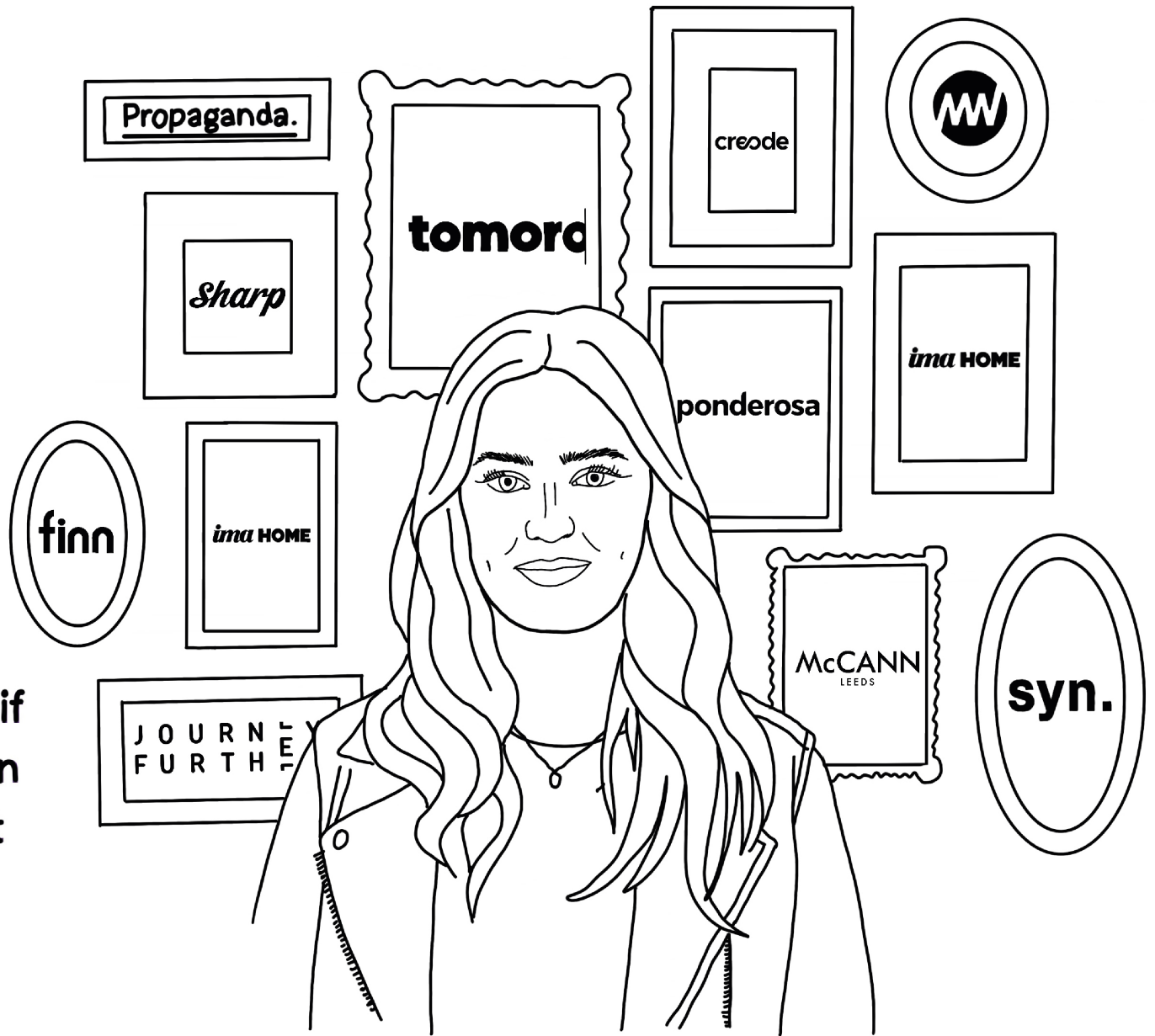


Hey,
I'm Selina!

Welcome to my strategy of, 'if
it's a surface you can stick an
Ad on it, and if it's an object
you can turn it into an Ad.'
Enjoy!

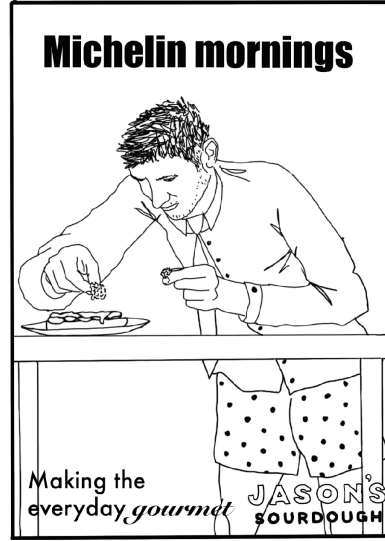
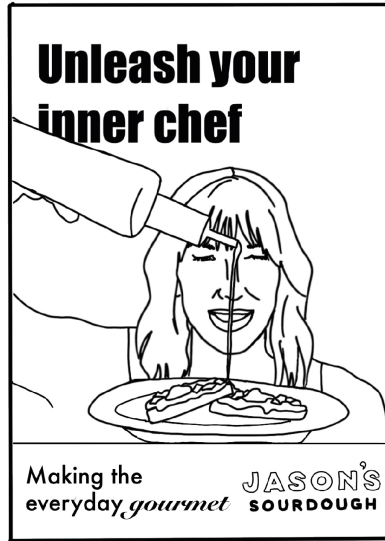
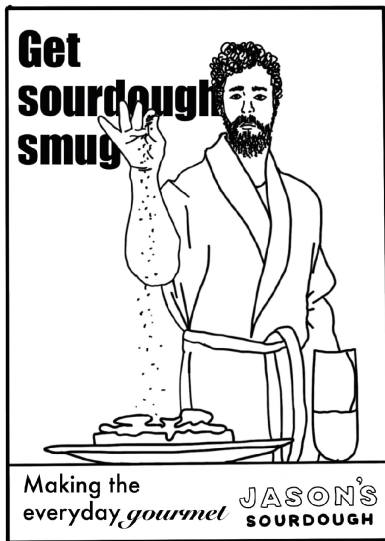


Making the everyday gourmet

Insight: Sourdough is treated like a fancy bread and not something you have everyday, although when we do, it's not just butter we put on top. Smashed avo is the new butter and when we make our topped sourdough masterpiece we feel a bit smug, ready to win Masterchef.

Idea: Making the everyday gourmet is tapping into the food porn junkies and the 'work from home chefs', who love tasty food, trying new flavours and feel good when they whisk up something fancy. The kind of people who take pictures of their food before they eat it and take time making their plate look 'pretty'. These aren't chefs but they are people who like to feel like one.

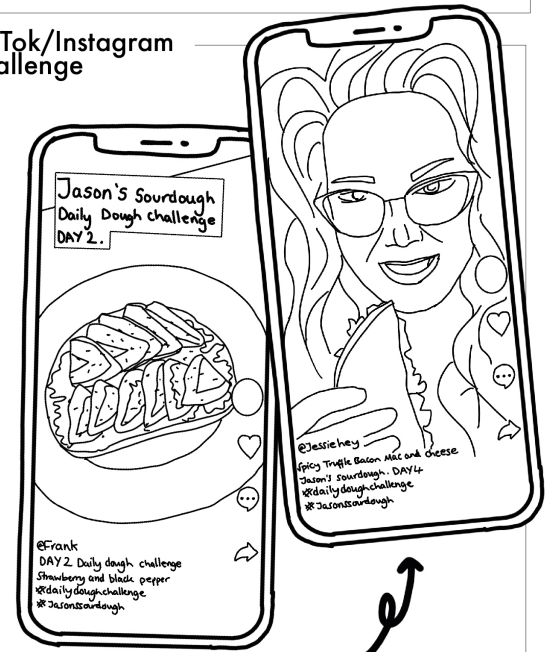
Print



Social - Tik Tok/Instagram Challenge

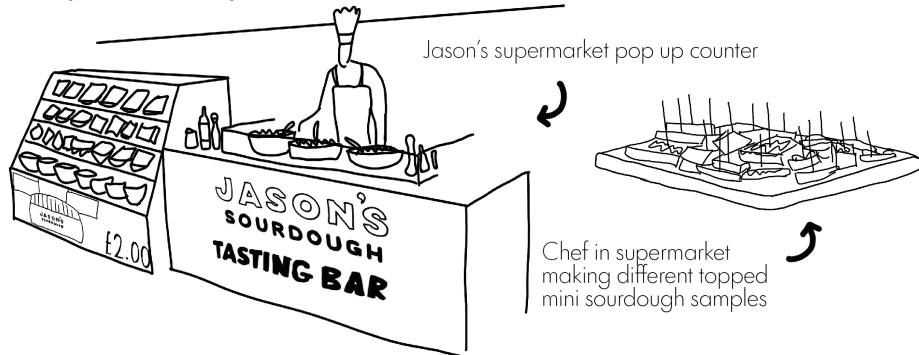
Daily Dough Challenge

- 7 Days
- 7 Different sourdough toppings
- 7 Posts
- #dailydoughchallenge
- Most extra scrumptious 7 sourdoughs WINS.

