

Matt Trybull - School of Thought 2022



Hello, I'm Matt and I like to solve problems.
I hope you enjoy my solutions.

BRIEF 1 - BELTON FARM

AGENCY: BGN

PRODUCT: HAND-CRAFTED CHEESE

MEDIA: INTEGRATED

TARGET AUDIENCE: CHEESE LOVERS

SINGLE MINDED PROPOSITION: DISCOVER LOVE AT FIRST SITE

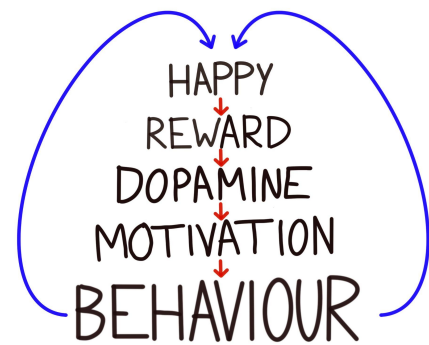
THE INSIGHT

Everyone experiences nostalgia from time to time.
It is a sentimental yearning for a return to the past.

Your brain releases dopamine after a happy, positive experience and this hormone controls your brains 'reward' system.

So by thinking back to your happy memory, your brain is rewarded with dopamine. **Nostalgia = Dopamine Release**

Dopamine is also known as the motivation hormone and our brain use this reward system (below) to drive its behavioural patterns.



Therefore a 'return' to a previously happy memory (i.e. nostalgia) triggers the release of dopamine that rewards your brain and trains it to perform behaviours that result in more dopamine.

THE BIG IDEA; REDISCOVER LOVE AT FIRST BITE

Instead of discovering love at first bite, why don't we help people '**re-discover love at first bite**'.

A nostalgia-focused campaign targeting consumers to associate the product with nostalgically romantic moments, allowing the consumer to emotionally relate to the product and experience a dopamine hit. In return, training the consumer to crave the product more as their brain craves for more dopamine.

THE EXECUTION

TV/Video ad

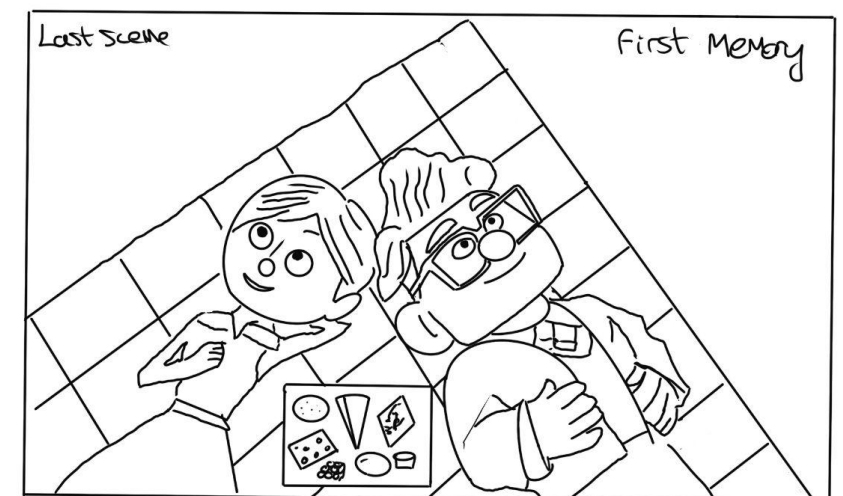
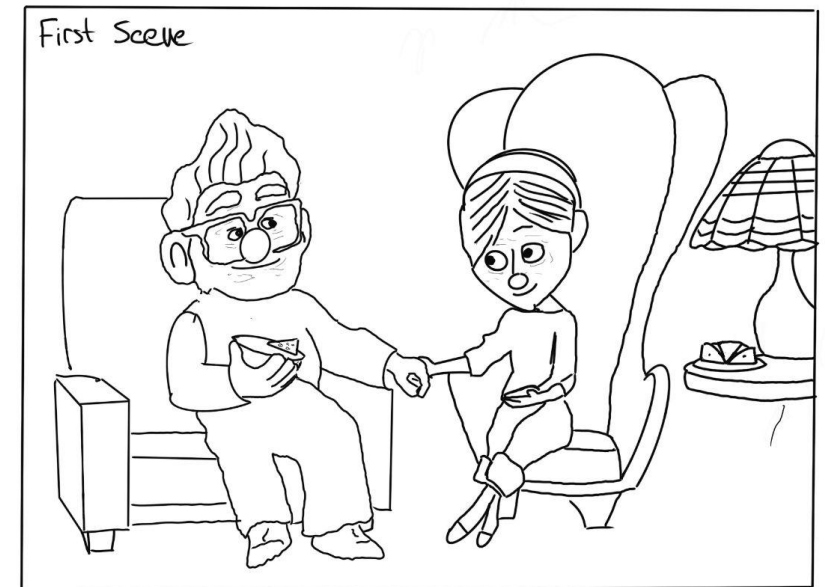
The flagship channel for campaign

An animated story of an elderly couple doing their weekly shop in a Morrisons-like shop during the Valentine's day promotion where they pick up a selection of Belton farm's cheeses.

