

# **OH HI I DIDN'T SEE YOU THERE,**

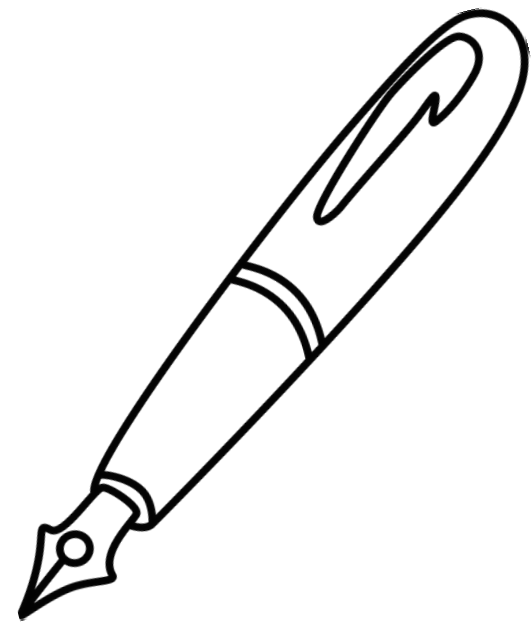
**My name is Ame Foote, mother, masters student and soon to be School of Thought Graduate 2022... but you can call me **Ame**.**

**Welcome to my final portfolio submission.**

**The past 12 weeks have been a balancing act of emotions, hard work and creative growth. I have enjoyed every second and have truly been inspired by all the wonderful people I have met along the way (**that's you lovely lot**).**

**My blood, sweat and tears have gone into this portfolio, so please remember to wash your hands after reading.**

**Thank you,  
I hope you enjoy my work.**



week 1

**Finn**

JASON'S SOURDOUGH

# JASON'S SOURDOUGH

In the UK 900,000 tonnes of bread is thrown away every year as the average loaf is often too big to finish before it goes off. Sourdough's natural acidity discourages bacteria meaning it lasts longer.

Proposition: A different dough that makes every day  
delicious and nutritious

Audience: 28 - 45 year olds

Idea: Something that lasts

Media: TV ad



A woman in her late 20's is seen sat at the kitchen table. She is eating toast and is visibly annoyed.



A man in his early 30's enters the room wearing the woman's pink silk dressing gown, he looks very proud of himself.



Copy appears across the screen:  
'FOR SOMETHING THAT LASTS.  
Jason's Sourdough'

week 2

**Syn**

**DR MARTEN'S : MADE IN ENGLAND**





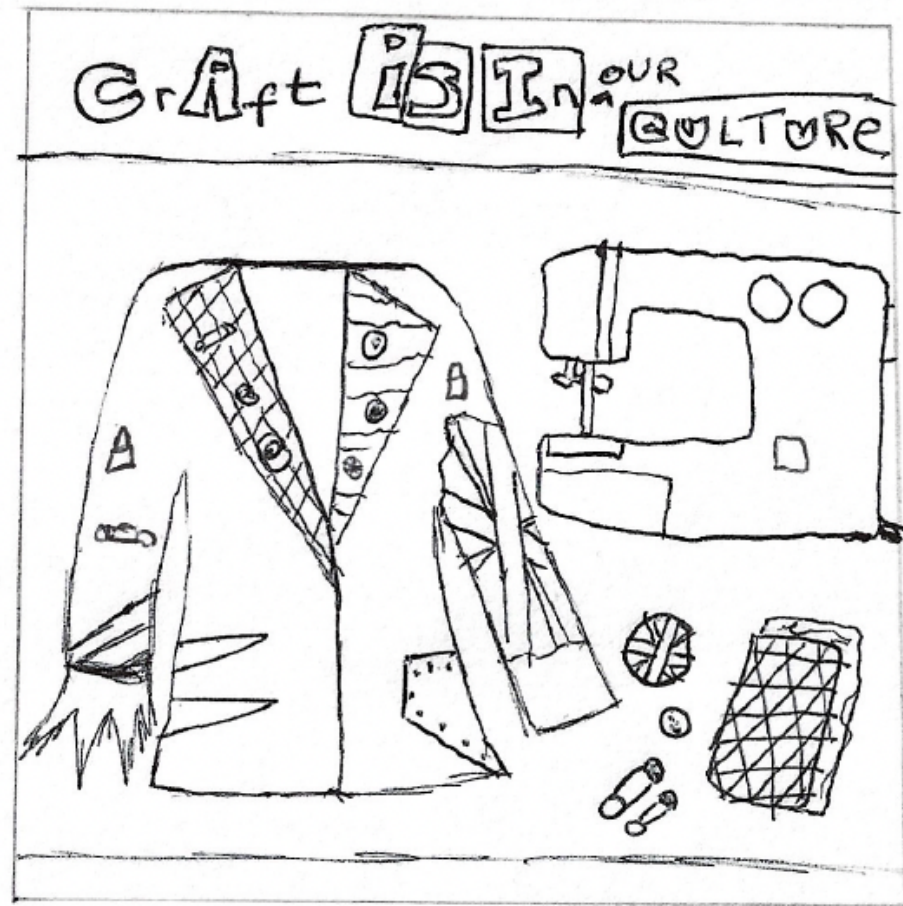
Dr Marten's hold a huge legacy within punk culture, almost as much as crafting. Dr Martens Made in England range prides itself on attention to craft and this campaign highlights the importance of craft within punk culture.

Proposition: Confidence of Craft..

Audience: Shoppers with a 'mature' sense of style

Idea: Craft is in Our Culture

Media: Retail

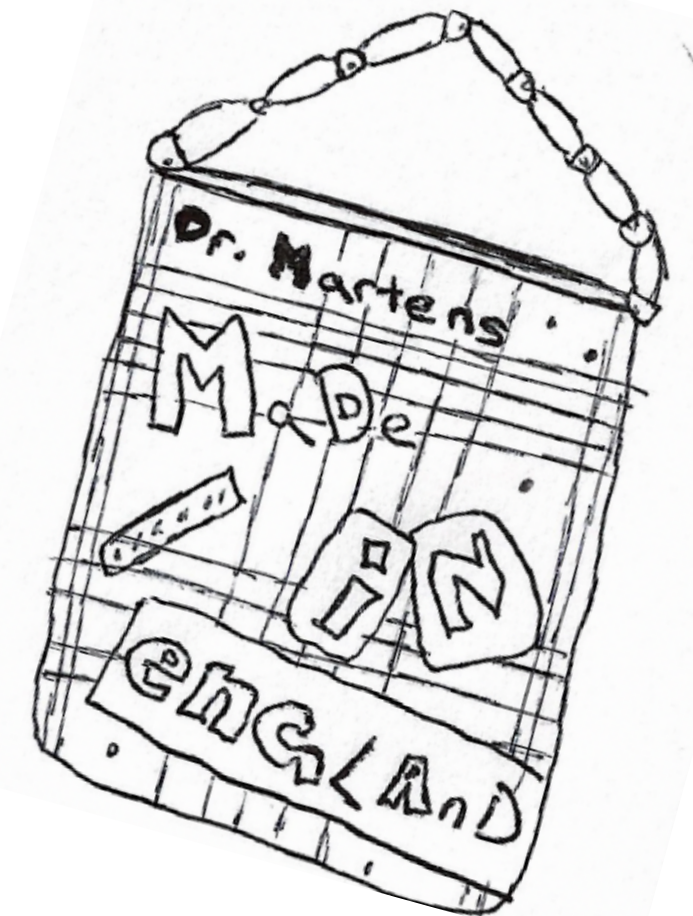


Display in Dr Marten's stores of deconstructed punk outfits highlighting the attention to detail and design that those who identify as 'punk' put into their outfits.

Alongside will be a deconstructed Dr Martens : Made in England boot, showing that Dr Martens and punk culture go hand in hand, and allowing customers to see high level of work that goes into making the shoes.

