

Alicia

[ah-liss-ee-ah] *noun*

A creative with ideas to spare.
Usually hanging around upside
down.

Always thinking.



← find more here!



JASON'S SOURDOUGH

Audience: 28-45

Insight: Sourdough was the favoured bread of the ancient Egyptians.

Idea: In a Sourdough has stood the test of time, therefore it can be concluded that Sourdough is the best breakfast in history.

TV

The TV ad will start with a burial of an ancient Egyptian pharaoh.

Pathetic screen then says '5000 years later'. We see the mummy's eyes snap open, he exits his tomb and he walks across countries, travels by boat, plane. He walks for miles. He then wanders into the kitchen of a suburban family home. He sits down at the table and takes a bit of the bread from the plates laid out for breakfast.

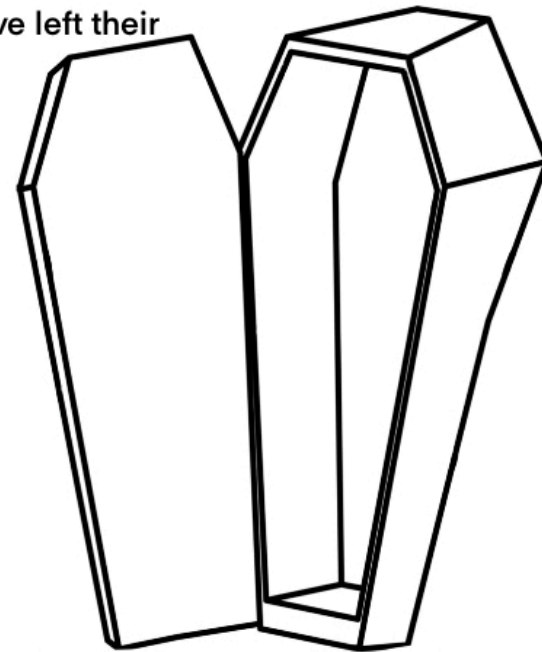
The Jason's logo pops up with the copy 'The best breakfast in History'

We then see the mummy dressed as a hipster, sat in a cafe munching on more sourdough with an espresso.

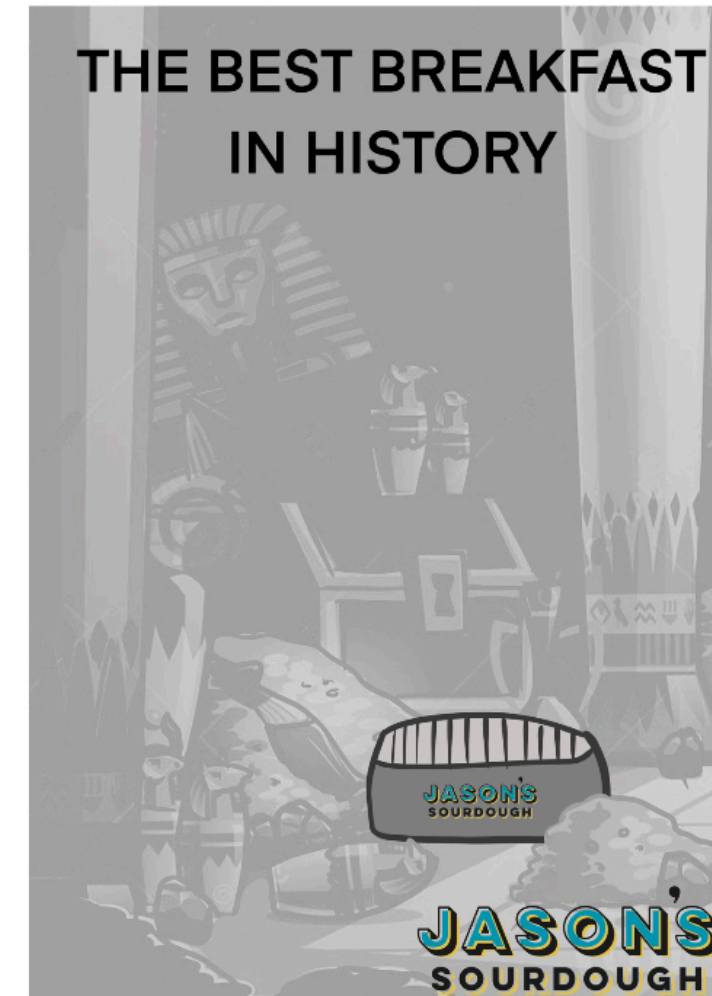


Stunt

Set up exhibitions in museums where mummy's have left their coffins to go eat Jason's Sourdough.



Print Ad



In store and Online

VR artists, such as Rosie Summers, will be commissioned to 'build a boot'. Using VR art they will recreate the assembly of a MIE Dr Marten. There will be the feeling of you being part of the process as the boot is built around you.

The process will be played in the windows of DM stores, where this is not possible VR headsets will be available in stores allowing the customer to experience the artwork even closer.

This will also provide content for social platforms.

This is the beginning of Dr Martens venture into the virtual world, with interest in the metaverse growing, Dr Marten MIE will be a early adopter in the virtual clothing industry.



Stunt & UGC

Outside of the flagship store the street will be taken over by a Sophie Tea Art catwalk. Sophie's work celebrates confidence and uniqueness. The naked models will be painted with colours celebrating England and Dr Marten's signature yellow and all wearing MIE Docs. Similar to Sophie's previous catwalks this will inspire a flood of UGC.



Collateral

Boxes will be commissioned to joiners - such as Mousey Thompson, know for his signature mouse on all of his work. These will be a very limited run for collectors.



Digital

The to ad follows a woman in her morning routine. She sighs at a cup of tea. The bubbles in the tea form a familiar moustache. The camera goes down into the tea and the woman is within Queens I Want To Break Free video, her husband who was on the sofa also is in the video as the sleeping character. She goes on a rampage around the house, smashing all the half drank teas around the house. She throws teas and sugars and teaspoons around. The ad ends on the woman and husband on the sofa with a cup of tea, the walls with tea spilling down, smashed mugs everywhere. She drinks her tea contently as the husband continues to sleep.



Social

Instagram ads, the user double taps the mug of the competitor and the mug smashes. Tea over spills the add all over the screen.



Print Ad



Print Ads

From sun beds to hot desks.

Habits you don't have to give up.



Jet2holidays
See you again soon



Just like a Long Island Iced Tea by the sea.

Habits you don't have to give up.

Jet2holidays
See you again soon

A dip in the pool to a soak in the tub



Habits you don't have to give up.

Jet2holidays
See you again soon

How could it go further?

TV - a family getting suncreamed up to go outside into the pouring British rain.

Radio - a family who get everywhere 3 hours early, not just the airport.

Social - using the #holidayhabitsathome get the conversation started about the things we only do on holiday. A photo competition asking people to show us their holiday they've taken home with them. The prize is a free holiday.



Audience: Riders already riding for the competition.

Insight: Usual gig style deliver jobs are flexible, but they don't offer nearly as many benefits as Gigable do. Gigables offering is more similar to those found in more corporate style businesses.

Idea: Encourage riders/drivers to switch to Gigable because of the many benefits that offer them both flexibility and security unlike the competition, because Gigable is more than just a gig.