They go home, sit in their arm chairs, get the cheese board out and as they bite into that bit of warm, nutty cheese a camera shoots into them and goes into a number of cutscenes that show some of this couple's nostalgically romantic moments in reverse chronological order.

The final scene being their first nostalgic memory as a couple, which was a picnic under a tree eating a selection of cheeses.

And a final tagline of '**rediscover your love at first bite this valentines day**'.



Print and digital - support channel

Snapshots and moving GIFs depicting the nostalgic moments seen in the TV ad.

BRIEF 2 - DUREX

AGENCY: CONTINUOUS

PRODUCT: EXTRA SAFE CONDOMS

MEDIA: CREATIVE'S CHOICE

TARGET AUDIENCE: OVER 50S

SINGLE MINDED PROPOSITION: NEW LIFE EXPERIENCES SHOULDN'T INCLUDE STI'S

THE INSIGHT

Lack of education and stigma means the discussion of sexual health with older communities is often neglected by medical and care staff due to embarrassment, or the assumption of low or no sexual activity. This social taboo can mean those aged 50 and over may not receive advice or STI testing where needed. 80% of over 50 have never had an STI test but 80% of this population are still sexually active.

Shame and secrecy can lead to late diagnoses and neglect of sexual health and wellbeing. There is a gap in need where the over 50s are not getting advice on good sexual health or having the opportunity to discuss concerns or feelings about sex, intimacy and sexuality.

The experience of going into a sexual clinic can be logistically difficult and emotionally daunting, even for younger people. The problem isn't just getting more condoms in people's hand or on their sexual organs to be specific, it is ensuring they are getting an adequate level of clinical and social support.

THE BIG IDEA; THE 'INTI-MATE' CLINIC

A three way partnership between Durex, the Terrence Higgins trust and Ourtime to provide a modern, accessible and discrete sexual health service for the over 50s.

Ourtime is the largest dating app/service for over 50's. The Terrence Higgins Trust is the largest sexual health charity in the UK

Durex is a brand of condoms and other sexual products who recently went through a rebranding focus to take a stand against "sexual taboos, stigmas and outdated, non-inclusive attitudes".



THE EXECUTION

An online service for durex, ourtime customers where they can get on-demand sexual education, video and phone consultancy, testing, support and other services.

All parts of the service are tailored to the over 50s age range and focus on a fully non-judgement and discrete experience. Therefore reducing the stigma around STIs and the resistance for the age group to engage with sexual health services.

Commercial executions

- Free check up and condoms in welcome pack for new members of the dating app and charity
- Additional discounts on the durex website for members of dating app and charity

Dating app adverts/promotions

Promote the clinic service at the terrence higgins trust and for 'our time' customers when they are using the app.

Print

Target touchpoints most associated with over 50s. This would include pharmacies, public transport stops, newspapers



BRIEF 3 - KAMDEAN

AGENCY: THE BEHAVIOURS AGENCY

PRODUCT: VINYL FLOORING

MEDIA: TV, PRINT AND SOCIAL

TARGET AUDIENCE: HOMEOWNERS ASPIRING TO UPGRADE THEIR LIVING SPACE

SINGLE MINDED PROPOSITION: DESIGNED FOR LIFE

THE INSIGHT

Behavioural science research concludes that there are there 6 basic human emotions; happiness, sadness, fear, disgust, anger, and surprise.

These emotions put humans into two states; Stress and De-stress (stress-free) by stimulating the sympathetic nervous system and parasympathetic systems.

And it's ultimately our reaction to an event that elicits a certain emotional response which then determines the level of stress experienced

The USP of the product is its value for money and practicality for everyday life without compromising style and quality.