Collaboration with local breweries, for example North Bar, to produce a Made in England 0.0% beer. This will be handed out to customers as they enter the stores to enhance the rebellious nature of Dr Martens.

With every purchase of Dr Martens Made in England boots customers will receive a limited edition Made in England tote bag. Dr Martens will collaborate with local fashion designers to design and produce the bags, allowing for further representation of local craft artists.



week 3

**Ponderosa**

TYPH00



A good cup of tea has the ability to give you that warm fuzzy feeling, just like a good story book can. This campaign uses the character of Goldilocks to show consumers that Typhoo makes a great cuppa.



Proposition: *The most satisfying brew is Typhoo*

Audience: *Female*

Idea: *The One That's Just Right*

Media: *Print ad, Social and Retail*

Social media game encouraging consumers to help Goldilocks reach her cup of Typhoo and avoid getting caught by the three bears. Consumers will answer questions about how Typhoo is produced in order to move Goldilocks closer to her cuppa. Information containing the answers will be posted on Typhoo's instagram so consumers can learn more about the tea they're drinking.



Goldilocks is seen drinking a hot cup of Typhoo tea. Behind her we see she has knocked over the bag of porridge as she has realised Typhoo is truly the one thats just right.



With every purchase of Typhoo consumers will receive a free Typhoo teddy or Goldilocks miniature plush toy. This uses pester power to encourage consumers to purchase Typhoo on their weekly shop.

week 4

**IMA-HOME**

JET 2





More often than not its the little moments on a family holiday that make it special. These are the moments that are talked about around the dinner table for years to come and are relatable for every family.

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

Audience: Families

Idea: Where 2 next?

Media: Slogan, Print ad



week 5

# MediaWorks

GIGABLE



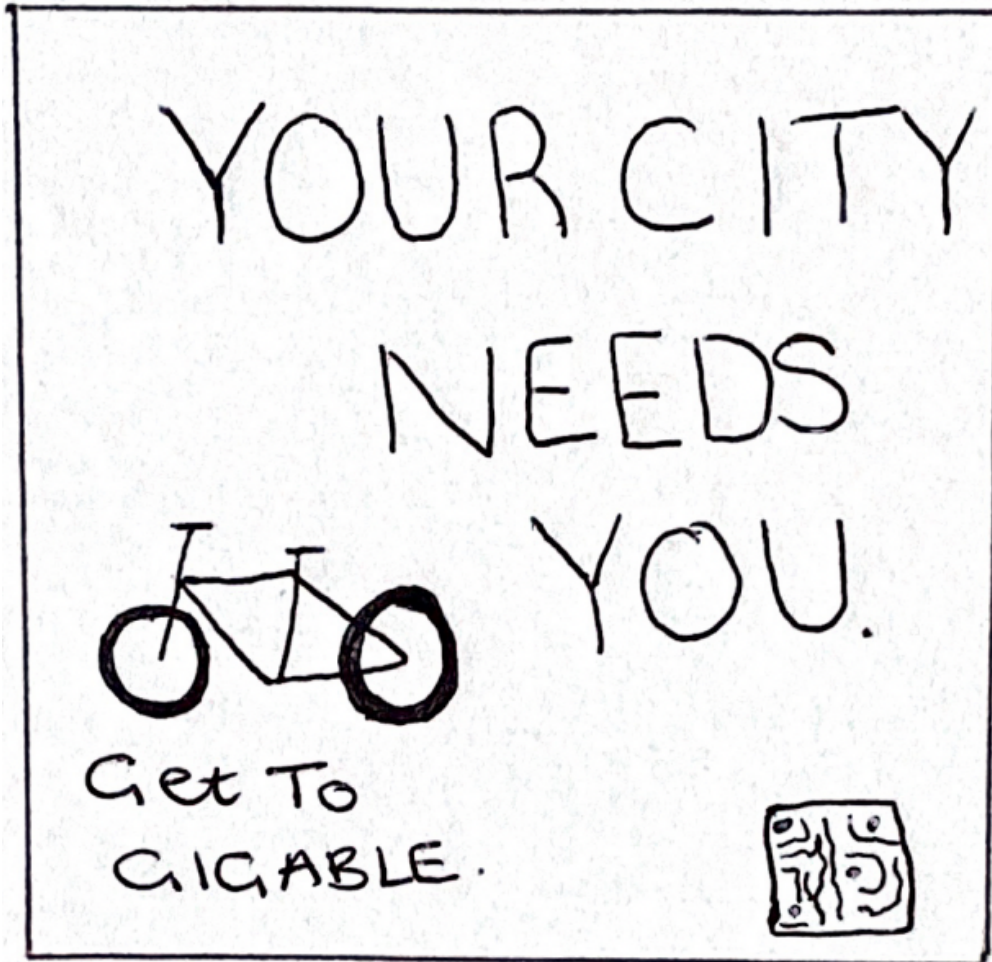


When moving to a new city it can be hard to make friends, or in Gigables' case riders. This campaign is aimed at recruiting new riders for Gigable even if that means stealing from the competition.

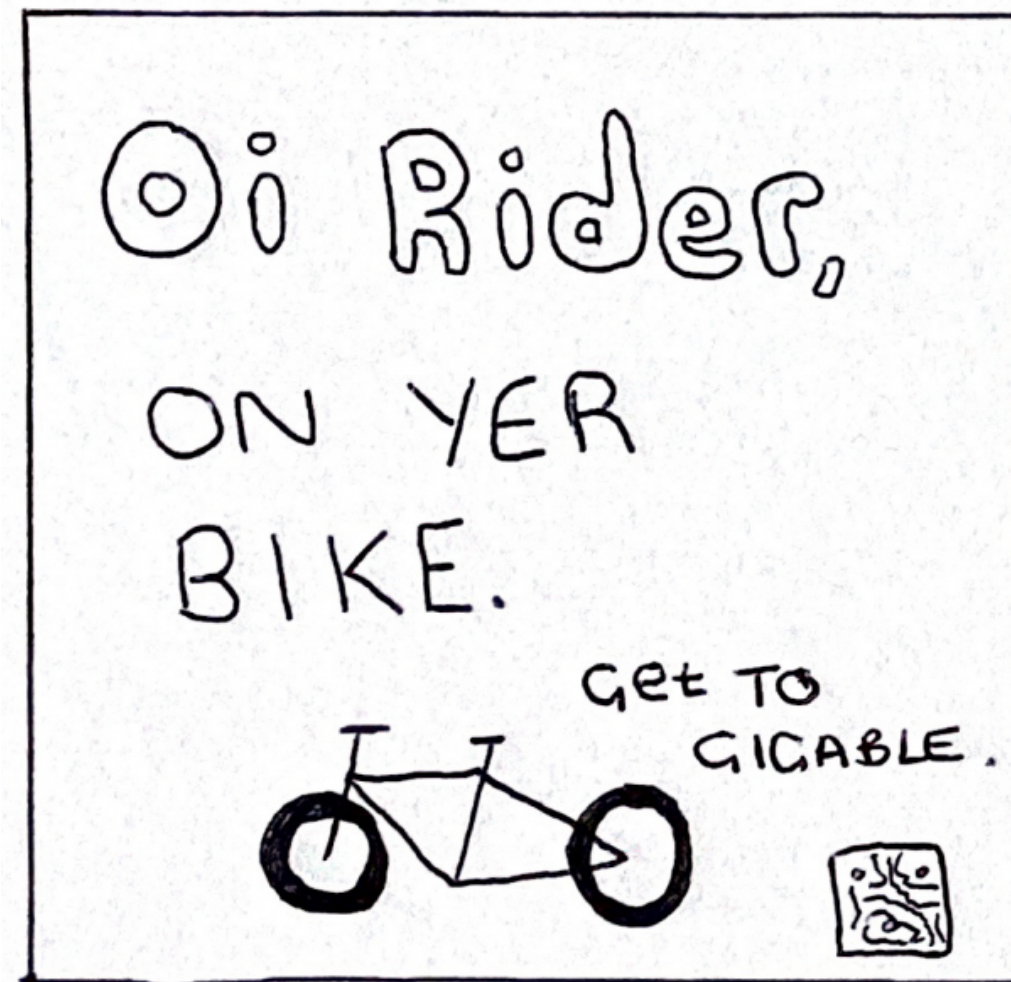
Audience: Riders who are already riding for the competition

