6. This generation has increasing numbers of STI's.
9. You can still catch an STI from this.
11. This brand is a safe and desirable choice for people enjoying their new lease of life.



THE GREAT DANE KNOWS BEST
WEEK 3 | THE BEHAVIOURS AGENCY |
KARNDÉAN DESIGN FLOORING

The Challenge: Utilise the Great Dane mascot and shows that people can place their trust in Karndean Design Flooring as a brand.

Research Highlight: The average age of first time home buyers is between the ages of 30 - 34, with childless couple statistics reaching an all time high; a lot of people are choosing to own a dog as a long term alternative over having children.

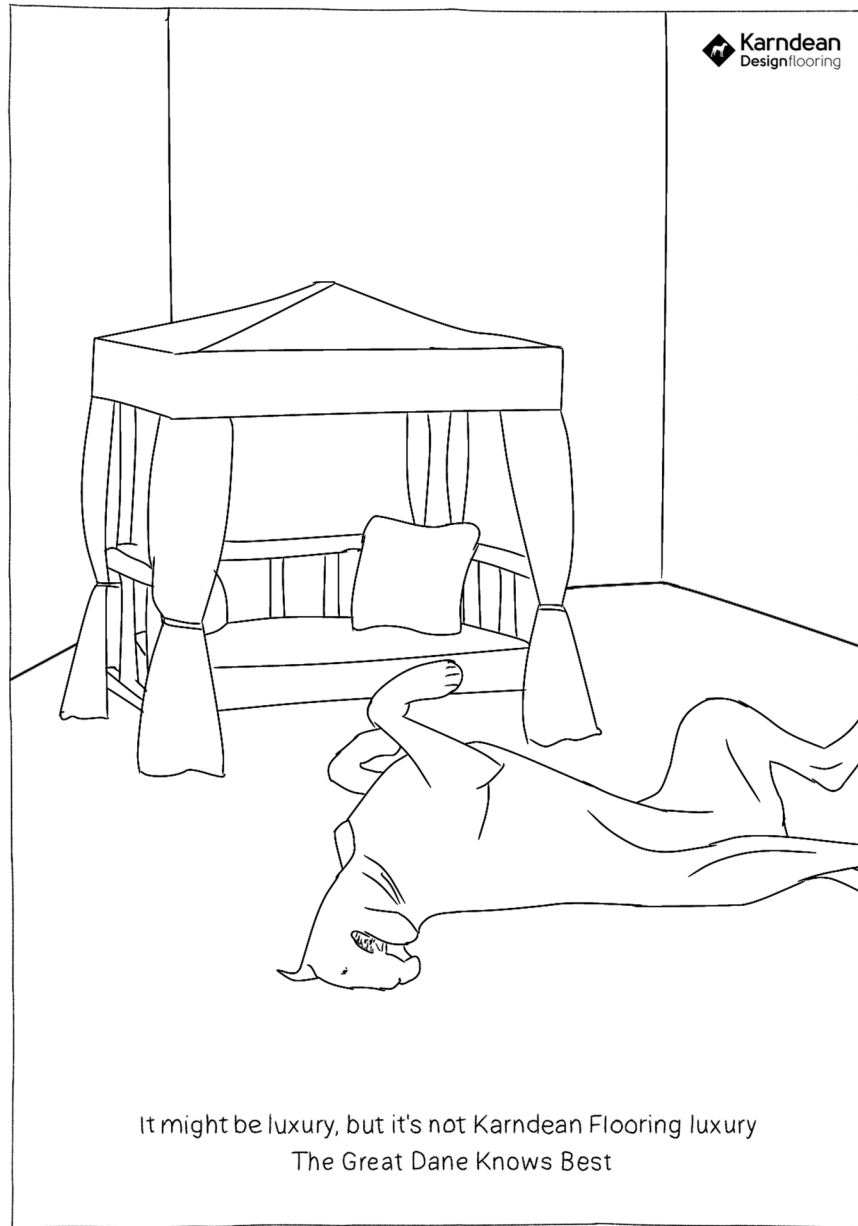
Insight: People treat their dogs like a valuable member of the family and will often place a lot of trust in their natural canine instincts

Proposition: Designed For Life

Target Audience: Millennials aspiring to upgrade their living space.

The Big Idea: The Great Dane Knows Best

- Print
- Video (TV/Instagram Reels)
- Social Media Competition

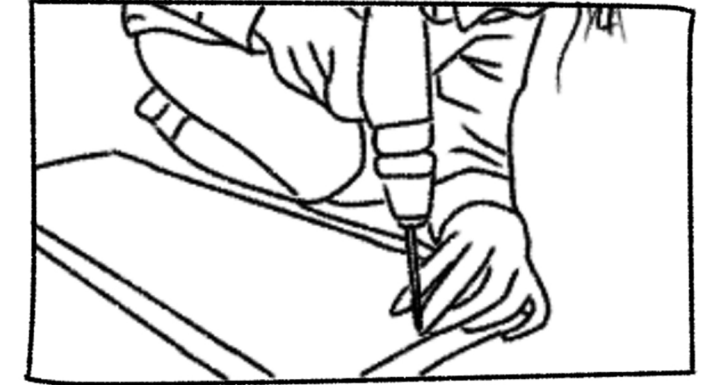


It might be luxury, but it's not Karndean Flooring luxury
 The Great Dane Knows Best

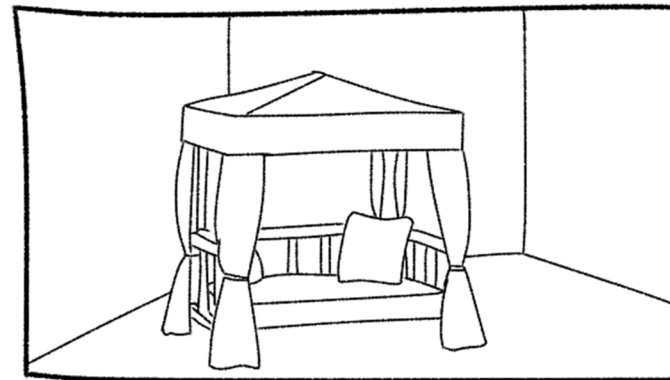


Woman drilling.

Voiceover: You know that feeling when you buy your kids a new toy, but they'd rather play with the box it came in?



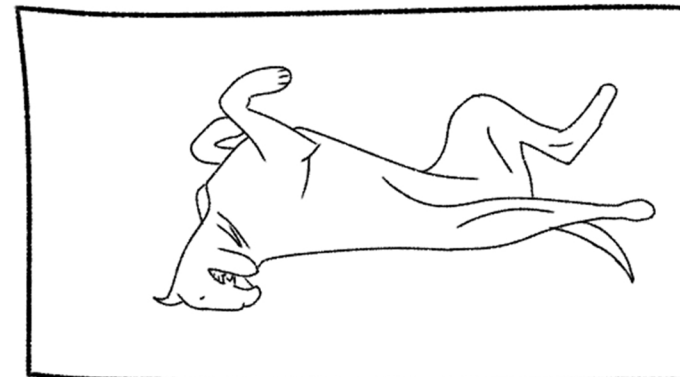
Voiceover: Or when you cook a nice dinner for your partner, but they decide they want a takeaway instead?



Voiceover: Well it turns out building a luxury four-poster bed....



Voiceover:just for your great Dane to sleep on the floor instead, isn't the same feeling after all.



Close up of great dane on floor.

Voiceover: It's actually quite understandable.



Voiceover: It might be luxury, but it's not Karndean Flooring luxury.

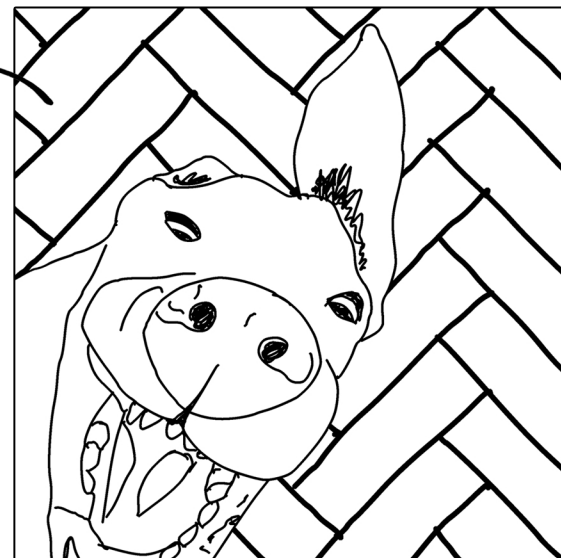


Voiceover: Karndean Design Flooring.
 The great dane knows best.

Instagram Competition:

People post their best pet selfies using the hashtags
 #KarndeanLuxuryFlooring
 #TheGreatDaneKnowsBest

The favourite pet selfie, judged by Karndean, will win new flooring for one room in their house.



BREAKING BLUE
Week 4 | UPPB2B | CHEP PALLETS

The Challenge: Encourage customers to arrange a collection if they have any CHEP pallets.