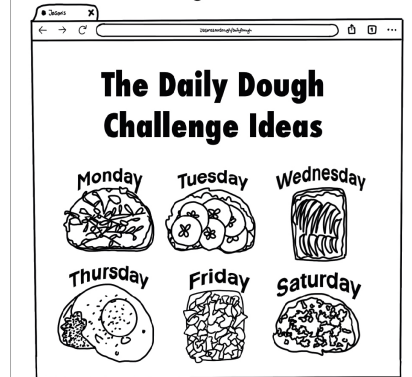


Strawberry & black pepper on sourdough
How gourmet can you go?

Supermarket experience/POS



Challenge Microsite



Partnership/Sponsor

Sponsor or partner with a cooking program like Saturday Kitchen Live, Sunday Brunch or Masterchef.



Moments in the making

Insight: In an overstimulated world led by data and tech, the human becomes the most premium asset.

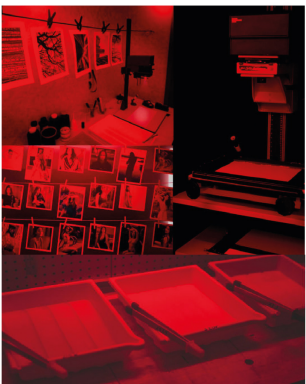
Strategy: Enhancing human craft through human craft.

Idea: Exhibition retail experience capturing the craft of Made in England, through the craft of film photography.

So many moments are made in Dr Martens shoes, so we're showing these moments in the making. The campaign will be entirely created by curators. Film photographers will be commissioned to capture moments in the shoes as well as documenting the craftsmen at work in the factory which will form the Exhibition Retail Experience, Moments in the Making.

Visual Mood Board

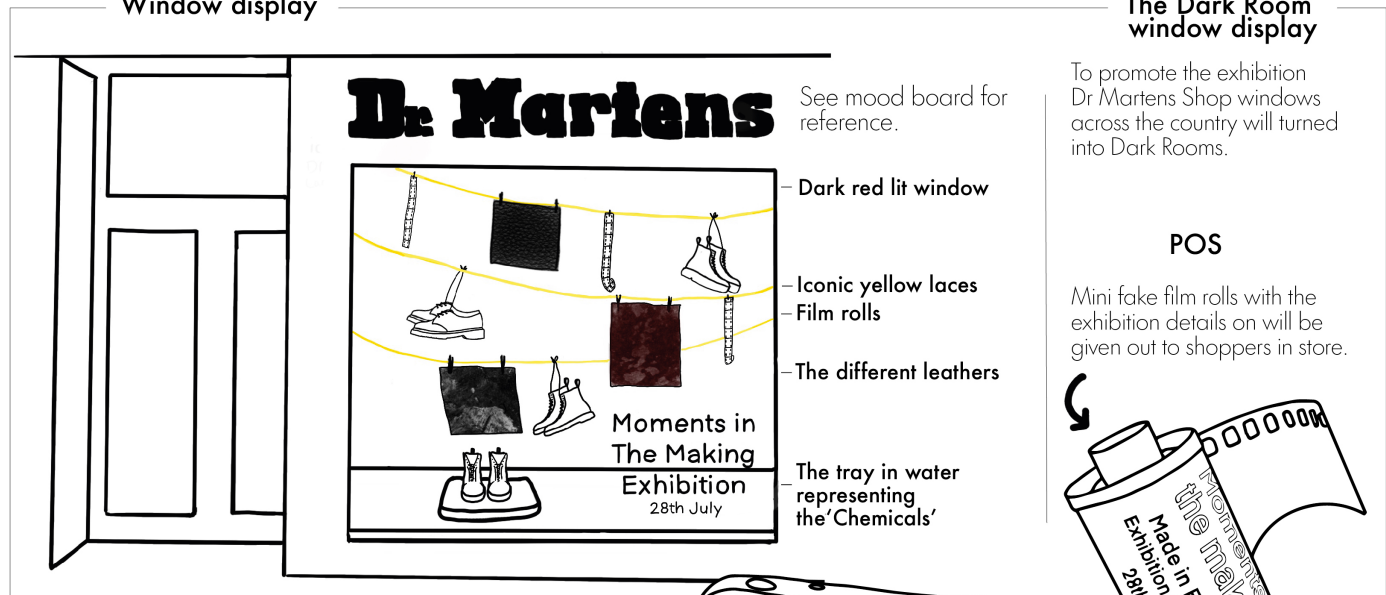
Window display



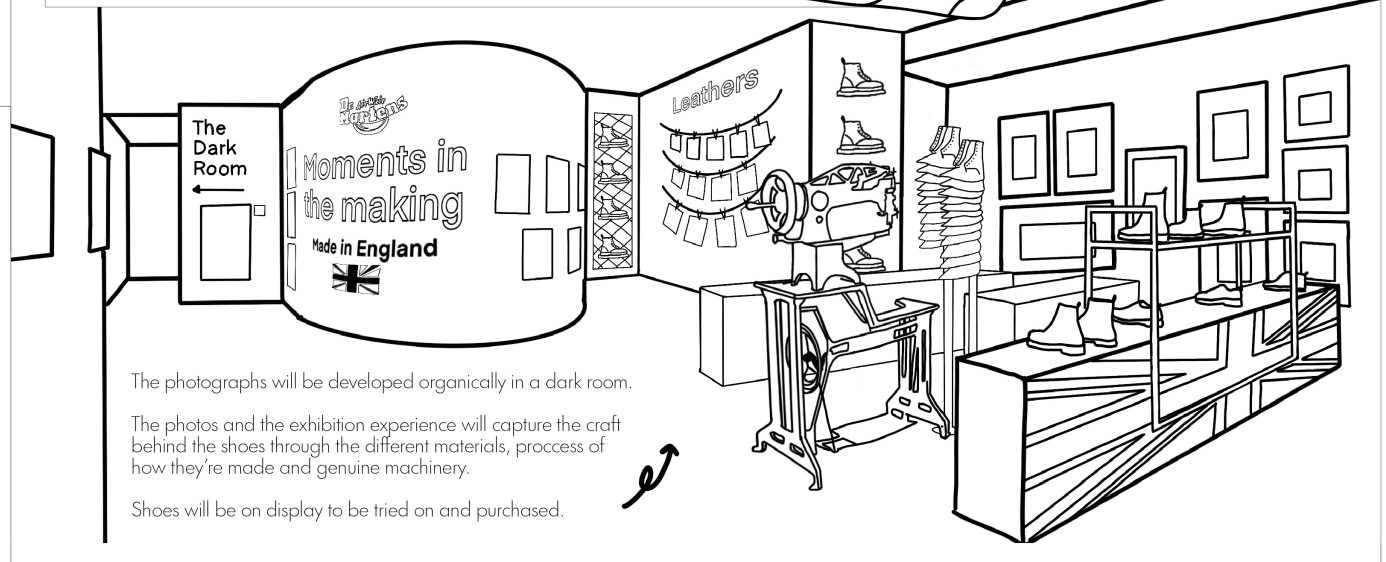
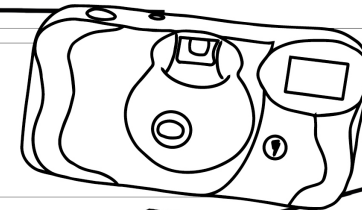
Photography style



Window display



Shoppers who purchase a Made in England shoe during this campaign will receive a disposable camera, so they can document their moments in their Docs, which they can share online with the opportunity to be shared by Dr Martens.