Idea: Get to Gigable

Media: OOH (Billboard, Posters) & Guerrilla

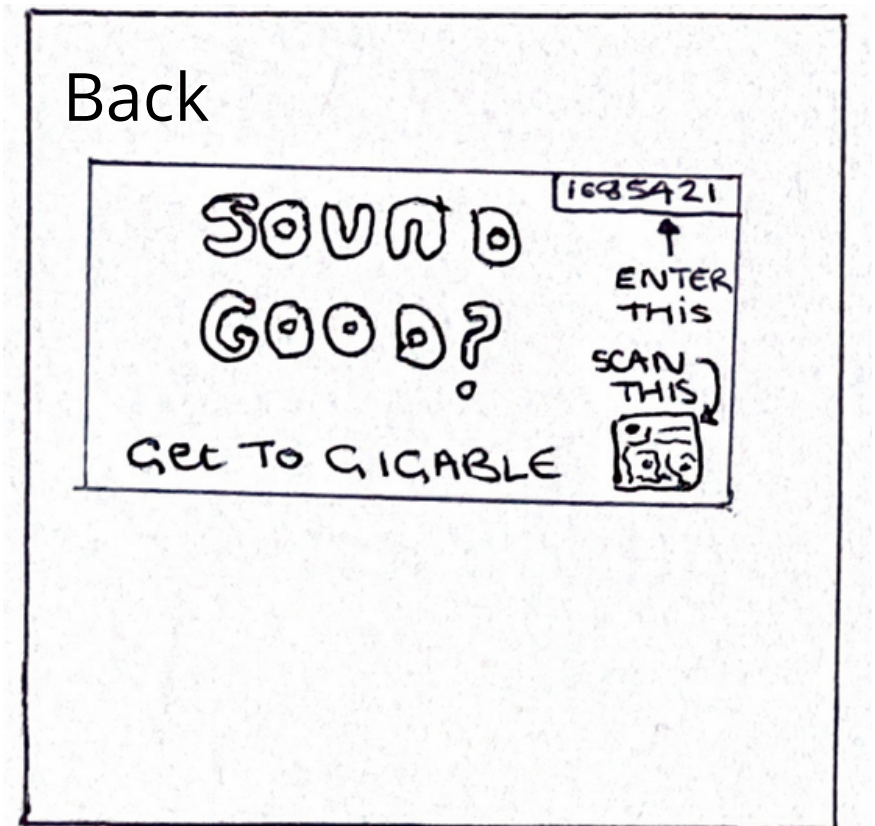
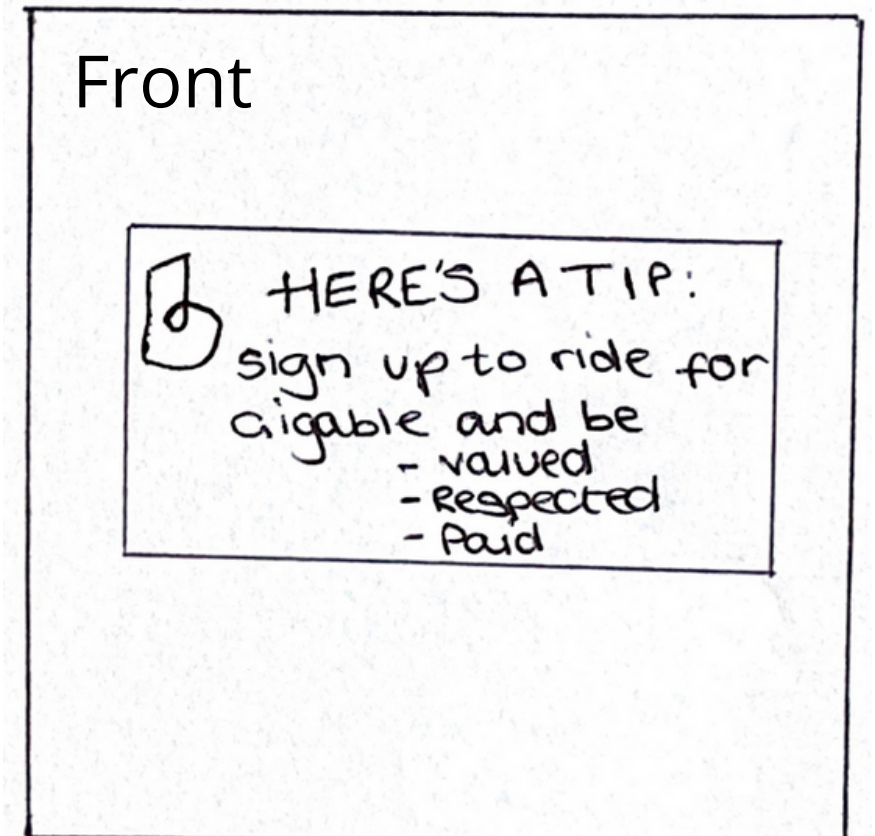


Billboard ad positioned in town centres. Call to action inspired by the iconic your country needs you ads.



Poster ad featured on bus stops so riders will see it on their commute. Ad uses local slang to make advertisements specific to location. QR given so riders can quickly stop and scan for information on how to sign up for Gigable.

Students will be recruited to hand out flyers to competition riders when delivering food orders. The flyer will feature a code specific to that student which the rider will enter when signing up to ride for Gigable and the student will receive 20% off their Gigable food order when their code is used.



week 6

**Tomoro**

PIMPD INK





Tattoos are cool, there's no question about it. They're a conversation starter and help to represent who you are. This campaign uses Alex and Olivia Bowen to promote Pimpd Ink aftercare moisturiser and show the difference this product makes to tattoos.

