

Hi, I'm Katherine!

Creative Advertising student and aspiring strategist.

Week 1 | Finn

Jason's Sourdough

CHALLENGE: Convince 28-45 year olds that Jason's Sourdough should be their new everyday bread upgrade.

PROPOSITION: A different dough that makes everyday delicious and nutritious.

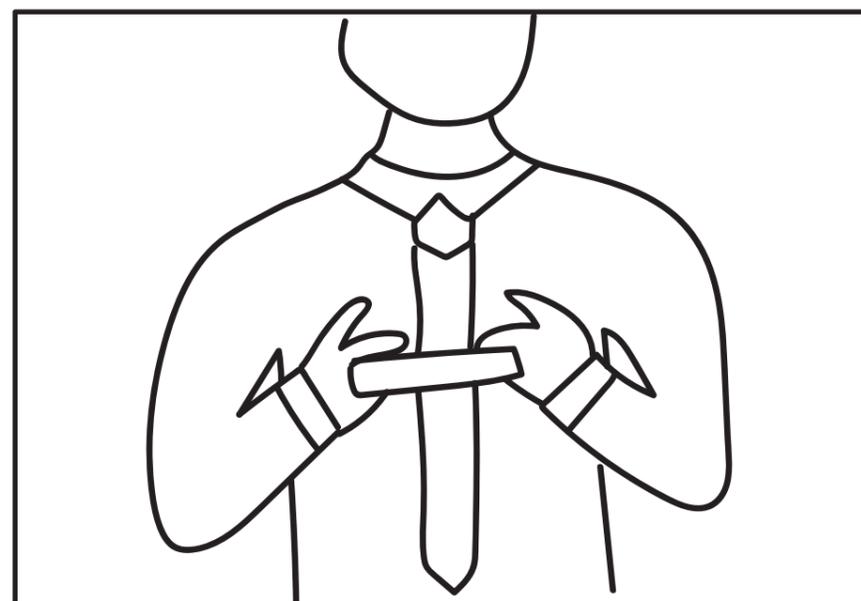
INSIGHT: People think of sourdough as 'fancy' bread.

IDEA: Use humour to illustrate that Jason's sourdough is posh, but not (it's just bread).

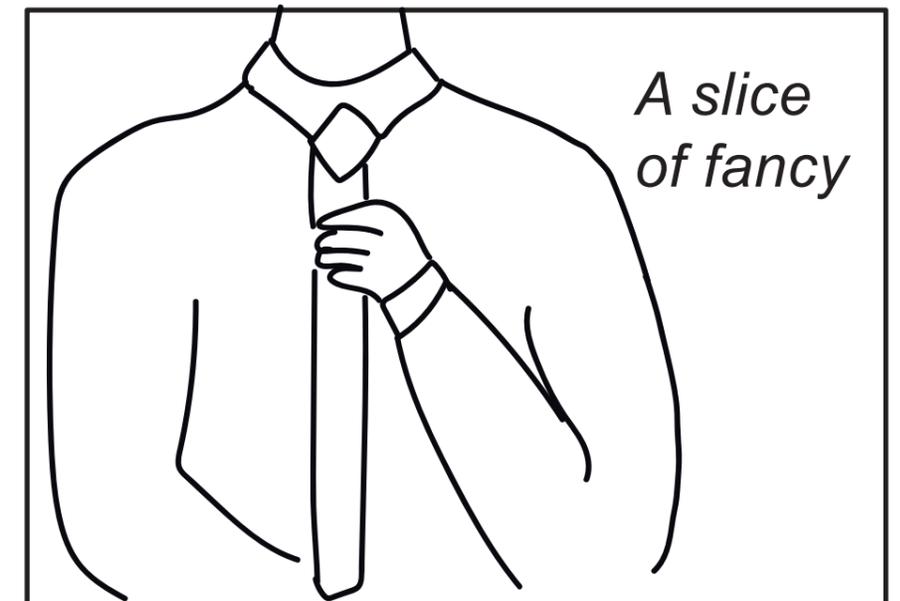
SHORT VIDEO AD:



Man eating his breakfast. He wears a suit but has messy hair and messy surroundings.