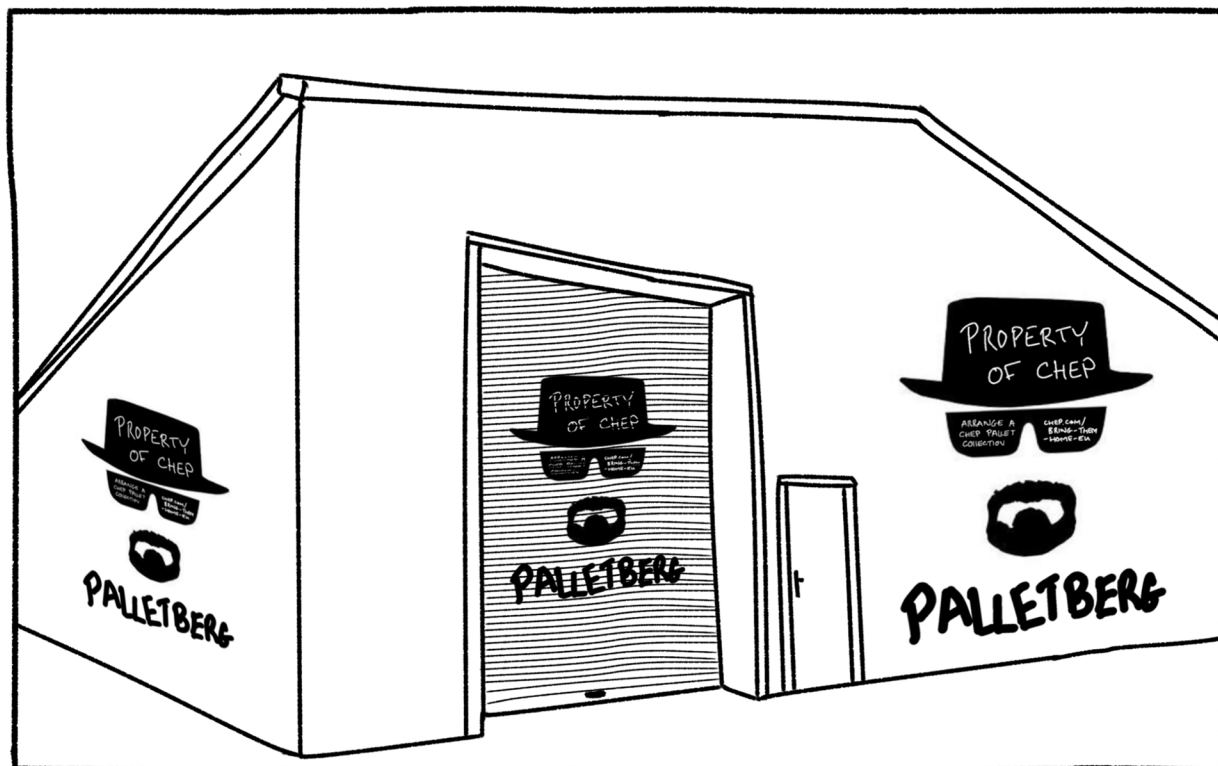
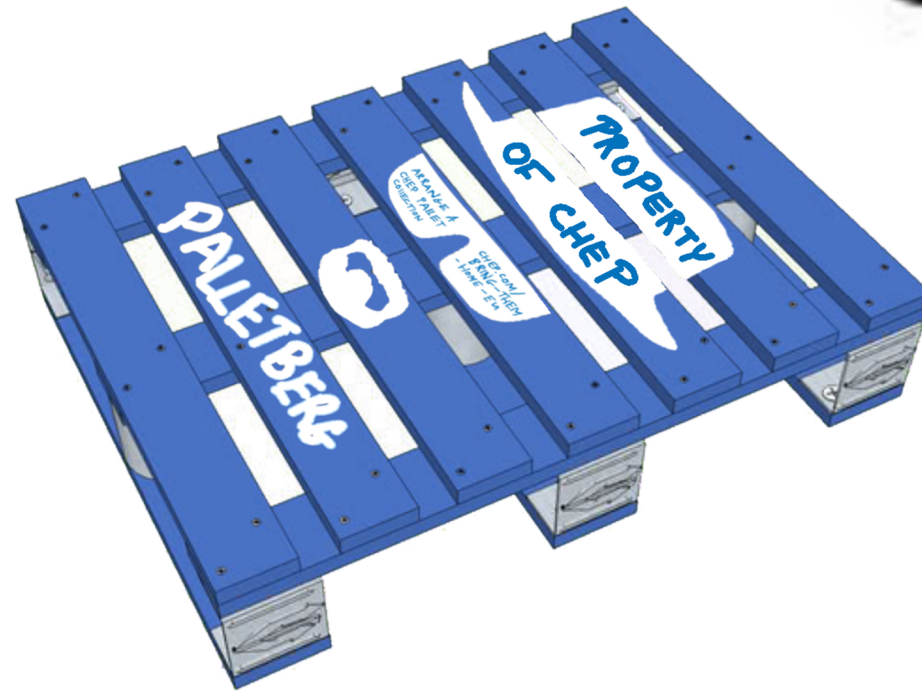
Research Highlight: CHEP is renowned in their industry for their patented blue pallets BUT, who else is renowned for showcasing iconic, high quality BLUE merchandise? None other than Walter White AKA Heisenberg - the lead protagonist in the hit series Breaking Bad.

Insight: CHEP is the Heisenberg of the pallet industry. CHEP is Palletberg.

Proposition: We Want Our Blue Pallets Back

Target Audience: Supermarkets, warehouses, factories - anyone who receives orders on CHEP pallets.

The Big Idea: Breaking Blue
Graffiti art that references pop culture to add a twist of humour to an otherwise demanding call-to-action - 'give us our pallets back.'



PALETTBERG

SO FLY
WEEK 5 | C21 | NORTH WEST
AIR AMBULANCE

The Challenge: Encourage young people to donate to the charity.

Research Insight: Gen Z love to support small businesses and charities however, they are more likely to support a cause if they can reap a direct benefit from it.

Proposition: Be there for us today, so we can be there for you tomorrow.

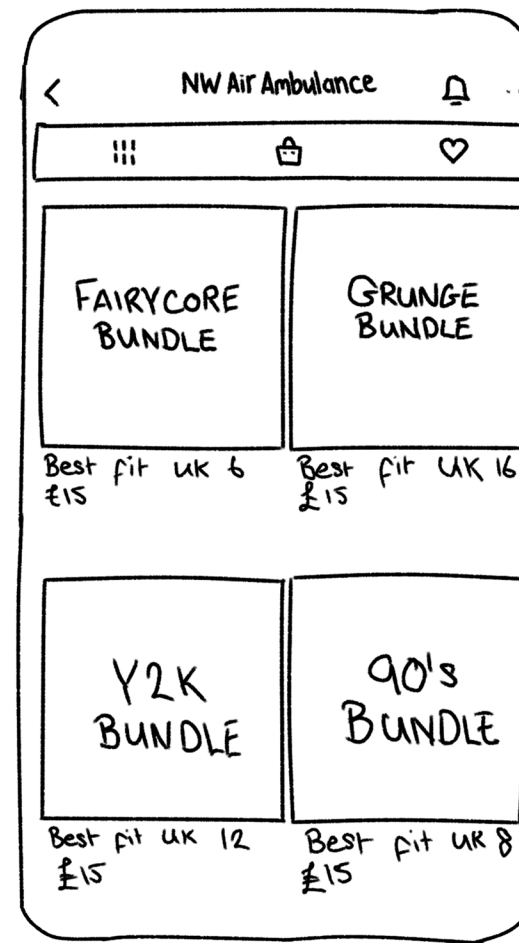
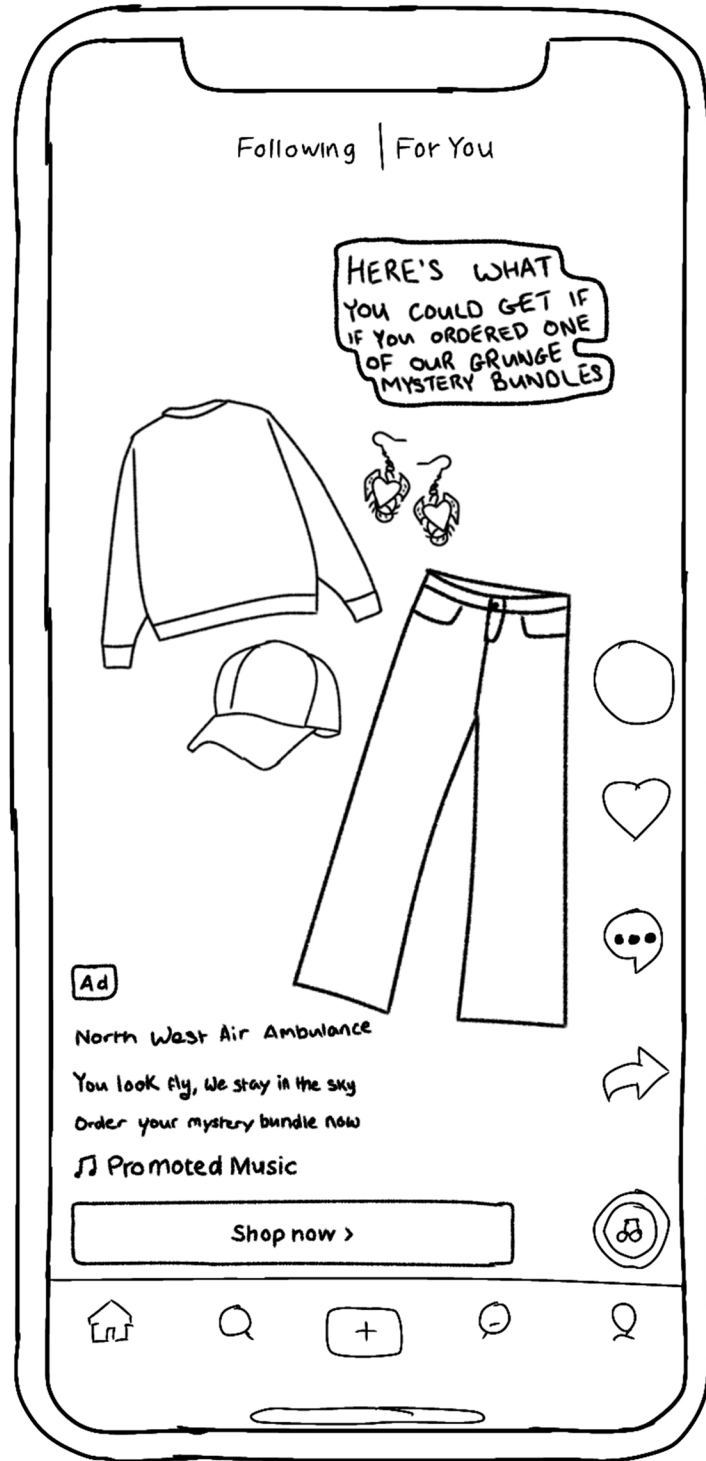
Target Audience: Gen Z