Proposition: *ink Fresh as the day it was done*

Audience: *Anyone with a tattoo*

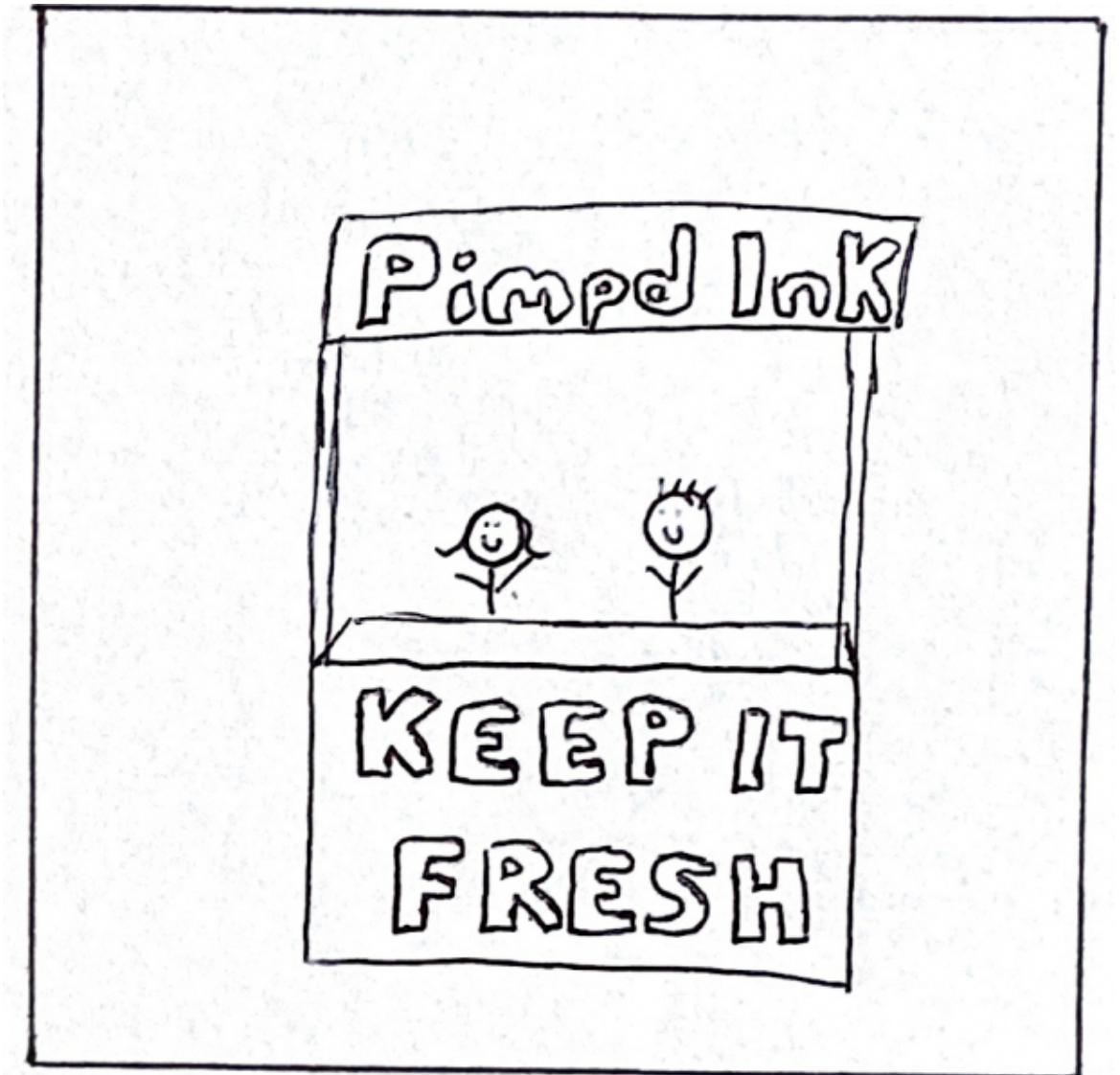
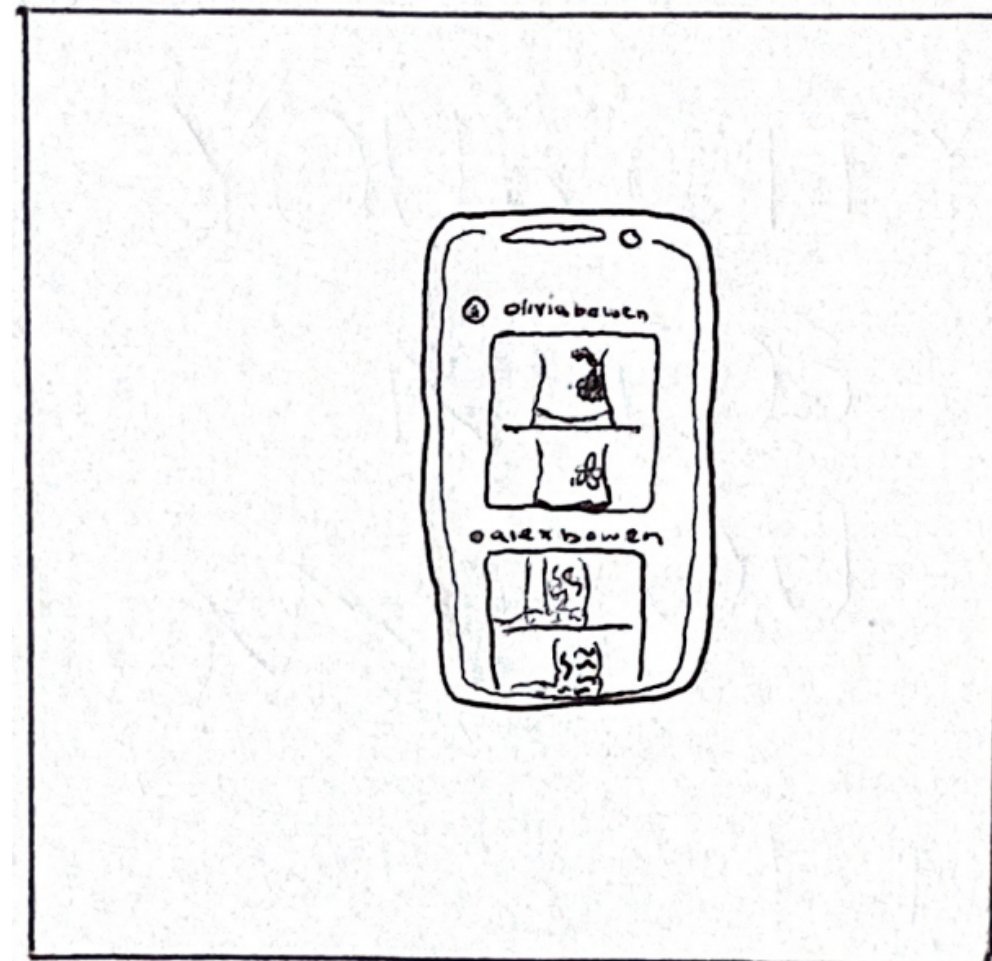
Idea: *Keep it Fresh*

Media: *Integrated, Celebrity sponsorship*



Print ad featuring both Alex and Olivia Bowen. Their tattoos will appear enhanced to communicate the result of using Pimpd Ink moisturiser.

The Bowens will post before and after pictures on their Instagram pages showing the difference using the moisturiser makes. They will offer consumers a discount code for 10% off all orders.



Alex and Olivia will both appear at pop up stalls at tattoo expos and student freshers fairs offering samples and posing for photos with consumers. This will create a social media buzz as consumers will want to meet the couple at the stalls.

week 7

**McCann**

LEEDS CITY OF CULTURE 2023



People from Leeds are VERY proud to be from Leeds. The city offers a wide variety of culture and entertainment and this campaign aims to get people to join the riot.