Tea fit for a Queen



Insight: Young people don't drink tea as much as older generations. There has been a 70% decline in tea drinkers amongst young people. Pop culture 'tea' is no longer the drink, it's the drag originated slang term meaning 'gossip, or the 'truth'.

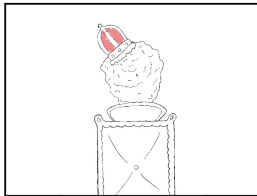
Idea: Typhoo are taking the mic out of the sophisticated, civilised, 'old Britishness' that tea still represents to attract a younger generation of tea drinkers. Tea needs to keep up with pop culture and Typhoo are talking the language of Gen Z through Drag Queens, slang, stilettoes and satire.



If you live under here and aren't familiar with tea slang, let me translate for you: ('Spill the tea' = Spill the gossip or 'The tea is = The truth is')

Hero TV Storyboard

This is about story of a Queen who's never satisfied, told in a Miss Whistledown, (Julie Andrews) style narration and humorous acting from a Drag Queen. The narration reads as a poem.



There once was a Queen, who ruled over a Kingdom.



But despite her good fortune, there was always a problem.



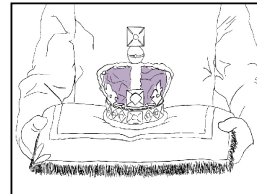
"That's too small,



too quiet,



too green,



too violet," said the Queen.



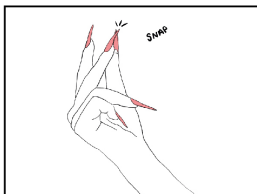
"I want red everything!"



"red everywhere!"



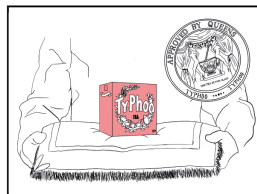
"Urgh I need some caffeine!"



she snapped her fingers and the butler appears with tea



(Queen takes a sip of tea through a straw and in a deep mans voice says "Ooo typhoo",



the only tea fit for a Queen.

Scan this for a treat. You won't regret it. (TV voice over)



'A Typhoo Royal Warrant'

Typhoo create an "Approved by Queens" warrant, much like the Royal Warrant.

The sticker can be found on Typhoo products but will also appoint other brands associated with tea, with this seal of approval, such as Mcvities, Oatly's but also St Tropez fake tan and Illamasqua.



Experiential/OOH - Typhoo tea parties

Drag Queens are on the loose around town serving tea. Typhoo tea. They're dishing out insults, drama and hot brews, at Typhoo tea parties around city centres during the Platty Jubes weekend. Picture a Typhoo tea trolley powered by a Cher in stilettos. The experience will be recorded, live streamed and turned into social content.



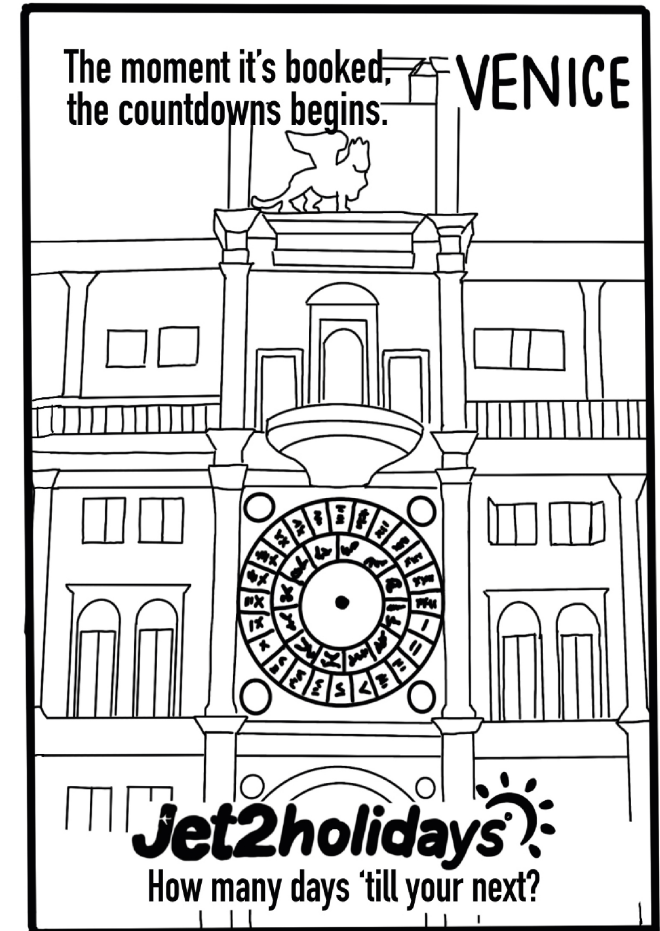
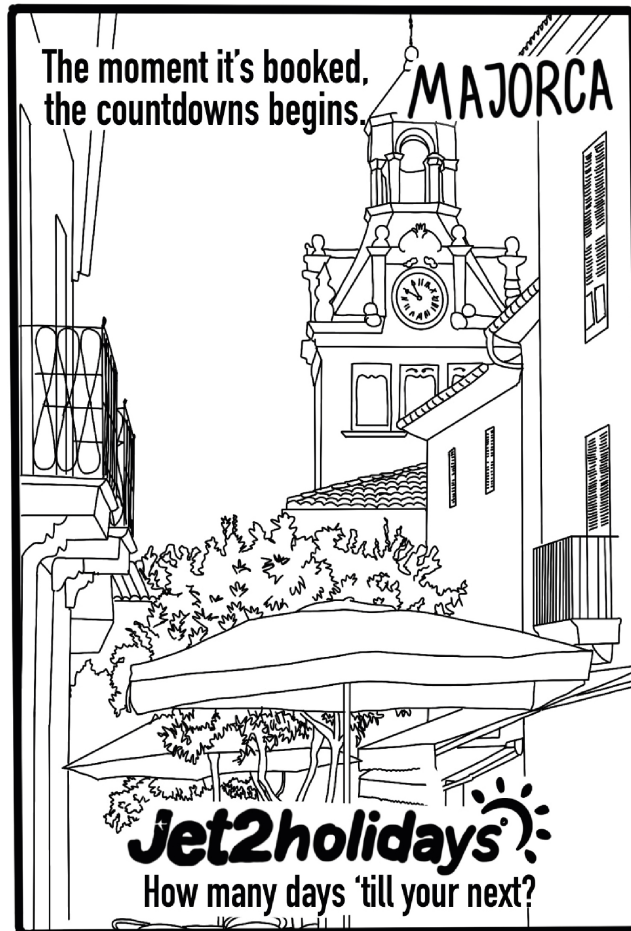
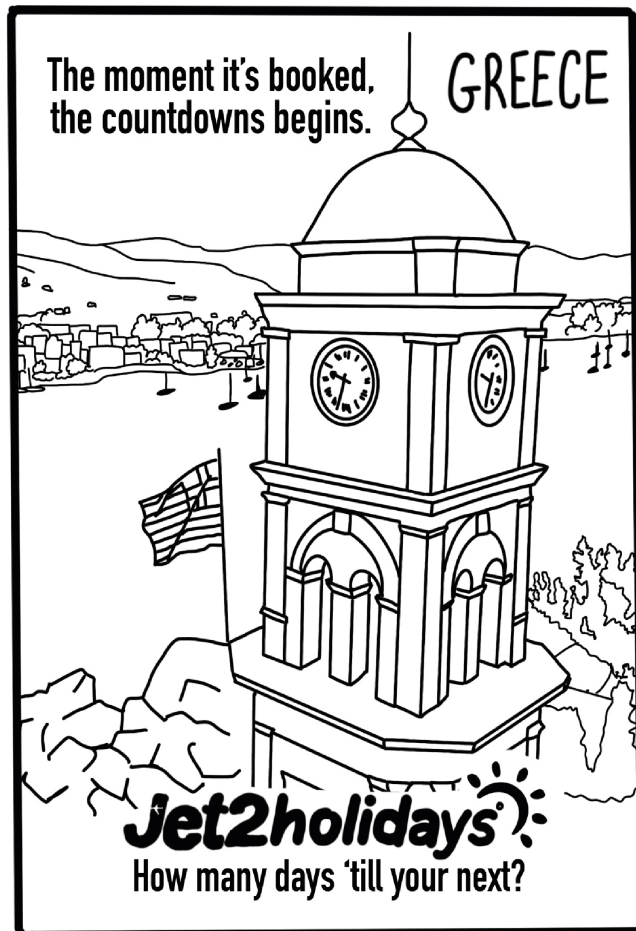
The Holiday Countdown

Print

How many days 'till your next?