The Big Idea: So Fly

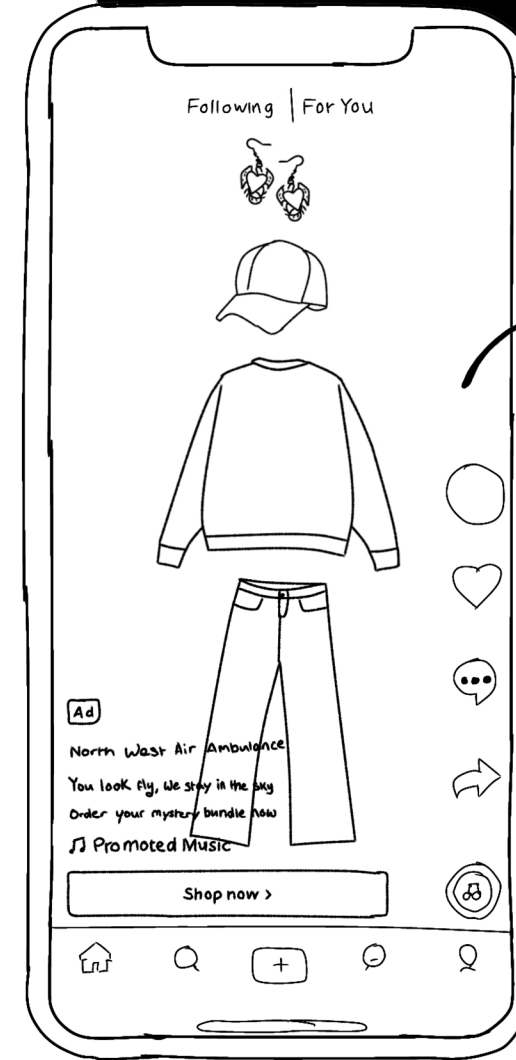
A Social Campaign focusing on the sale of Mystery Bundles, a hugely popular trend with many online shops selling makeup, crystals, craft supplies etc. Look Fly is an initiative designed to utilise the thousands of items of clothing and accessories donated to North West Air Ambulance, yearly.

Look Fly is designed to be ideal for youngsters who want to keep up with current trends, add to their wardrobe AND remain sustainable.

Each bundle has a fixed price, style subgroup and recommended 'best fit' sizing system.



Depop and TikTok Shop Mystery Clothes and Accessories Bundles, purchased directly through TikTok Shop and Depop. Users donate money to charity while reaping the benefit of receiving a Mystery Bundle of their size and style choice, in return.



Social Video Ads:
TikTok, Instagram etc.

Voiceover:
North West Air Ambulance Charity is experiencing a financial emergency and we need YOUR help in return for your choice on mystery fashion goodies.

We've worked hard to put together various mystery clothes bundles to offer to you exclusively via our Depop and TikTok Shop - all available at fixed prices.

Whatever your style or fashion tastes - we've got you covered and what's more? You'd be helping raise money for charity while simultaneously saving the planet.

Purchase your bundle now. You'll look fly and we'll stay in the sky.

LOWER COSTS, EQUAL STANDARDS
WEEK 6 | KIN + CARTA | CO-OP FOOD

The Challenge: Promote the Honest Value range as an affordable solution for families struggling during the cost of living crisis.

Research Highlight: Nearly 60% of consumers are demanding support from brands during the cost of living crisis, with a lot of families having to choose between feeding themselves and heating the house.

Insight: Being able to live comfortably should be a basic human right.

Proposition: Values with values

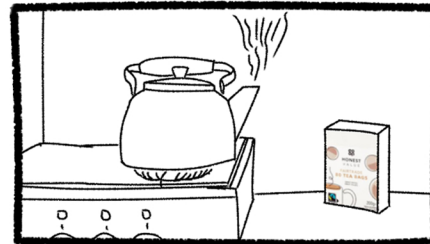
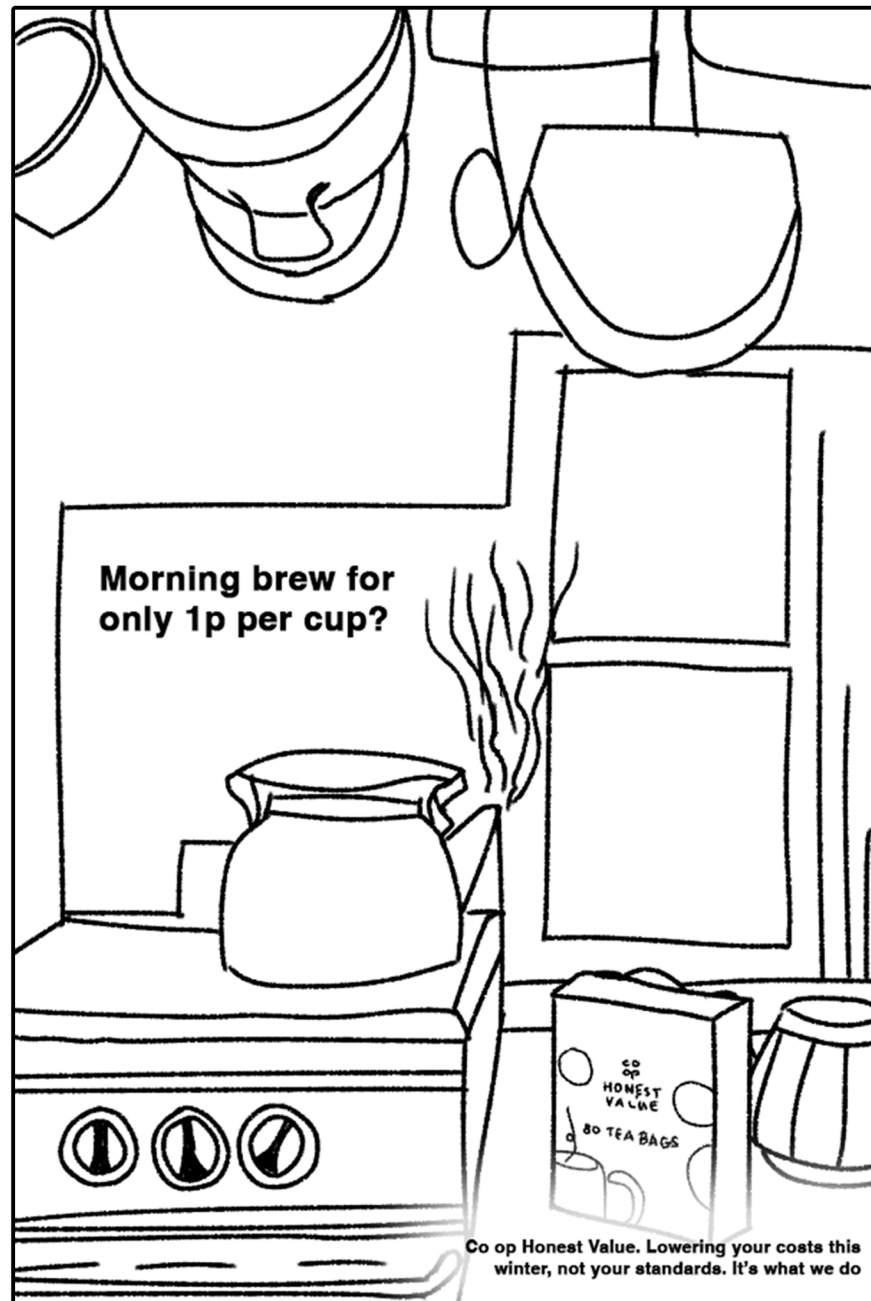
Target Audience: Families who are struggling with costs this winter.

The Big Idea: Lower Costs, Equal Standards

Showing that the Honest Value range is there to support families who may be struggling or feel like they have to go without just to get by this winter.