Proposition: *We're letting culture loose in 2023*

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

Idea: *We Predict a Riot*

Media: *Social & Print*

### Short film ad for social media (Instagram, Facebook & TikTok)

\*Background music: I predict a Riot (chorus) - Kaiser Chiefs\*

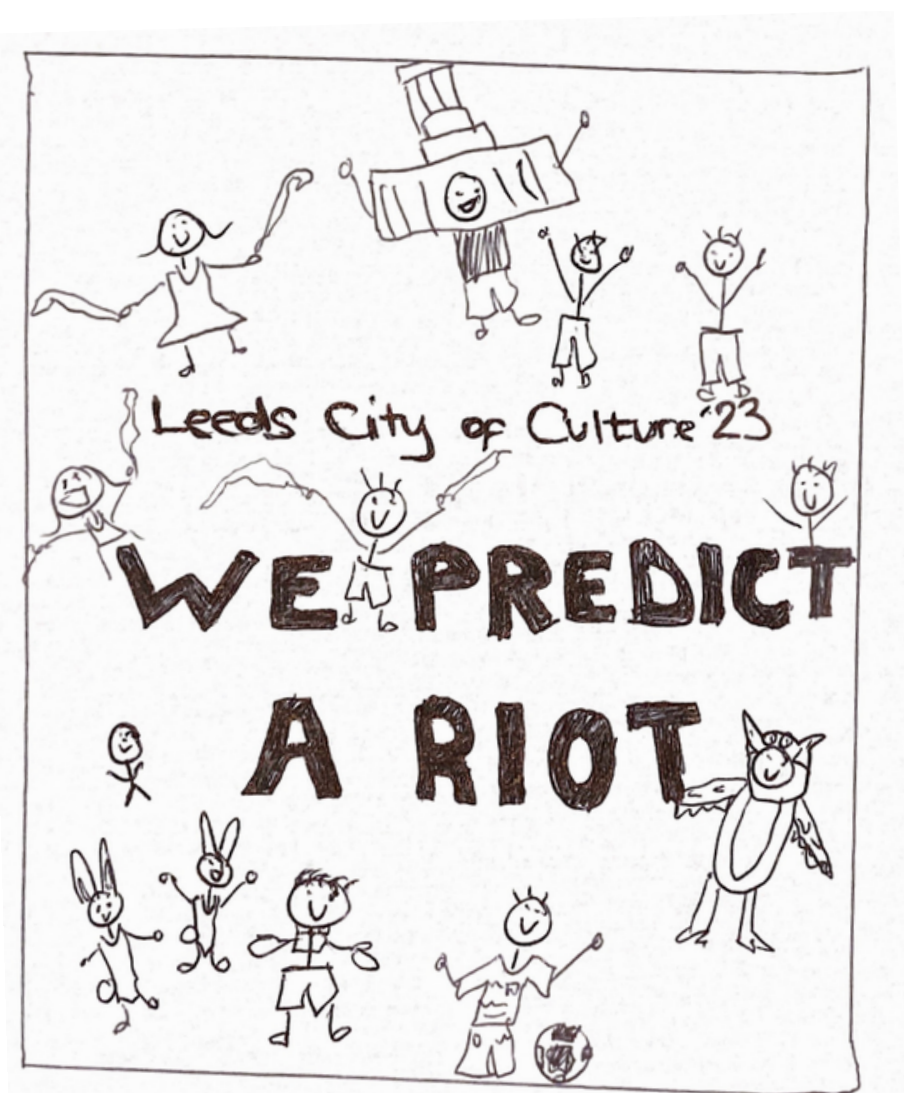
Filmed in slow motion, a large crowd is seen running from all angles into millennium square in Leeds.

The crowd contains a wide variety of people all representing different parts of Leeds culture, for example:

- Carnival dancers
- Drag queens
- Golden Owls
- Football & Rugby players

Pints of Leodis beer are seen being thrown in the air as the crowd dances in a mosh pit to I predict a riot.

The copy appears: 'Leeds Year of Culture 2023. We Predict a Riot.'



Stills from film used as newspapers print ads in London, Manchester and Newcastle. Images also used as instagram posts.

week 8

**IMA-HOME**

**BUMBLE**





Often young adults are looked down upon for dating multiple people and for not being in a relationship by their mid 20's. This campaign shows that dating can be fun and carefree, and that Bumble is there to support consumers on their journey.

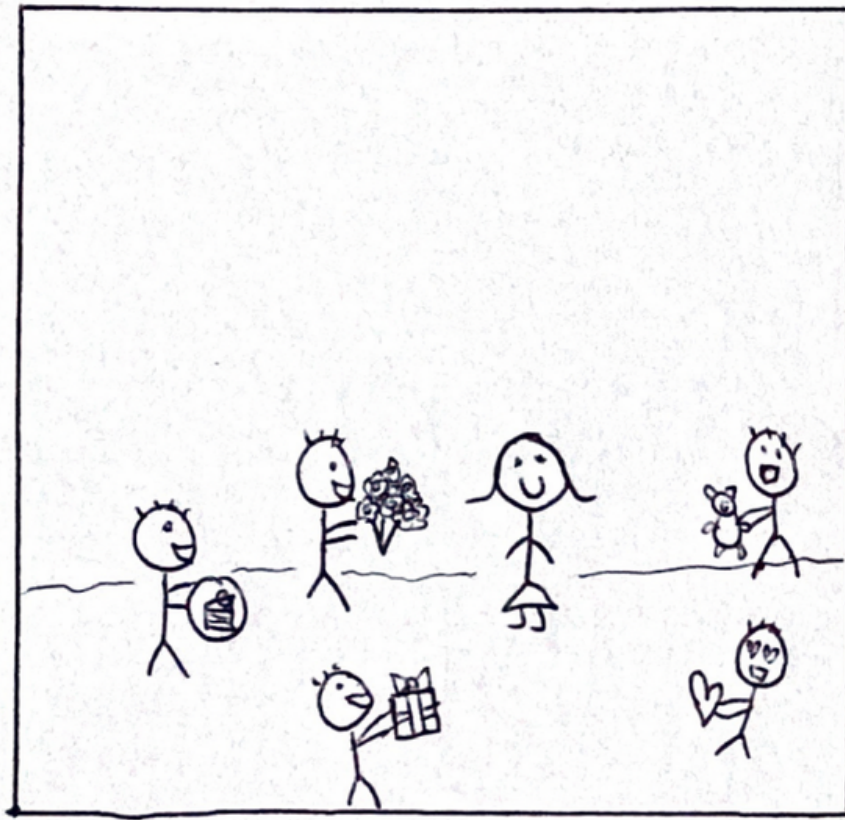
Proposition: *Love your journey, not their expectation.*