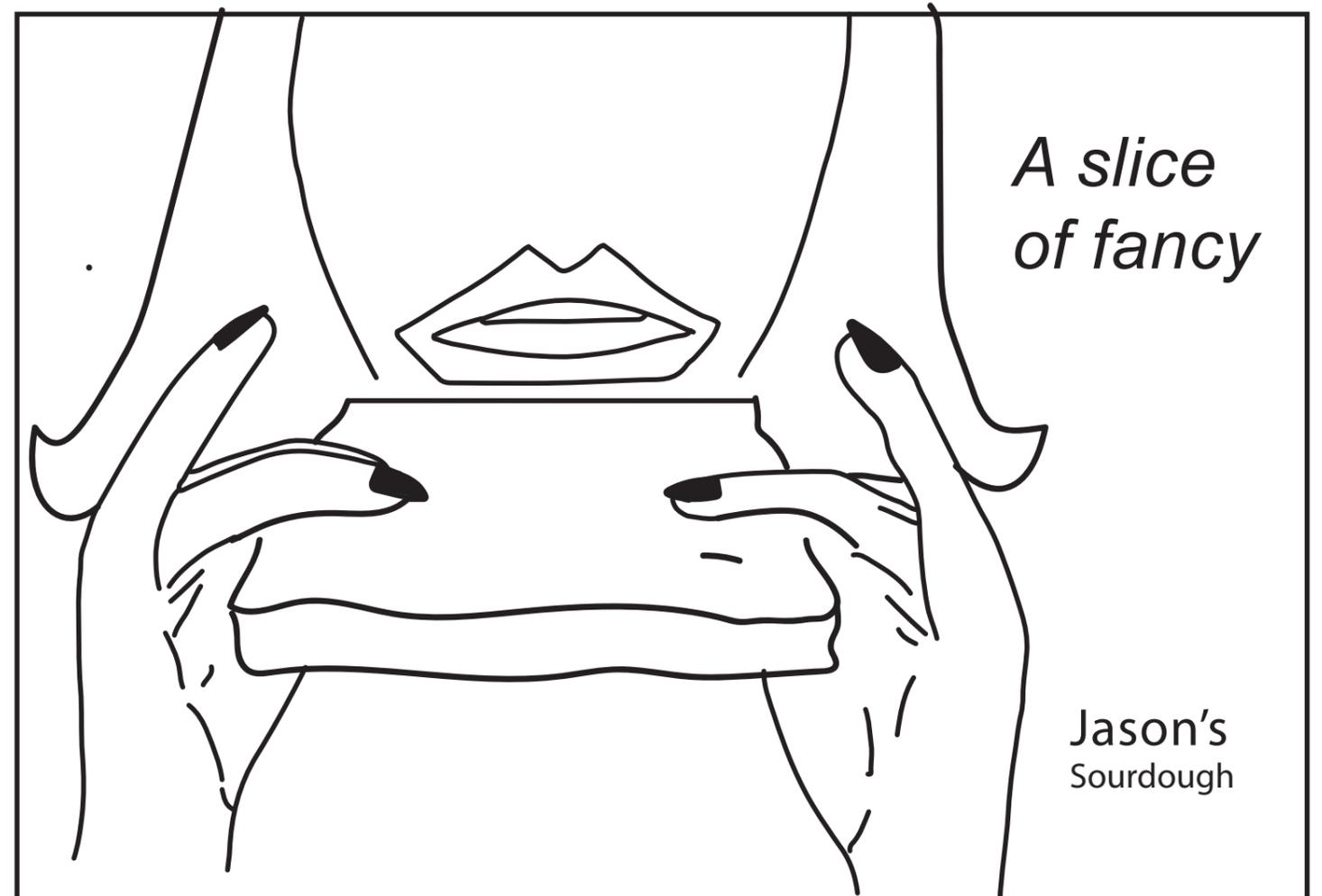


After a bite, he slowly puts his toast down....



Inspired by the bite of toast, he proudly adjusts his posture, sits up straight and fixes his tie.

BILLBOARD: *image of a comedic posh character (think pantomine style) eating toast with their pinkys out



Week 2 | Syn

Dr. Martens

CHALLENGE: Create a retail centric campaign to elevate MIE without degrading inline silhouettes

INSIGHT: MIE shoes represent where you came from, and where you will go.

PROPOSITION: Confidence of craft

IDEA: Where will MIE take you?



IN STORE:

Thrones will be placed in shops, enticing people to try the shoe on, submurgung them in a british celebration whilst also empowering them to explore the world.

The retail experience will have a british punk feel to it.

Week 3 | Ponderosa Typhoo Tea

CHALLENGE: Convince UK shoppers to try Typhoo in the face of their favourite brew

PROPOSITION: The most satisfying brew

INSIGHT: Being told you've made a good cuppa is an esteemed compliment

IDEA: You always make a compliment worthy brew with Typhoo

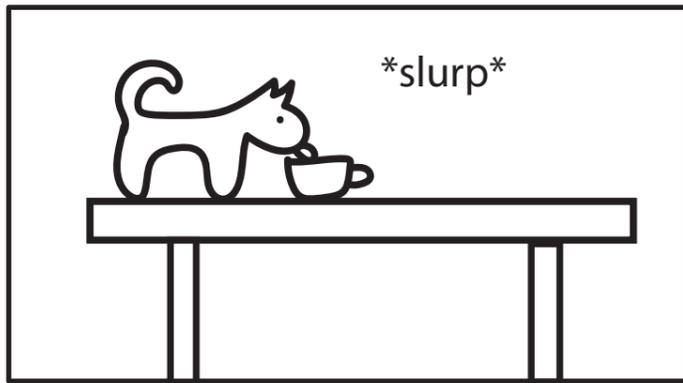
TV AD:



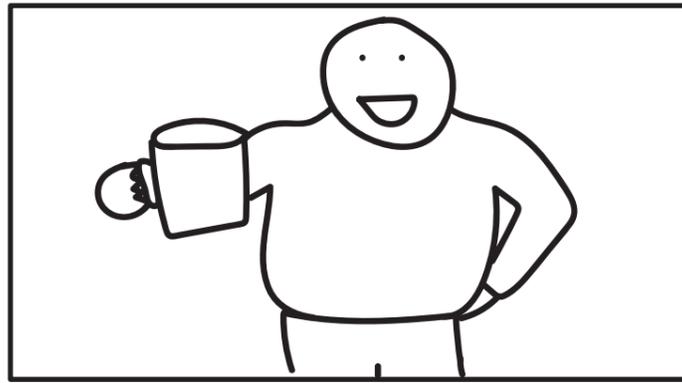
Mum says "oo lovely tea dear"



Hungover teen says "aw spot on"



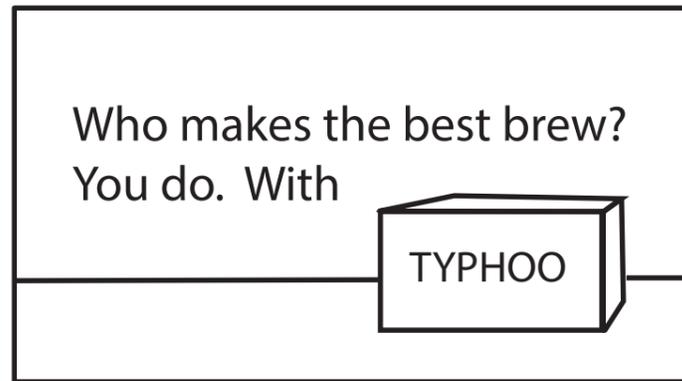
Even the cat enjoys the tea



Brother says "proper cuppa that"



We see the tea maker looking happy with everyone's reactions.



ADSHEL:



To show that feeling of knowing you make the best brew, the image shows someone sprinkling sugar in their tea - salt bae style - and flipping their hair.