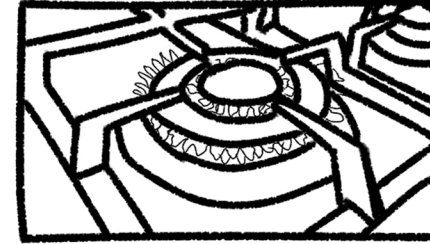
TikTok Collaborations: Challenge budget food shoppers on TikTok to make a meal using Co - Op Honest Value Products for under £5.



Close up of kettle boiling on a burning hob with fairtrade tea bags in shot.



Mum enjoys her morning brew.



Close up of dad turning hob on.



He cooks using Honest Value ingredients.



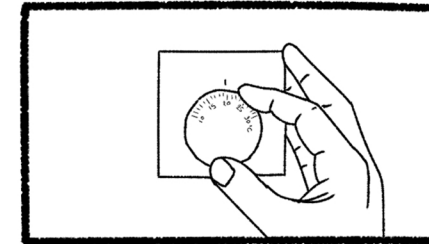
Mum is enjoying watching her son at the football.



Dad sits at table and enjoys quality time with daughter.



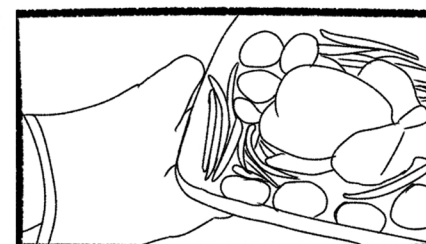
Mum and son return home. They are wrapped up as it cold outside.



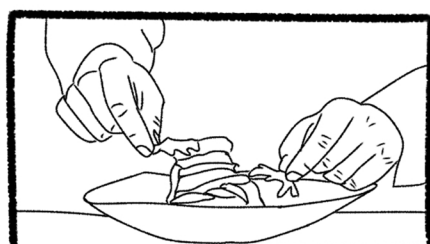
Close up of mum turning up thermostat.



Dad is preparing dinner.



Dad takes food out of the oven.



He dishes up the food.



The family sit down to enjoy a delicious meal.

Co op Honest Value
 Helping Lower your costs this winter, not your standards.

It's what we do.

HOME IS WHERE YOUR HEART IS
WEEK 7 | TANGERINE | DUNELM

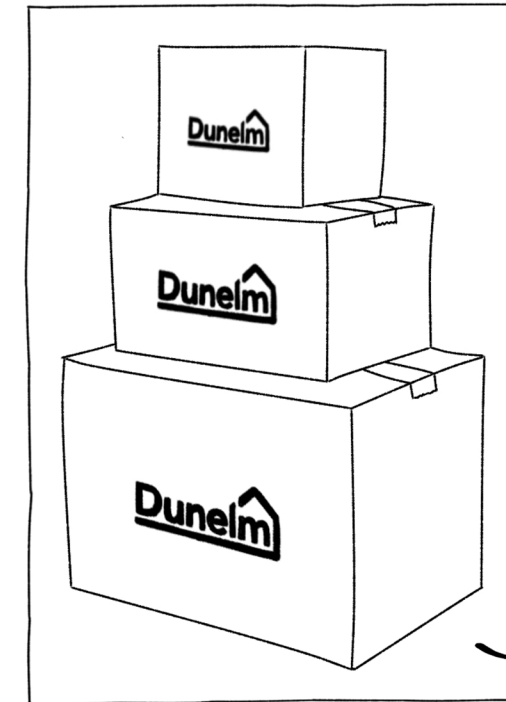
The Challenge: Convince people to use Dunelm to keep their homes cosy this winter.

Insight: Our homes are filled with 'little things' that all have a bigger story attached to them.

Proposition: Home - Dun Your Way

Target Audience: Millennials

The Big Idea: Home Is Where Your Heart Is



Cosy PR packages sent to content creators who are experiencing a 'bigger moment' in their life eg, people moving house or deciding to live life on the road.

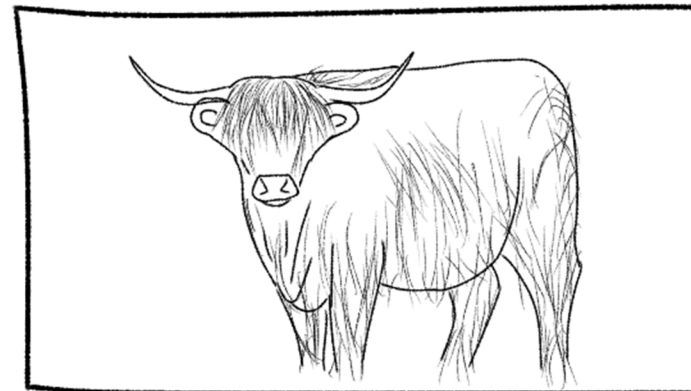
Dunelm can insert themselves as the 'little thing' in these people's bigger moments in life.



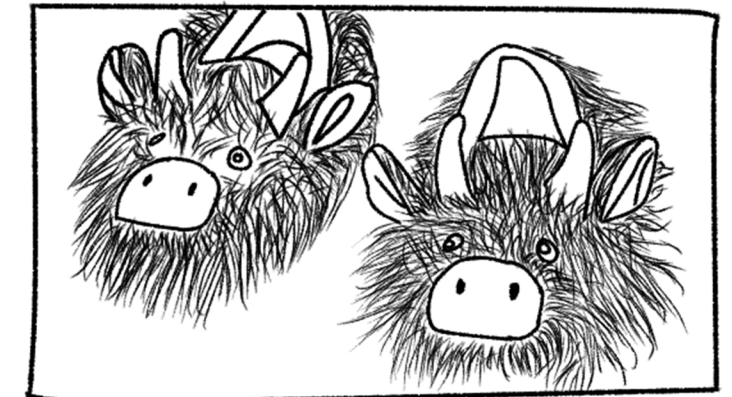
Close up of cosy items being arranged on the bed.



Extreme close up of a woman enjoying her brew. The sunlight is hitting her face.



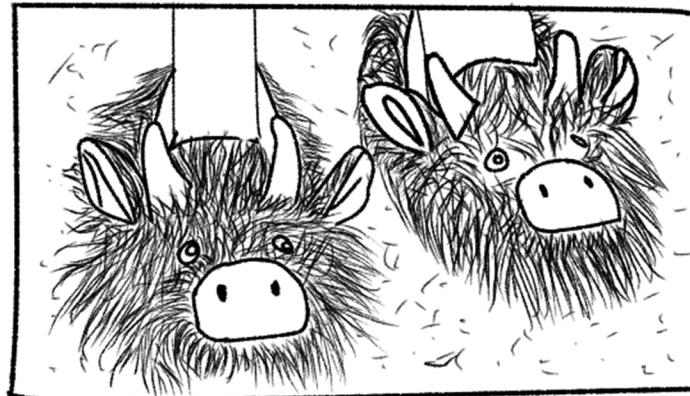
We then see that she is overlooking a field of highland cattle.



Extreme close up of the Dunelm cattle slippers on the floor.



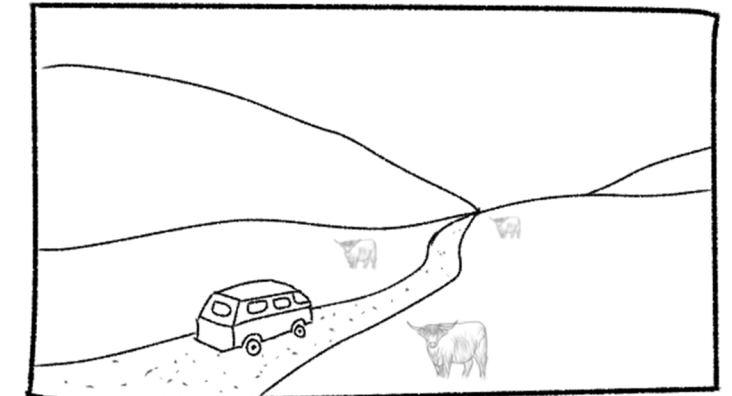
We then see the door slide open to reveal she is living in a campervan.



Extreme close up of her slippers as she walks across the gravel wearing them.



She gets in the driver's seat and prepares to embark on another adventure.



Final shot shows her driving away.

Voiceover:
'Sometimes it's the bigger things we take from the bigger moments in life.'

Voiceover:
'Stay cosy with Dunelm.'
'Home is where your heart is.'

LEGEND HAS IT
WEEK 8 | VIVID | HERITAGE GREAT BRITAIN

The Challenge: Get young people excited about visiting the five Heritage Great Britain sites in 2023; *Lands End, The Needles Landmark, Royal Liver Building, Snowdon Mountain Railway and John O'Groats.*

Insight: Gen Z love to learn about landmarks, culture and history, but they want to be spoken to in their 'language.'

Proposition: Legendary landmarks and awesome attractions await.