Audience: *18 - 36 year old women and men*

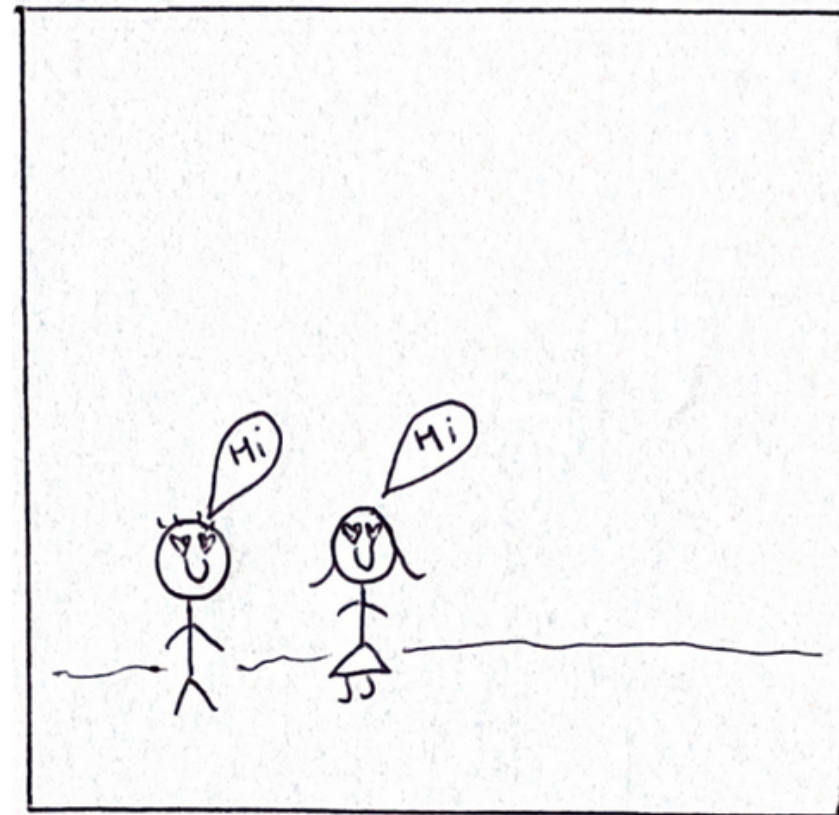
Idea: *Happy Dating*

Media: *Tv*

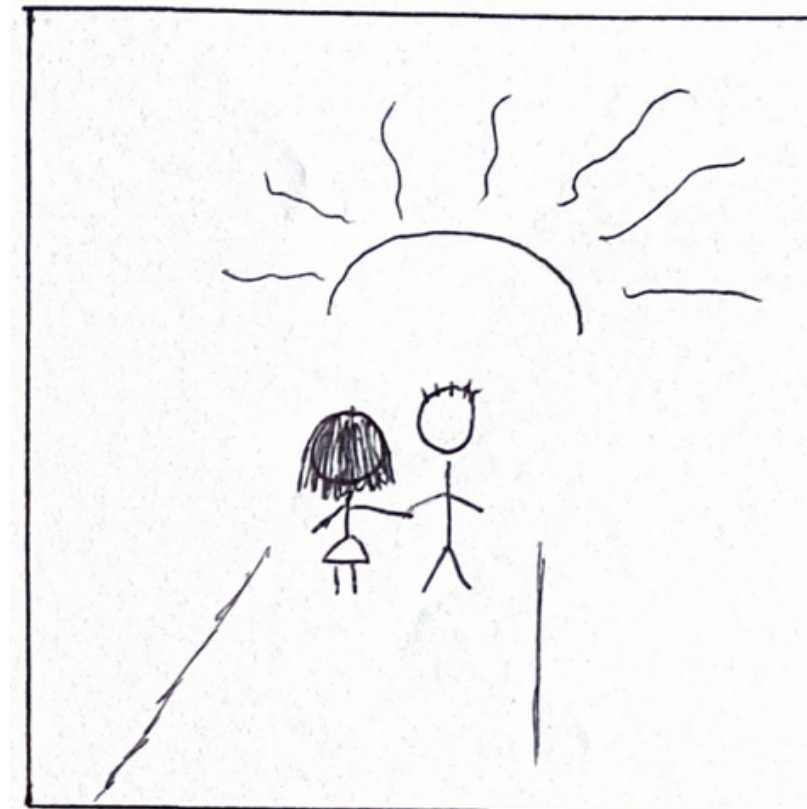
Background music: You Make My Dreams (Come True) - Daryl Hall & John Oates



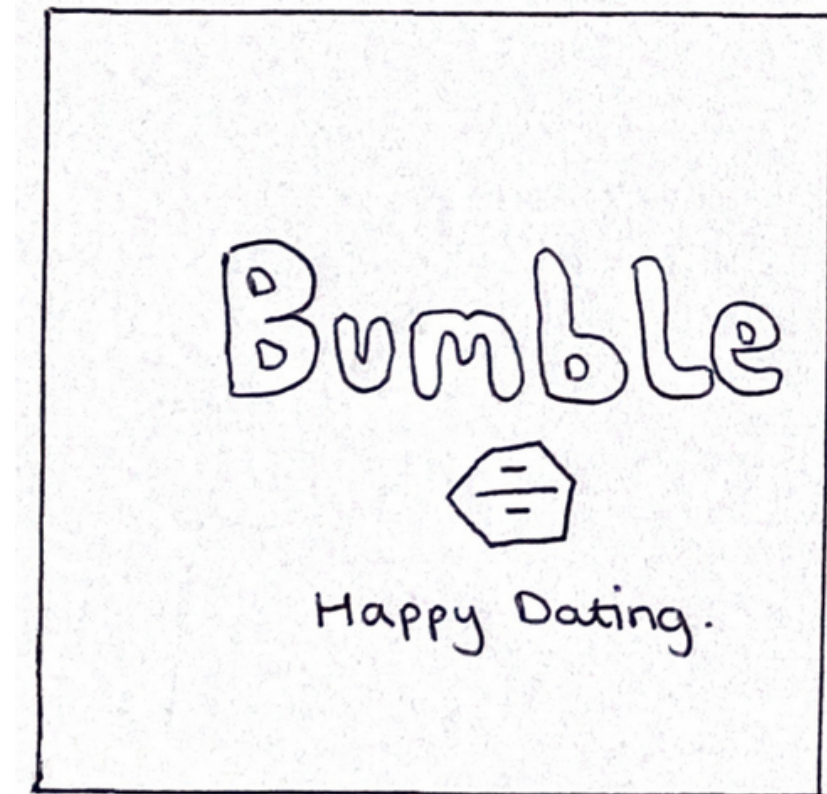
A young woman is seen walking through town as young men approach her offering her kind gestures often experienced on dates, for example flowers or their jacket. The woman happily walks from one man to the next communicating that she is going from one date to the next without a care and enjoying herself.



The woman suddenly stops as she catches eyes with a man at the end of the street. She approaches him and says 'hi' he smiles and says 'hi' back. This represents how the woman makes the first move on Bumble.



The two happily dance off into the sunset on their way to their date.



week 9

# Sharp Agency

BOOKMARK





# Bookmark

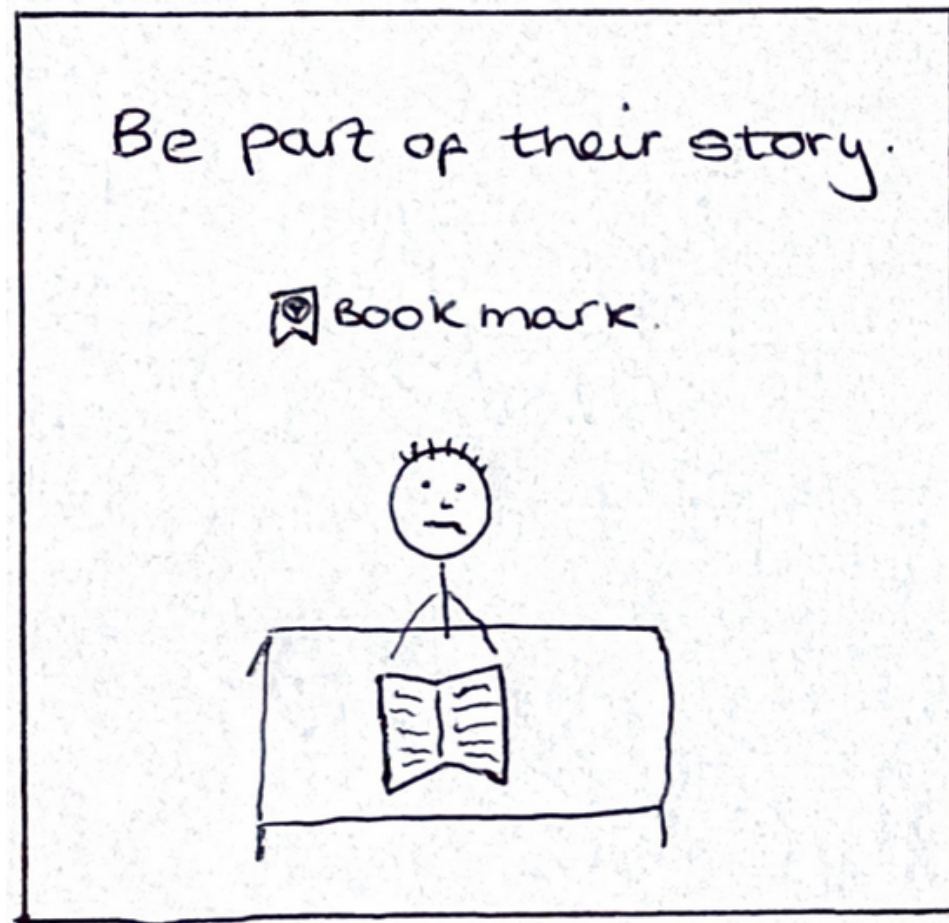
Helping a child to read can be both rewarding and enjoyable. We often remember those that made an impact on us during our childhood and this campaign aims to encourage consumers to be that person for someone else.