These qualities include: Durable, easy to clean, waterproof, comfortable, warm

THE BIG IDEA: STRESS-FULL OR STRESS-FREE... YOU DECIDE

The idea for the campaign is to show the consumer the difference in stress levels they would have in their daily lives if they decided to pick our product over more traditional flooring materials (e.g. wood, tile, stone, carpet) by demonstrating the qualities/advantages of vinyl over other material types.

THE EXECUTION

TV/video

A story following a typical day in a family home and the different ways they interact with the flooring during the frequent daily floor-related 'events/accidents' that happen.

Two shots running parallel with each other showing the same event and focusing on the difference in the actor's reaction between having vinyl flooring and traditional flooring.

Shot 1: Durability

Tile damaged by broken glass, vinyl flooring undamaged.

Shot 2: Easy to clean

Carpet stained by dog, vinyl flooring unstained and easy to clean

Shot 3: Warm and comfortable

Tiles cold and hard on feet, vinyl is warm and softer.

Print/social media

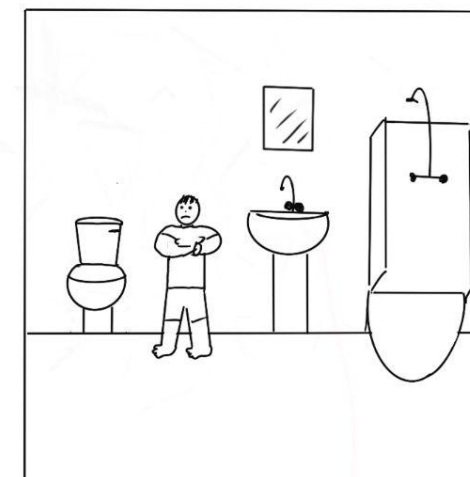
Still shots of each scene showing the contrast in emotions caused by each event.

Tagline for all executions:

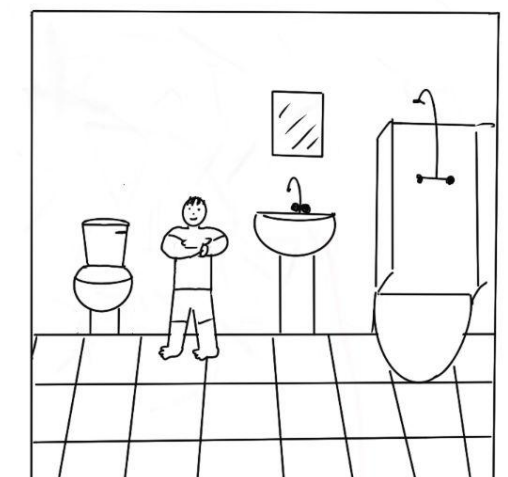
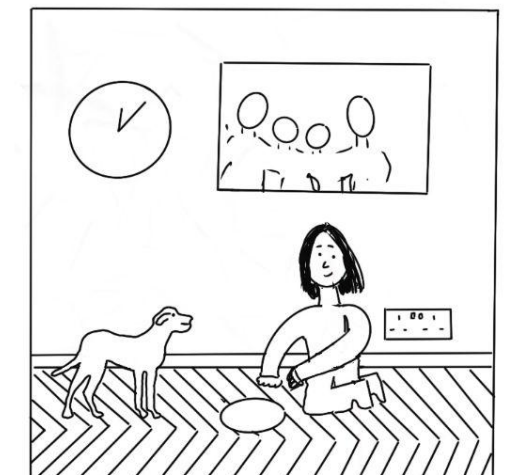
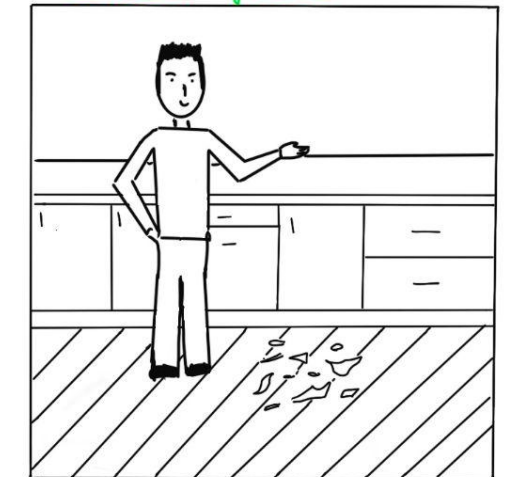
Stress-full or stress-free: you decide

Kamdean; designed for Life

Stress - full



Stress - free



BRIEF 4 - CHEP

AGENCY: UPP B2B

PRODUCT: PALLET POOLING

MEDIA: OPEN

TARGET AUDIENCE: SUPERMARKETS, WAREHOUSES, FACTORIES ETC.