Insight: The holiday excitement doesn't truly start until it's booked. Booking the holiday begins the holiday countdown.

Idea: Recreating that holiday countdown feeling you get when you book, to entice customers into getting their next holiday booked. "How many days till your next" making the audience think about their next holiday. The art direction uses clocks from Jet2Holiday destinations to bring a visual element of the countdown.



Ride or die

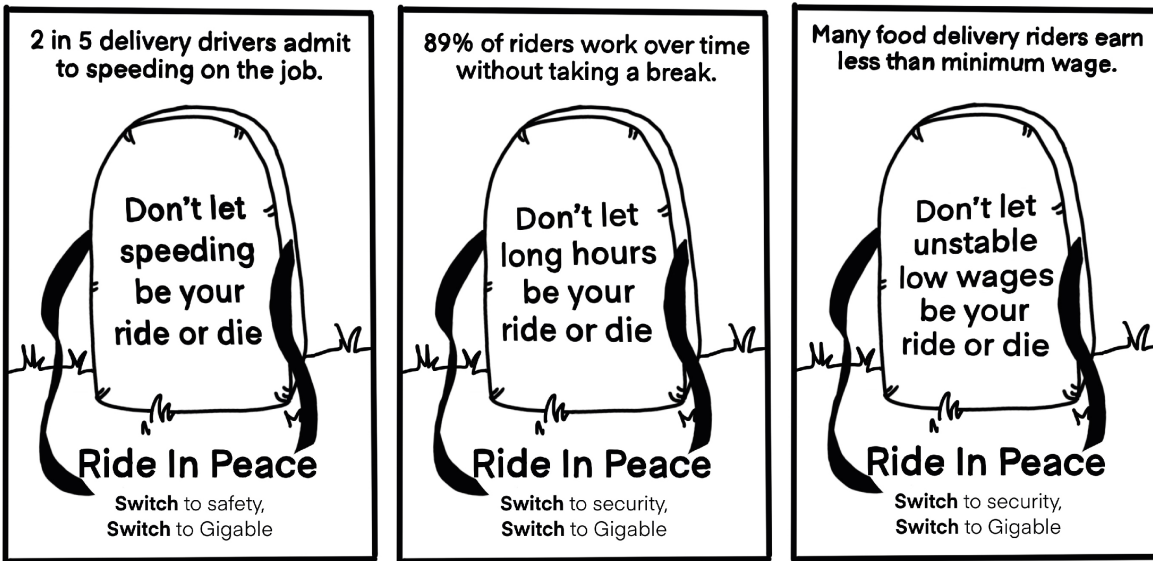
Because the gig economy works on a job by job basis, riders have to work harder and faster to earn as much as they can in a night. That means, peddling/driving faster = more money. Breaking speeding limits = more money. Working longer hours = more money, resulting in many injuries and even deaths from gig economy work in the UK.

Insight: Drivers & riders are risking their lives making their living.

Idea: Your gig economy job shouldn't be your ride or die, and it doesn't have to be. Gigable who operate on a safe and more secure business model are going guerrilla and showing riders the brutal reality of the industry they work in. Gigable are showing how you can ride in peace, instead.

'Ride in Peace. Switch to Gigable'

Print - Delivery bag grave stones



Radio - The sounds of food delivering

Chaotic mash up of sound effects. The sounds repeat and speed up getting faster throughout, creating a more hurried, stressful effect.

(The sound of a man panting clearly out of breath)
Huhh phoo huhh phoo huh phoo
 (The sound of feet running)
Pat Pat Pat Pat Pat Pat
 (Sound of car door open and close)
Click, Thud
 (Restaurant background sounds)
Mumbles, murmurs, laughter, clanking
 (Sound of engine growling getting louder)
Vrrroooooooooommmmm

(Sound of man panting)
Huhh phoo huhh phoo huh phoo
 (Sound of car horn)
Beeeeeeeeeeep Beeeep
 (Sound of feet running)
Pat Pat Pat Pat Pat Pat
 (Sound of car door open and close)
Click, Thud
 (Restaurant background sounds)
Mumbles, murmurs, laughter, clanking
 (sound effects repeat and speed up)
 A mans voice
Don't let food delivering be your ride or die
Ride in peace
Switch to Gigable

Ink Revived

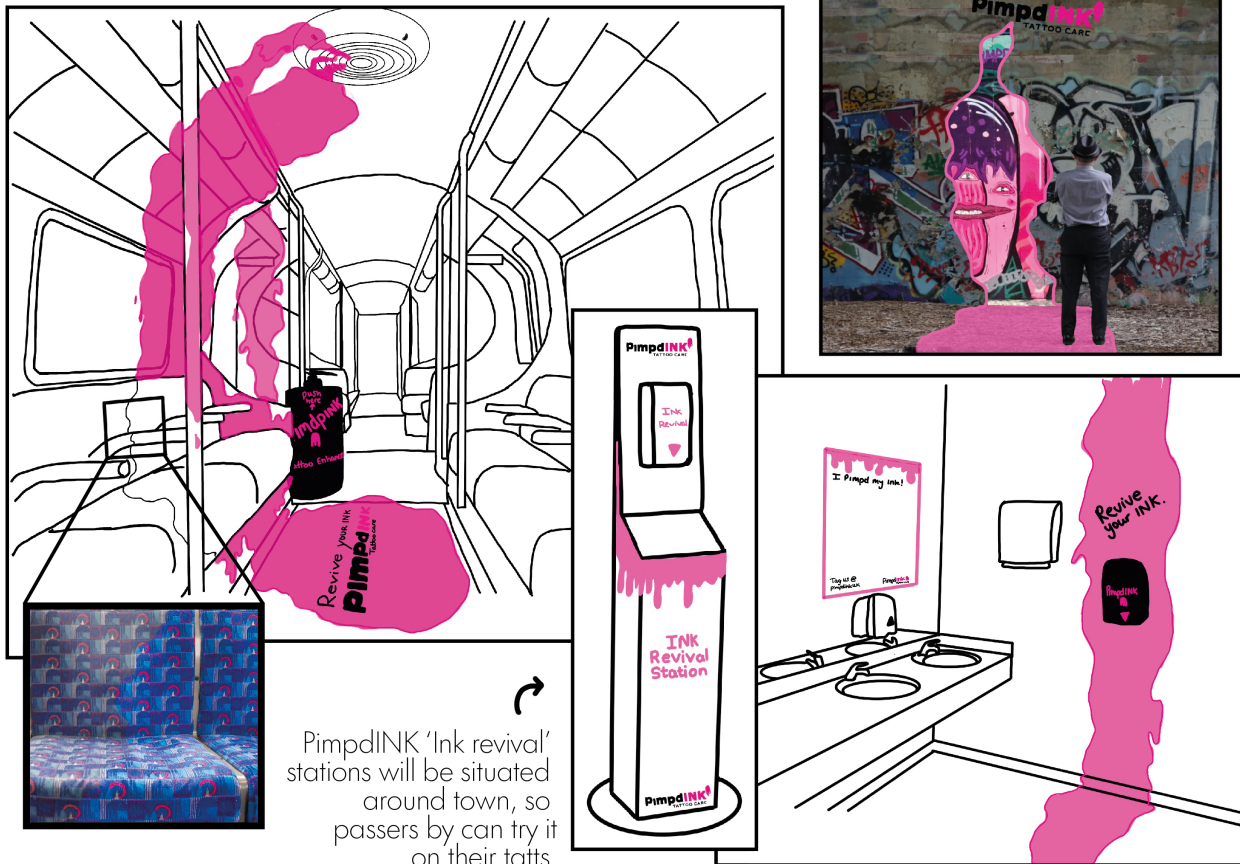
Insight: One of the addictive elements of getting tattoos is that 'new tatt' fresh look. Having fresh looking tats is important to tattoo lovers.