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

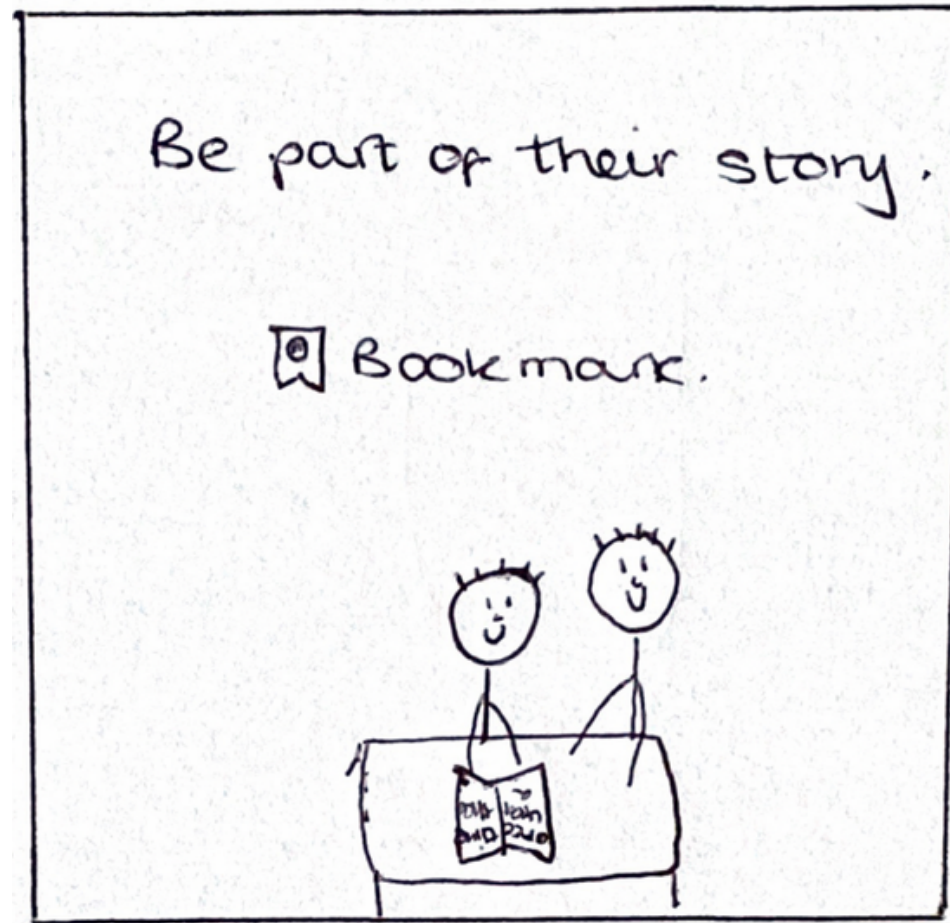
Audience: *Anyone who can volunteer their time to help a child read*

Idea: *Be part of their story*

Media: *Digital billboard & Radio*



A young child is seen trying to read a book, the child is visibly struggling and the words in the book are blurred.



This image gradually changes to show a volunteer sat with the child helping them to read. Both are visibly happy and the words in the book are now clear communicating that the child can now read easily.

**Voice 1:** "Imagine all the things you'd miss out on if you couldn't read"

*\*wedding bells\**

**Voice 2:** "Mummy can we have a story?"

**Voice 3:** "If I could just ask you to fill this form in for me"

**Voice 1:** "In England 7.1 million adults struggle to read. Don't let this happen to a child. Giving just 1 hour of your time a week, for 6 weeks could help changed a child's life forever. Sign up to volunteer at [Bookmark.org](http://Bookmark.org) and be part of their story.

Radio ad featuring children's author Tom Fletcher as voice 1.

week 10

# Journey Further

RITTER SPORT



# Ritter SPORT

Ritter Sport is an environmentally conscious chocolate company that is working towards being more sustainable every day. Dealing with some of these issues can be tough and that's where the Ritter Rangers come in...

Proposition: *Fair and square*

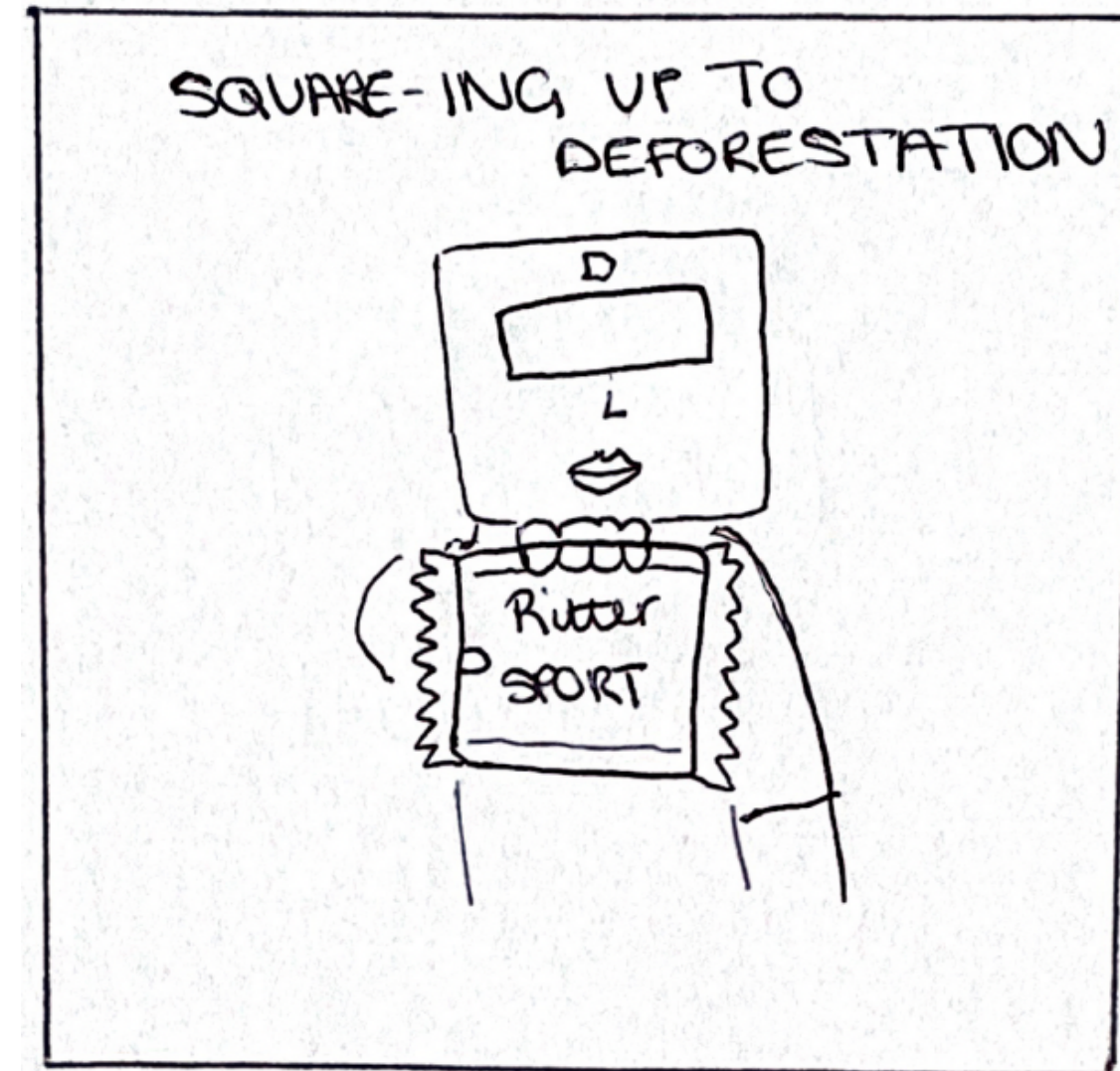
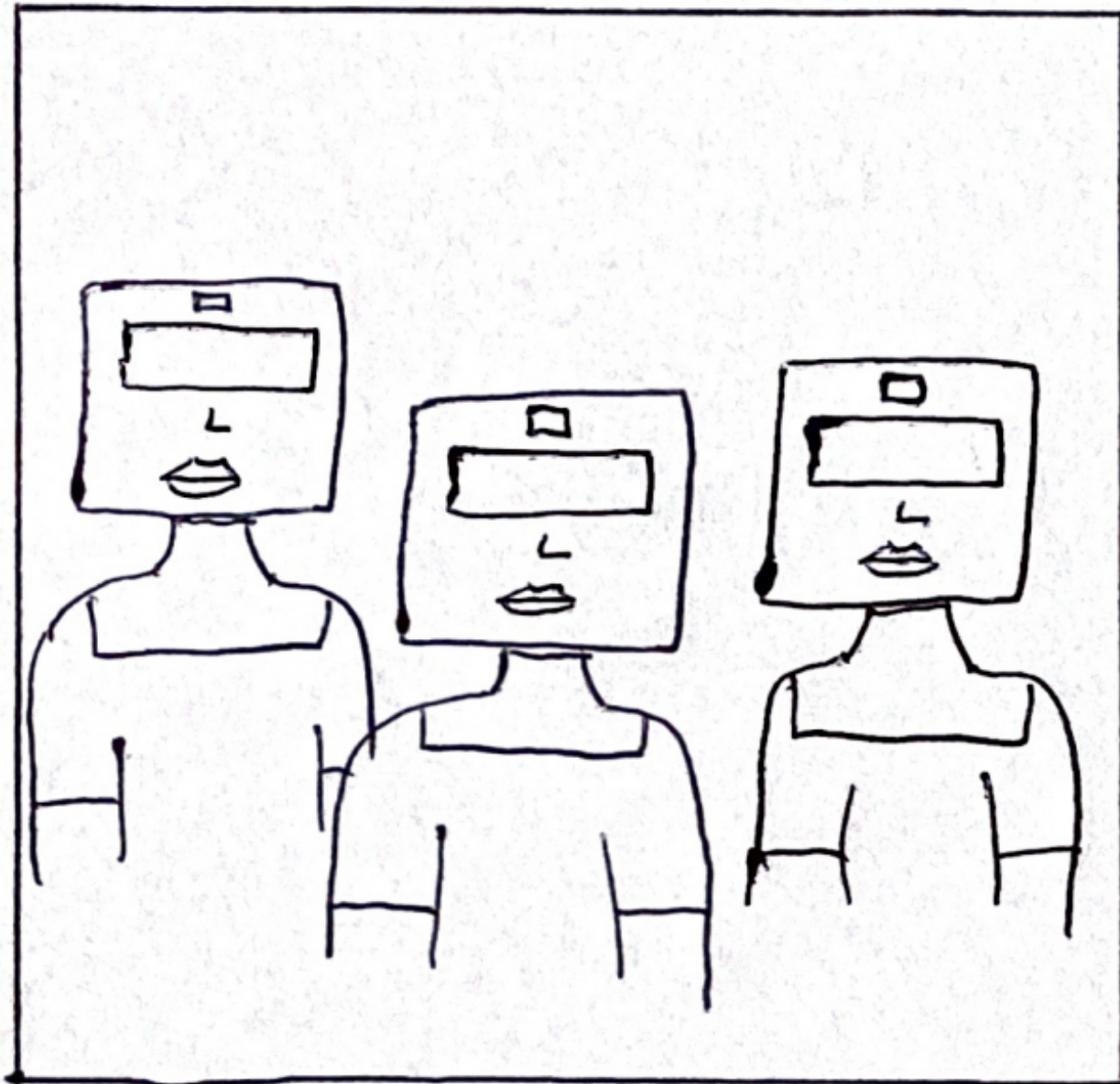
Audience: *Hedonistic conscious consumers*