SOCIAL:



Typhoo would launch an instagram competition to win a year supply of Typhoo. To enter, you must tag someone you know in the comments, and compliment them on their tea making skills.

Week 4 | IMA-Home

Jet2Holidays

CHALLENGE: Create a new strap line that embodies customer loyalty and repeat booking.

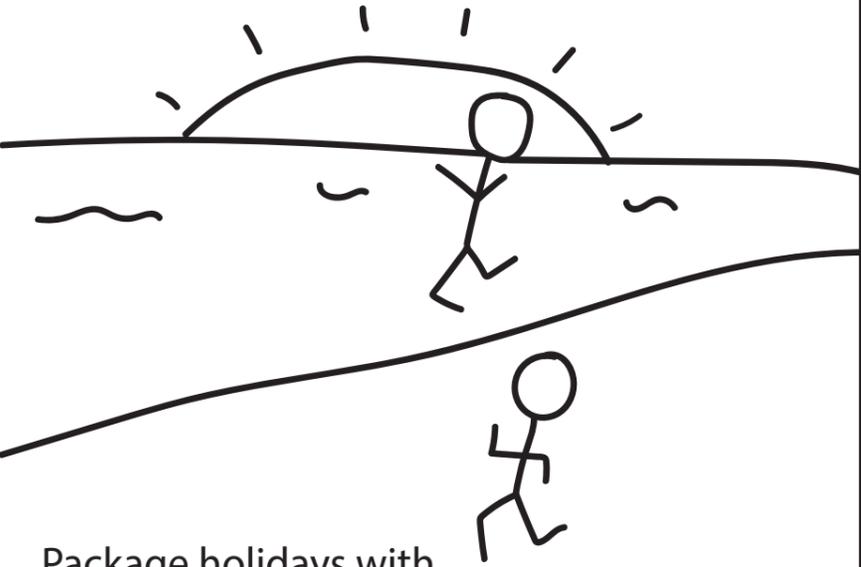
INSIGHT: Holidays last forever in our memories

PROPOSITION: Holidays you want to go on again and again and again

IDEA: Jet2holidays are cheap and convenient, therefore making memories, easy

PRINT ADS:

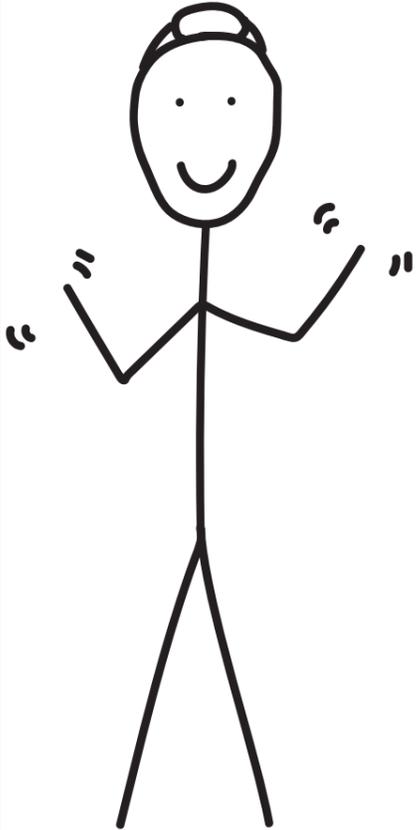
Got that holiday feeling?



Package holidays with over 100 destinations

Jet2Holidays. Memories made easy

From *welcome aboard..*
To *welcome home!*



Fully ATOL and ABTA-protected package holidays.

Jet2Holidays. Memories made easy

You wont forget a thing



Package holidays with 22kg bagage.

Jet2Holidays. Memories made easy

Week 5 | Mediaworks Gigable

CHALLENGE: Create a campaign to recruit an army of riders, who are already riding for the competition

PROPOSITION: "Promised freedoms but enslaved by the algorithms"

INSIGHT: People often feel like they want more from their employment but don't know where to turn.

IDEA: More push in your pedal

**Image shows a gigable working doing tricks on a bike*

**Image shows a car taking off into the air after going over a bump, overtaking the car beside it*

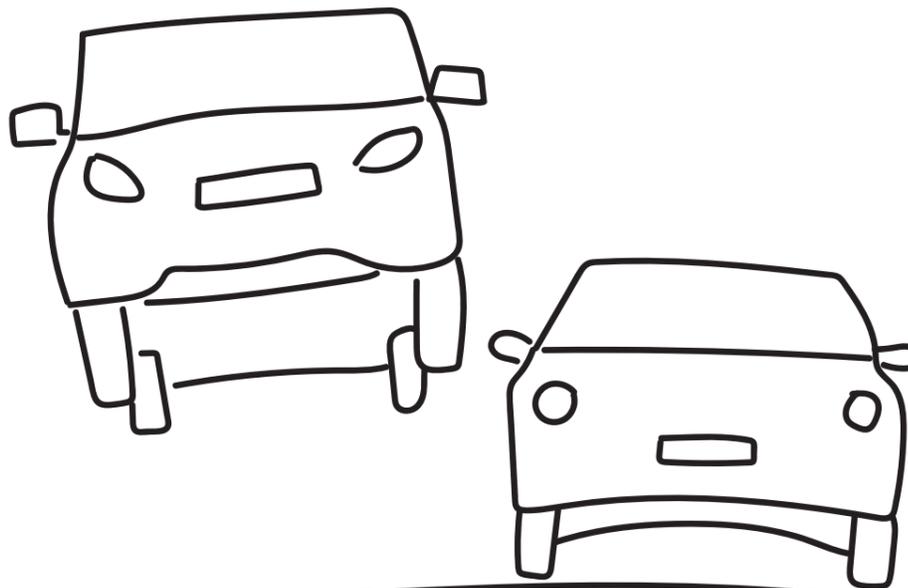
Deliver a better gig industry



More push in your pedal
with gigable

Ride with us 

Deliver a better gig industry



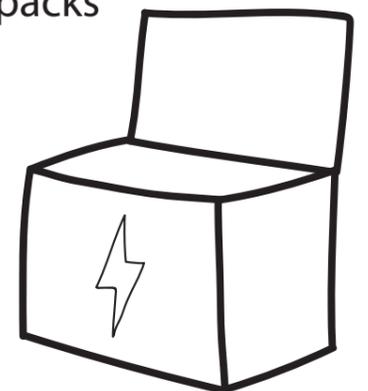
More push in your pedal
with gigable

Ride with us 



Petrol
pumps

Delivery bags to look
like battery packs



Week 6 | Tomoro PimpdInk

CHALLENGE: Convince tattoo lovers that they need PimpdInk products to maintain their precious ink and 'renew your tattoos'.