Idea: PimpdINK brings art back to life. The power of PimpdINK is out. Literally, it's outside. Spilt PimpdINK is spreading around city centres and revitalising everything in its path. As PimpdINK is a new brand, awareness of the brand and what the product does is important to get across which is why they're focusing on the 'before and after' results of the product.

OOH guerrilla stunts

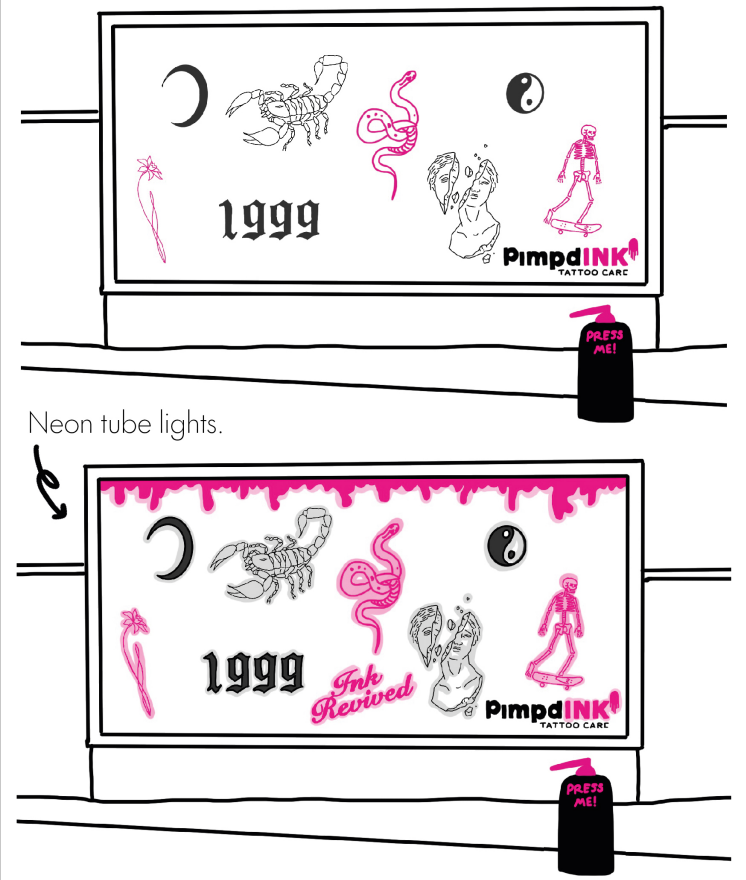
PimpdINK 'spillages' rejuvenating everything it flows over. Next to the spillages are giant PimpdINK bottles, for people to try the product and see for themselves.

PimpdINK appear in public bathrooms, intercepting the moment when people stop to freshen up and look in the mirror, they can also refresh their tats, take a picture of the results in the mirror and share it online.



OOH Interactive Billboard

Press me buttons which unleash the power on PimpdINK on the tattoos.



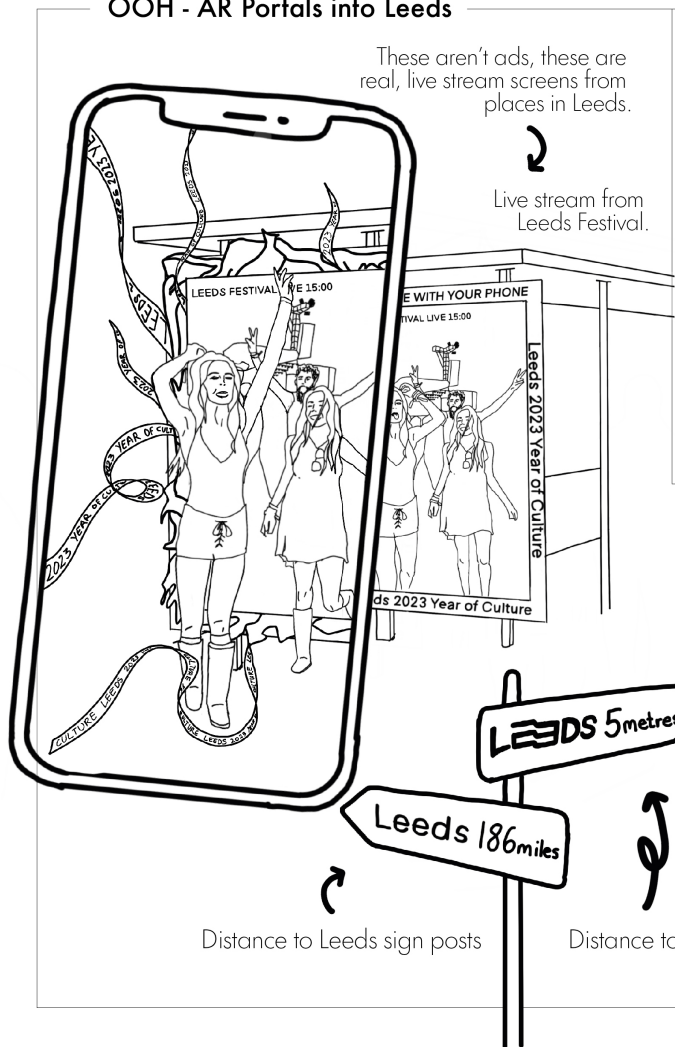
A glimpse into our world

Insight: Leeds is a bit mysterious to outsiders. It's not somewhere that people visit without a purpose.

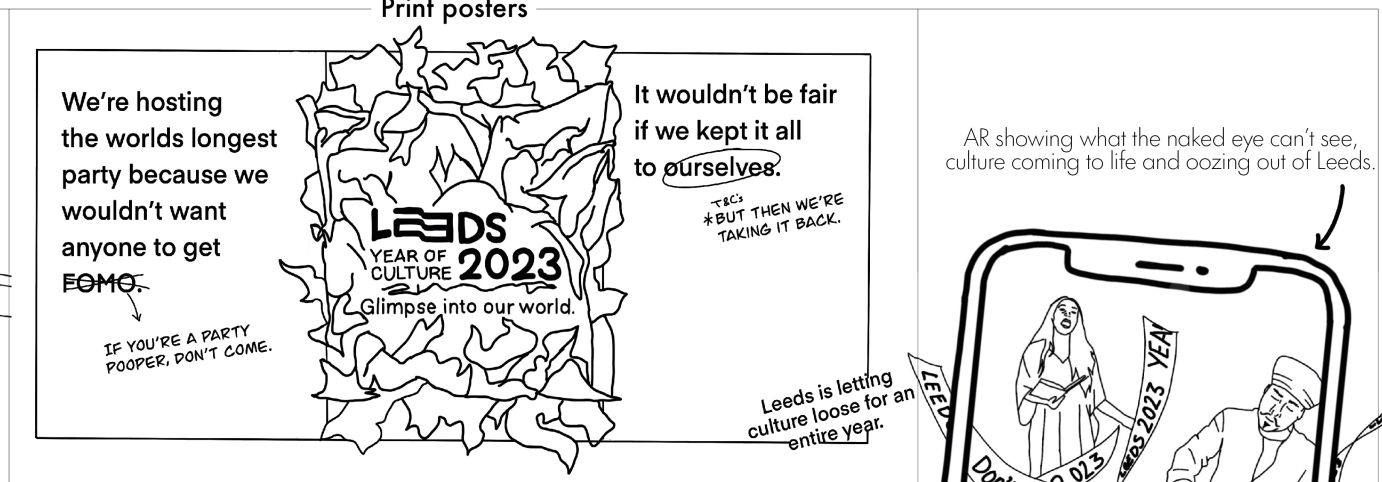
Strategy: We won't tell you, we'll show you.

Idea: Portals to Leeds will appear around other UK city centres. These aren't ads, they're portals. Live videos from different Leeds events will be broadcasted through these portals, so other cities can get a real, authentic, glimpse into Leeds. Each portal encourages you to hold your camera to the portal to see culture come to life, escape from the portal and be let loose, through AR technology.