SINGLE MINDED PROPOSITION: HELP US GET OUR BLUE PALLETS BACK

THE INSIGHT

Customers aren't returning Chep's pallets because their return process is outdated, labourious and has too many points of resistance that would deter a customer from taking time out their day to raise a return request.

To solve the problem, we need to make the experience more convenient, sustainable and cost effective to the customer.

THE BIG IDEA; THE 'PALLET WALLET'

The 'Pallet Wallet'

The pallet wallet is a digital transformation of Chep's return process which will include a reward scheme that financially incentivises customers to return pallets.

Old process

Fill out a contact details form on the chep website every single time you would like to arrange a return (time consuming and tedious).

Wait for a representative to call you and arrange a time/date for collection over the phone. (time consuming, prone to human error and may take a few attempts to connect with a warehouse manager over the phone)

New process

Customer has a QR code at their warehouse. Customer scans the QR code with phone, this takes them directly to the chep web app and prefills contact/address details. Customer just has to enter number of pallets to return, take a photo for evidence and select a time/date from an online calendar.

The digitization and automation of the process will make reduce resistance for the customers to take time out their day to raise a pallet return and give them an incentive by adding funds to their 'pallet wallet' to do the process.

Reward scheme

Assign a small deposit to each pallet used (e.g. £2) and everytime a pallet is returned, credit the deposit amount into the customer's 'pallet wallet' account which allows them to use to order more pallets in the future.

THE EXECUTION

Email creative and google analytics

The focus of the creative execution would be to promote customers to sign up to the pallet wallet reward scheme. Given this is B2B brief, the below executions would mainly be executed through email marketing campaigns. Furthermore, using google analytics you can use leverage google ads audience targeting by pushing pallet wallet related content to the target audience (e.g. warehouse managers) when they are browsing the web.



Mario uses Chep to earn back, be more like Mario.

Ambient

Stamp a statement on the pallets themselves with a QR code that takes you to the landing page for the pallet wallet scheme.



BRIEF 5 - NW AIR AMBULANCE

AGENCY: C21 CREATIVE COMMUNICATIONS

PRODUCT: PUBLICLY FUNDED EMERGENCY SERVICE

MEDIA: INTEGRATED OR DIGITAL CAMPAIGN

TARGET AUDIENCE: CHARITY CONSCIOUS YOUNGSTERS

SINGLE MINDED PROPOSITION: BE THERE FOR US TODAY, SO WE CAN BE THERE FOR YOU TOMORROW

THE INSIGHT

From accidental injuries to severe medical emergencies, the crew at the north west air ambulance service delivers specialist and enhanced pre-hospital care to the most critically ill and injured, and transports patients to the most appropriate hospital to achieve the best outcomes for them.

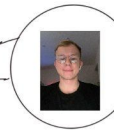
In many ways, they are the modern day, real-life guardian angels that patrol the skies ready to help anyone at any time. A bit like a guardian angel, people tend to forget that they are even there until things go wrong, that's why it's important to support and appreciate their work, hoping you will never need their help yourself.

THE BIG IDEA; SAVE OUR ANGELS TODAY

Leaning into the guardian angel analogy, this campaign is unorthodox in its approach and execution to stand out with the target audience.

The ultimate goal is to have a strong call to action, delivered in a unique powerful way that will be rememberable.

THE EXECUTION



OOH - A photo stand-in board

A photo stand-in board to put in the city centres which depicts one of the air ambulance crew with wings and each feather has a person's face on it. When a viewer scans a QR code, it reveals to them the reason for all the faces. It's the faces of all the people's lives that have been saved by the air ambulance service and an option to donate.



Video/audio

A recreation of Robbie Williams' 'Angel' music video with north west icon, Harry Styles. The video would feature the infamous yellow NW air ambulance helicopter and have adapted lyrics:

And through it all
They offer me protection
A lot of help and attention
Whenever things may go wrong
And when i take a fall
However it may affect me
I know that it won't break me
When i come to call, they won't forsake me
Save our angels today

BRIEF 6 - CO-OP FOOD

AGENCY: KIN + CARTA

PRODUCT: 'HONEST VALUE' PRODUCT RANGE

MEDIA: INTEGRATED

TARGET AUDIENCE: SHOPPERS ON A BUDGET STILL WANTING TO MAKE SUSTAINABLE CHOICES

SINGLE MINDED PROPOSITION: VALUE WITH VALUES

THE INSIGHT

Target Market

The Co-op has shifted its strategy to become 'leading convenience food retailer' and has targeted opening shops in or near residential property development projects, as evident in Manchester.