YouTube Ad

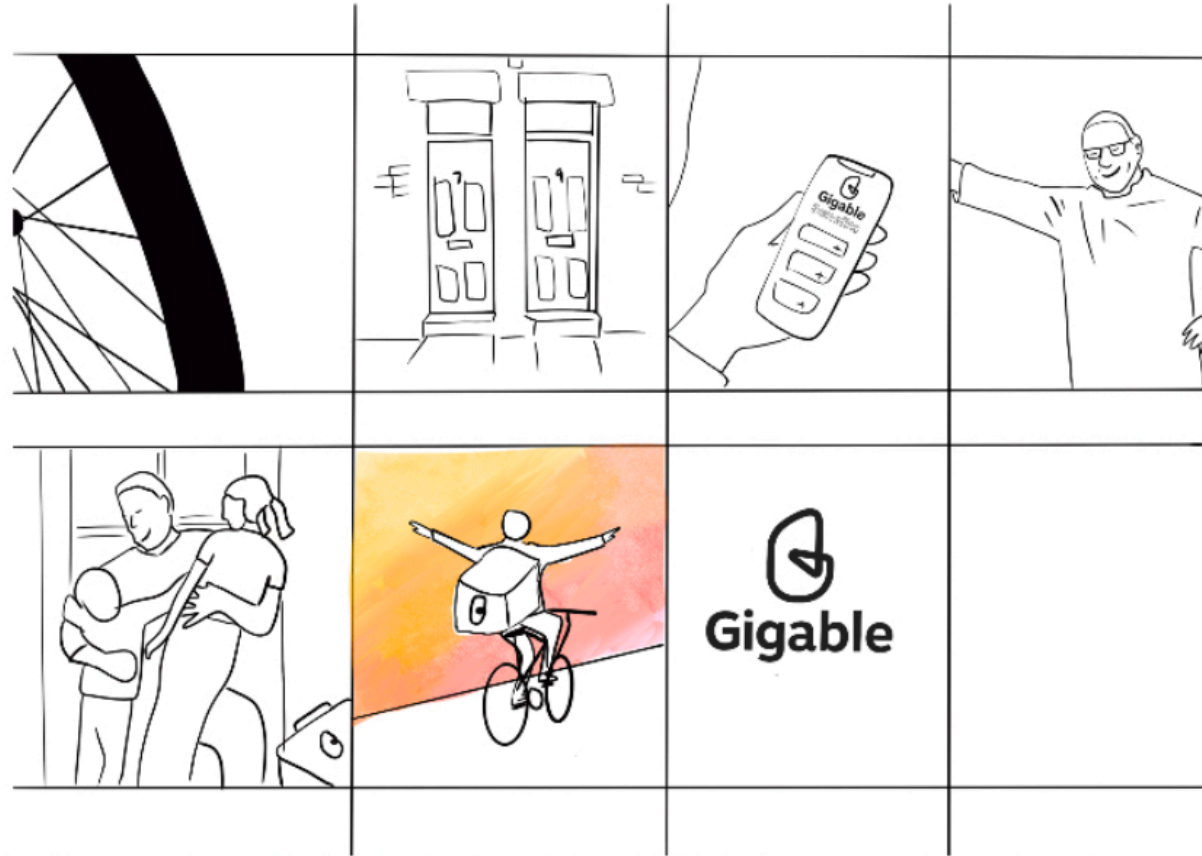
In between jobs Gigable will target the riders filling their time with their phones.

The script will also be adapted for Spotify/radio ads. The voiceover will have a local accent (in this instance a Leeds accent).

The script:

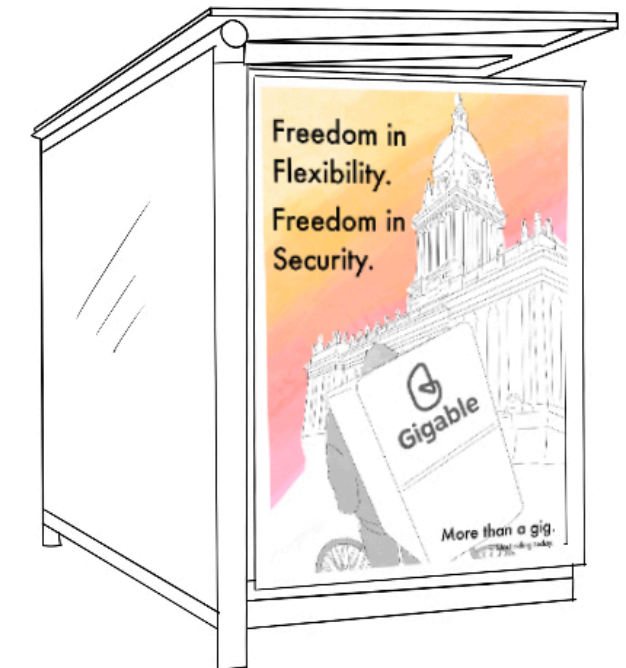
My livelihood is my neighbourhood.
I've delivered boxes and banquets.
I've rode every street in town and rang every bell.
But now I've got more than just a job, more than a gig.
I'm an independent but I'm part of a team.
Protected if I need it and supported all of the time.
I'm in control of my hours, I choose who to work with and build lasting relationships.
My work works for me and my family as I have the freedom of flexibility and the freedom of security - because I shouldn't have one without the other.

Gigable - more than just a gig.



Poster Ads

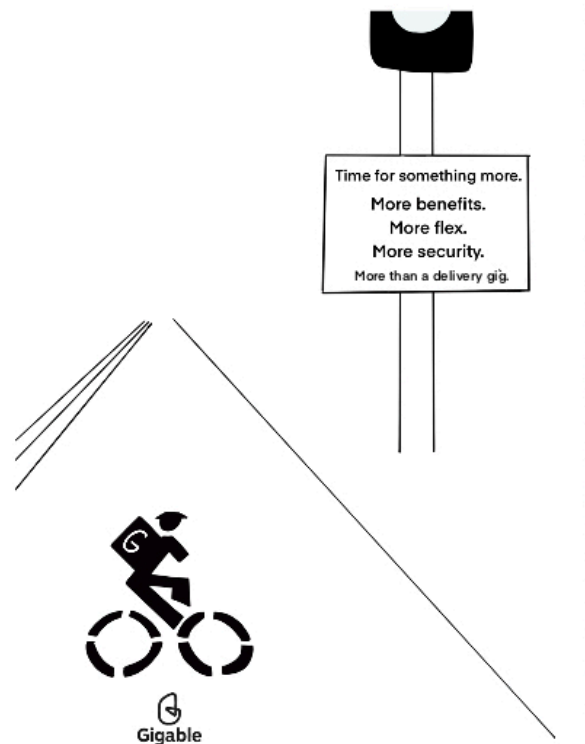
Posters displayed in areas near restaurants or areas which see a lot of food delivery traffic. The image can be adapted depending on the area to regionise them.



OOH

Targeting riders on the go, Gigable will transform the cyclists painted on the roads to Gigable riders, making a claim over the bike lanes.

Ads will be placed at natural stopping points such as traffic lights.



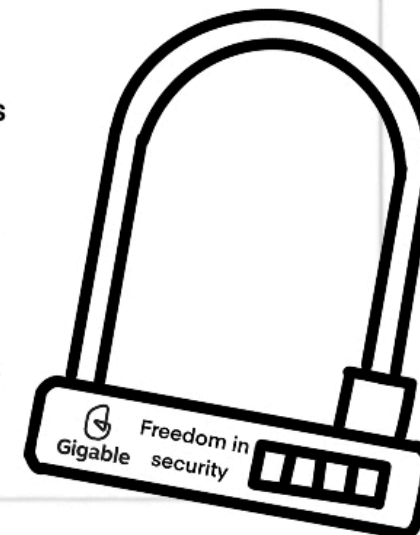
Digital

Geotargetting ads in areas around restaurants to target riders/drivers using their phones while waiting for pick ups.



Collateral

Bike locks will be free for any riders, no matter their company, from areas that riders wait between gigs (such as the dedicated are in Leeds Trinity Shopping Centre). These symbolise the security Gigable offers its riders.



