

# Hannah Forrest

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**F***in***n**

# Brief

**Jason's sourdough bread.** How do we convince our target audience that Jason's sourdough should be their new everyday bread?

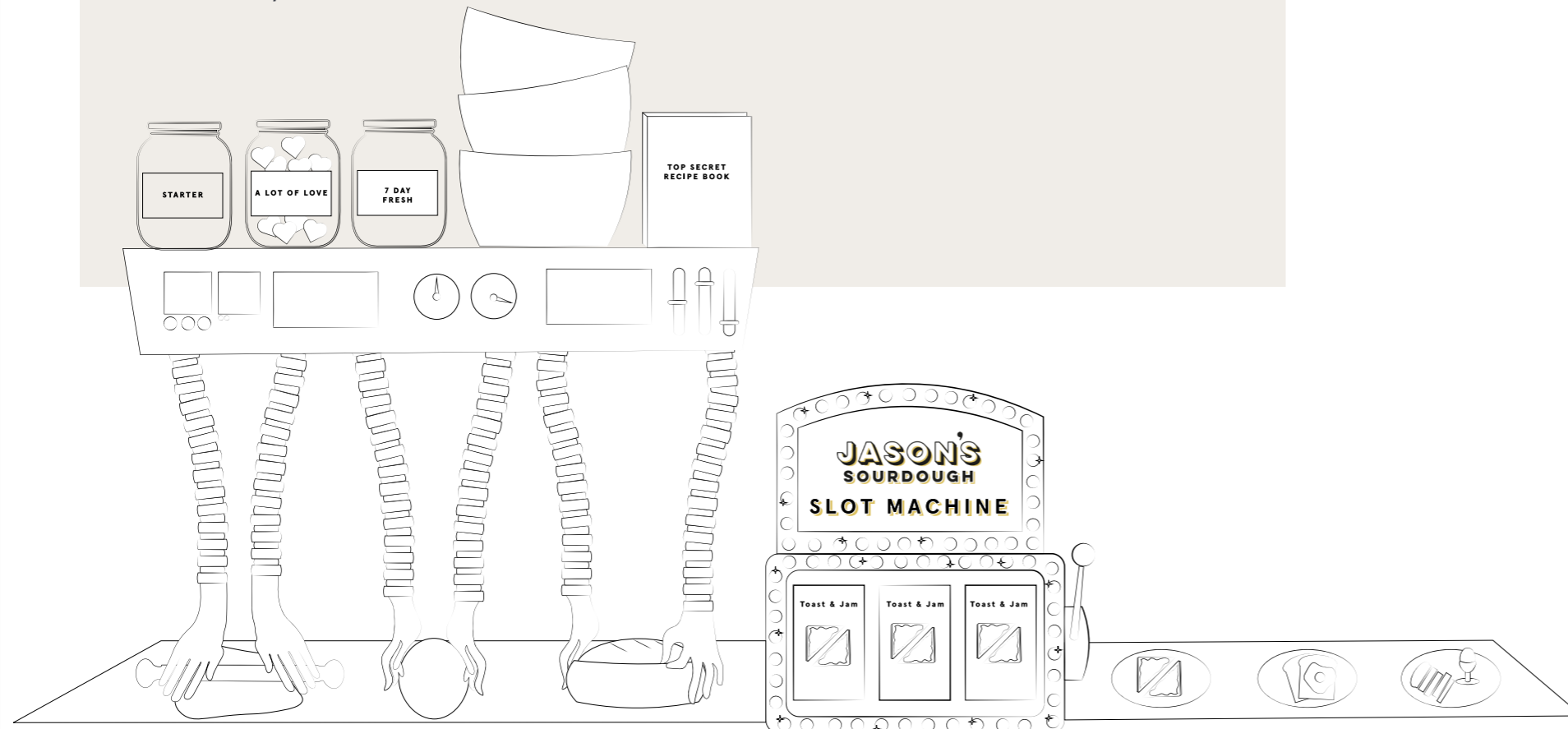
# Idea

My inspiration came from the McCain 2011 chip advert. I looked into the 'mad scientist' machinery cooking ideas, which lead me to being inspired by Wallace and Gromit and the mad inventions.