The demographic at these type of city centre, apartment complexes mainly consists of young professionals, which in this case turns out to be the ideal target market for the campaign as 83% of millennials want brands to align with them on values and 90% of gen z and millennials say authenticity is important for them when deciding on a choice of product.

Consumer psychology

Colour psychology is the study of hues as a determinant of human behavior. Colour influences perceptions that are not obvious, such as the taste of food. Colour psychology is the study of hues as a determinant. Colours have qualities that can cause certain emotions in people as well impact subconscious associations between certain colours.

THE BIG IDEA; ALWAYS HONEST VALUE

With the customer demographic mainly consists of gen z/millennial working professionals that want to choose brands and products that are authentic and align with them on values, the value product range will be promoted to demonstrate the value products as authentic and morally conscious.

To amplify the message, the honest value products will be colour coded using specific colours that have a specific emotion associated with it which can be associated to a product's value conscious USP. Colour psychology tells us:

- is associated with security and trustworthiness (100% British)
- is associated with friendship and happiness (Fairtrade)
- is associated with healthy and eco-friendliness (Responsibly sourced)

THE EXECUTION



Print/Social

Branding 'in action' shots depicting the brand's value conscious focus



On the product

Simple packaging, colour coded font with a sentence of the value conscious USP



- = Responsible sourced (eco-friendly, healthy)
- = 100% British (Food security)
- = Fairtrade (honesty, friendship)

TV/Video

A young professional enters the store after work wearing their office clothes and airpods in.

They're walking through the store whilst on a phone call with their housemate, discussing what ingredients to buy for dinner.

Everytime the shopper goes to choose a product (e.g. beef) his housemate encourages him to buy the value-conscious products

BRIEF 7 - DUNELM

AGENCY: TANGERINE

PRODUCT: COSY 'CENTRAL HEATING-FREE WARMTH' PRODUCTS

MEDIA: INTEGRATED

TARGET AUDIENCE: MILLENNIAL HOME OWNERS LOOKING TO CREATE A COSY SPACE

SINGLE MINDED PROPOSITION: HOME - DUN YOUR WAY

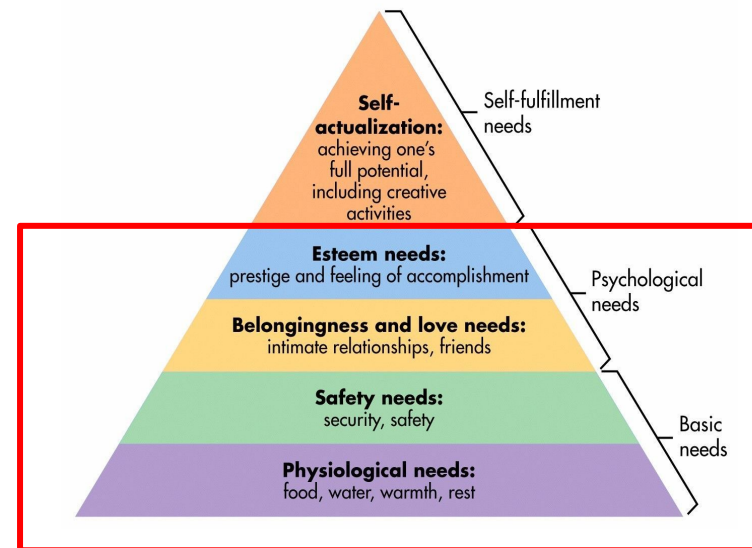
THE INSIGHT

Maslow's hierarchy of needs

Maslow's hierarchy explains that all humans share a number of innate needs we have to achieve in order to find fulfillment (i.e. self actualisation).

Individualism

Individualism has been on the rise since the 1960's and a consequence of this social movement, more people want products that reflect their personality and values. This increase appears to be due mostly to increasing socio-economic development, including higher incomes, more education, urbanization, and a shift toward white-collar jobs



THE EXECUTION

TV/Video

Story that follows 4 friends who have gone shopping together in Dunelm.

They all pickout products that suit their need and take it home to use. Final scene is them all warm and happy in their own homes with their different products. Tagline: Dun your way, for every need.

ICP 1 - Beth who is that one friend that always moans about being cold.