TV / YouTube Ad



The Man with the Dragon Tattoo - a man is sat by the pool. He has a dragon tattooed on his back. The tattoo 'wakes up' and slithers off of his back into the pool. After a moment a giant Chinese dragon crashed out of the water causing a huge splash, inflatable are thrown out of the pool, the surrounding sunbathers are soaked.

Digital Poster Ads

A series of ads, places together. The first shows a tattoo of a bird in a cage about to fly free from it's cage. We then follow the bird's flight as it turns into a real bird. Finally the real bird lands back in the tattooed cage as it transforms back into a tattoo. These would also work as a series of still print ads.



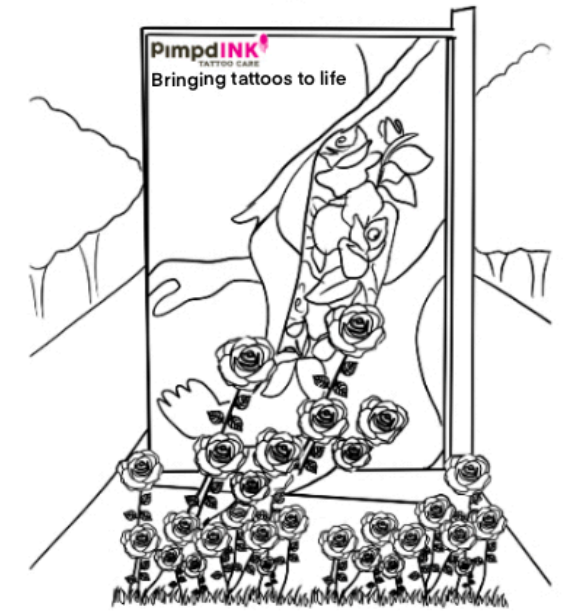
Motion Sensored Ad

When a person walks past the image of the man with the tiger tattooed on his chest the sensor will be triggered and the tattoo will turn into a ferocious, roaring, real tiger.



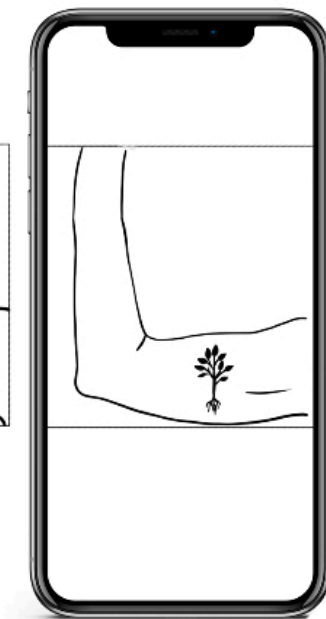
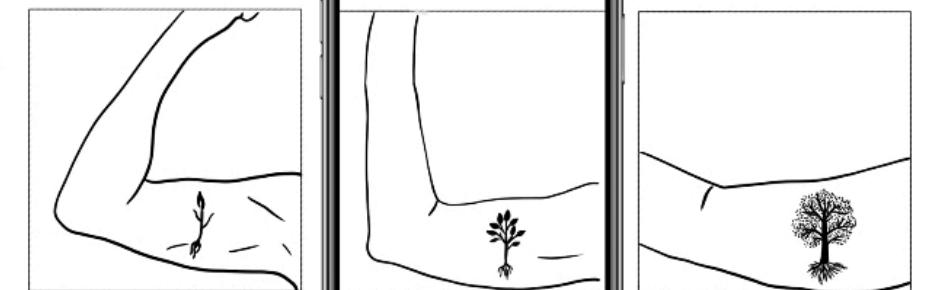
Living Poster

Images will show tattoos of flowers and plants. Bushes or the same type of plant will be placed under that will grow up posters. There will be variations of the posters that will be made from paper containing seeds that will grow flowers.



Tattoo Pop-up & Social

Pop-up tattoo tent tattooing a different image from a series on each volunteer for free. A video compilation will be made of the tattoos which show a progression (seed to tree shown in example)



LEEDS YEAR OF CULTURE 2023

Audience: People living in other big cities that are interested in travelling to experience culture and entertainment.

Insight: After Brexit, Leeds had to remove their bid for European City of Culture, but we thought fuck it, we're going to do it anyway.

Idea: Leeds is bursting at the seams with culture we couldn't keep it in.

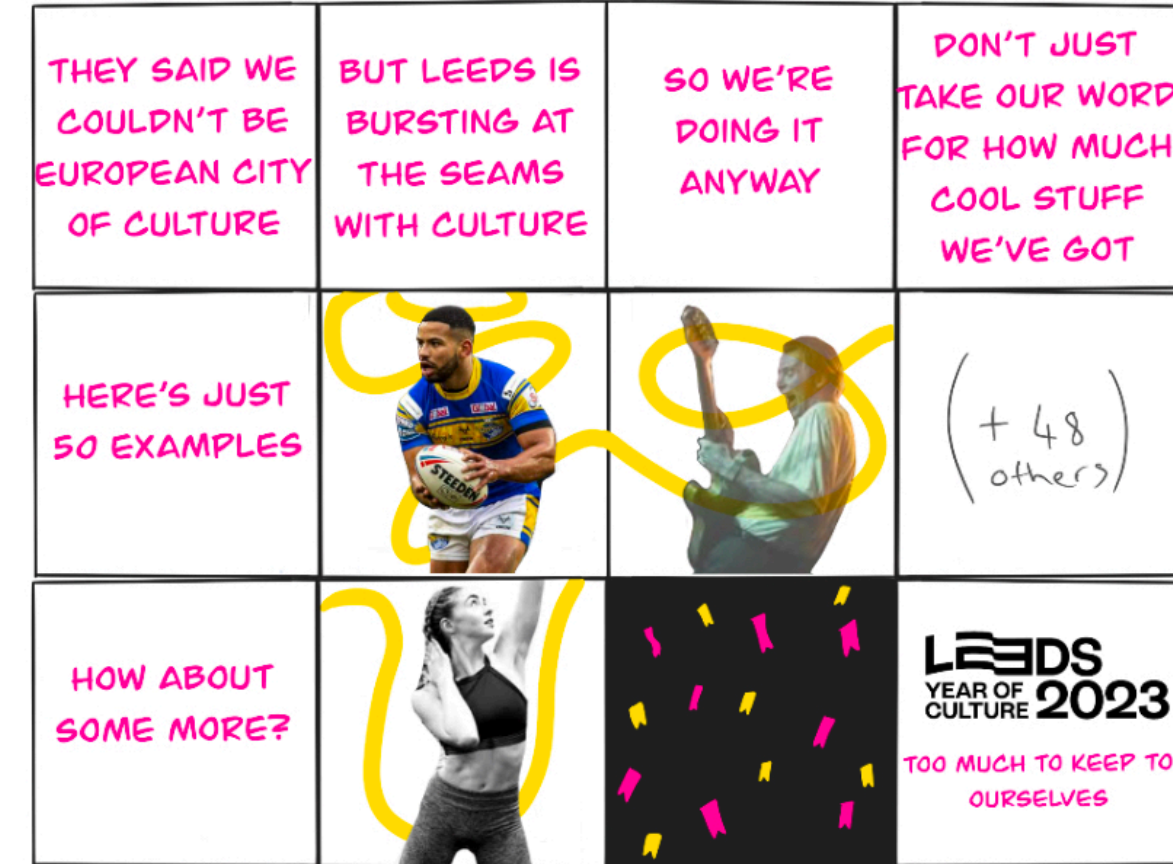
Billboard

A large balloon will cover a billboard in Leeds. It will get bigger and bigger over a week until it's so big it bursts revealing the billboard underneath. This will be timelapsed and shared online.