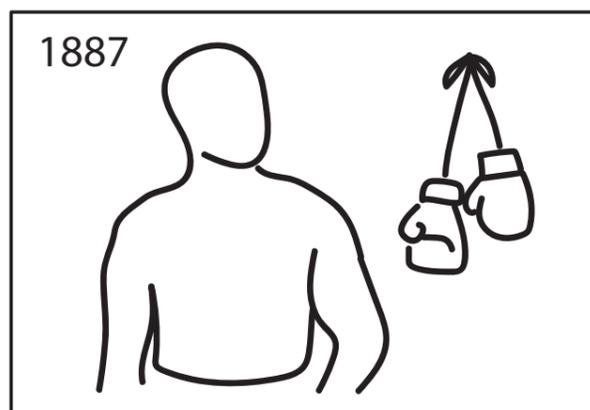
INSIGHT: Because of the taboo history and laws that still exist, it's a 'privilege' to be tattooed

PROPOSITION: Ink. as fresh as the day it was done.

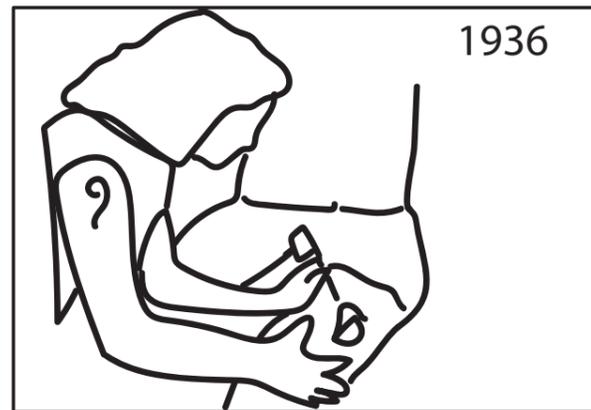
IDEA: Rub your tattoos in the faces of people who don't approve (and also rub in the product!)

VIDEO AD: Showing the taboo history of tattooing, highlighting significant people and events, to inspire people with how far tattooing has come culturally.

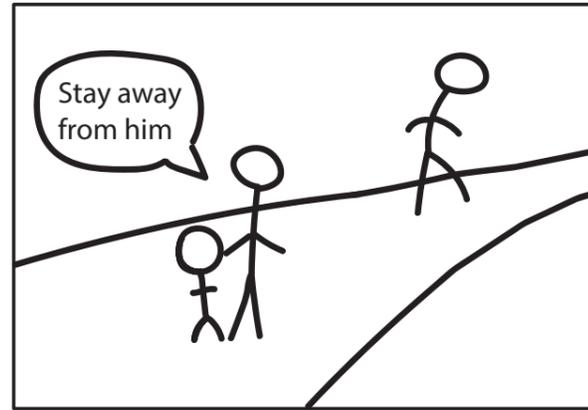
ADSHEL: Image showing a middle aged, well tatted person standing proud with vibrant tattoos. Behind him is a crowd of characters who are disapproving



"...John Riley, a tattooed man, then exhibited himself as showing how hideous he could be made by barbarious practices..."



Jessie Knight's husband didn't approve of her tattooing career, leading to abusive behaviour



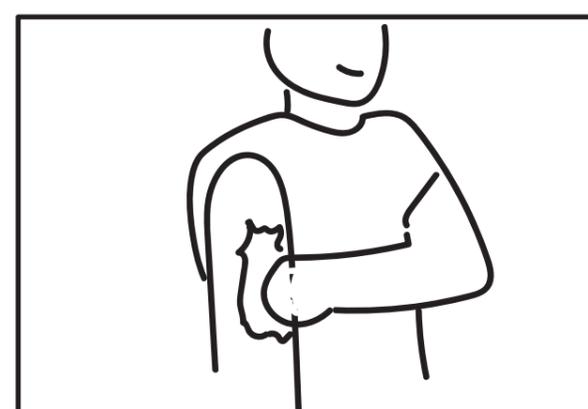
"They must be a criminal"