ICP2 - Oscar who is that one friend is living in the city centre, grinding out an office job

ICP3 - Natalie and Ethan, that couple looking to get cosy together in the evenings

ICP4 - Rosie who loves to match and style her interior

Print/Social

Snapshots depicting each persona



THE BIG IDEA; DUN YOUR WAY, FOR EVERY NEED

Create 4 ideal customer profiles (ICPs) that are personified to reflect the type of person that chooses their 'central heating-free' product to meet their particular need. Therefore, creating the narrative that dunelm create products for every need

Esteem

respect, self-esteem, status, recognition, strength, freedom

ICP 4 - an individual who is always expressive and yearns validation/recognition

Love and belonging

friendship, intimacy, family, sense of connection

ICP 3 - couple looking for some cosy intimacy

Safety needs

personal security, employment, resources, health, property

ICP 2 - hard working professional who lives alone and is always occupied

Physiological needs

air, water, food, shelter, sleep, clothing, reproduction

ICP 1 - that someone who is always cold

ICP= Ideal customer profile

Tik Tok

Start a #dunyourwayhaul trend where consumers show their cosy products purchases

BRIEF 8 - HERITAGE GB

AGENCY: VIVID

PRODUCT: 2023 VISITS

MEDIA: INTEGRATED

TARGET AUDIENCE: GEN Z &

SINGLE MINDED PROPOSITION: LEGENDARY LANDMARKS & AWESOME ATTRACTIONS AWAIT

THE INSIGHT

Attracting a young audience

In a 2021 interview, National Trust Creative Director Ivo Dawnay, noted that millennials are drawn to a place to see what it looks like, to learn about those who lived there, and to educate themselves about the era they represent. It can be a draw for an audience that values story over convention.

By exploring areas within a site that might have previously gone unnoticed, heritage organisations can capitalise on the 'everyday' nature of heritage for a 21st century audience.

Legends

'Remember Kid, There's Heroes and There's Legends. Heroes Get Remembered, but Legends Never Die.' - Babe Ruth, quote from the film 'The Sandlot'.

A Legend has two definitions:

- A traditional story sometimes popularly regarded as historical but not authenticated
- An extremely famous or notorious person, especially in a particular field or place.

THE BIG IDEA; LEGENDS NEVER DIE

An integrated campaign that focuses on the two types of legends associated at the 4 different heritage sites: Land's End, John O'groats, The Needles and Royal Liver Building.

For example, Land's end is said to have the mythical 'Lost Land of Lyonesse' lie beneath the waves between Land's End and the Isles of Scilly. According to legend, Lyonesse was a rich part of King Arthur's realm that was drowned by the sea on a cataclysmically stormy night.

As well the traditional 'legend', the campaign will also follow the stories of local people (i.e. legends) to give the place the 'everyday' nature that attracts gen z and millennials.

THE EXECUTION

Youtube mini documentary series

A mini documentary series on youtube with 4 x 20 min episodes, one on each landmark.

The episode would tell the story of each heritage site through the eyes of real people (local legends). The camera crew would follow round a few local figures as they tell them all about the history and magic of the place of interest, as well stories of local people.

Youtube adverts/tik toks

Clips from the documentary series can be taken and used as youtube adverts and tik toks to promote the series and heritage GB.

Using social media analytics, the adverts can be targeted and pushed to people based on age (people under 35), location (people that live closer to each site), interests (nature, exploration, education etc)

Print

Panoramic shots of each site disrupted by a large QR code in the middle, teasing people to scan in order to reveal more. The QR code would then take you to Heritage GB's landing page for that particular site as well it's episode in the documentary series



BRIEF 9 - KNECT

AGENCY: McCANN MANCHESTER

PRODUCT: KNECT LUBE

MEDIA: OOH & PRINT

TARGET AUDIENCE: MENOPAUSAL

SINGLE MINDED PROPOSITION: WETTER IS BETTER WITH KNECT

THE INSIGHT

'Over 50's are enjoying life through travel. They want to explore the world and see new, exciting destinations. Traveling spend has increased by 23% in the last 5 years for over 50s.

The average age of a cruise ship passenger is 49 years old, menopause usually occurs between the age 45 and 55.

Despite a decline in recent years, the majority of over 50s (96%) are married and therefore likely to travel abroad with their partner and all couples are 2x more likely to have sex whilst on holiday.

THE BIG IDEA; FOR LIFE'S PLEASURES

A campaign that focuses on showing that knect will add value to the target market's stage of their life where they are trying to enjoy everything life has to offer, particularly through travel and leisure.