Social/ Online

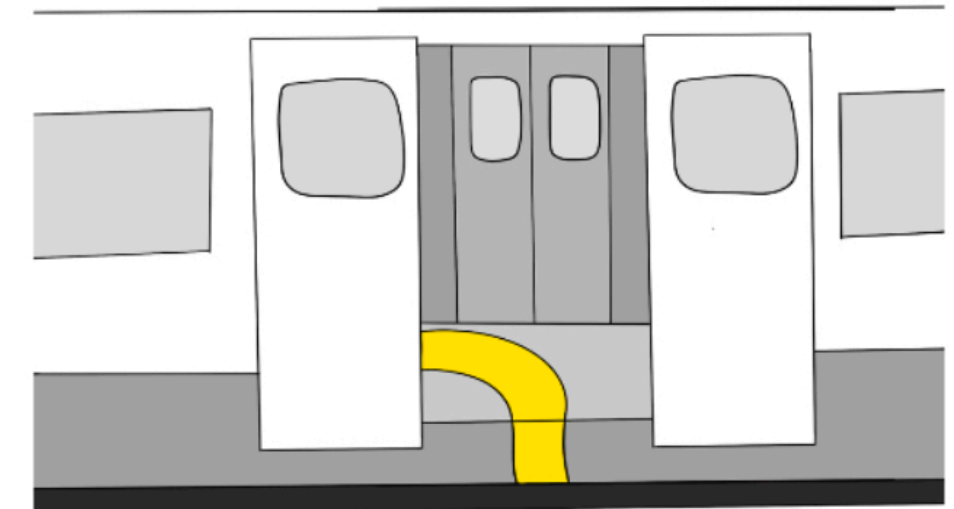
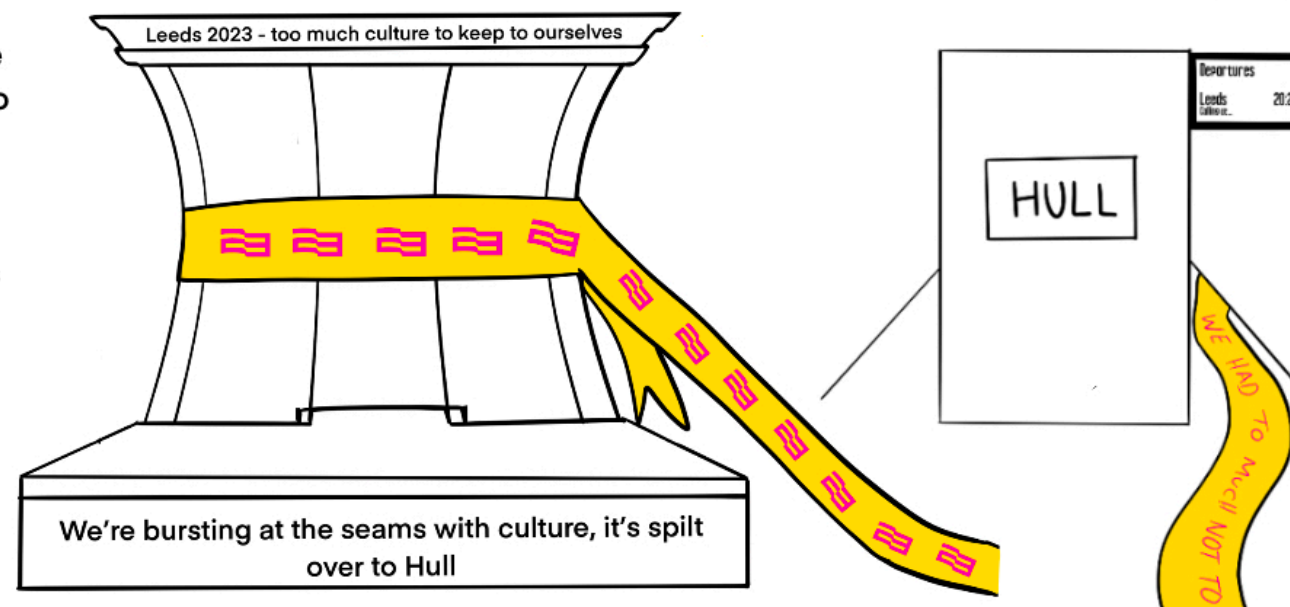
A snappy video that explains that we had too much culture to keep to ourselves. Over 50 short clips are seen together of culture across the city. A yellow ribbon flows from one video to another. As more videos play the screen starts to expand out of the viewport and eventually bursts into confetti.



Stunts / OOH

A yellow ribbon will lead from stages placed in other cities. The yellow ribbon has been tied around the stage in so tight it looks like it's about to burst. The ribbon leads through train stations onto trains headed to Leeds.

Performances will take place on the stages to give people a taste of what is happening in Leeds.



TV Ad



Attenborough style voice over:

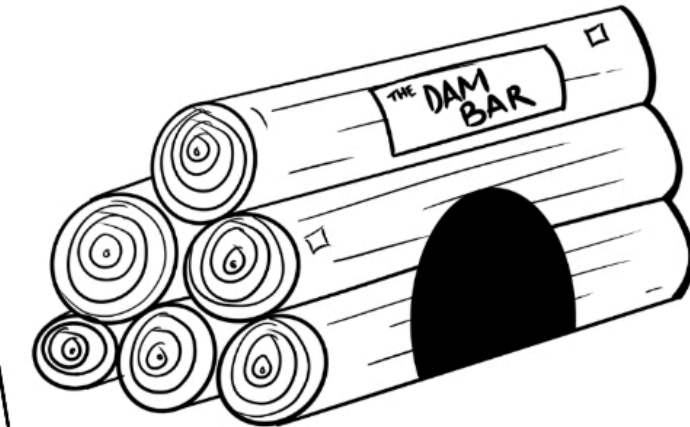
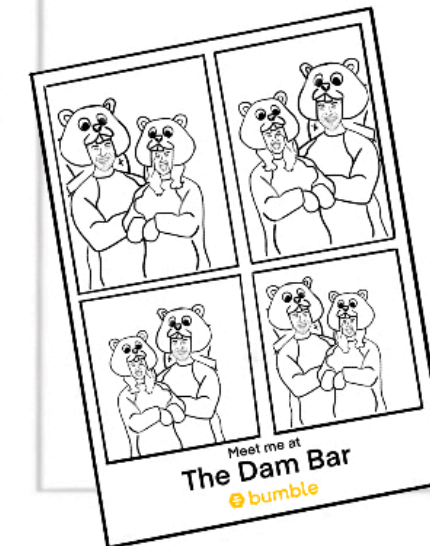
"The beaver mates for life. The mother beaver wants the best for her daughter, a male with the largest teeth and bushiest tale. The 'rebellious' daughter is happy as she is. The beaver commonly moves out of their home and finds lodgings with their life partner at a young age. Finding a suitor is not always as easy as it seems, after an unsuccessful meeting, the female beaver returns home and shares the events of the day with her friend. Undeterred, the female beaver continues with her day to day until one day she finds a partner to her liking."

Bumble, enjoy the journey.

Did you know...
Beavers mate
for life!

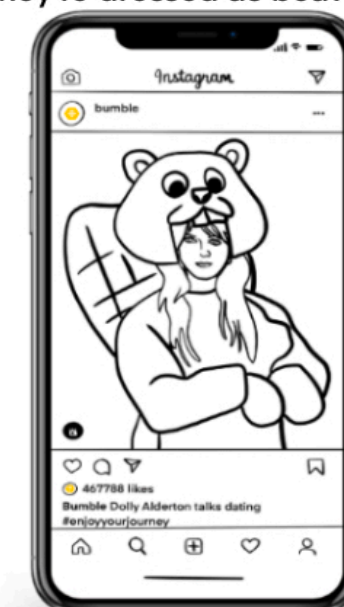
Stunt

A pop up bar where you can meet your Bumble date! Or go solo and meet someone there and take part in a number of beaver themed activities (mini golf, beer pong, photo booths etc). The Dam Bars will be placed on rivers in big cities.