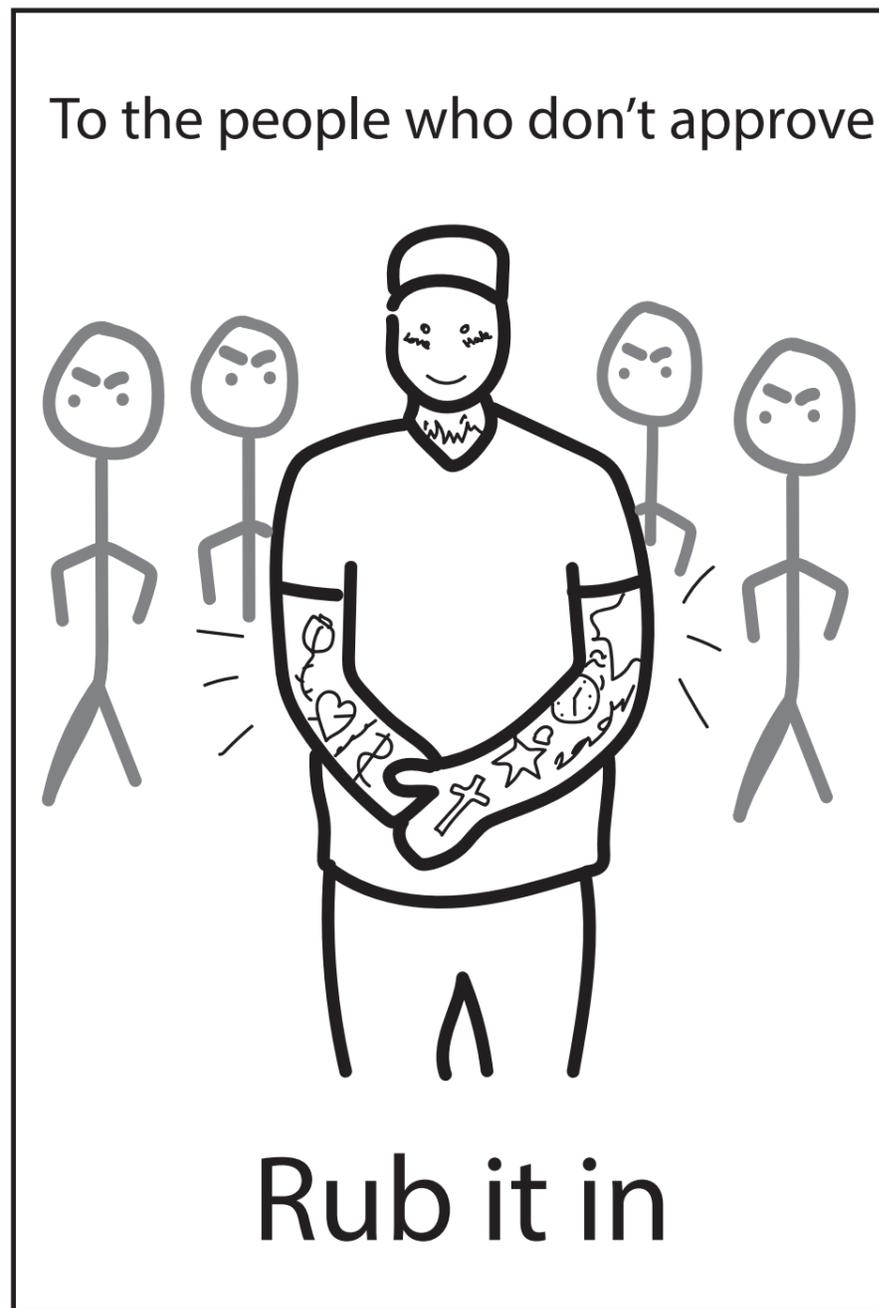
The state of new york declared it was 'unlawful for any person to tattoo a human being'. The practice of tattooing is seen as 'dirty'.



"No one will hire you looking like that"
"You're ruining your skin"
"You're not getting more are you?"



We say, rub it in.



Week 7 | McCann Leeds 2023

CHALLENGE: Let the rest of the country know that Leeds is the place to be in 2023

INSIGHT: The diverse local people is what makes up Leeds culture. Therefore culture happens when we come together.

PROPOSITION: We're letting culture loose in 2023

IDEA: Leeds culture is about diverse people coming together. So let's invite other cities to join in, giving them a taste of Leeds 2023, and a reason to visit.



BILLBOARD: This interactive billboard will be placed ground level in different cities. It will have pens attached to it, allowing locals to draw, write, scribble their mark. To make it a collaborative experience there will be two pens, attached on the same rope, creating a push and pull effect on the radius they can reach. At the end of the campaign there will be a community art piece from each city which will be displayed in Leeds 2023.

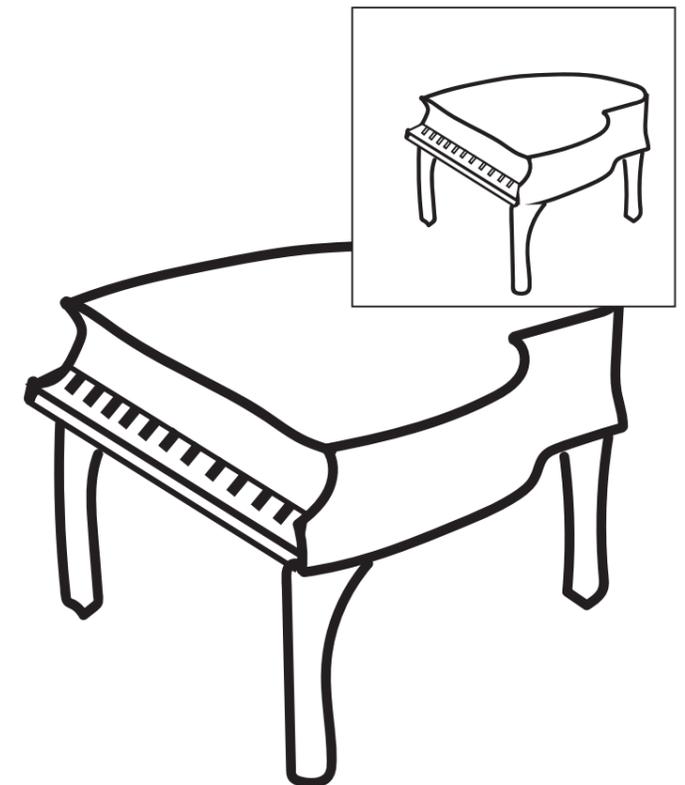


PUBLIC SEATING:

Conversation chairs will be placed as public seating in city centres and transport stations. The design of the chairs brings people closer together and informs them about Leeds 2023

COLLABORATIVE

MUSIC: Pianos will be placed in city centres. They will be *somehow* linked so when one is played in Leeds, it also moves the keys in Manchester. This allows people to make spontaneous, collaborative music with people from other cities.



Week 8 | IMA-Home Bumble

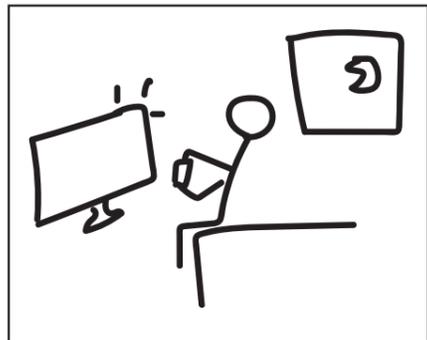
CHALLENGE: Get people to understand what makes Bumble relevant and make it their preferred dating app.

