

Hi, I'm Flo

Belton Farm

Week 1

Agency: BGN

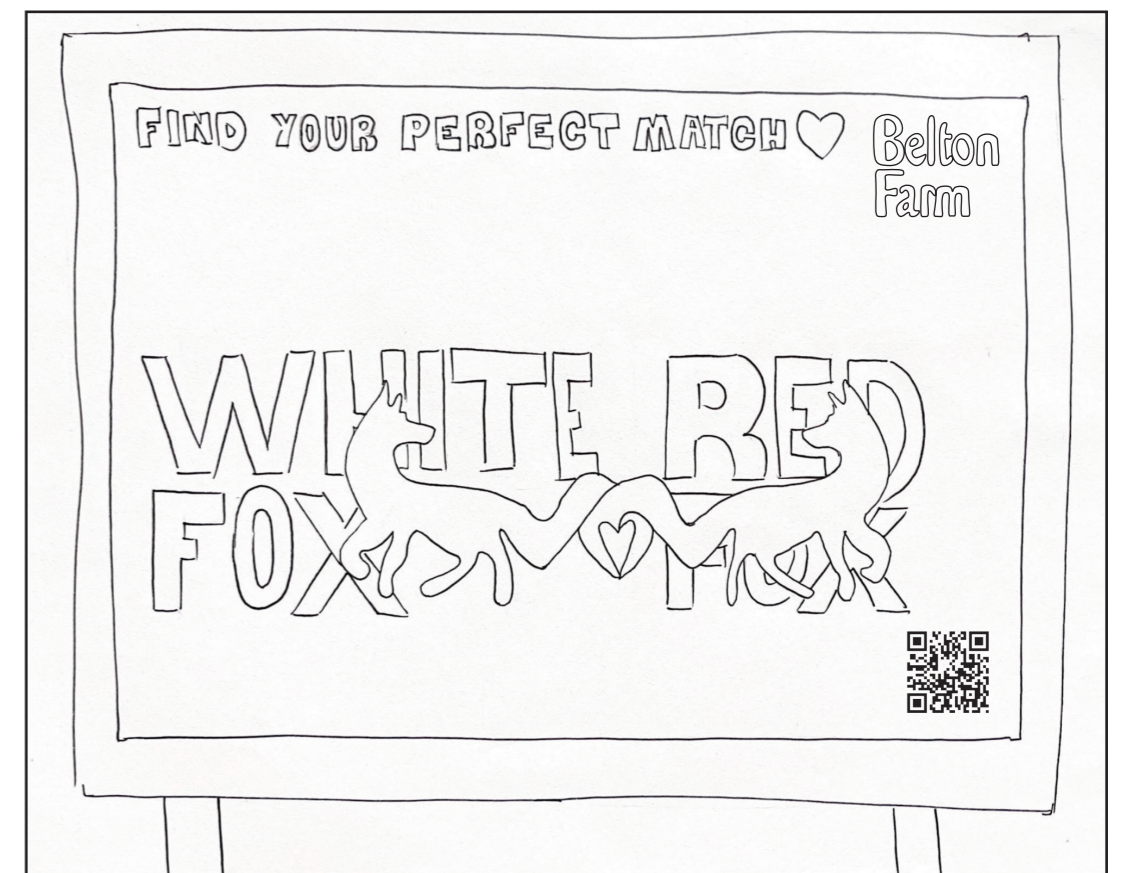
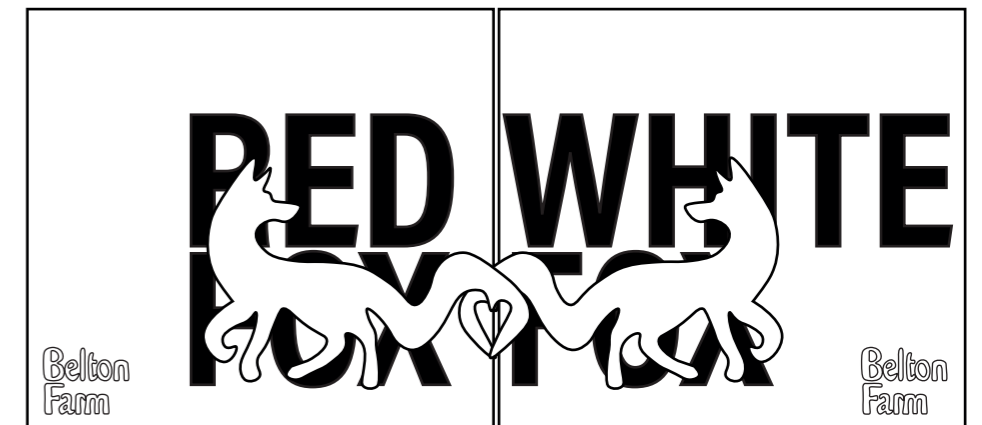
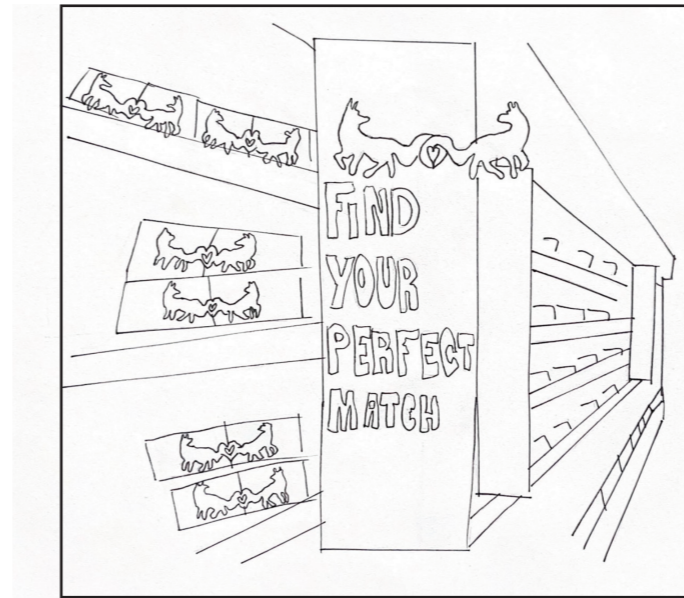
Client: Belton Farm

Proposition: Discover love at first bite

Campaign line: Find your perfect match

Cheeses all have different personalities just like people, finding a compatible partner is sometimes hard just like finding a compatible cheese. Why pick one when things can be better with a pair? Entwining the foxes tails to create a love heart for the valentines edition, the packets of cheese will join together if stacked correctly on the shelf making for an engaging and interactive display for the customer. Find your perfect match not only in love but with cheese too.

Instagram post / billboard and supermarket close of up of what the valentines edition packets will look like if paired. First roll out would be in the supermarket - having the eye catching banner with the fox coming off the banner slightly grabbing attention of shoppers along with a cheese tasting.





Week 2

Agency: Uniform

Client: Durex

Proposition: New life experiences shouldn't include STIs

Campaign line: Worried about....

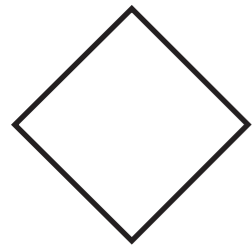
Using common elderly ailment worries, but STI's aren't on the list, just because your older doesn't mean you're immune!

Why is no one worried about STI's? Raising awareness as they are still out there and still very much catchable.

Combining the adds with hard hitting statistics, tapping into the worrying factor making them feel worries about STI's, showcased on billboard, at bus stops, outside GP surgeries and hospitals -

- 1 in 3 adults in the UK have high blood pressure and in England 31% are men vs 75-90% of people don't realise they have herpes with mild/no symptoms.
- 400,000 cataract surgeries performed each year in England vs chlamydia is the most common STI, over 50% of STI's are Chlamydia.
- 6000 - 7000 Gastric Band procedure's per year vs over 50% of sexually active people have been infected with genital warts virus.
- 1 in 40 are affected by gout vs 1 in 10 infected men show no symptoms and it is the second most common bacterial STI in the UK.