Social

TikTok and Instagram reels with famous couples and personalities such as Dolly Alderton (relationship columnist & author) and Olivia and Alex Bowen (Love Island couple) talking about their dating pasts. Oh and they're dressed as beavers.



Audience: Anyone who can volunteer their time to help a child read better

Insight: people are more likely to donate to charities (whether it's their time or money) if they have been personally affected by the cause.

Idea: Take away the ability to read from those that can in order for them to relate to those who can't.

The Bookmark Font

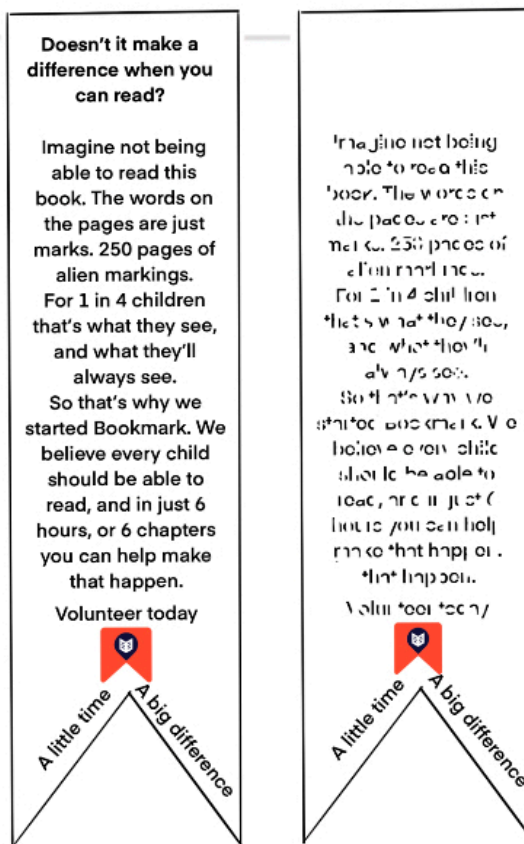
Bookmark will create their own font which will simulate the feeling of not being able to read. To someone who can't read, letters are just markings on paper - meaningless. Eventually maybe recognisable however still useless to them.

The font can be rolled out across a range of medias.



Collateral

Teaming up with **Waterstones and local libraries**, books bought/ borrowed will contain a bookmark. On one side the copy will be that using the bookmark font and the other the copy perfectly legible (for someone who can read).



Social

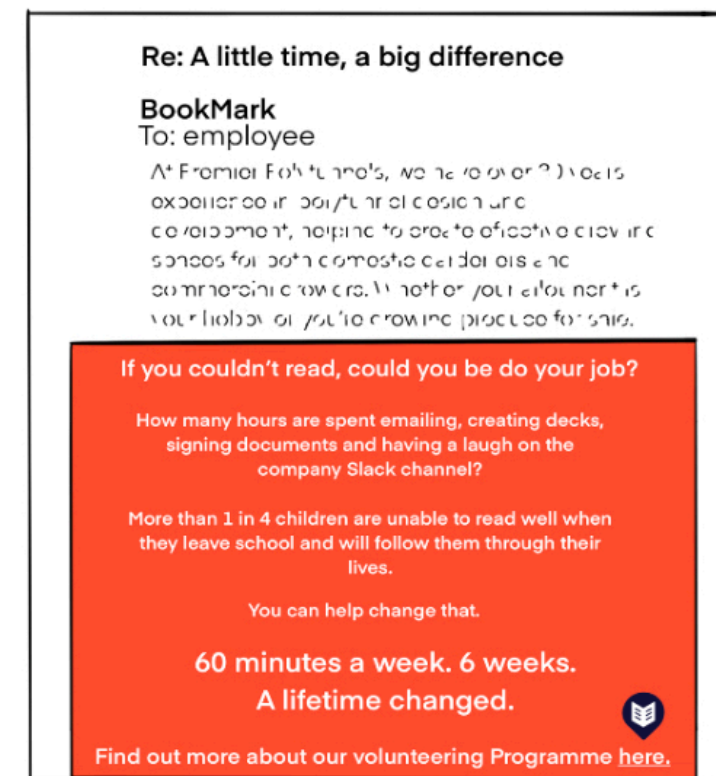
Create short videos to go across socials. The videos will show what it's like to not be able to read by switching to the bookmark font.



Workplace Scheme

People may not be willing to give up their own time, but happy to give up their employers time. Bookmark will team up with employers who will offer their employees time off to take part in the volunteering programme. This could be virtually or within local schools.

To encourage employees to sign up for the scheme we'll send emails that have the Bookmark font.





Audience: hedonistic, conscious consumers

Insight: Ritter Sport is the fair and square chocolate - they're tackling climate change with goals for fully recyclable packaging, reduced emissions and more.

Idea: Square up. Get the audience to fight climate change too by playing the Square Up game

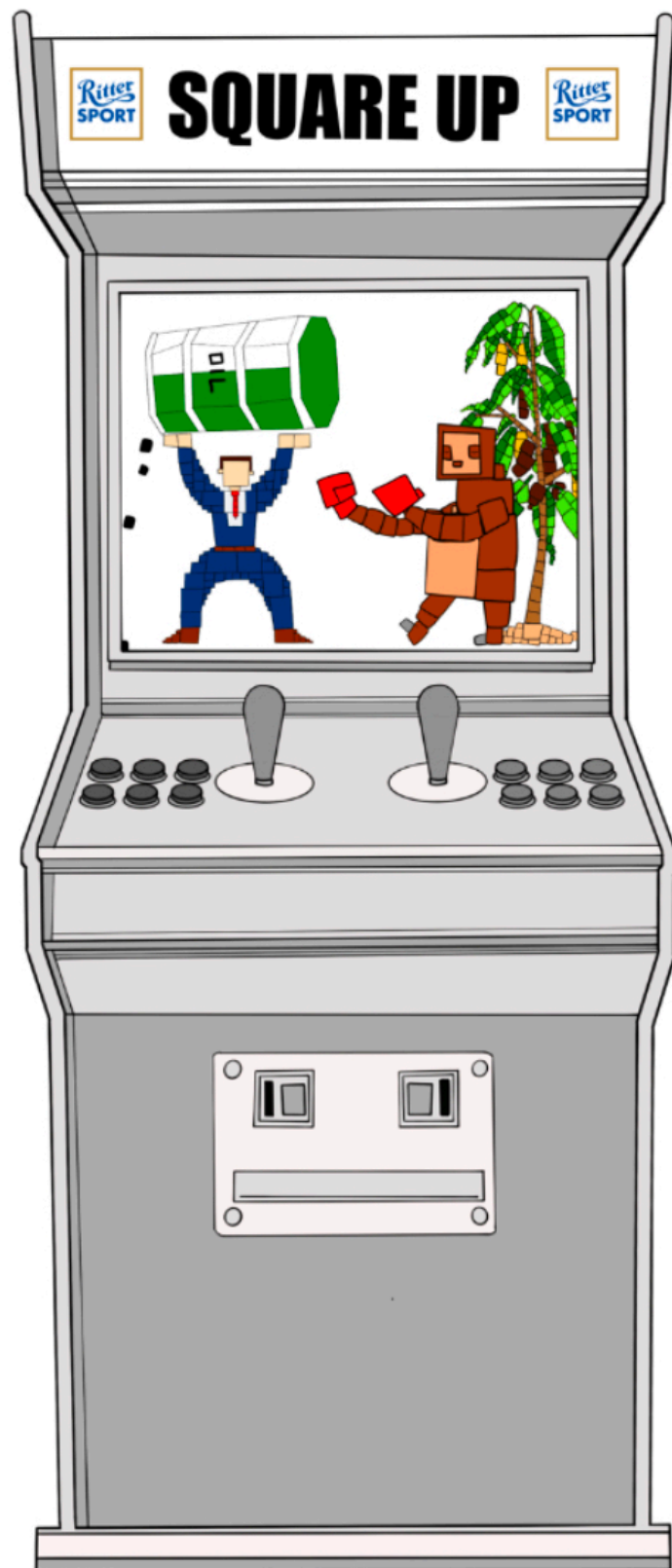
Art Direction - everything will be made out of squares and pixels, like retro games. Individual squares will often be replaced by Ritter Chocolate bars.