PROPOSITION: Love your journey, not their expectations

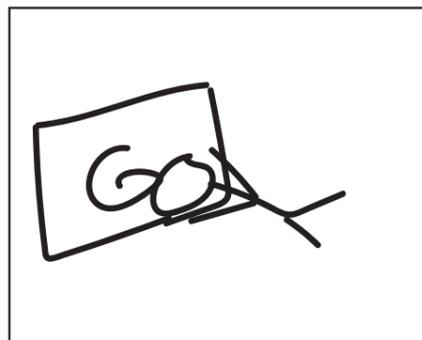
INSIGHT: 24 hours (the time you have to message a match) is enough time for something life changing to happen

IDEA: The craziest day

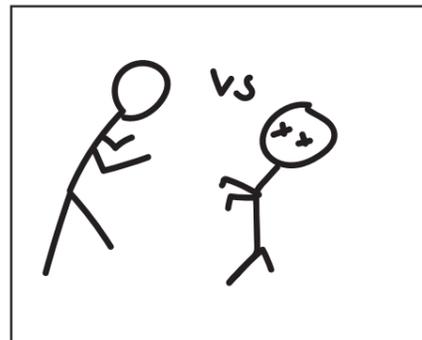
VIDEO AD 1:



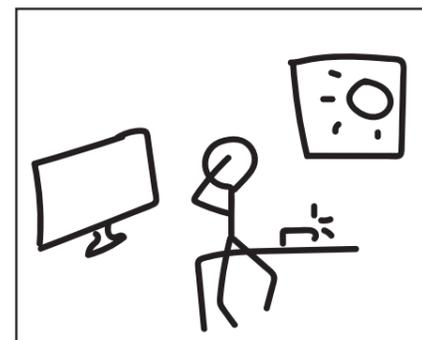
Guy playing video games in the evening



the tv sucks him in

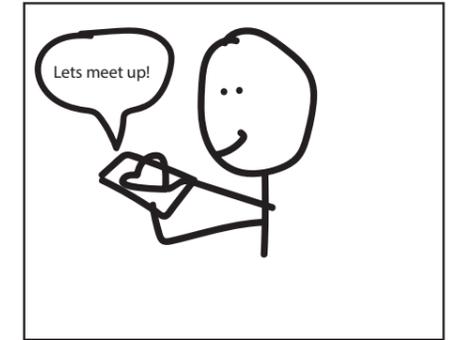


He's now in the game and doing well. he's amazed by the experience



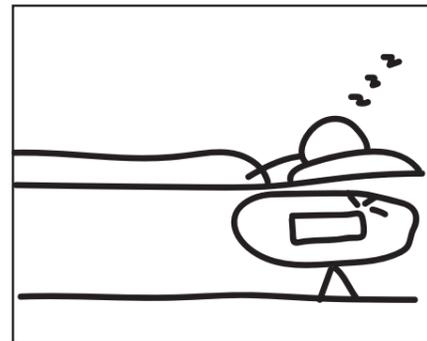
He's out of the game at back in his room. it's now morning. He feels accomplished

A lot can happen in 24 hours..

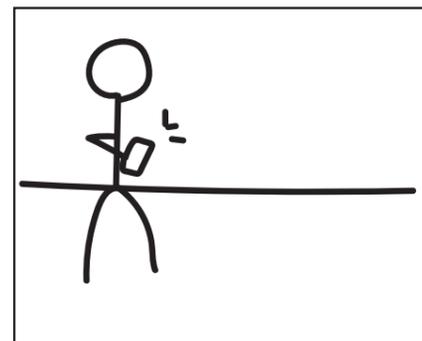


He receives a bumble message and gets up to go on his next adventure

VIDEO AD 2:



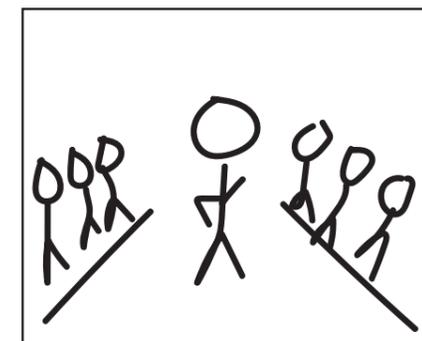
We see a girl snoozing. Her phone starting pinging rapidly



she checks her phone and is confused by the amount of social media attention

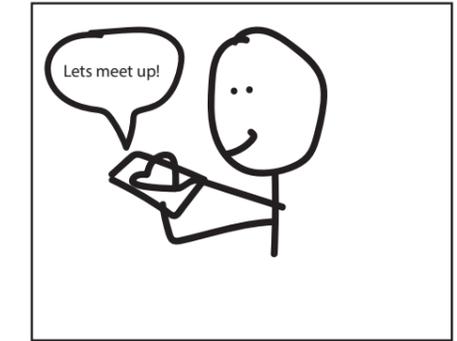


In the kitchen she looks up from the sink and sees fans and paparazzi outside. she is shocked.



She embraces the attention and struts down the street waving to her new fans

A lot can happen in 24 hours..



She sends a message on bumble, ready for her next adventure

SOCIAL: Successful bumble couples will be filmed and shown their first messages to each other. With the rise of people meeting their partner online, this already a common practise of scrolling for hours to see that first conversation. We will see couples gushing and giggling over their first conversation which started their journey together, and how that first message / first 24 hours of matching has changed their lives by bringing them together.

Week 9 | Sharp Bookmark

CHALLENGE: Get people to volunteer by demonstrating how quick and easy changing a child's life can be

PROPOSITION: Six hours for you, a lifetime for a child..

INSIGHT: The books we read as a child stay with us to adulthood. Children who struggle to read miss out on this exploration of fiction and the nostalgia you get as an adult.