Target Audience: Gen Z and Millennials

The Big Idea: Legend Has It

Speaking to Gen Z and landmarks in their language.
 (Each landmark would have its own corresponding 'Legend Has It'
 Example shown is for John O'Groats)

- Print
- Tiktok/Social Collaborations
- Video Ad

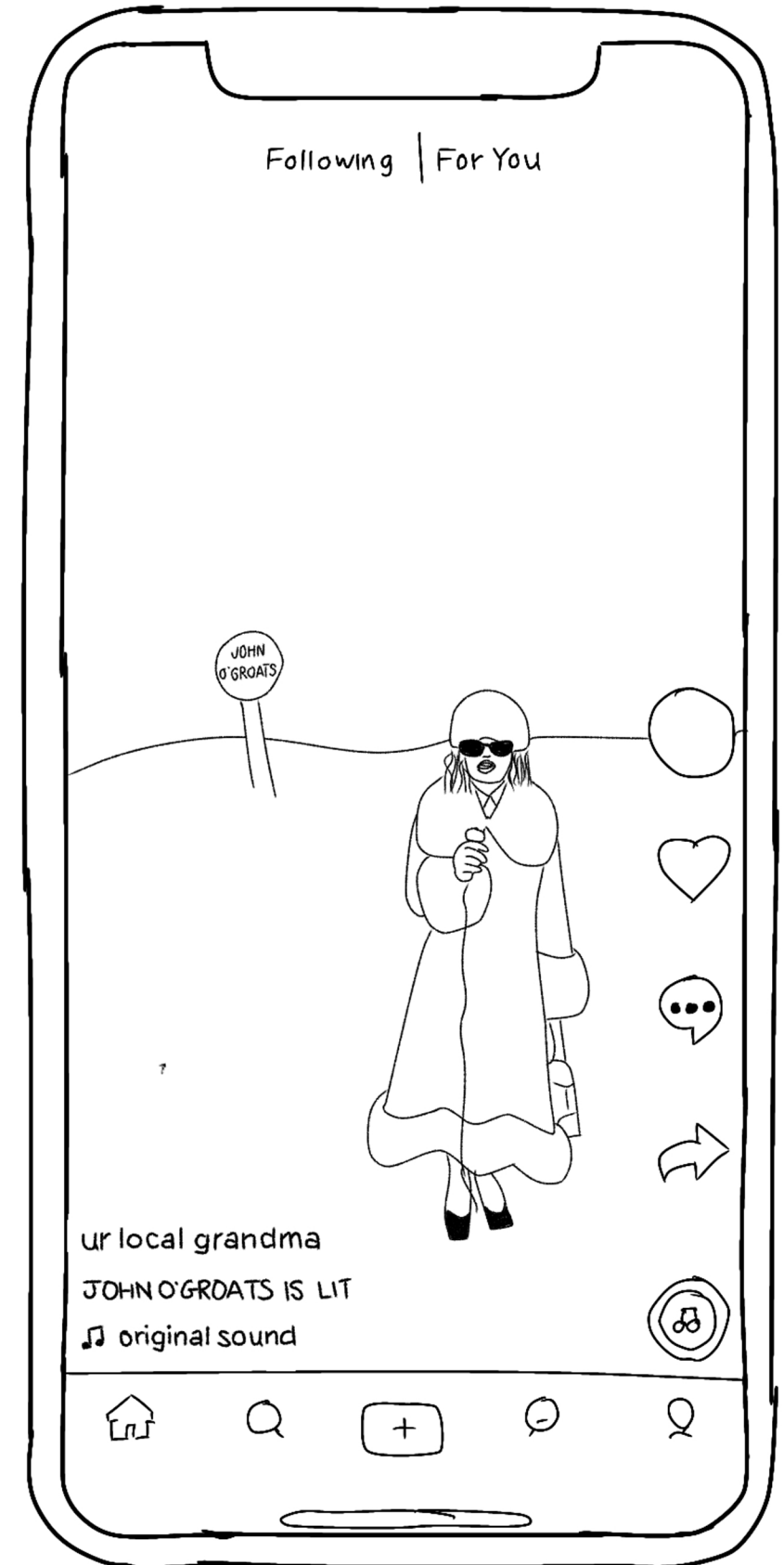
Legend has it

in 1489, some dude had a tiff with his bro's and decided to build a house with 8 doors and 8 sides, so he didn't have to see them ever again.

There's also a fancy sign post in the area, or something...

John O'Groats
 You'd have to see it to believe it
www.heritagegb.co.uk

Social: Collaborate with comedic/humorous content creators and challenge them to visit each of the 5 landmarks and share their thoughts on the experience.



Men interviewing woman at John O'Groats

Man (Speaking very fast):
 'Did you ever hear about that guy who built a house with 8 doors because he hated his brothers and wanted to make sure he never saw them again? Kinda cool man. Also, have you seen the sign post over there? Did you get a selfie with it? What do you think about John O'Groats? Have you have a good time?'

Woman (startled and confused):
 'Erm... You'd have to see it to believe it, in all honesty.'



REKNECT WITH YOUR JUICY BITS
WEEK 9 | MCCANN MANC | KNECT (KY JELLY)

The Challenge: Curate an OOH/Print campaign that positions Knect Lube as an appealing option for a menopausal audience and encourages them to reach for the tube.

Research Insight: The menopause has a huge impact on a person's emotional wellbeing. Feelings of anxiety and depression often arise during this time, with a lot of menopausal people feeling disconnected from themselves and their body; essentially losing their sense of self and feeling as though their youth is 'over.'

Proposition: Wetter is better with Knect

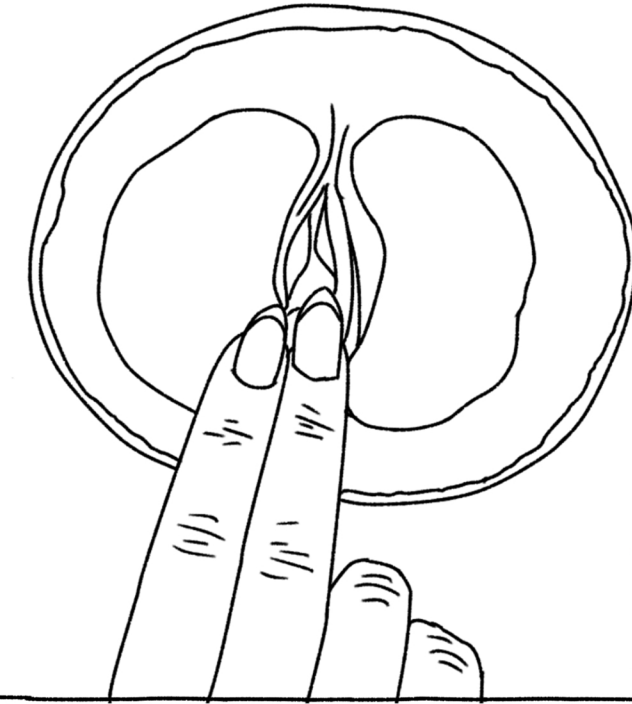
Target Audience: Menopausal women/non-binary people

The Big Idea: ReKnect With Your Juicy Bits

to all those who menopause

The time has cum to reKnect and rejuicinate

don't press pause on menoplay.



Knect reKnect with your juicy bits

Knect

reKnect with your
Juicy bits

to all those who menopause.
the time has cum to reKnect and rejuicinate.
don't press pause on menoplay.

Knect

reKnect with your
Juicy bits

to all those who menopause.
the time has cum to reKnect and rejuicinate.
don't press pause on menoplay.

The Challenge: In a time when interest in the beauty industry is at an all-time high, but trust in its communication with consumers is low – how can Skin Proud use its unique proposition to stand out in a crowded category?

Research Insight: The cosmetics and skincare industry has been saturated with specialist ingredients and product formulas for a number of years and most Gen Z and Millennials already consider themselves as skincare 'gurus' due to this.

SkinProud uses specialist ingredients however, many skincare brands releasing products with almost identical formulas.

SkinProud needs to find another way to gain customer support and stand out from competitors; they should push their values, rather than specific products and ingredients.

Proposition: I Am Proud

Target Audience: Gen Z and Millennials

The Big Idea: Proud to be Real

A campaign that petitions for real change in the skincare industry.