The objective is to nudge the menopausal consumer to associate knect with the following;

- Intimacy, arousal
- Comfort, good mood
- Traveling/holiday
- water/wetness

THE EXECUTION

Print

A number of simple shots of couples enjoying 'life's pleasures' with the 4 aspects we are trying to associate knect with. For example, the below print has a couple hugging (intimacy) and smiling (comfort, good mood) whilst on a boat (travelling) out on the sea (water/wetness)



Out of home

Cruise ship holidays are notoriously popular with an older audience, the average age of a cruise ship is 49 years old which is relevant as menopause usually occurs between the age of 45 and 55.

Each room would be provided with a complementary tube of knect lube.

BRIEF 10 - SKIN PROUD

AGENCY: MANIFEST GROUP

PRODUCT: VEGAN, 'CLEAN' SKINCARE

MEDIA: UNIFIED BRAND COMMUNICATIONS

TARGET AUDIENCE: UK-BASED ABC1 MILLENNIALS & GEN Z-ERS WITH DISPOSABLE INCOME

SINGLE MINDED PROPOSITION: I AM PROUD

THE INSIGHT

In a world that's more connected than ever, our personal and social lives are dictated on led-lit glass screens connected to the internet.

Apps such as Instagram, Facebook and Snapchat are intentionally designed to hack your brain chemistry with made up features such as likes, reactions and interactions which create and accelerate a never ending desire for social validation.

Therefore, it is no coincidence or surprise that we are facing a mental health epidemic, particularly with the Gen Z audience who have had their perception of self-worth quantified into number of likes, reactions and interactions.

But it's not just our digital lives where our self-worth has been targeted and compromised. For decades, relentless capitalism in Western civilisation created a white-collar work culture where your job title, marital status and material possession determined your place in the world. A world our millennial part of the audience will very much have experienced and majority want to leave in the past.

So it's time to stop keeping up with the Joneses or the Kardashians, it's time to measure our value to this world on our terms.

And that's because, knowing your worth is a very personal thing and it really has nothing to do with anyone else. It's your internal measure of how you value yourself REGARDLESS of what other people might think of you or say to you.

THE BIG IDEA; KNOW YOUR WORTH

A unified campaign in collaboration with Skinproud's partner 'the sad girls club' which will aim to empower and champion people to filter out the bullshit and know their worth.

Know your worth: It's to help people build their self-esteem, grow in confidence and worry less about what other people think.

THE EXECUTION

Print/Social

Self-help quotes to inspire people to realise their self-value



OOH

Pop up workshops at festivals, fairs and sad girls club events focusing on the importance of self-worth and mental health. It would include free mental health consultation for attendees and product giveaways. This can be documented and shared on YouTube and across social media platforms.

TV/YouTube: Know your worth video ad

Short 30s video advert of people 'knowing their worth' by showing a high level of confidence and positivity when applying the skinproud products. Skin looking vibrant, smiles all around.

Background music; Khalid, Disclosure - Know your worth

BRIEF 11 - CALM

AGENCY: AUDIO ALWAYS

PRODUCT: CALM APP

MEDIA: AUDIO

TARGET AUDIENCE: STRESSED PROFESSIONALS

SINGLE MINDED PROPOSITION: DRIFT OFF WITH EASE

THE INSIGHT

There are a number of factors that contribute to sleep quality and the ones that services like calm impact are usually seen as 'difficult' to master as true meditation takes time and consistency to start reaping rewards and those rewards not usually take a while to achieve but they are also quite hard to measure as they are qualitative rather than quantitative

But one component of meditation and mindfulness has a solid scientific and measurable impact on your ability to relax and therefore fall asleep quicker and deeper which is breath work

Breath work, particularly deep, controlled breathing coupled with a focus on the breath and how it feels mentally activates your parasympathetic nervous system which controls your rest and relax response and therefore physically innates a mentally relaxed state

And if done correctly, all people can experience this pretty much every time with relative ease.

THE BIG IDEA: THE MOST RELAXING APP IN THE WORLD

Focus on showing how simple breath work can have a relaxing effect after a long day of work.

I am focusing on this as it provides instant value to the customer, rather than the other benefits of meditation that take weeks months years of practice to induce.