Digital

Retro style video games will be placed in shopping centres. The player plays as a boxing sloth (the sloth being one of the animals inhabiting the nature reserve on Ritter' El Caoco plantation). The sloth will tackle a series of climate change causing villains to protect its habitat. Facts about climate change, Ritter and their goals to combat climate change will be revealed through the game.

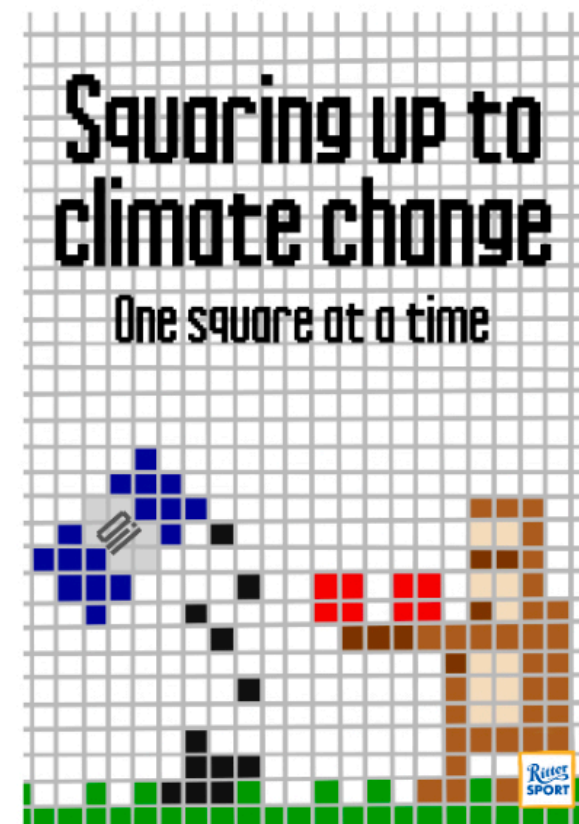
If you beat the final big boss you win a bar of Ritter chocolate. For every final big boss beaten Ritter will plant a tree.

The game will be promoted by gaming and eco influencers.



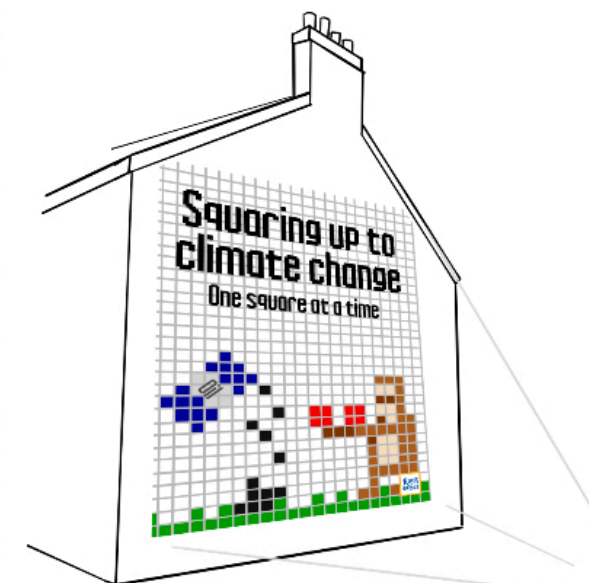
Print Ads

Print ads will show the sloth taking on the villains. Digital versions will show him working his way through the levels.



OOH

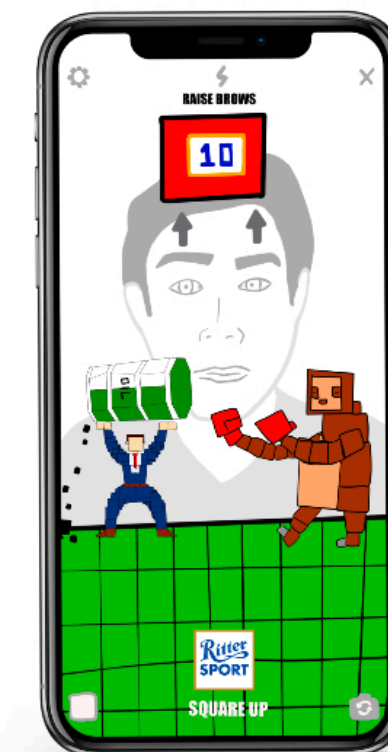
Projections of the game onto the side of buildings.



Social

A version of the game will be transformed into a TikTok and Instagram style filter game. Users can challenge their friends/followers to get the highest score and be crowned a climate change combat hero.

The filter will be promoted by gaming influencers and eco-influencers.





Audience: *Primary* - Underserved & misrepresented midlifers.
Secondary - Those supporting them.

Insight: there are 48 symptoms of the menopause, however when googling some lists contain '35 symptoms' or 40 or 25. This makes it difficult to find correct and useful information.

Idea: In a sea of misinformation, GenM will create the one stop platform for all things menopause.