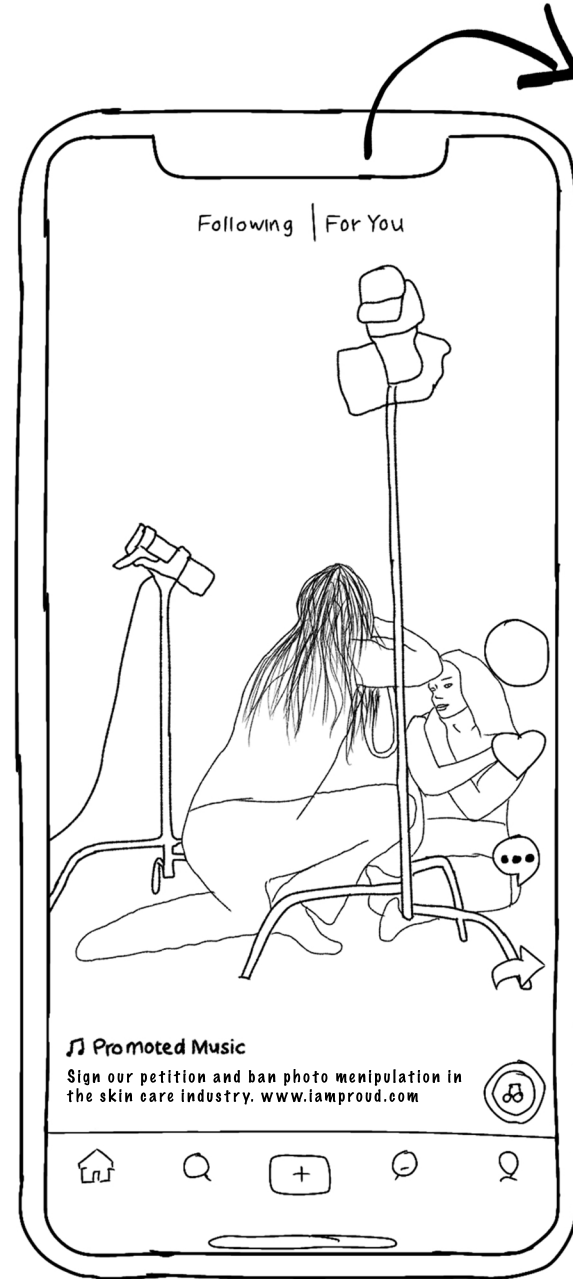
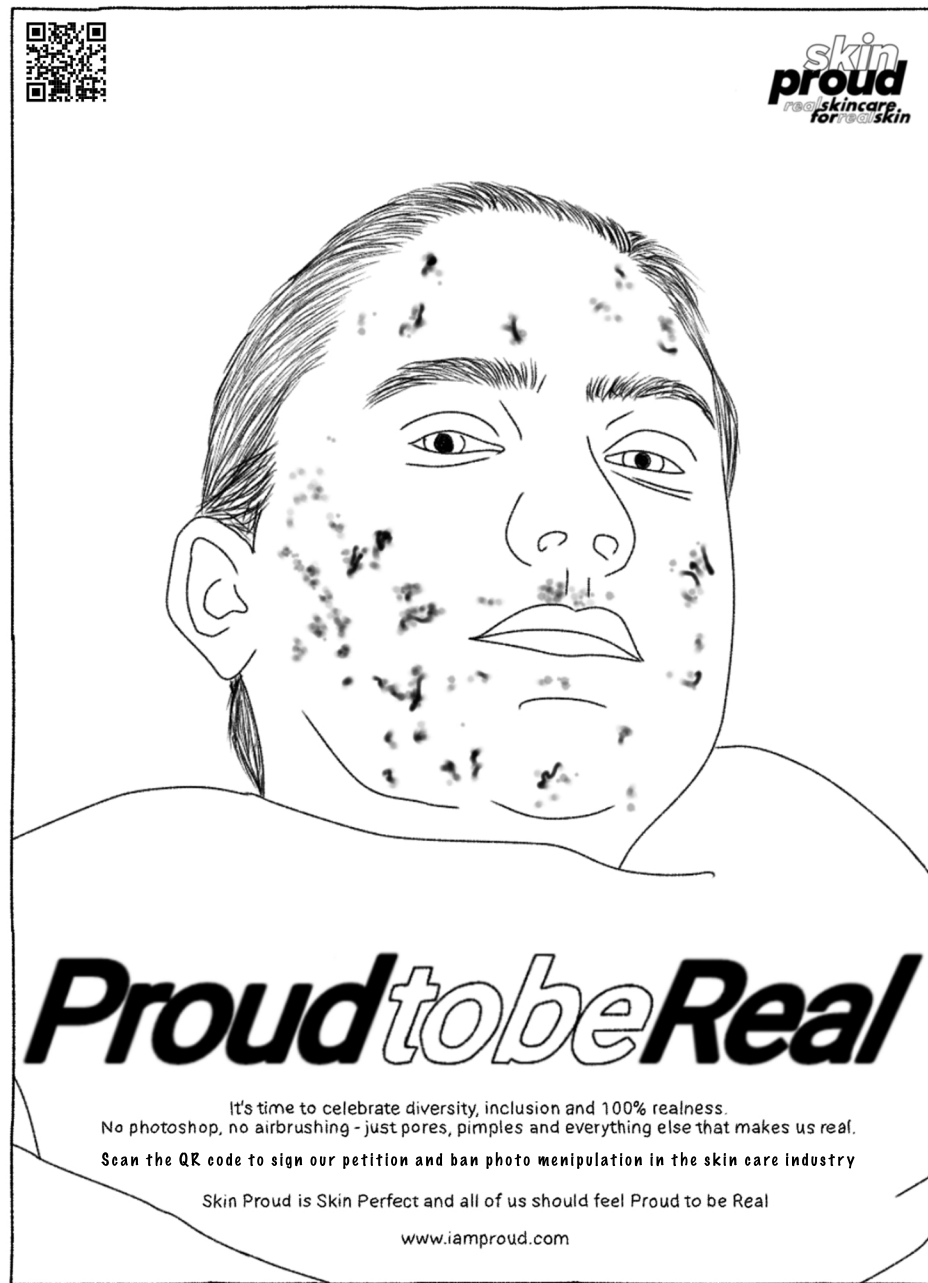
Print: Adshel/Billboard/
Poster (Displayed in Boots stores).

Video: TikTok/Instagram

Using Nano Influencers as models in the video

PR Package: Personalised package sent out to nano-influencers on TikTok and Instagram.

Snapchat/Instagram Filtre:
The filtreless filtre that allows consumers to show off their real skin and join the Proud to be Real Movement.



Video: Behind the scenes photoshoot of nano-influencers having their portraits taken for the print adverts

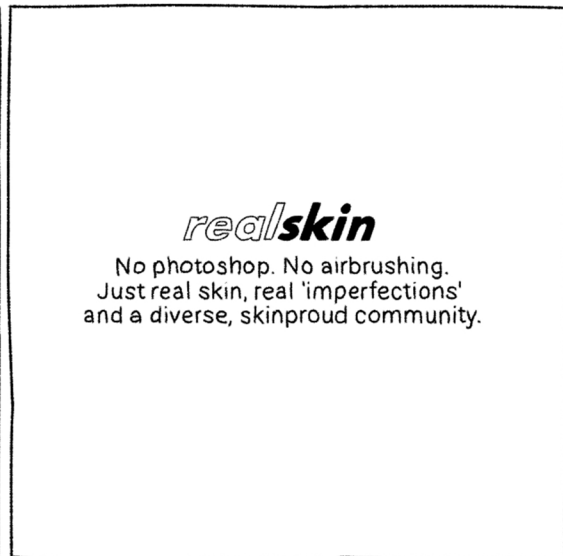
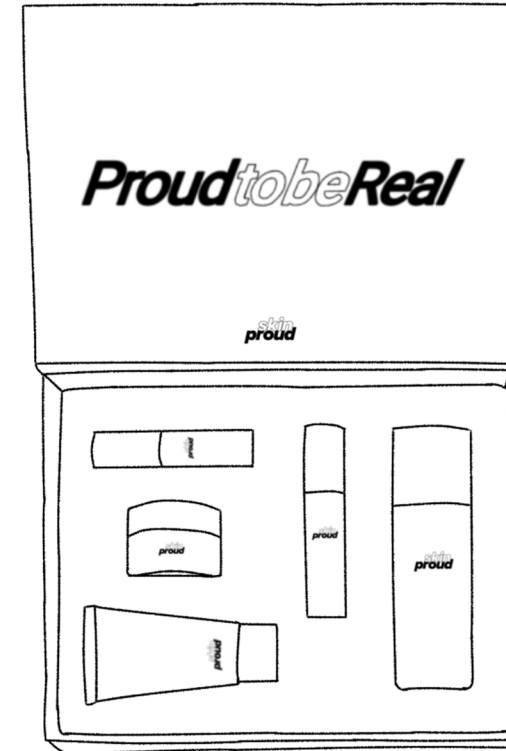
Voiceover: 'SkinProud is building a community and petitioning for skincare that celebrates diversity, inclusion and 100% realness.

Real skincare that makes a real difference for real skin – no photoshop, no airbrushing – just pores, pimples and everything else that makes you real.

To be proud is to be perfect and we want you join us on your journey to loving the skin you're in.

Join the movement. Sign the petition.

We are SkinProud and we are Proud to be Real.



FEEL THE CALM
WEEK 11 | AUDIO ALWAYS | CALM APP

The Challenge: Encourage people to download the Calm App to help them sleep and therefore improve their mental and physical health.

Insight: A lot of professionals have a poor work/life balance and therefore come home after a long day and struggle to switch their brains off.

Proposition: Drift off with ease

Target Audience: Stressed Professionals

The Big Idea: Feel The Calm

An audio-led TV ad, shown after the 9pm watershed.

Between the loud and colourful adverts shown at that time, Feel The Calm will be an entirely black screen, featuring nothing but the Calm App logo in the centre. The audio, a poem, is essentially a metaphor for leaving your work and work and ensuring your home is your sanctuary during the 'storm.'



As the screen turns black, rainfall and thunderstorm sound effects will play and the voice over will begin as follows:

*There's a storm outside. Just listen.
Eventually, the rain'll stop
and the stars won't fade, they'll glisten.
Close your eyes. Imagine the skies.
Just ease yourself into submission.*

*The day has fallen, the moon has risen.
The storm has passed. The clouds are hidden.
Relish in sanctuary, safe from harm.
Find your peace and feel the calm.*

USE YOUR POWER
WEEK 12 | MEANWHILE | COFFEE4CRAIG

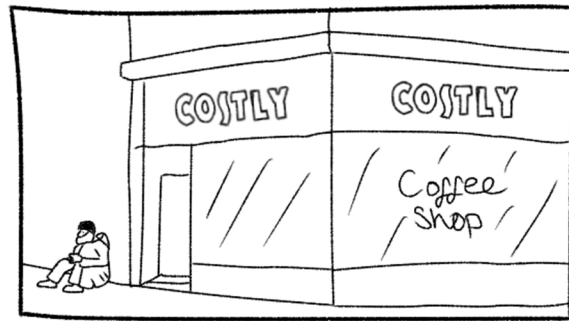
The Challenge: Create a TV ad that will encourage people to donate to a good cause.