My ad idea really focuses on the showing the listener contrast of noise and business in their head space during their working day and the peace that can be achieved with some simple breathwork meditation

THE EXECUTION

Radio/streaming services

30 second clip which starts off with loud office noise for 15 seconds and then a gradually increasing sound byte of deep, rhythmic breathing comes in and reduces the noisy background noise. The clip ends with a soft, calm voice over "Go to bed, with the most relaxing app in the world. Download Calm now"



Placement

Targeting the busy, stressed professional on their way home so the placement would be 6pm onwards on radio and streaming services

BRIEF 12 - COFFEE4CRAIG

AGENCY: MEANWHILE

PRODUCT: CHARITABLE DONATIONS

MEDIA: TV/SOCIAL FILM (30-60 SECS LONG)

TARGET AUDIENCE: ACTIVE ORGANISERS (FUNDRAISERS, VOLUNTEERS) & SOFA SUPPORTERS

SINGLE MINDED PROPOSITION: YOU HAVE THE POWER TO GIVE SOMEONE HOPE

THE INSIGHT

All it takes a spark to get a fire started, just like all it takes is one act of kindness to lighten up someone's day.

A glimmer of hope has the potential to change someone's path and realise their potential. A lot of people who find themselves living on the streets have had family, friends, relatives give up on them, meaning each day is filled with nothing but hopelessness. Coffee4craig, in many ways, is the source of hope for people who find themselves in this position.

Through the many ways in which Coffee4craig supports local people, they have supported countless people through their hardship and have helped many get back on their feet and integrated back into society and become a valuable member of the local community.

THE BIG IDEA; BE THE SPARK

Emma's story

Young woman who became homeless due to family circumstances, she become involved with the wrong crowd and became a heavy substance user
Through coffee4craig's support, Emma was able to get the right help to get herself on the right track and reintegrated into society. Emma then became a volunteer herself to help others who were in her position

- Video slowly goes from dark, gloomy, black and white (i.e. hopeless) to bright and energetic as her story progresses
- Portrays how simple selfless acts of kindness has an impact on homeless people whilst showing the different ways of involvement
- Call to action to get involved

THE EXECUTION

Part 1

Sarah is out on the street, its really cold. A volunteer offers her a coffee and invites her to one of the drop in sessions.



Part 2

Sarah starts coming to the drop in sessions often and works on getting her life back to gather, she has been granted shelter



Part 3

Sarah has got herself a job, her own new flat and is now a coffee4craig volunteer herself and participates in things such as clothes parcel donations and sponsored walk



Part 4

On one night, Sarah is doing a coffee night and offers a man a coffee in the same spot Sarah was not more than a couple months ago.

She's done the full circle. From that one cup of coffee, Sarah's life has completely transformed and she's now 'the spark' in someone else's life.



Tagline: Be the spark in someone's life

BRIEF 13 - CINCH

AGENCY: ITV

PRODUCT: ITV PARTNERSHIP

MEDIA: TV/VIDEO

TARGET AUDIENCE: HESITANT ONLINE CAR BUYERS

SINGLE MINDED PROPOSITION: CARS WITHOUT THE FAFF

THE INSIGHT

Consumer market research

One third of the UK adult population say they wouldn't feel comfortable buying their car online, and the vast majority of this cohort consists of millennials, gen x and baby boomers.

Women in the U.K. are 71% more likely to buy a car online than men and are significantly more likely to order a car than women who visit a traditional dealership.

ITV 3 Partnership

ITV 3 is a digital channel aimed at the over-35 audience, and its output consists of reruns of older ITV drama series, soap operas and sitcoms.

ITV3 audience demographic shows that the channel is most popular among women and gen x/baby boomers.

THE BIG IDEA: LEAVE THE DRAMA OUT OF CAR BUYING WITH CINCH

TV advert that mimics the dramatic story lines of ITV dramas and depicts how the Cinch experience is the opposite

THE EXECUTION

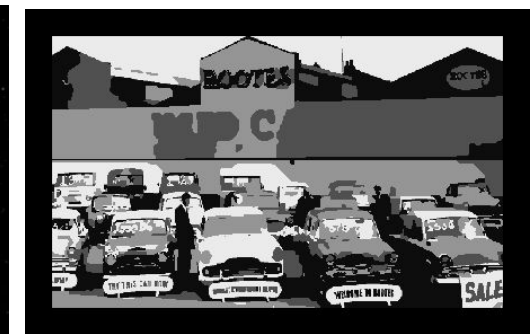
Storyline

It's raining and gloomy. A detective goes to a mysterious, creepy used car dealership.

A dodgy salesman tries to be pushy and sell him an old, faulty-looking car for an inflated price

A door bell rings and the picture is paused. The viewer realises this was a scene from a ITV drama-like series.

The actor walks to their front door and they're met by a Cinch handover specialist with their clean, swanky car they ordered online.



Tagline: Leave the drama out of car buying with Cinch

Alternative: Dont sweat it, cinch it