Karndean Design flooring

Week 3

Agency : The Behaviours Agency

Client : Karndean Design Flooring

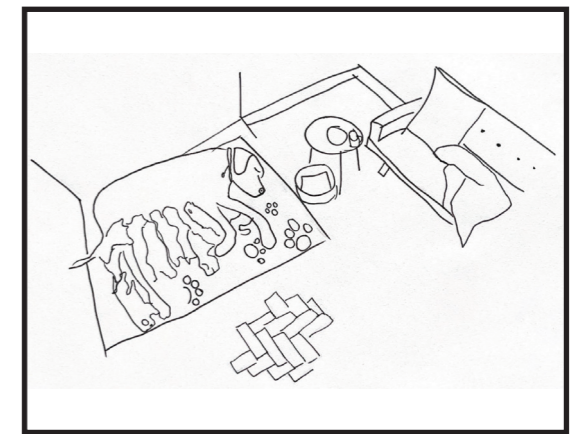
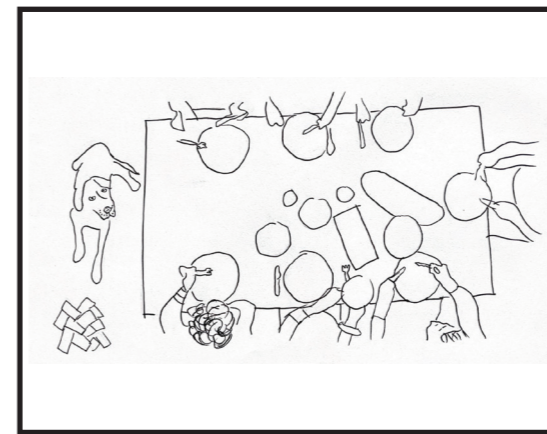
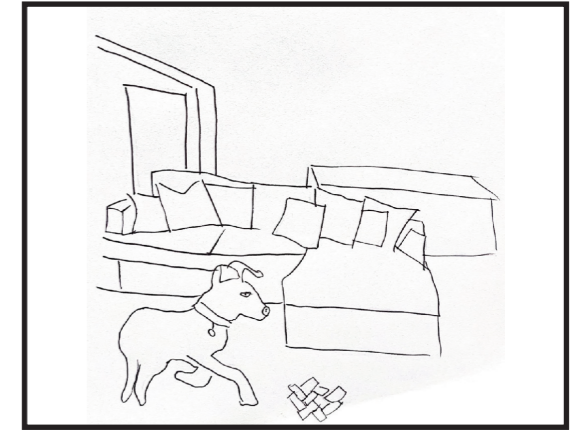
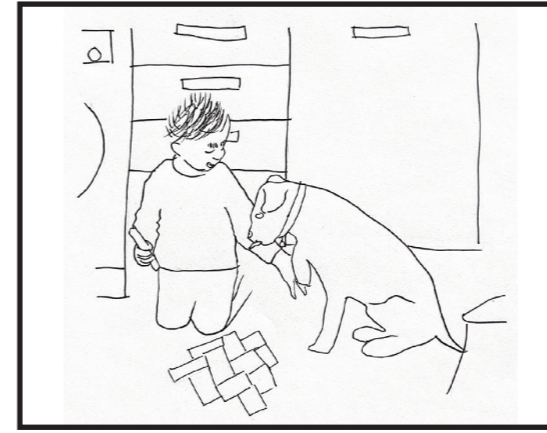
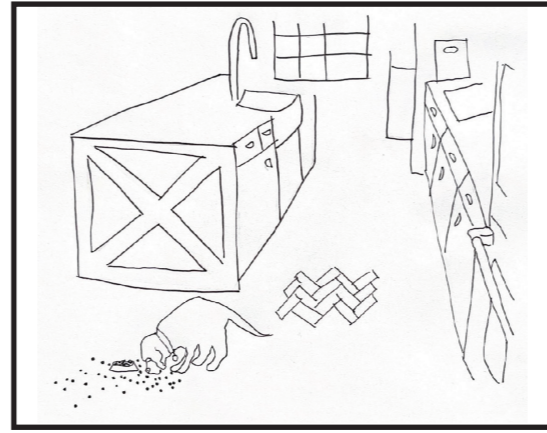
Proposition : Designed for life

Campaign line : Flooring that grows with life

Based around a television ad, your floor is built to last a lifetime, a life time in your forever home. The story traces the growth and journey of a new puppy to the home, bringing the dog in as a mascot - emotionally connecting the viewer with the dog.

As times change so too does the house, except two consistent aspects - the floor and the dog. Leading to the dog involved having pups of its own, where they would find their own homes, with different flooring from Karndean within their stories.

A design for life.



CHEP

Week 4

Agency: UPP B2B

Client: CHEP

Proposition: Help us get our blue pallets back

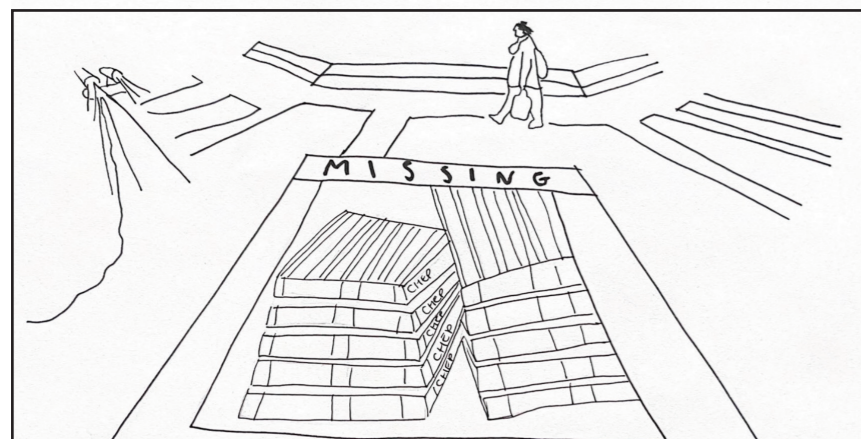
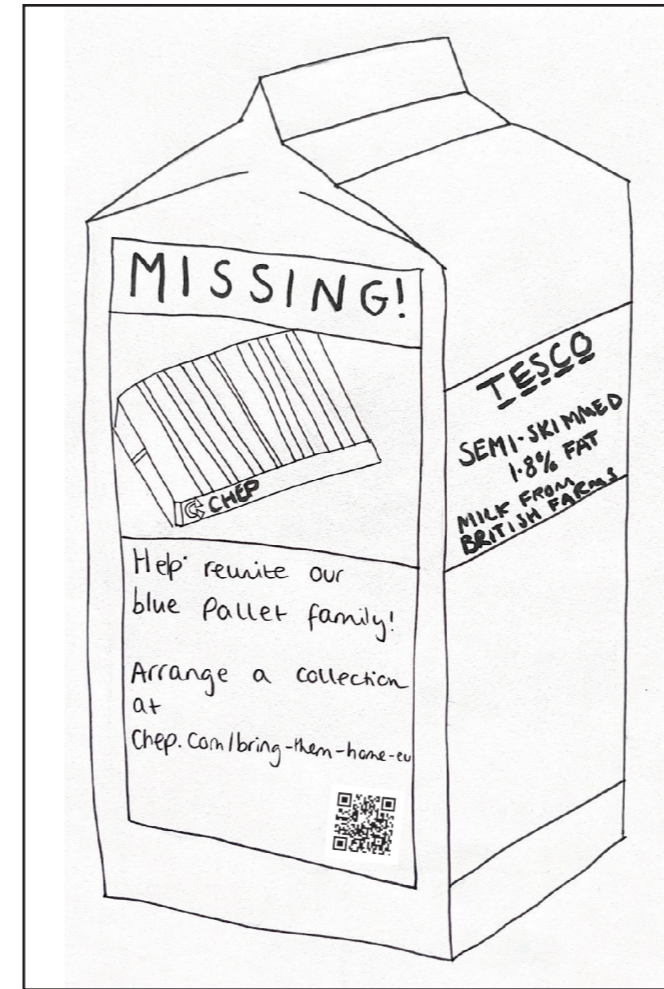
Campaign line: Help reunite our blue pallet family

Milk carton's arriving stacked on a CHEP pallet with the message of return, playing on the idea of being missing.

Using an everyday product as a canvas in order to create awareness to generate a great deal of attention.

Missing posters are effective if people pay attention, there would be a reward scheme on the posters, 'space back in your warehouse' - Installation on the floor, highlighting where to go to return.

Printed on billboards at industrial estates and ads on deliveroo cyclists collecting groceries. The milk cartons would be delivered to the managers office daily as a reminder.