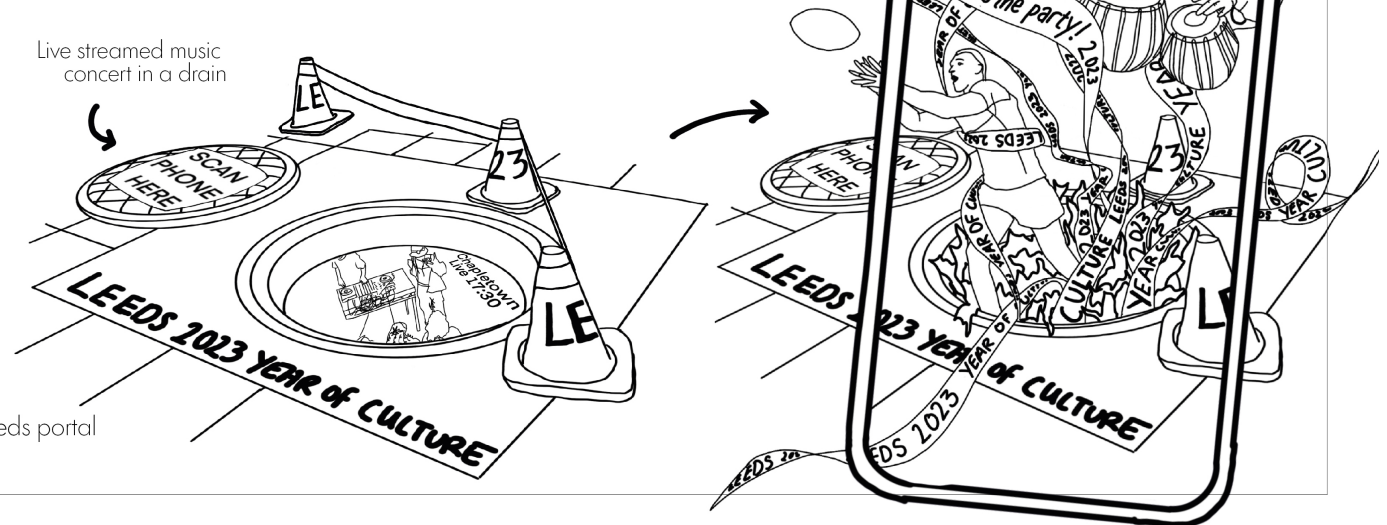
OOH - AR Portals into Leeds



Print posters



Live streamed music concert in a drain



Here for the ride

Insight: People's relationships with dating apps are on and off. They're deleted and re-downloaded due to the up and down reality of people's love lives.

Strategy: Owning confidence in the ups and downs of dating.

Idea: Here for the ride. Bumble is the app for re-downloading. The dating app for as many times as you need it. Bumble is owning the dating space and celebrating the ride, the ups the downs and all the lessons in between. Reflecting what the reality of dating really looks like. It's a journey.

Radio

A womans voice Hey, so what's your sign?
 A mans voice URGHH (sigh)
 Female narrator For all the bad dates, dull dates, we don't have anything in common dates. The awkward silences, the icks, the "hey I just saw your girlfriend on Bumble" dates.
 A mans voice The proud punching moments.
 Female narrator Love at first swipe.
 And the ones we thought were for life.

The ones on a mission, to the one night missionaries, but hopefully no

A mans voice "I'm running from my enemies". *

Female narrator We get it, dating can feel like a never ending rollercoaster.

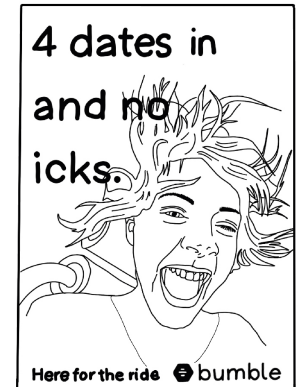
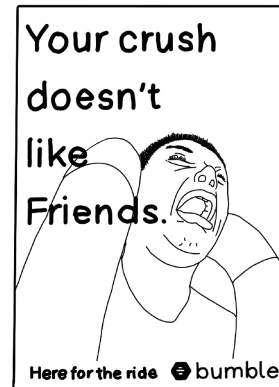
But we're here for the ride, to get it right, wrong and to go again, to be deleted and re-downloaded, as many times as you want.



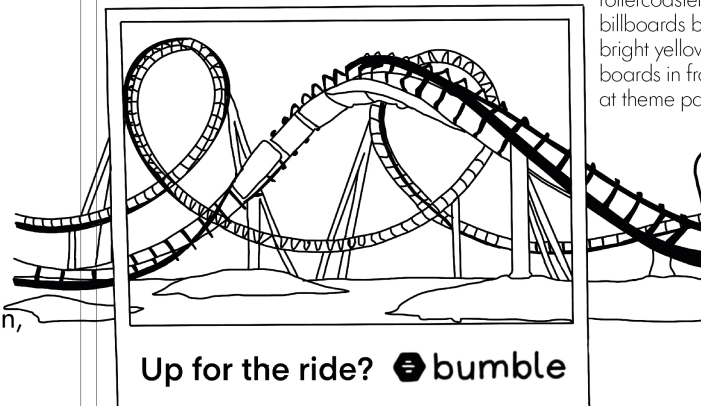
Context: The Tinder Swindler Netflix Documentary

Bumble, we're here for the ride.

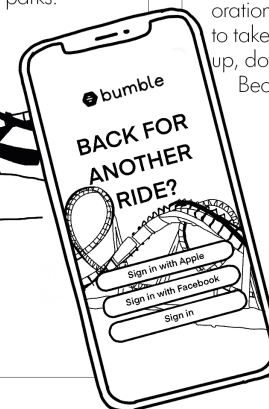
Print OOH



OOH

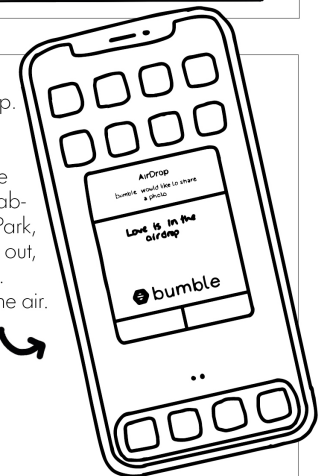


Bumble will use real rollercoasters as their billboards by putting bright yellow cut out boards in front of them at theme parks.



Love is in the airdrop

Find love in the air drop. Bumble will airdrop vouchers for tickets for two, to random people in public places in collaboration with a Theme Park, to take a Bumble date out, up, down and around. Because love is in the air.



A message for the ones who are trying again, when the app is redownloaded.

The invisible truth

Insight: Rates of illiteracy in the UK is the UK's invisible truth. 1 in 4 children in the UK can't read and write which isn't a commonly known stat. Particularity when kids grow up it becomes an embarrassing reality for them and something they want to keep a secret.

Idea: The invisible truth. Bookmark is letting the secret out as awareness of this national issue is very low. To recruit more tutors, Bookmark are revealing the shocking truth about illiteracy in the UK in the hopes of encourage people to help reduce the shocking statistic and help build better futures.

'Don't let it go unnoticed.
Change a life in your free time'

Direct Mail

The invisible truth
Don't let it go unnoticed.
Change a life in your free time.
Sign up online to become a tutor.

The invisible truth
Don't let it go unnoticed.
Change a life in your free time.
Sign up online to become a tutor.

Written in invisible ink

Mini blue light torch in each letter

Thank you for giving me a chance in life!
1 in 5 kids in the UK can't read or write

Letters written by children about their story of how Bookmark changed their life as they can now read and write.