Insight: Homeless is powerless

Proposition: You have the power to give someone hope

Target Audience: People likely to fundraise or are willing to support a good cause

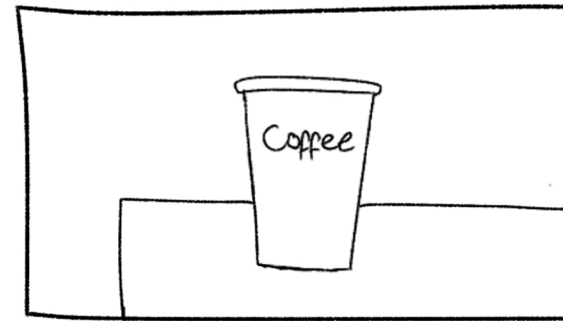
The Big Idea: Use Your Power



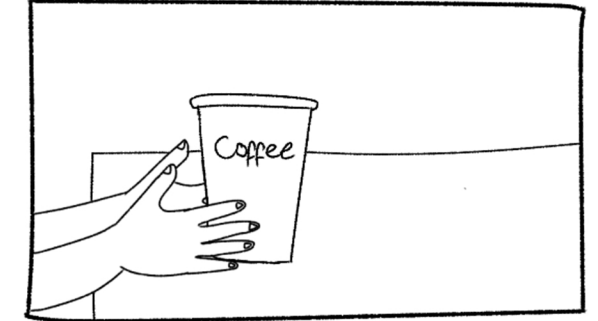
Establishing shot



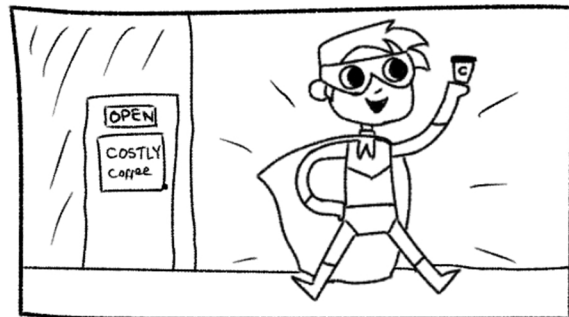
Boy standing in Costly Coffee queue with his Nan



He spots a somebodies coffee order on the counter



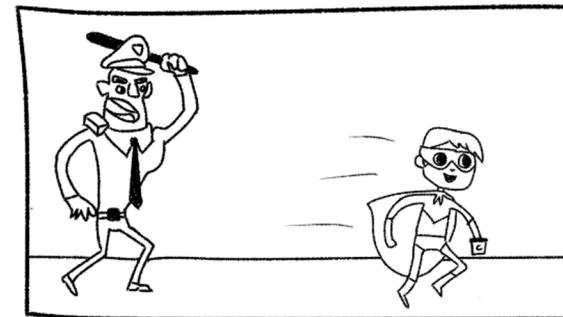
He quickly moves to snatch the cup off the side and his world, with himself included is transformed into a superhero animation.



He runs out of the coffee shop, holding the coffee cup in his hand.



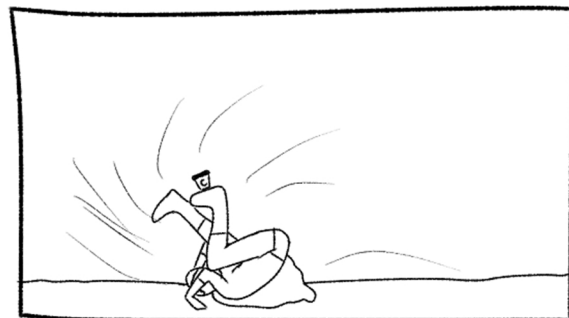
An angry policeman spots and shouts at the boy.



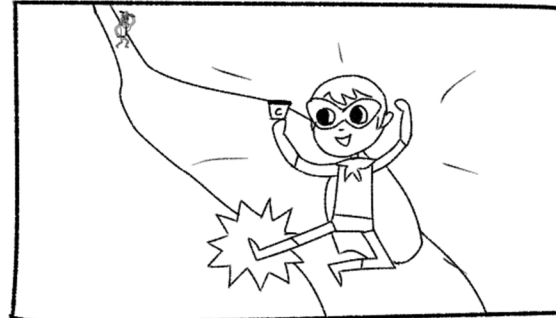
The boy runs as fast as he can, still checking if the policeman is chasing him.



He jumps off a balcony in an effort to lose the policeman, still holding the coffee cup.



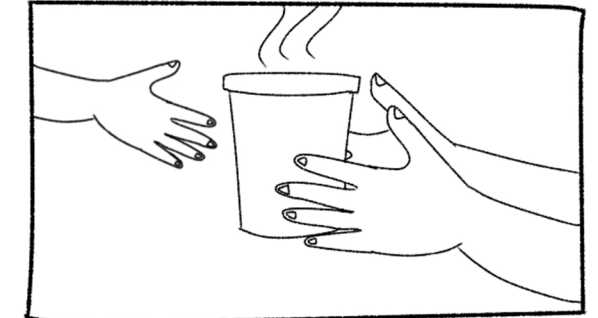
He lands and does a forward roll.



He makes his way through the town and loses the policeman.



He sees a man on the ground outside.



And generously hands him the warm cup of coffee. As he hands the coffee over, the world becomes 'ordinary' again.



The shot then fades back to the boy in the in queue with his Nan.



She asks him what he's thinking about, to which he replies 'I was thinking about using my power, Nanna.'

Use Your Power
It's not much to you, but it's hope for them

Donations always welcome at
www.Coffee4Craig.org

THE RACE FOR LOVE IS ON
WEEK 13 | ITV | CINCH

The Challenge: Creatively link Cinch with an ITV show in a way that will get car buyers to re-evaluate how they buy cars.

Insight: Gen Z and Millennials are the most chronically online generation of our time and also lead the way in terms of online purchases. Although they don't have the highest rate of disposable income, Cinch pushes their sales in a way that makes car buying appear 'cheap' and easy.