Week 5

Agency : C2I Creative Communications

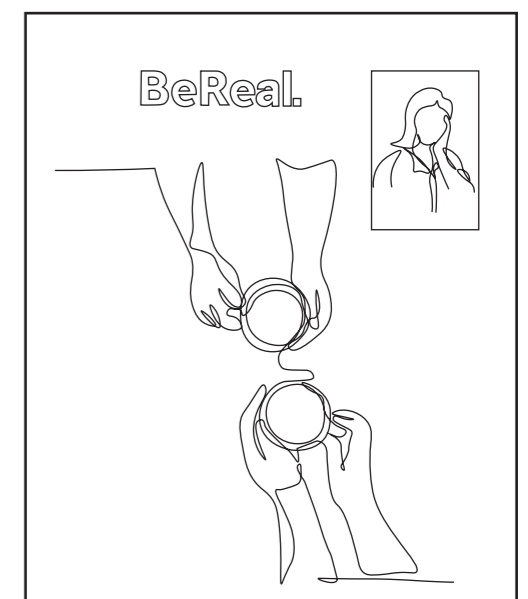
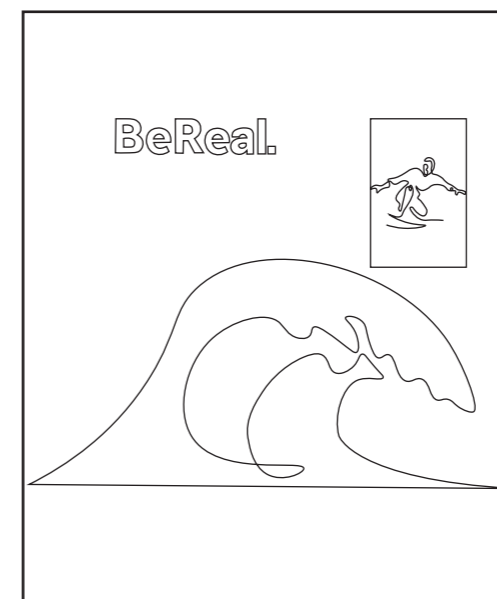
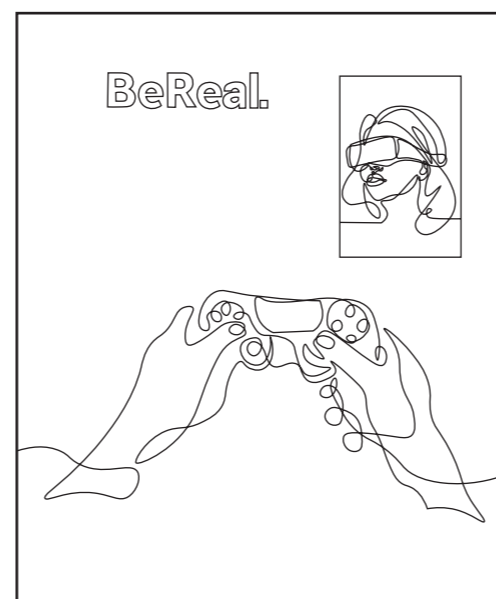
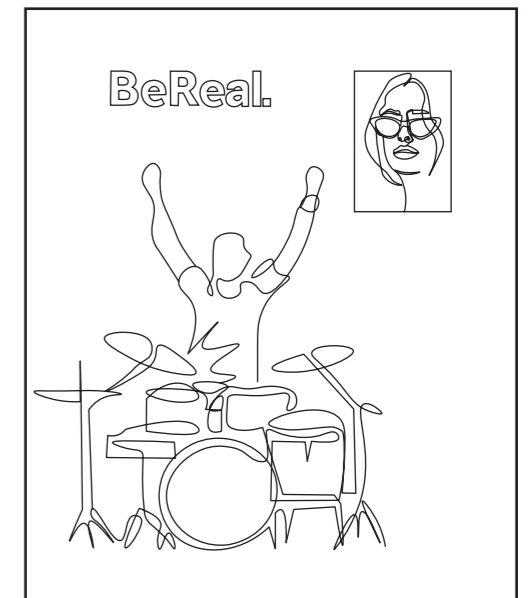
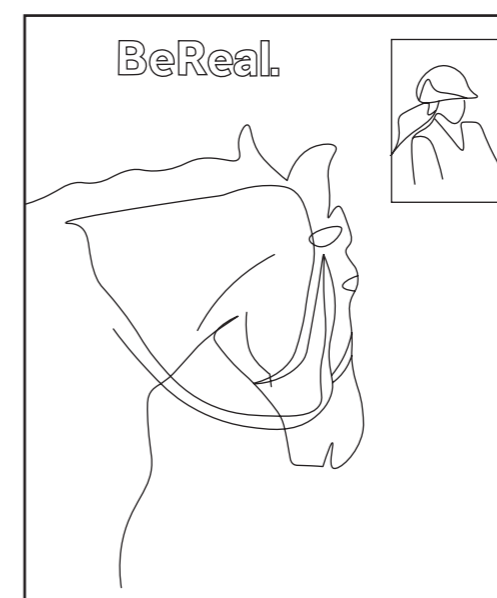
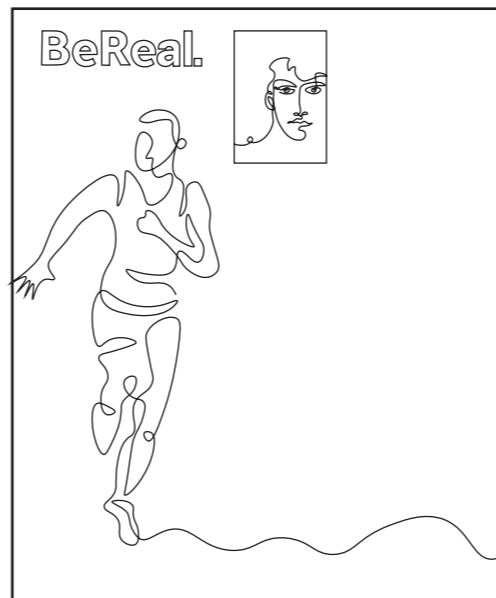
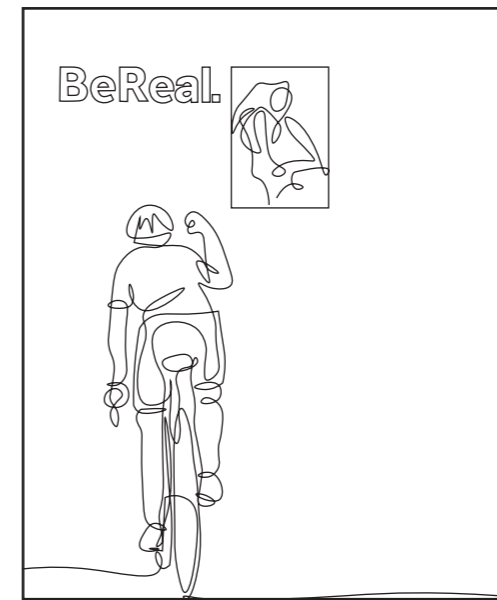
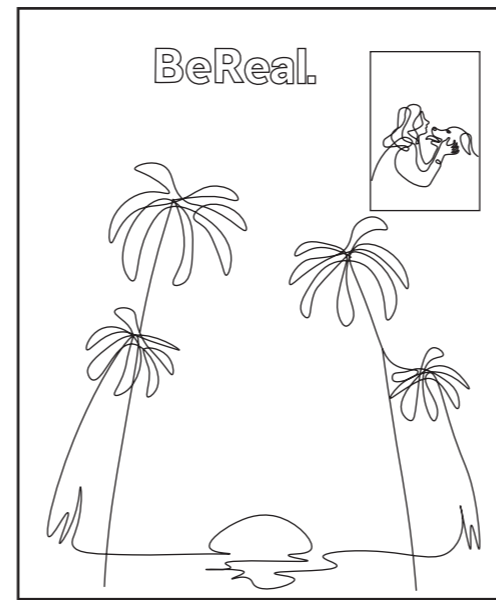
Client : Northwest Air Ambulance Chairty

Proposition : Be there for us today, so we can be there for you tomorrow

Campaign line : Keep it Real

Digital campaign, collaboration with Be Real - perfectmatch - each day the charity would post a different story, by different people, that have been rescued by the charity. These stories will be authentic, real stories - to raise awareness on the authentic and real app, each story wouldnt be possible if it wasnt for their help.

At the bottom of the image there would be a link where you follow through to their website, allowing you to read each stories and donate. The images depict daily hobbies which wouldn't have been possible without such help.





Week 6

Agency: Kin + Carta

Client: Co-op Food

Proposition: Value with Values

Campaign line: Honest value.. with honest values.

Honest value.. with honest values.

Shifting the convo away from money - what do you value?

On social you would have an interactive post, swipe across a split screen where you start of with a scene focusing on the people, maybe someone picking up the product, then switching to the farmers on the farm.

Highlighting why it is important, the values - making ethical choices and the true value which is in the product.

Such copy to go alongside the different adverts -

You can save, honest.