Idea: *The Ritter Rangers*

Media: *Integrated*

Each Ritter Ranger will be a different colour to represent a different flavour of the Ritter Sport chocolate bars. Each Ranger also helps to combat a different environmental issue that relates to the production of chocolate, for example deforestation.

The Rangers will appear in town centres handing out samples of Ritter Sport chocolate and posing for photos with consumers. This will create free social media exposure as consumers will be encouraged to post their pictures online using #RitterRangers



Poster ad displaying a Ritter ranger and their represented chocolate bar.

The rangers will have stern personalities, but will appear camp and colourful to make them lovable and appealing to children.

week 11

# Propaganda

BOOTS X GEN M





As women become older they let go of things they love in order to prioritise others, whether that be work or family. This campaign wants to help women 40+ reconnect with their true selves and break the negative stigma around aging.

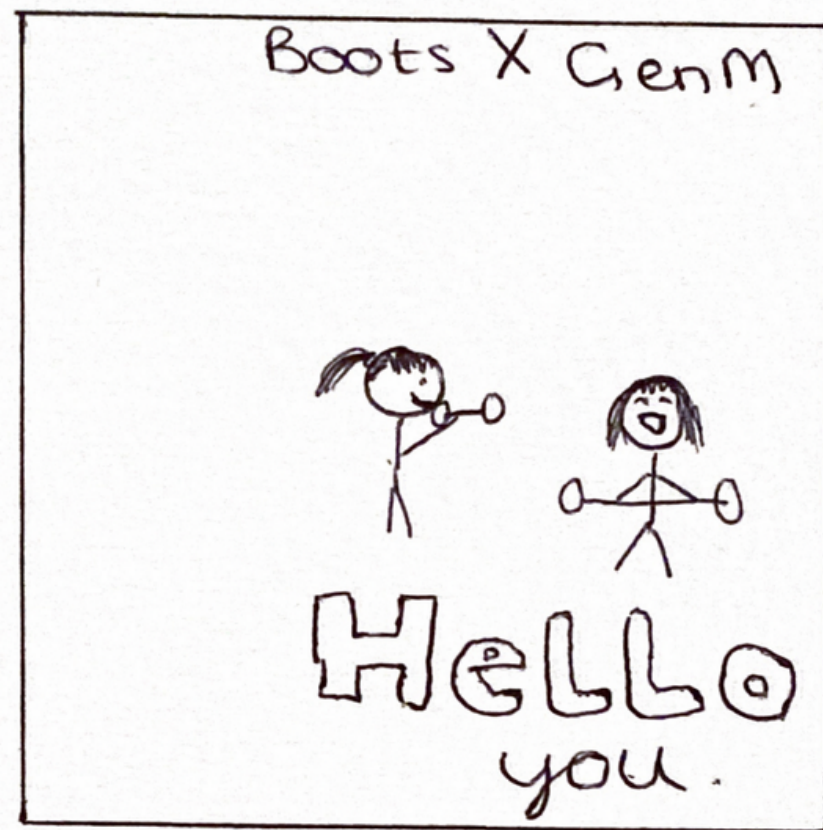


Proposition: *With you, for life*

Audience: *Underserved & misrepresented midlifers*

Idea: *Hello you*

Media: *Integrated*



Billboard ads showing women 40+ doing activities they enjoyed when they were younger, for example dancing and lifting weights. These visuals will show older women in a positive and empowering way to contrast how women of this age are usually projected in the media.



## Collaboration with Nuffield Health



All female members aged 40+ will be invited to an activities day where there will be a variety of sports and arts classes for them to enjoy (netball, painting, dance etc...)  
The classes with the most attendees will be added to the permanent gym time table so women can continue to enjoy these activities on a weekly basis.

week 12

**Creode**

HM COASTGUARD





HM Coastguard

Although the beach is a place to have fun it is also a place where things can go wrong. The coastguard often finds themselves understaffed and overwhelmed. This campaign aims to educate individuals of all ages about risks at the beach in order to prevent accidents from happening.

Proposition: *Stay in the know and out of trouble*

Audience: *Families*

Idea: *Help us, Help you*

Media: *Integrated*

Poster ad featured in beach towns and on the promenade informing consumers of ways to stay safe on the beach.



Hazard perception style game featured on coastguard website. Users must select all the hazards they can see then their score will be shown alongside information on how to avoid these hazards at the beach.



## Experiential

Coastguard volunteers will go into primary schools near to the summer holidays to give educational assemblies to the children about how to stay safe on the beach. Children will be encouraged to go home and teach their parents what they have learned and create their very own beach safety plan.

The children will receive a goody bag of items that could help them stay safe, including:

- Suncream
- Whistle
- Waterproof phone pouch