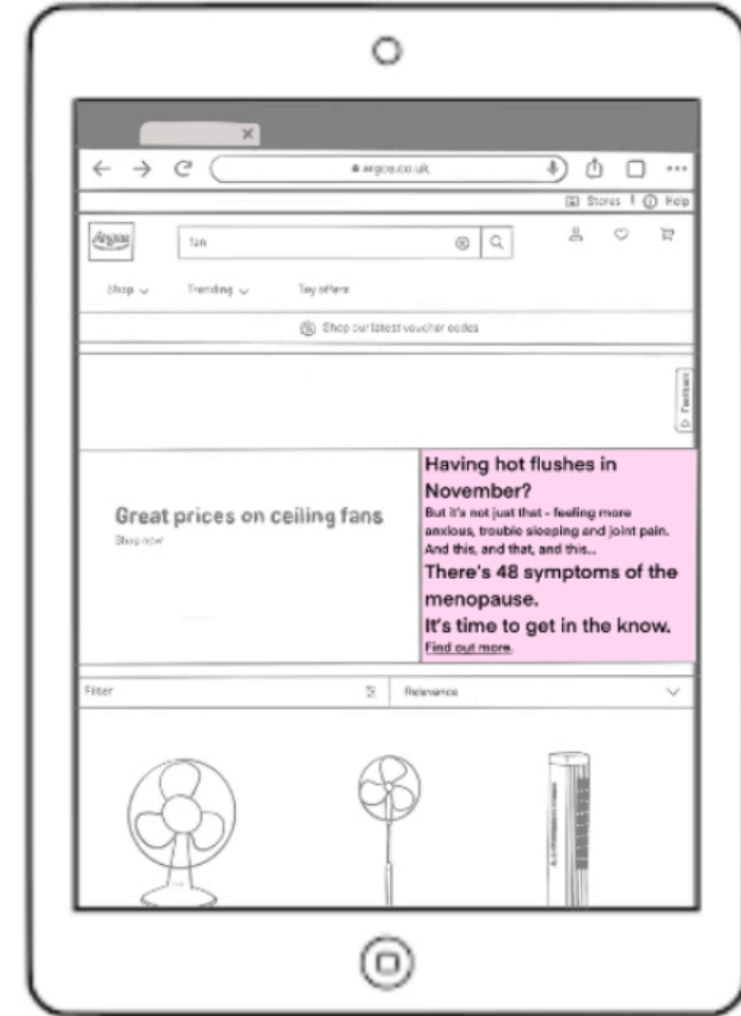
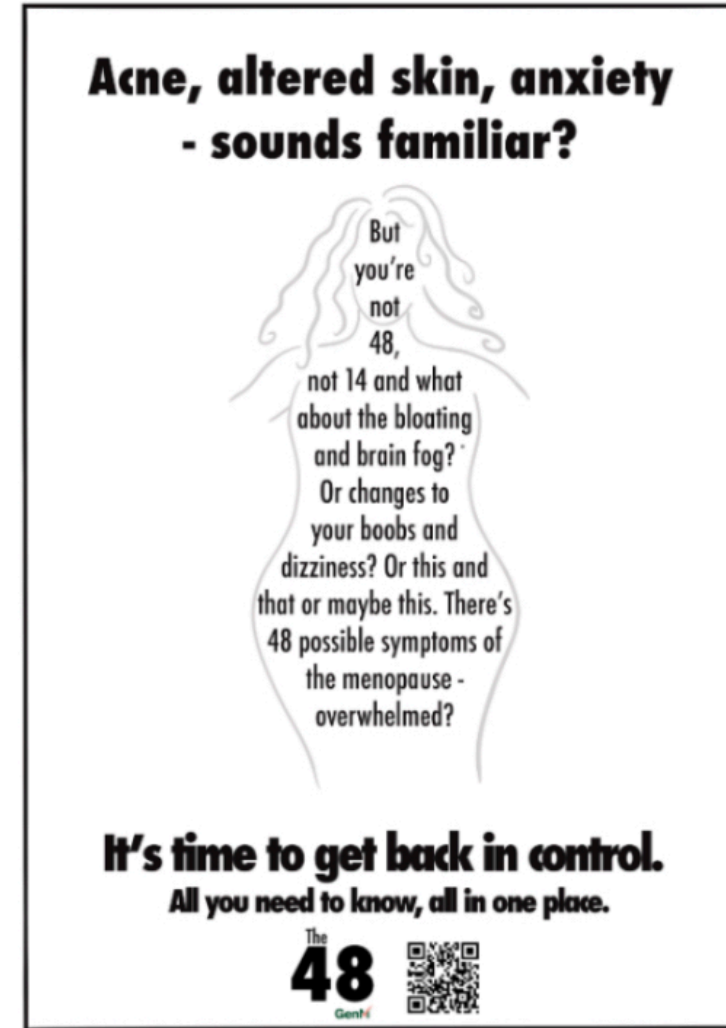
Digital

The 48 is a one stop platform with everything menopause. Symptom search, product suggestions, articles and a community area with discussion boards (similar to those found in apps such as Peanut for pregnant women). There's also information for those supporting women through menopause.



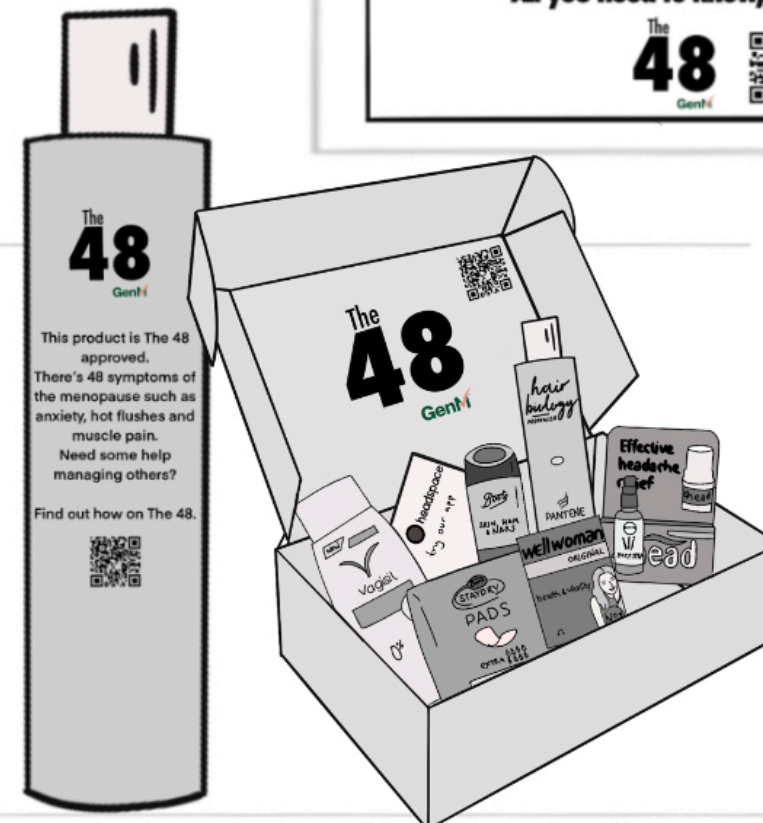
Copy Ads

Print ads with symptoms listed out. Variations for those going through the menopause and those supporting others through it. Online ads targeted at those searching for symptoms/solutions e.g. those searching for fans out of season.



Social

Appropriately aged women (pre, during and post menopause) will take part in the #symptomspotlight - short reels where they discuss one symptom, whether it's learning about it or sharing their experience. Some videos will be discussions with their partners supporting them through the menopause.