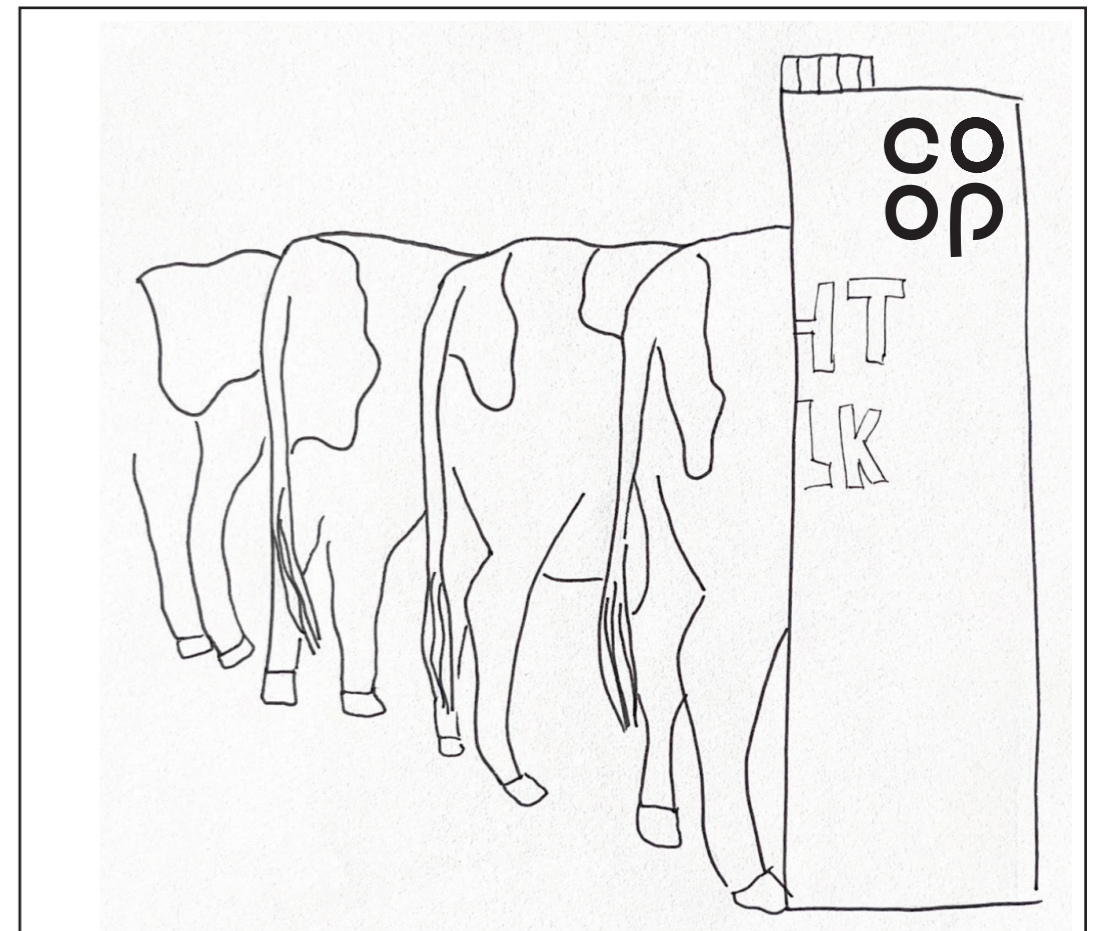
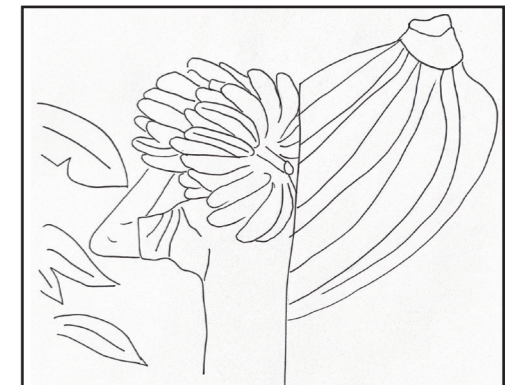
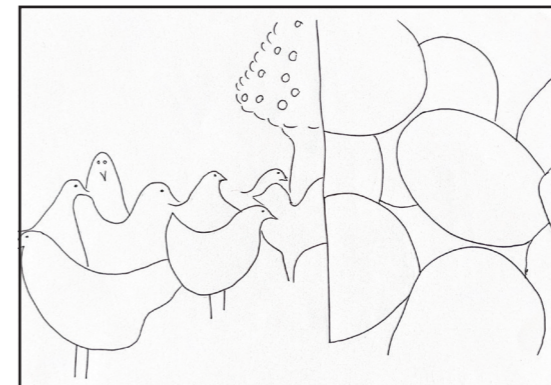
We can provide value for our customers, honest.

Cheap products but not cheap labour, still have value. honest.

Real savings, real impact. honest.

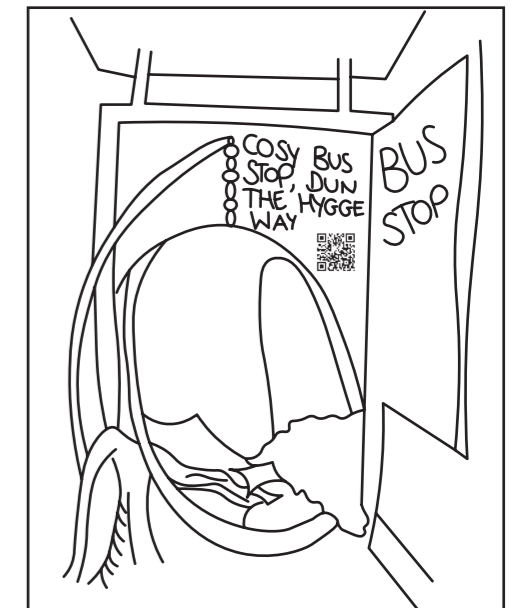
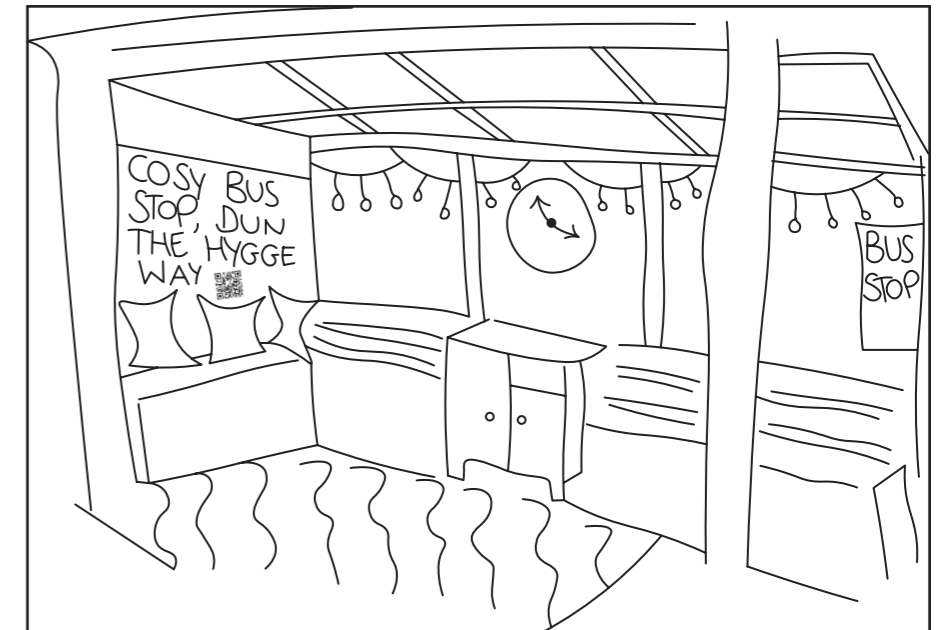
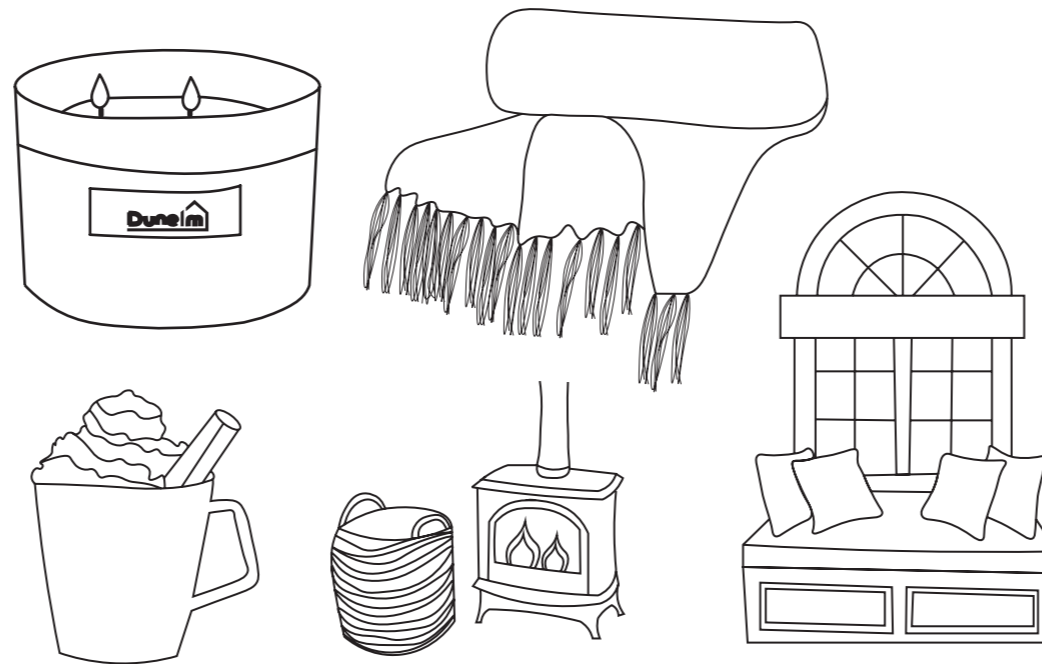
Anyone can do value, but we do values. honest.