IDEA: The joys of childhood stories

Interior transport ad: Ad would be placed inside busses and trains to target people on their commute.

Bookmark: Bookmarks will be used as advertisements. They can be handed out in shops and libraries

A3 poster: made to look like a double page book spread, placed in children areas of bookshops or libraries to target parents and guardians.

Help guide a child
to things out of their reach

Through fantastic Mr Fox,
and James and the giant peach

With just 30 minutes of your time,
Help grow and evolve a young mind

1 in 4 children in the uk leave primary
school without being able to read well.



Help change their story
Volunteer today
BookMark

Bookmark

You can help with a
mouse,
you can help in a
house.

you can help here or
there,
you can help
anywhere.

1 in 4 children in the
uk leave primary
school without being
able to read well

Help change their story,
Volunteer today



I will read about anchors
And all about ants.
I will read about ankles
And crocodile pants.

I will read about hoses,
And how to smell roses,
And what i should do
about owls on noses!



And when I read with you,
I read with much more ease.

I have to be an easy reader,
Because there so much to read!

1 in 4 children in the uk leave primary
school without being able to read well.

Help change their story
Volunteer today
BookMark

Radio Ad:

"Have a tiger over for tea, it's not hard to see
The impact stories have had on you on me
If you like green eggs and ham or prefer it with jam
To read, it's important a child believes they can.

1 in 4 children in the uk leave primary school without being able to read well
Help change their story - volunteer today with bookmark

Week 10 | Journey Further

Ritter Sport

CHALLENGE: Create a disruptive campaign that will cut through the chocolate industry

PROPOSITION: Fair and Square

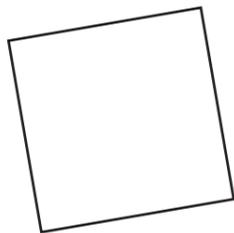
INSIGHT: Being called square has negative connotations, which Ritter Sport is quite the opposite of.

IDEA: Pretty edgy

MAGAZINE AD:

what's wrong with being square?

Square. Straight edged. Slang for someone who is conventional and old fashioned. A 'fuddy duddy'. You might see our pointy

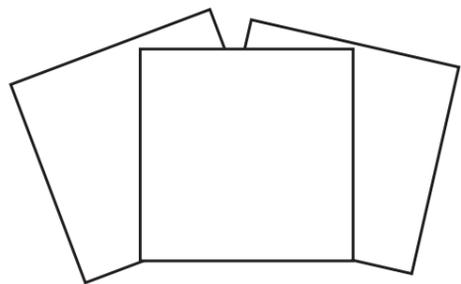


edges and think, god, lame. They're not cool, they're not making waves, not even a splash. We agree. We're not even dipping a toe into the



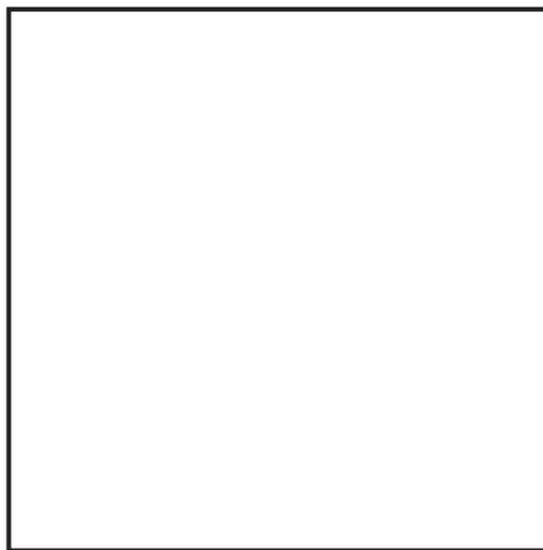
ocean. Because were busy protecting wetland areas, and forests, allowing the preservation of biodiversity. if were not up to date on current trends,

it's because were past them. Were the only chocolate company to own our own plantation, half nature reserve, half farm. whilst we reserve nature, you should reserve your judgements, and ask yourself, whats wrong with being square?



We think it's pretty edgy.

ADSHEL:

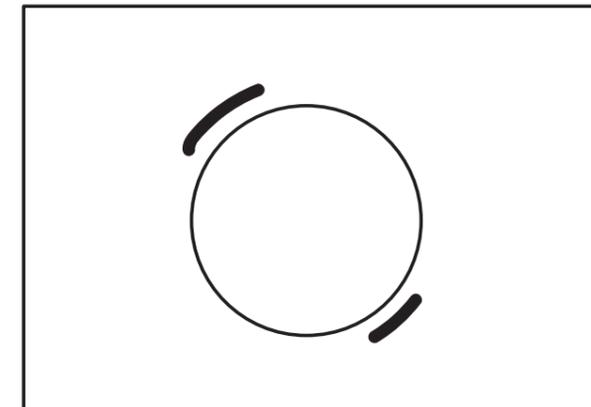


Pretty Edgy

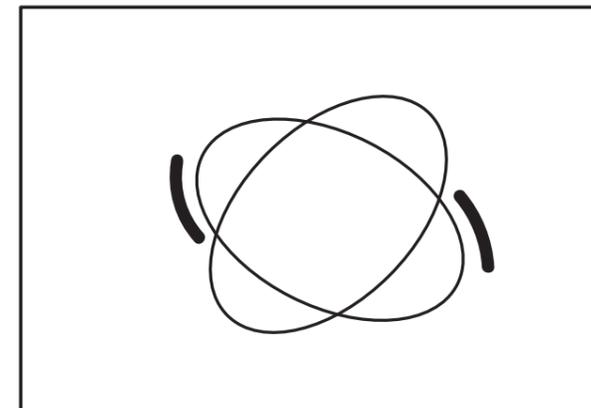
Discover how we do things differently



VIDEO AD:



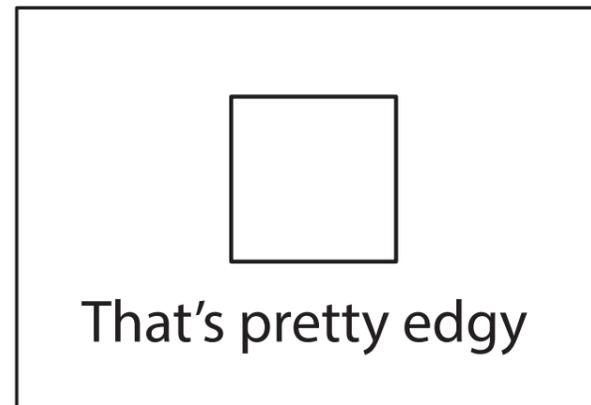
** From a birds eye point of veiw, we see an object spinning so fast, the blur creates a circle.*



"At Ritter Sport, we like to think were well rounded. From how we treat our workers, being climate neutral to owning our own ethical cocoa farm"

**object's spinning starts to slow, loosing momentum*

"we've got all corners covered"



That's pretty edgy

**objects looses all its momentum and drops flat on the table. Revealing the spinning circle as a Ritter Sport bar*

Week 11 | Propaganda

Boots X Gen M

CHALLENGE: Make an invisible audience heard and understood as they were younger

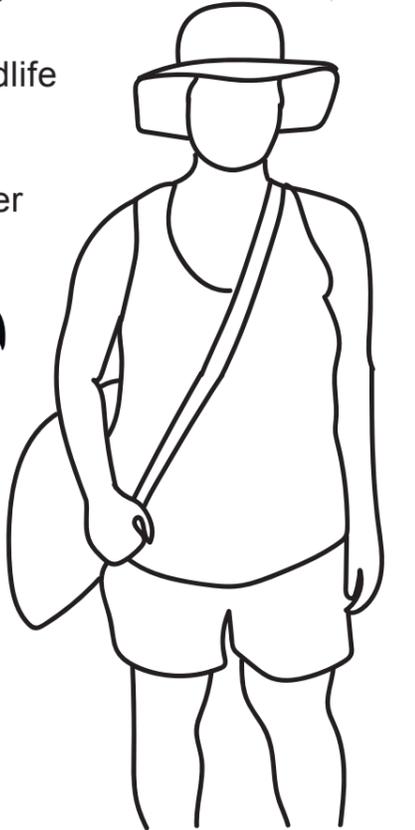
PROPOSITION: With you, for life

INSIGHT: Due to the life expectancy of 82 years, the menopause and post menopause, can take up an equal proportion of women's life compared to other stages.

IDEA: Reaching menopause is the start of a new chapter. The campaign will celebrate women who have found success later on in life.

Kate Grand

"I'm just a regular human, but I went to Zimbabwe and volunteered at a wildlife refuge at 47, saw Victoria Falls. Life doesn't just peter out after 30."

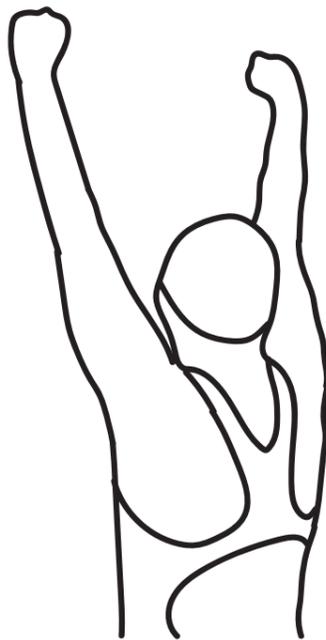


Celebrate the second half Gen M X Boots

Diana Nyad



On her fifth attempt and at age 64. Diana became the first person to swim from cuba to florida without the aid of a shark cage

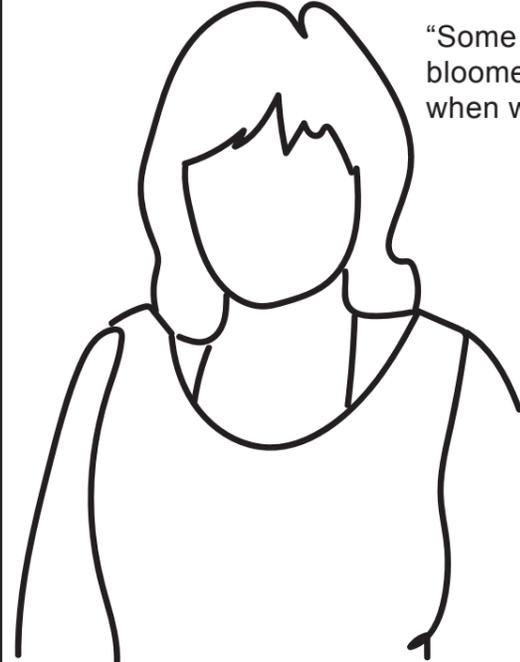


Celebrate the second half Gen M X Boots

Tracey M

"I am a mother of four, I released my first full-length book at 45, and started law school this year—at 47—with four teenagers in the house."

"Some of us are late bloomers, but wow, when we figure it out..."



Celebrate the second half Gen M X Boots

MAGAZINE ADS: These ads show real stories and experiences of being middle aged, demonstrating what can be achieved in this stage of your life. These women will be the face of the campaign

IN STORE: Boots and Gen M will work with the women from the ads to create a recommended range from their story. Eg Tracey M could recommend herbal supplements to help with brain fog.



Week 12 | Creode

HM Coastguard

CHALLENGE: Raise awareness about the potential dangers and the coastguard service

INSIGHT: A family seaside trip can be full of little disasters

PROPOSITION: Stay in the know and out of trouble

IDEA: Know the real disasters

We hope your day is ruined by a seagull pinching your chips.

400 people die a year from accidental drowning.

Know the real disasters



Find out more about staying safe



Oh no. You dropped your ice cream? We feel so bad for you

400 people die a year from accidental drowning.

Know the real disasters



Find out more about staying safe



Crying over someone trampling your sandcastle?

400 people die a year from accidental drowning.

Know the real disasters



Find out more about staying safe