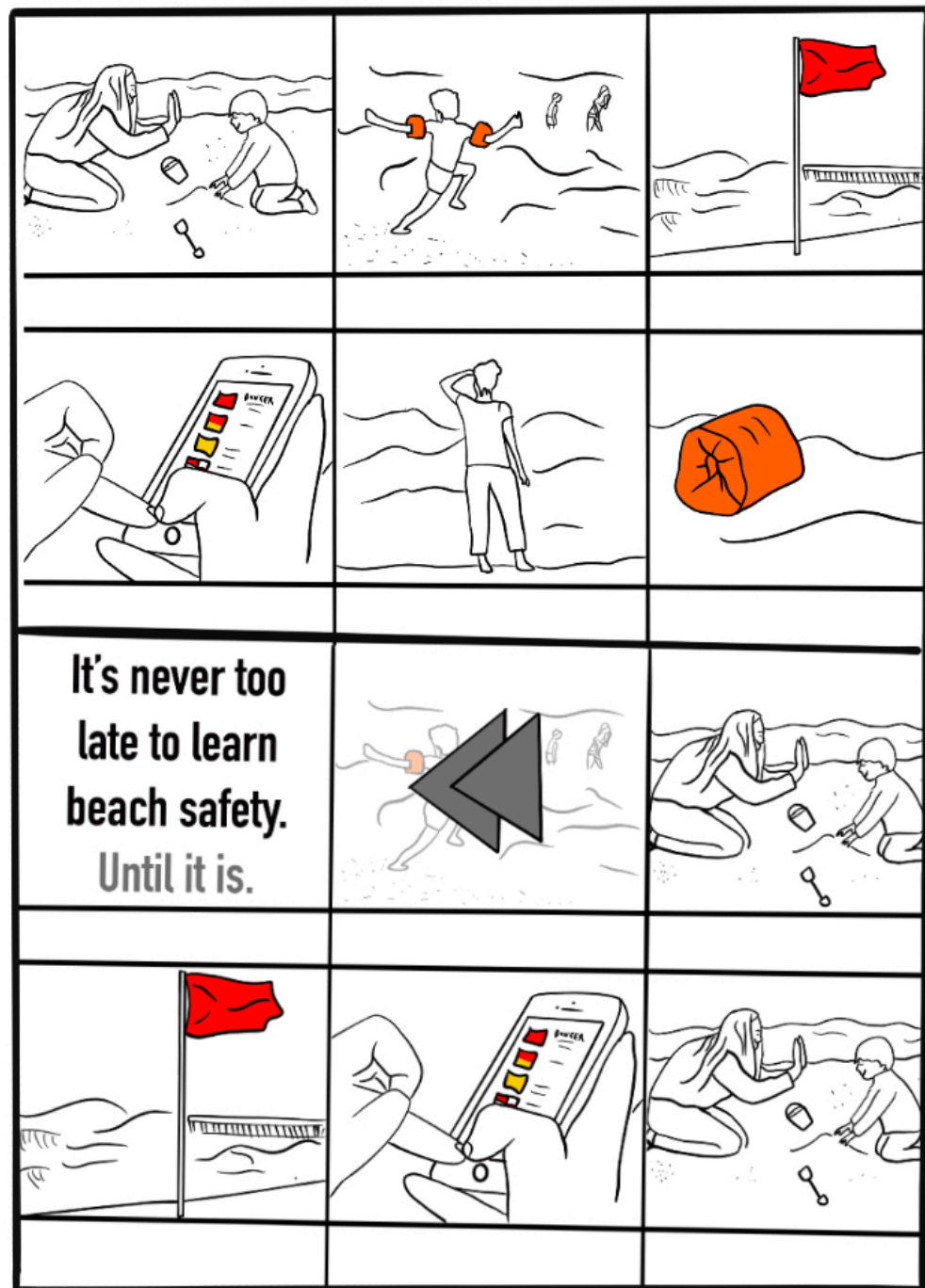
Product

PR boxes will be sent to appropriately aged influencer/celebrity women containing Boots' pick of products for menopause symptoms. They'll be encouraged to speak about these and the menopause on their platforms. The box contains products such as hair treatments for thinning hair and trials to Headspace. A QR code on the box will lead to the digital platform. Products in store that are menopause relief will be marked as such on the packaging and on the shelves.



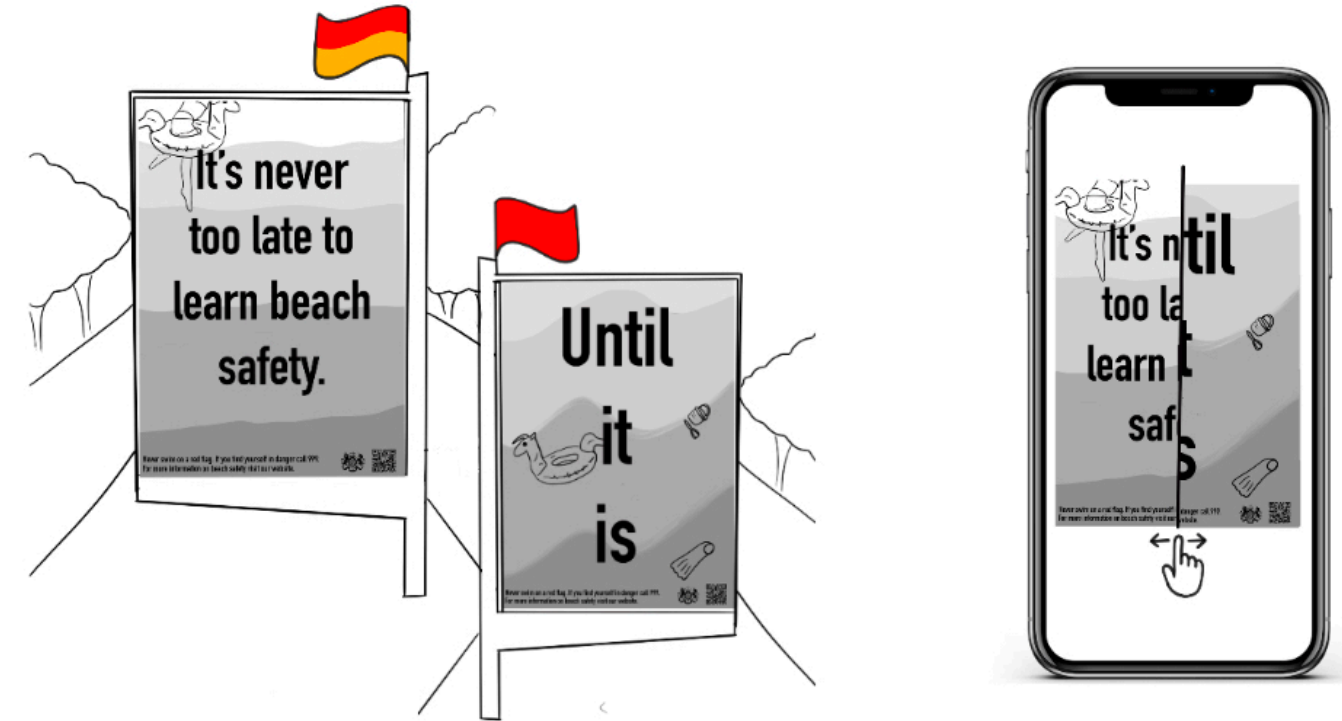
TV Ad

The ad opens on a woman and her son playing on the beach, they're singing 'down at the bottom of the deep blue sea', this turn continues through the video. The boy asks to go in the sea, mum says yes and off he end. She starts talking to other adults then notices the red flag and Googles the meaning. When she finds it is the 'no swimming' flag she runs to the sea and looks for her son, she sees his armband floating on the water. The copy comes up. Then the advert rewinds. The mother and son are playing, he asks to go into the ocean, the mum clocks the flag before saying yes. She googled it's meaning and says no to the boy. They continue playing on the beach.



Posters and Digital

Posters that when you walk one way you see the message 'it's never too late to learn beach safety' with the red/yellow flag. On the other side the flag is read and the copy reads 'until it is'. This will be similar to the digital ads, which will work on a slider, revealing the 'until it is slide'

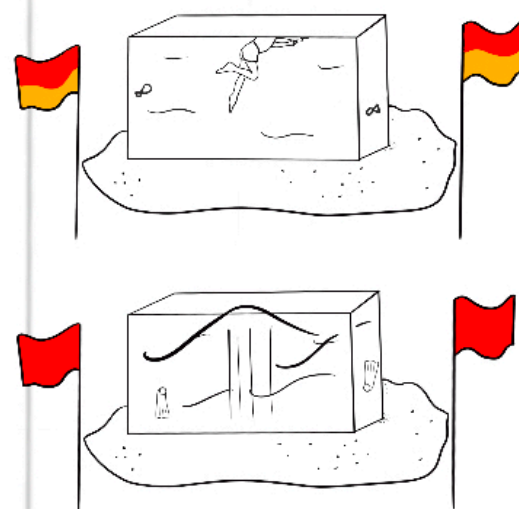


Social

Tweets from the coastguard reminding the public about the #biggestredflag which is that on the beach but playing into the idea of red flags as warnings for people. The tweets will be informational but also follow trends.



Stunt



A large tank will be place in a city centre. The walls of the tank are digital. When the yellow/red flags fly the swimmer is safe. When the flags are red they struggle and get pulled down.

Product



To target and educate people before they get to the beach, labels will be sewn into swimwear which contain the key for the beach flags.

Labels will also be added to buckets and spades, beach towels etc.