Same price with different values, values and honesty is the difference.





hygge essentials



Week 7

Agency : Tangerine

Client : Dunelm

Proposition : Home - Dun Your Way

Campaign line : Dun - The hygge way

Hygge - The quality of being warm and comfortable that gives the feeling of happiness.

The best way to describe it is an outlook on life that focuses on simple pleasures and taking the time to cultivate more of them. This would be bespoke to you - showcasing the products to help cost of living, whilst still stylish.

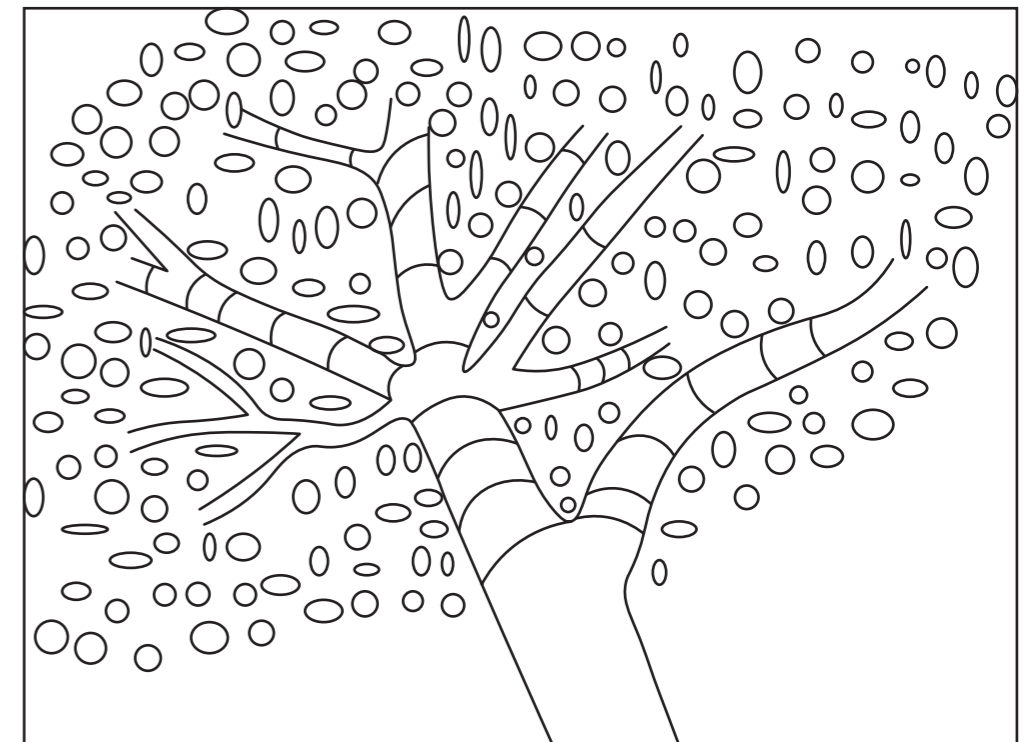
- Warming up the cold environments, by bringing hygge to the cold places using Dunelm products wrapped around trees - hygge dun your way / creating hygge dun right.

- Tags on the branches of the QR codes to shop the hygge edit. Installation at bus stops using the hygge edit - how to create hygge with dunelm products.

- Colabs dun their way - influencers all have different styles, different homes - you can do your version 'Make your ultimate cosy room' with Dunelm. Self care dun Olivia's way. Cosy Dun Stacey's way. Snugly dun Molly's way. Warmth dun Zara's way. An emphasis on social media presences who would fit with the Dunelm/hygge mantra.

- Stacey Solomon would post Tap to Tidy video's, focusing on different rooms of the house using the hygge edit - there would be a competition to Tap to Tidy the hygge edit.

hygge lifestyle (hoo-ga or hue-ga)