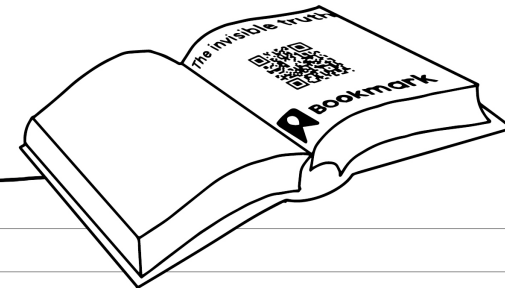
PR stunt / Experiential



The Empty Library

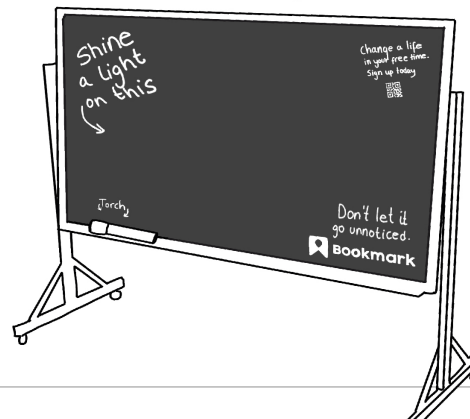
Bookmark free libraries will be situated next to park benches to attract book lovers. The mini library will be filled with favourites and classics, the only things is, they're all empty.

A couple of blank pages in will have a large QR code under 'The invisible truth' and Bookmarks logo, for people to scan and find out about the mysterious empty library.

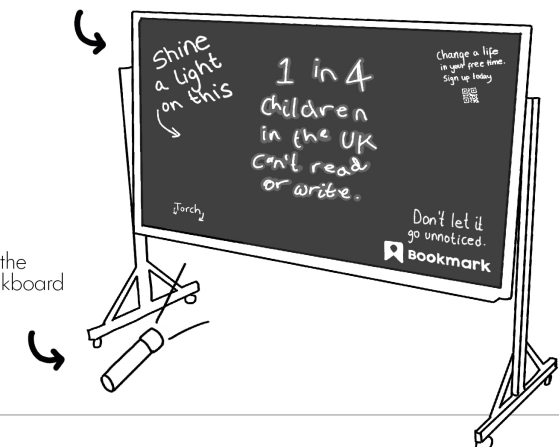


OOH / PR

Interactive chalkboard billboard



The torch reveals the invisible truth



Passers by shine the torch on the chalkboard

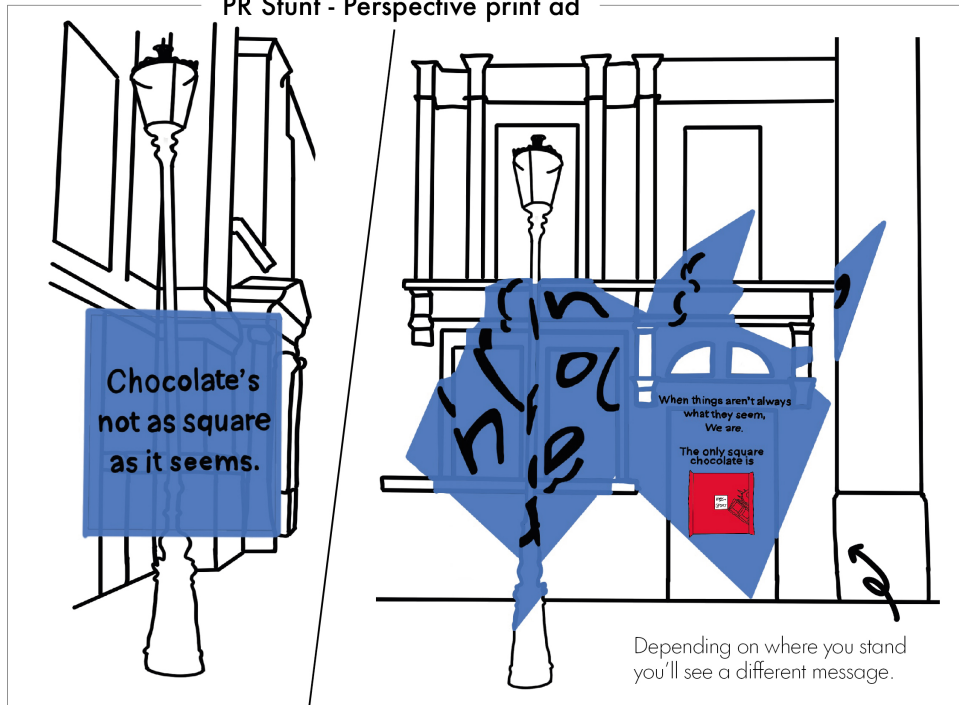
Chocolate's not as square as it seems

'The only square chocolate is Ritter'

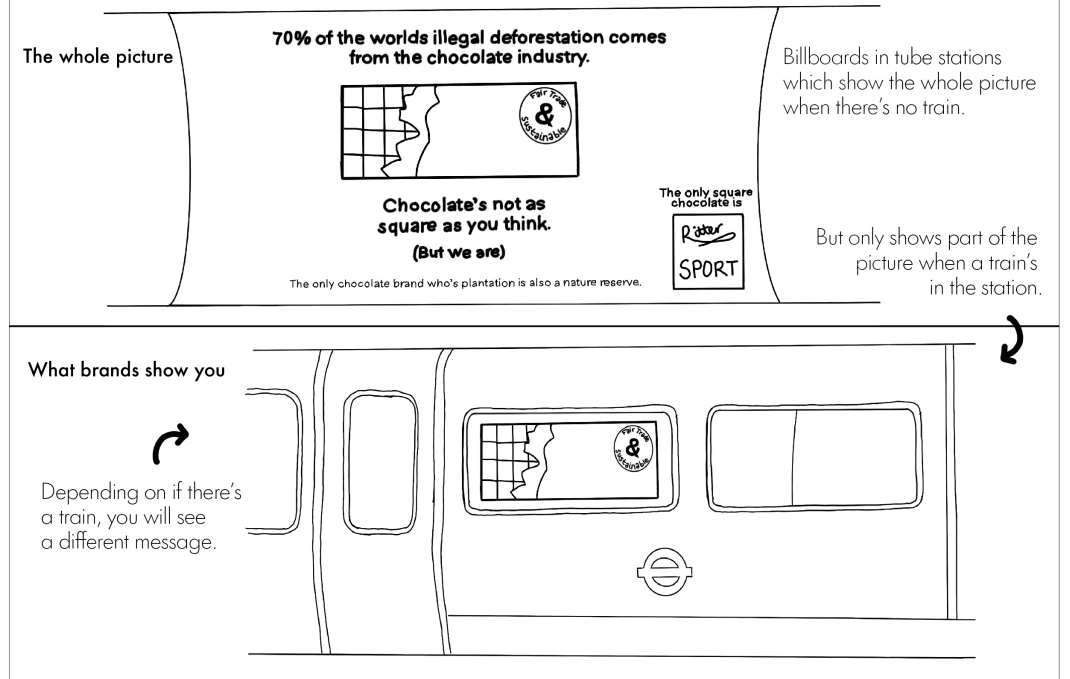
Insight: Most chocolate brands claim to be sustainable and ethical with badges and stickers such as the fair trade stamp, but the claims aren't as innocent and true as they seem. Chocolate is one of the most unethical and unsustainable industries.

Idea: Chocolate's not as square as it seems. Ritter Sport are unwrapping the ugly truth about the chocolate industry, by showing how the other brands only show you what they want you to see and there is so much more out of view. With Ritter being a genuinely sustainable and ethical brand AND being the only square shaped chocolate bar on the market, there really is no other chocolate that's fair and square.