Proposition: Cars without the faff

Target Audience: Primarily Millennials aged 25 - 35

The Big Idea: The Race For Love Is On

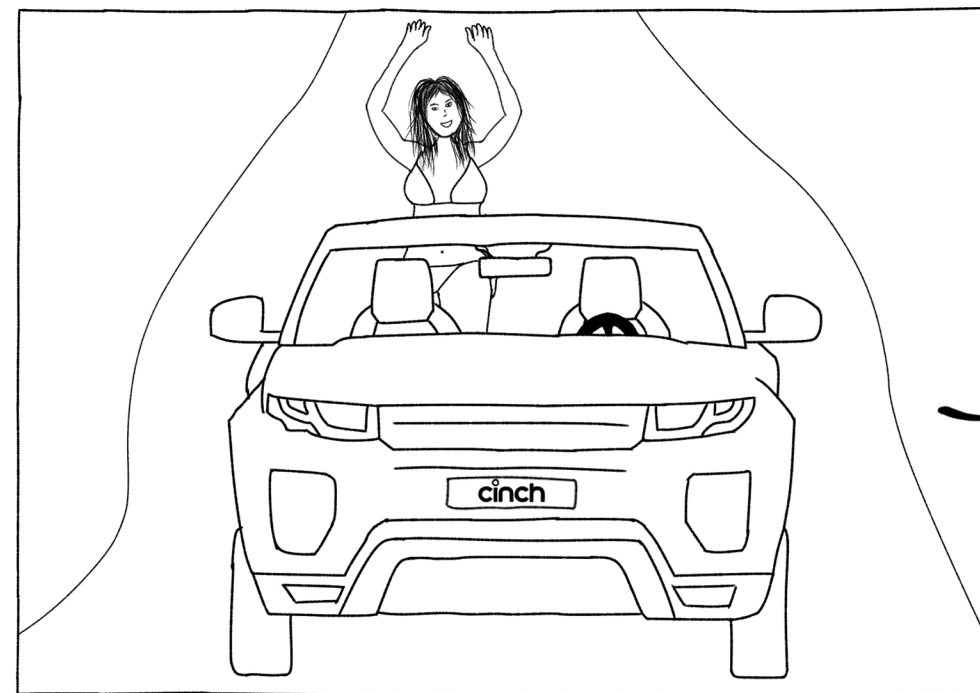
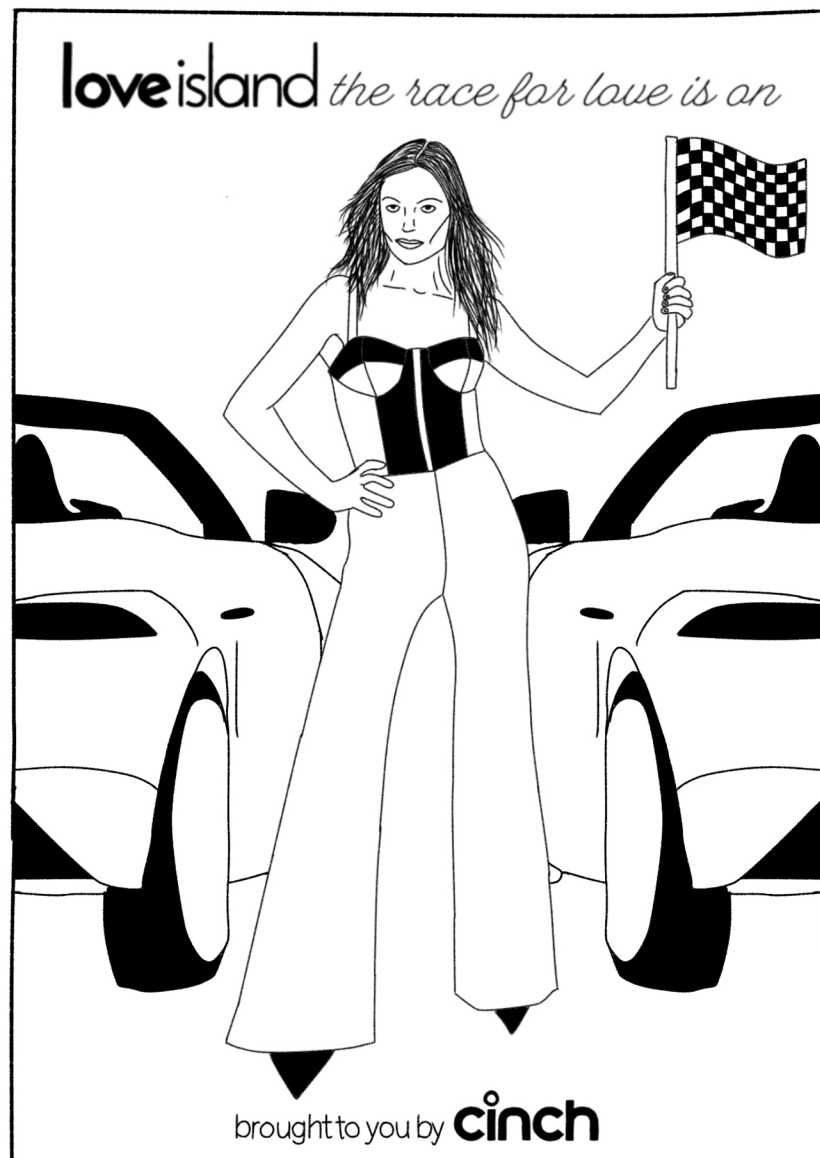
Incorporating Cinch into the hugely popular series, Love Island.

Top Left: Still Image (Print/Social/Digital)

Top Right: Product Placement (TV)

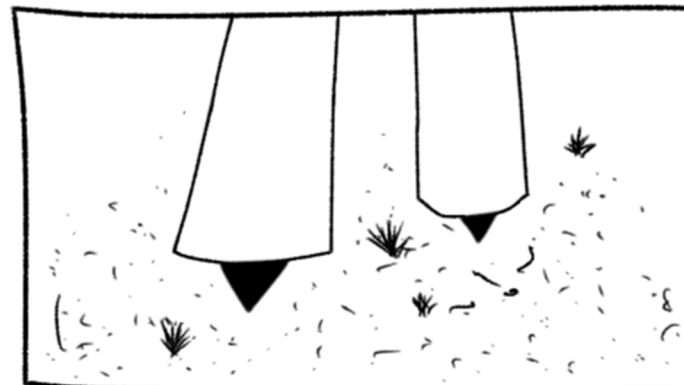
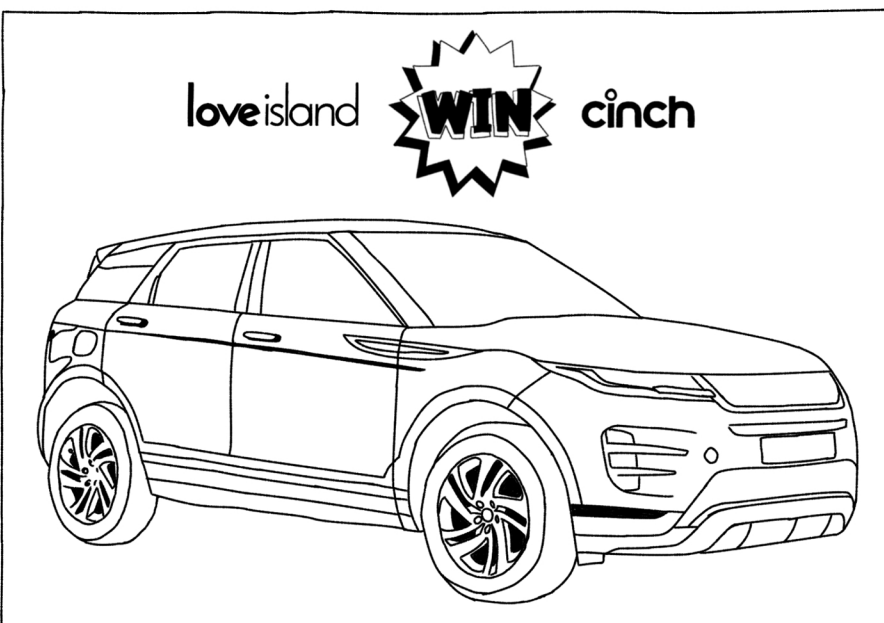
Bottom Left: Experiential (Win a car of your choice, courtesy of Cinch)

Bottom Right: TV Advert Storyboard



Product Placement Opportunities:

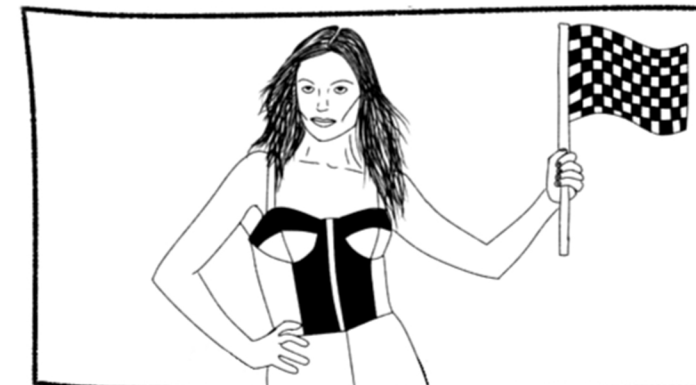
- Episode 1: 'Cinch' brand cars incorporating into the extended opening credits where the Islanders are revealed for the first time.
- Episode 1: 'Cinch' branded number plate featured during the in-depth Islander introductions, as they first pull up to the villa in the car.
- Branded cars being incorporated into various challenges the Islanders participate in throughout the series.
- Branded cars as guests and new Islanders pull up the villa.
- Branded cars as couples leave and return to the villa when they go on their dates.



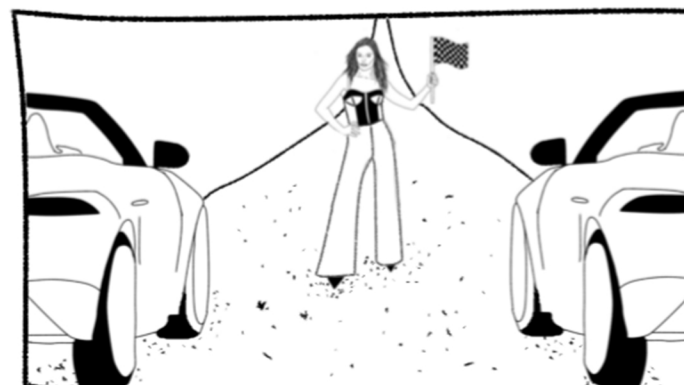
Close up of woman walking across rough terrain in heels.



The frame slowly pans upwards as she's walking.

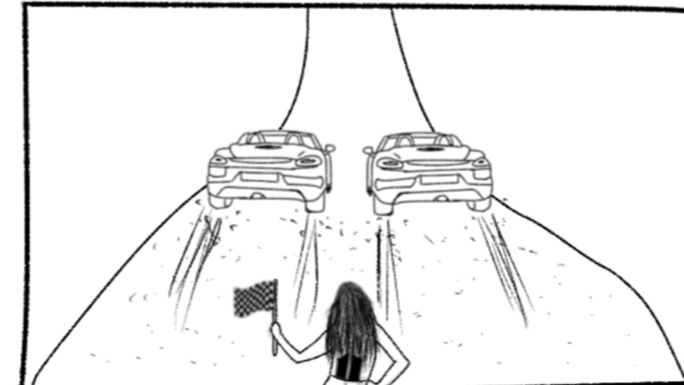


As the frame pans upward, the woman is revealed to be Love Island presenter, Laura Whatmore. She is holding a drag race flag.



The frame zooms out, revealing two cars ready for a drag race.

Voiceover (Ian Sterling, Official Love Island Voiceover):
'Buckle up your seatbelts... because the race for love is on.'



Laura waves the flag and the cars set off racing into the distance.



Voiceover (Ian Sterling):
Love Island. Returning to your screens this summer.
Brought to you by Cinch.