Heritage Great Britain

Week 8

Agency: Vivid

Client: Heritage Great Britain

Proposition: Legendary landmarks and awesome attractio await

Campaign line: Finding something new

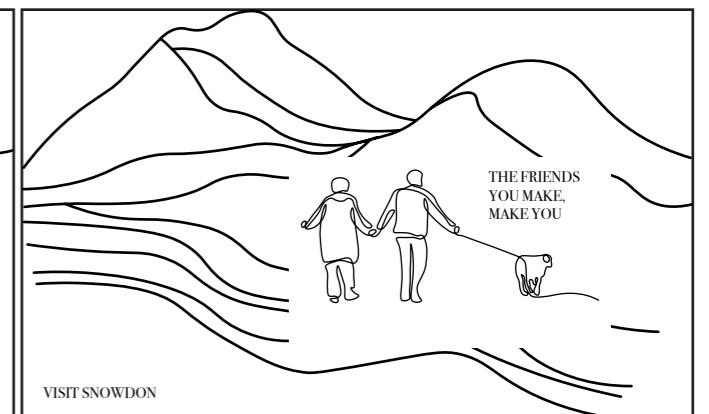
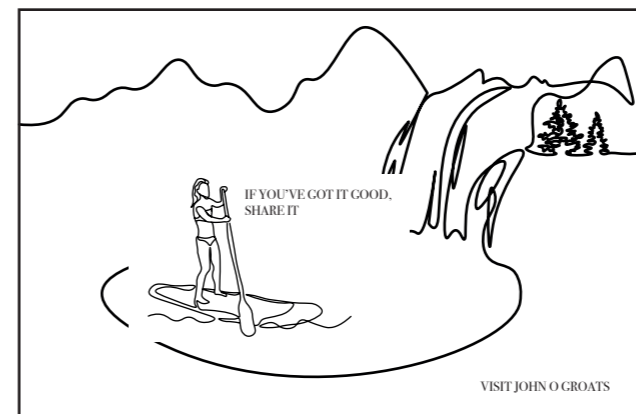
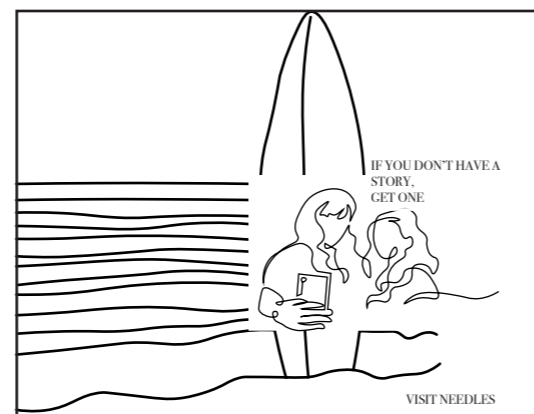
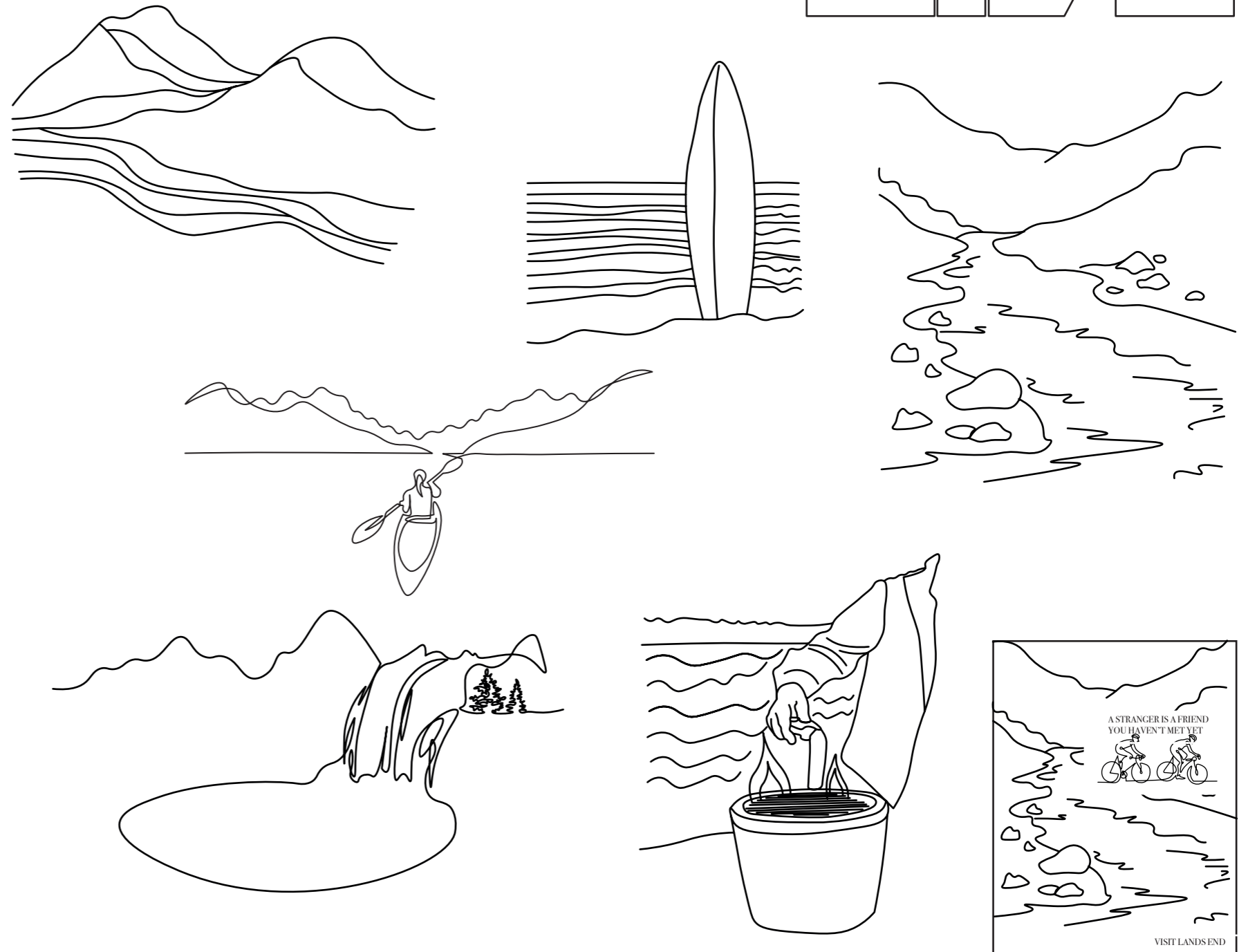
I've decided to do a colab worth Mob (1 million followers), this would be shown on Mob Live. They are going to be exploring the heritage sites and what other activitied can be done there. they are finding something new and embracing the places that are here - the different sites aren't new places to visit, but are new experiences for them.

In addition, a partnership with Berghaus - a heritage British brand - would supply the show with all outdoor clothing and accessories. it would be similar show across 10 weeks where they would visit the heritage sites spending 2 weeks at each site, whilst anywhere in between those places as they travel down cooking a dish famous from that area, whilst also experiencing the location in a different way.

The adverts being shown either side of nature docs, this would be the play on finding something new - the heritage shot vs the experience there.

berghaus

mob LIVE





Week 9

Agency: McCann Manchester

Client: KY Jelly - now known as Knect

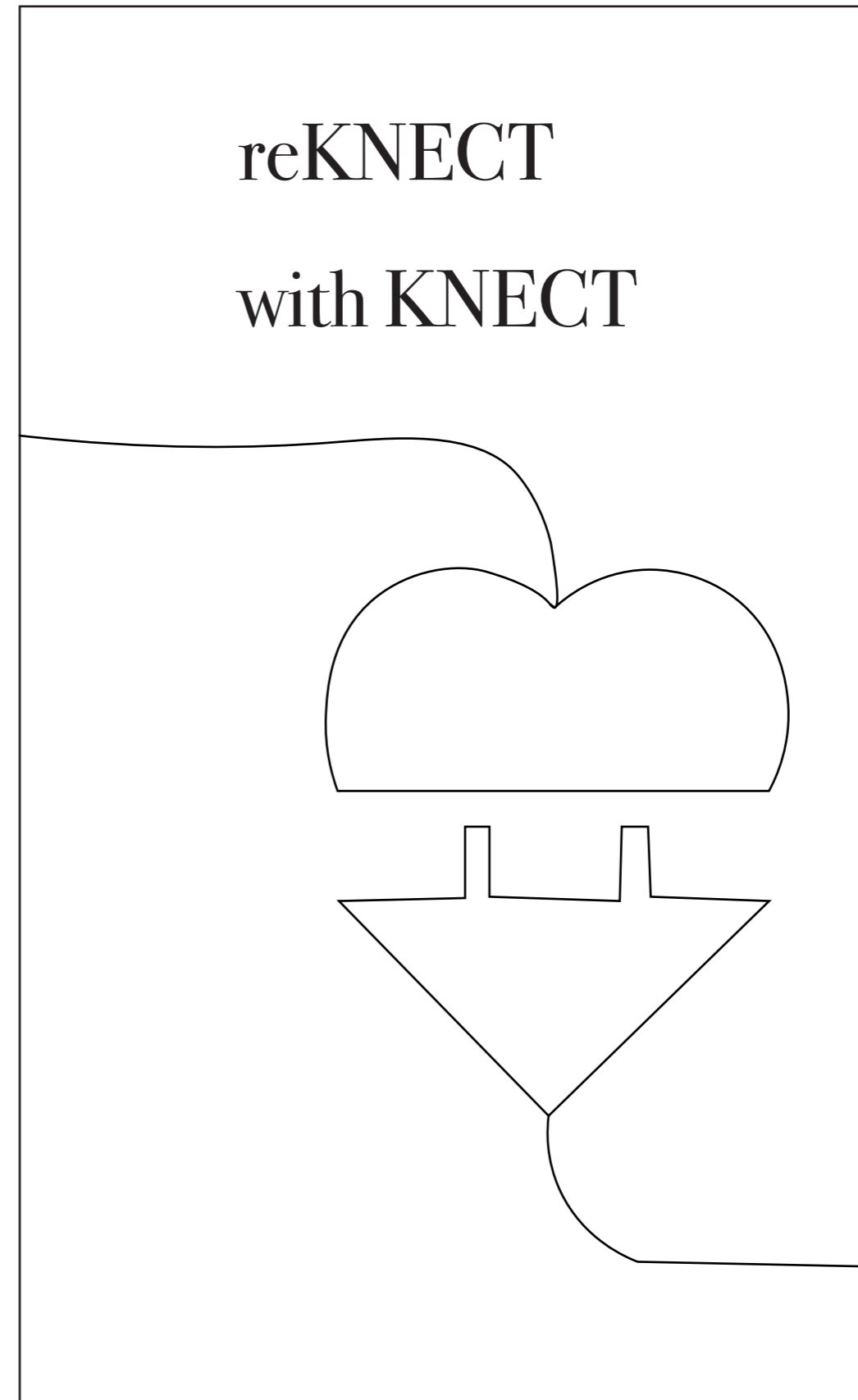
Proposition: Wetter is better with Knect

Campaign line: reKNECT with KNECT

Menopause usually begins between the ages of 45 and 55. In some cases it begins earlier, but the average age to reach menopause is 51.

A decrease in circulating hormones can cause dryness, which can lead to discomfort and pain during sex.

KNECT provides the lubrication to help you reKNECT. It can give you the comfort, and confidence, to try new things. You can buy in supermarkets and chemists, it provides symptomatic relief and does not contain any hormones. To regain your comfort and confidence during sex and to try new things.



skin proud

Week 10

Agency : Manifest

Client : Skin Proud

Proposition : I am proud

Campaign line : Feeling skin proud

Embracing the skin you're in - filter free.