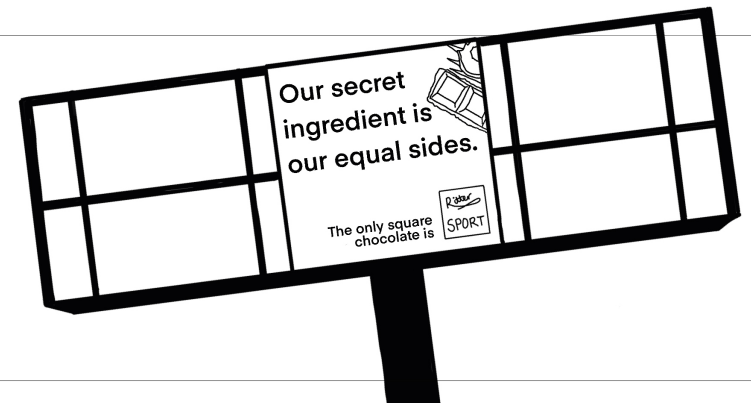
PR Stunt - Perspective print ad



PR / Print OOH



Print OOH - Square Ads



Happy Rebirthday

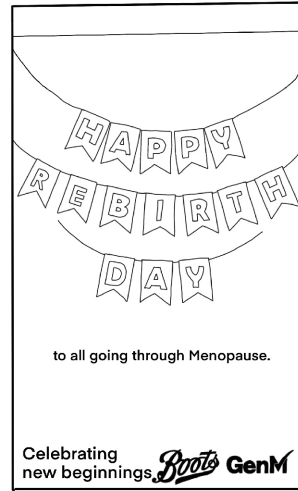
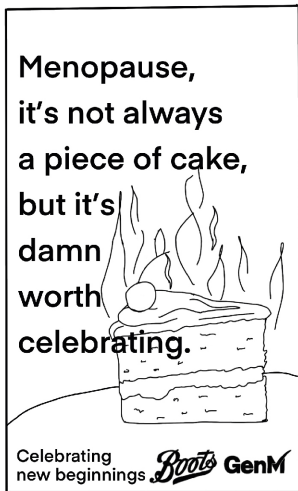
'Celebrating new beginnings'

A lot of women dread menopause and feel it's the beginning of the end. There is still a lot of negativity around menopause and current awareness campaigns only focus on the symptoms and the negative side effects.

Insight: In some cultures menopause is seen as a rebirth and the start of a new life. It's not the end, its a beginning.

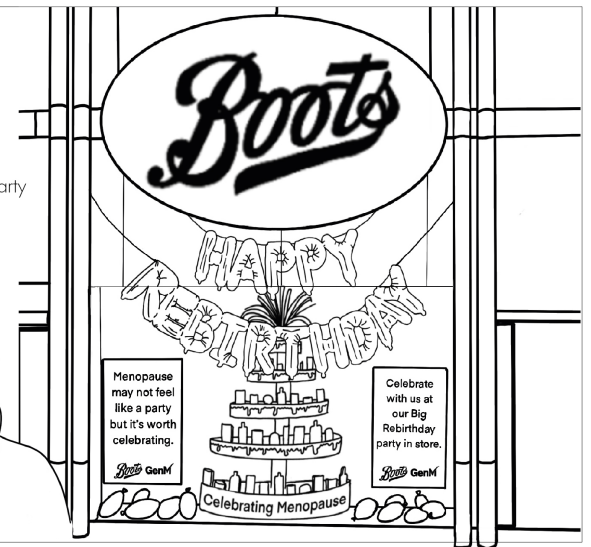
Idea: What do we do around births and new beginnings? We celebrate. Happy Rebirthday is about celebrating the beginning of a new life for all those going through menopause, focusing less on the negative side effects and more on celebrating it has a new beginning. Boots are partying and they're inviting everybody.

Print



In Store Activation

Boots are hosting a party in store. Not just any party but a Rebirthday party for every person who is going through or will go through menopause. Think balloons, giant cake POS's, staff in party hats, offers on products, and of course it wouldn't be a party without party bags.

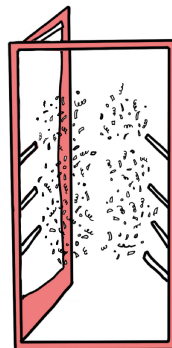


OOH/ Experiential - Party Doors

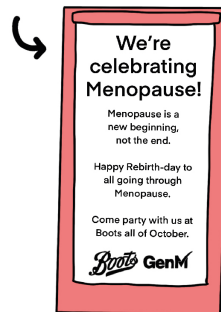
Random pink doors around city centres.



Which cover you in confetti when you walk through.



A sheet rolls down the door when it's been opened.



People's reactions can be filmed and turned into social content.

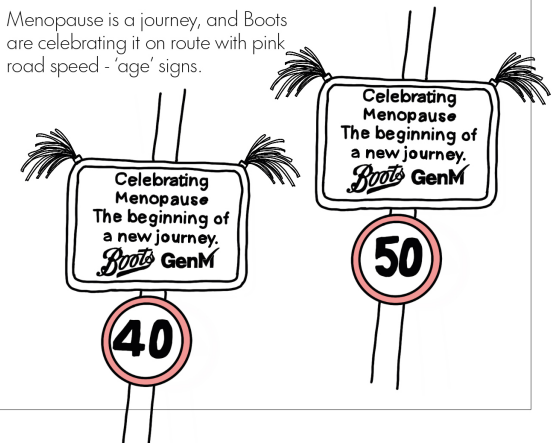
Second life Pink Stickers (In store promotion)

Instead of yellow 'best before' stickers, Boots are giving products a second life with pink stickers. The selected products can be replaced with new ones for free once they've been finished.



OOH Ambient

Menopause is a journey, and Boots are celebrating it on route with pink road speed - 'age' signs.



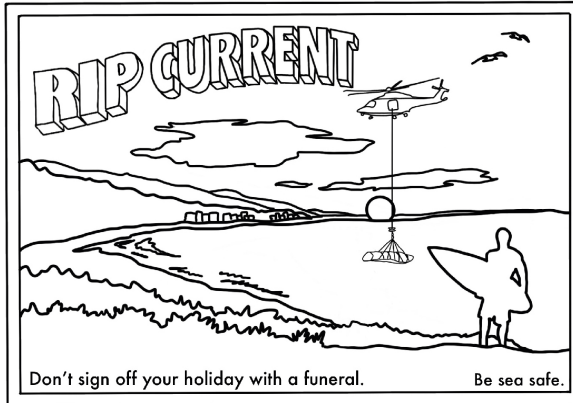
Coastcards

'Don't sign off your holiday with a funeral'

Insight: A holiday or family day out to the beach can turn into a worst nightmare in a matter of minutes.

Idea: Coastcards are postcards that capture the harsh reality of holidays at the coast gone wrong. On the back of the coastcard is all the important sea and coastal safety information. The coastcards are free and can be picked up in most coastal shops and handed out from ice cream vans on the beach.

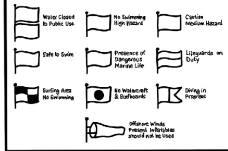
Print - Postcards



Back

SAFETY COASTCARD

Beach Warning Flags

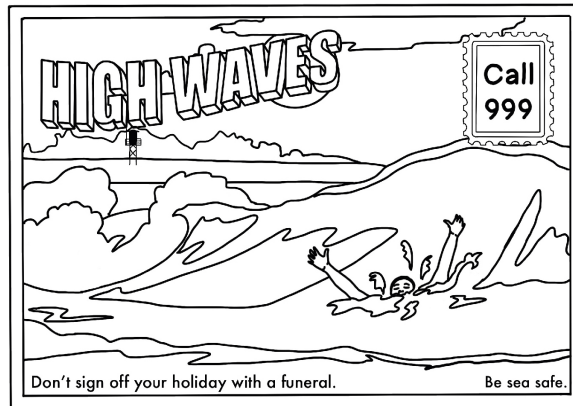
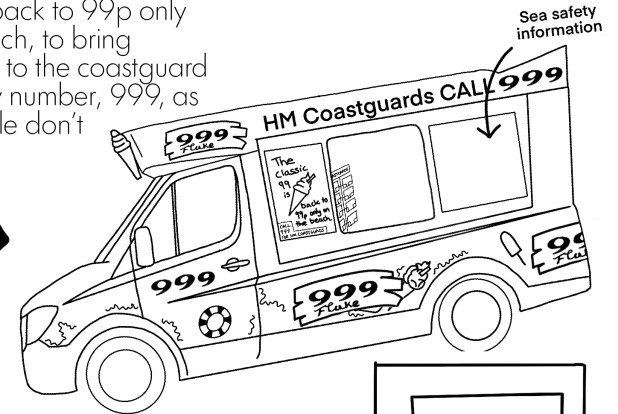


- Check the beach warning flags.
- Don't use inflatables, they can sweep out to sea.
- Swim parallel to the beach if caught in a rip tide.
- Be aware of rocks in the sea.
- If you get caught in high waves, lay flat like a starfish to float.
- If you see someone that needs help, CALL 999.

HM COASTGUARD

PR - The 999 ice cream van

The 99 is back to 99p only on the beach, to bring awareness to the coastguard emergency number, 999, as most people don't know this.



OOH Print



Art direction inspo