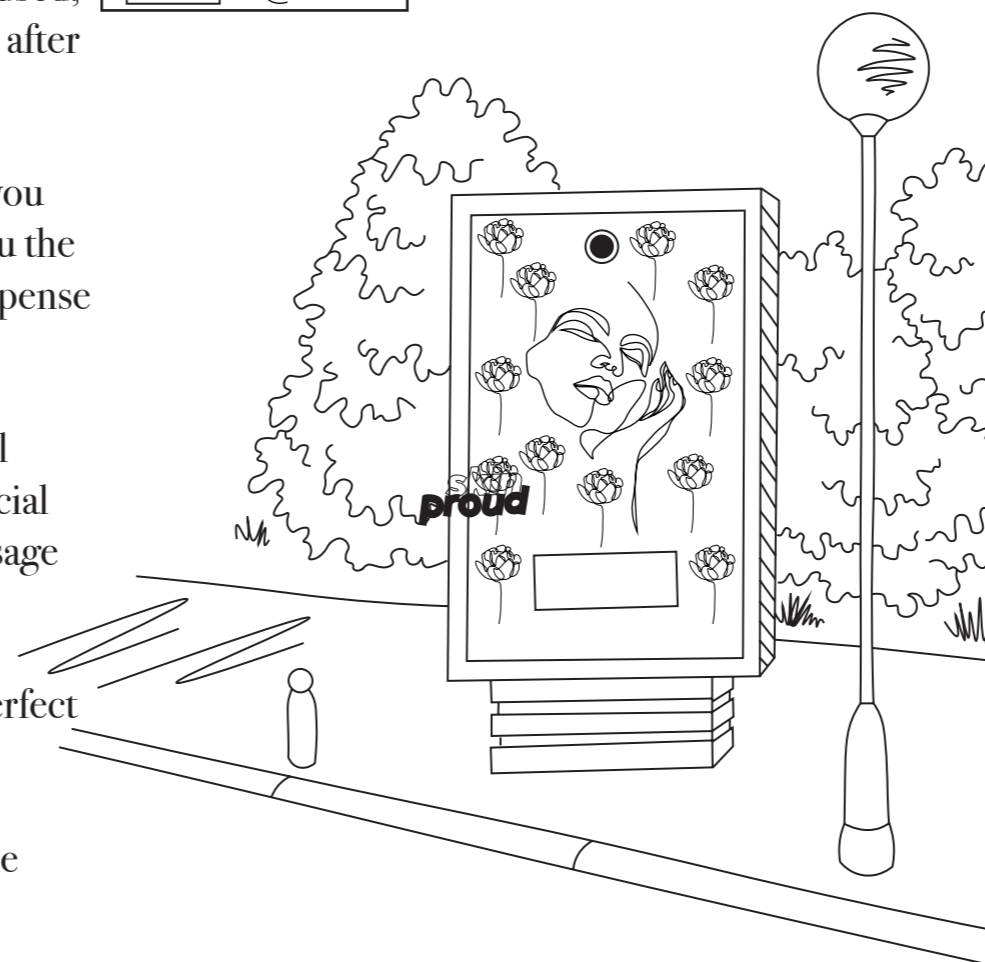
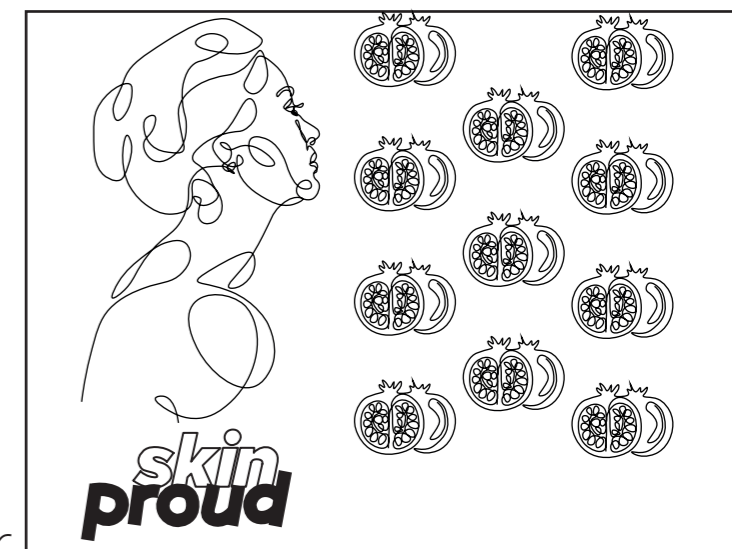
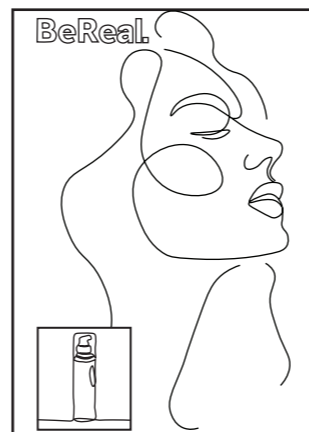
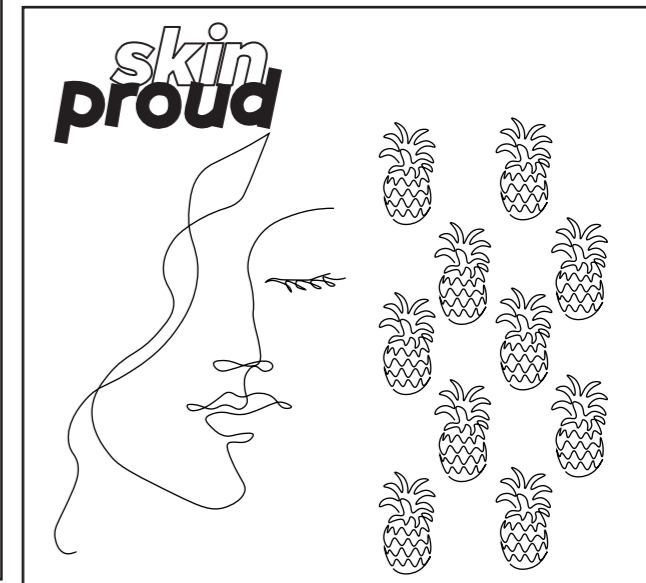
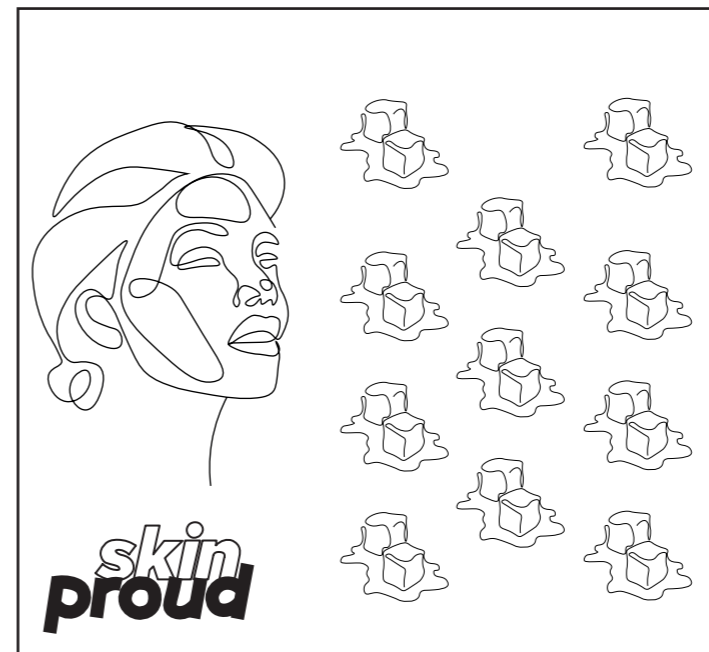
It is all about how the product makes you feel, the pure feeling. Stories of people to attach to each product - the image of the product being used vs the ingredients used, alongside these, they would be feeling skin proud, showing the feelings you get after using the product. Flo feels _____.

Interactive bill boards on the street and shopping centres, touch screen where you select the product (refresher facial mist), the product would spray out giving you the needed boost, plus an extra pineapple scent - a sample of the product would dispense from the board.

On the website on each product we will list the ingredients, the feelings you feel after using the product would also be listed from A - Z. This would be from a social campaign to get honest reviews of how you feel when using the product. A message would pop up - How are you feeling today?

Pop up at the feel good club in Northern Quarter with facials, it would be the perfect match as feel good club is all about positivity and empowerment.

For social media it would also be on BeReal - photographing the product and the person using it showing its authenticity.



Calm

Week 11

Agency: Audio Always

Client: Calm

Proposition: Drift off with ease

Campaign line: Have your moment of calm

Imagine the setting - you are rushing to catch your daily commute, so many worries about the journey are going through your mind - my Uber was late, manic traffic, needing that last wee, so stressed wondering if there will be a free seat, coffee spilt down your top, people getting too close, forgetting your mask.. the list can go on!

All of these thoughts rushing around, meaning you can't wait to go on the calm app and listen to a quick meditation on your way in to ease your mind and find your calm.

A situation that is so relatable, we've all been there, if there was something that could boost your mood and wash away the worries.

“Body’s brushing past you in a rush,
The sound of rain crashing against the glass
ceiling,
raised voices after more cancelled trains
from the strikes.

Train departing from platform -13 at
Manchester Piccadilly station doesn’t help in
the slightest. .

lets not forgot about the 200 emails and
deadlines looming –

longing for the moment you can switch off on
the daily commute.

PAUSE
CALM VOICE

This is what calm sounds like, it’s in your
pocket and there whenever you need it –
download calm from the app store today, to
have your moment of calm.”

COFFEE 4 Craig

Week 12

Agency: Meanwhile

Client: Coffee 4 Craig

Proposition: You have the power to give someone hope

Campaign line: The sandwich drop

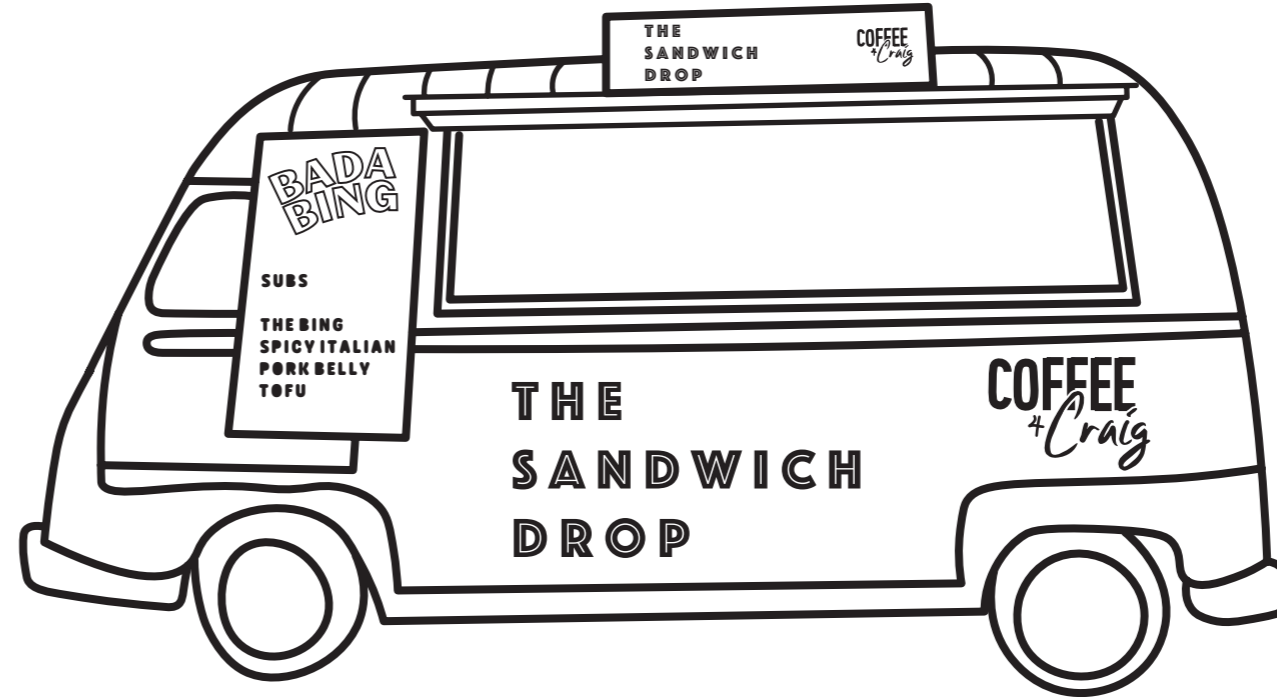
The sandwich drop, a limited release of sandwiches.

Following the story of Dave, he's 32 and living on the street. Coffee 4 Craig have set up The Sandwich drop - enabling homeless people to have a choice of what they'd like to eat.

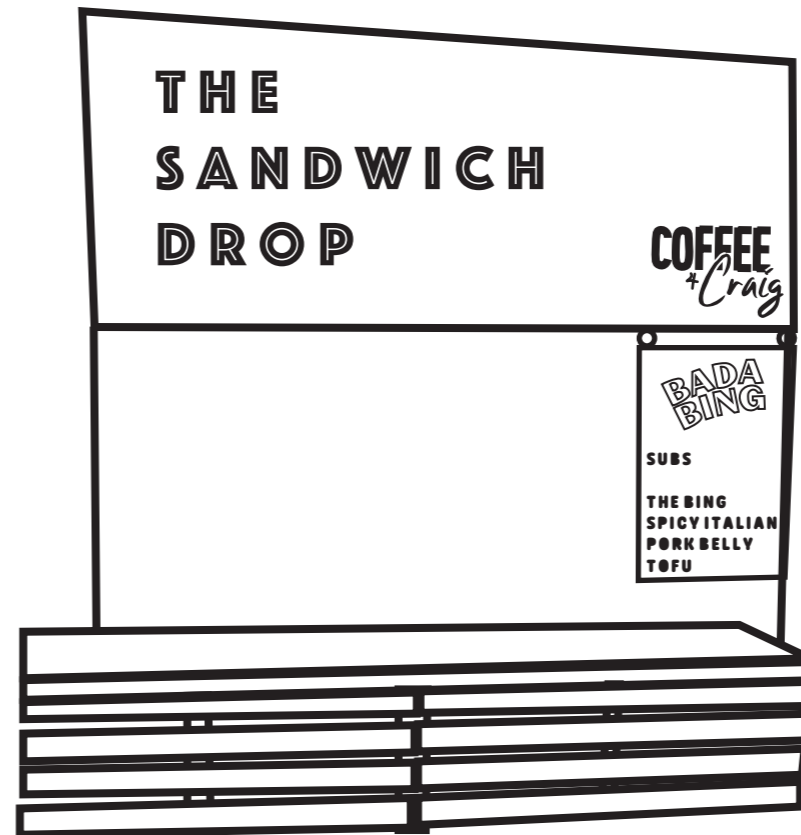
There would be a colab with one independent sandwich shop in Manchester, one day a week and on rotation would supply the sandwiches - Monday Bada Bing, Tuesday Fat Pat's, Wednesday Federal, Thursday Ezra and Gil and Friday Foundation.

By donating you will be supporting a cause where homeless people can go to Coffee 4 Craig and have a choice. Food choice is just one of the many services Coffee 4 Craig offers. This has led onto The Sandwich Drop van - this enables people within the radius to pop on by rather than one set location.

FOUNDATION



FAT PAT'S



BADA BING

FEDERAL

Cinch

Week 13

Agency: ITV

Client: Cinch

Proposition: Cars without the faff

Campaign line: Cinch the one

This brief was slightly awkward, due to the fact I work for Auto Trader and Cinch are our competitors - so here it is through my eyes!

My idea is a parody-esk, I have taken Cinch's USP's and if in other areas of your life for big decisions, would you find them to be a positive? If this was a person in real life on a date are these qualities you look for?

I'm not saying this should be an AD this is just my take on the brief. This would be on an ad break for itv2/it2be - similar shows to Take Me Out. This would also be on TikTok on Paddy McGuinness stories and Cinch.



Paddy: I'm helping 30 flirts find a date on the Isle of Fernandos. Let's hear a little bit about the first single we have - 2 previous owners, low maintenance and great body work - Cinch reveal yourself

Cinch: My name is Cinch and I'm from Surrey!

Paddy: Are you turned on or off
booooo lights turning off

17 lights turned off

Paddy: the girls have given our Cinch a test drive, but will they slam on the brakes when they hear more in round 2
If Cinch is the one - leave your lights on

Cinch: I'm Easy, simple and fast to finish.
If this is what you want to make your choices, why not take a pick from Cinch. Loads more hot deals ready and waiting for you - Plenty more quick and easy decisions to be made.

Paddy: 1 light has been left on, let's go and find out more
Charlie why've you left your light on

Charlie: There the triats I'm looking for - who wants to find out the faff if you match. I just want to pick him, I've found my match

Paddy: Perfect partner if that's what you're looking for - all best partnerships are made in a snap judgement - all decisions should be made quick and not much thought

Cinch your off to the Isle of Fernando!
Charlie made there choice without faff - if you want to make your decision without the time too head over to Cinch