To add a human (hand bakery) feel to this I added hands making the bread as opposed to solely metal machinery. I can see this advert being chaotic and messy with flour everywhere and giving that human element of a messy kitchen but most importantly cosy.

I want customers to feel connected to this brand, but also show it is a fun modern brand, keeping away from the old fashioned stigma sourdough can have. The shreddies advert where they were knitting each shreddie was also an inspiration, as I liked that element of playing with your food. This lead me to the idea of the sourdough slot machine, where each pull of the handle can give you a different idea on what to create with the sourdough.

As Jason's sourdough is advertised as 7 days freshness it is important to show all the different ways this can be eaten.



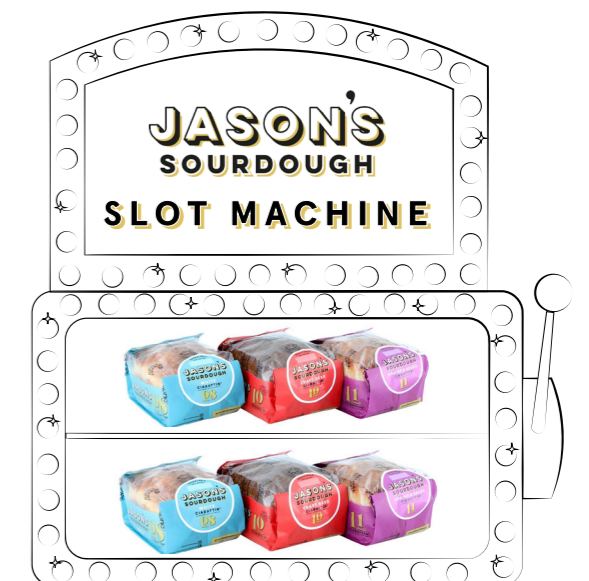
# Social Media



To bring this idea into a digital format, my idea is to have a Jason's Sourdough slot machine online presence. Customers can play the game and win free recipes, but this can also be a place for customers to share their own favourite sourdough recipes.

This can be further developed by using this platform as a competition, where customers can win loafs and they receive a coupon to be redeemed in store.

# In Store



**Syvn**

# Brief

**Dr Martens - made in England.** Target shoppers with a 'Mature sense of style' elevating the made in England brand, but without degrading in-line silhouettes, as they are merchandised in the same area. Create a retail-centric campaign that extends past just the shelves.

# Idea

My idea for this campaign came from my research that those who buy Dr Martins keep them for many years. I liked the thought of the journey each person takes with these shoes and the experiences they have had whilst in them.

In major stores such as London, my idea would be to change the front entrance of the store into a suitcase, similar to that of an airport corridor that then leads to something exciting. Once in the stores you could see the 'Made in England' shoes stacked on piles of very loved and worn in suitcases that are covered in travel stamps.

Once the customer purchases the shoes the receipts and care booklets will come in a passport booklet, asking the customer 'Where to next?'

# Social Media

A social campaign similar to the TV advert but we are asking customers to share their 'Made in England' Dr Martins journey in a series of pictures.

We want to see all the places you have been in your Dr Martins. Show us your journey on Instagram.

# Competition

As part of the social media campaign we would partner with British Airways. The winner of the best Dr martins shoe journey pictures would win a holiday and a new pair of Made in England Dr Martins to symbolise their new journey.



# TV Advert

My TV add would start in the shop.

1. Trying on Dr Martins (Just feet visible)
2. Being handed the shoes and the care package passport (Just hands visible)
3. Shoes going through scanning box at airport
4. Shoes being worn at a wedding (Just peaking though the dress)
5. Shoes being worn at a festival
6. Shoes visible pushing a pram

Cuts with the words:

**MADE IN ENGLAND  
MADE TO TRAVEL  
MADE TO LAST**

# In Store





Ponderosa

# Brief

**TyPhoo Tea.** UK consumers have favoured tea companies such as Tetley's, Yorkshire tea and PG tips. How can we convince UK shoppers to try Typhoo in the face of their favourite brew?

## Everything Stops For Tea By Jack Buchanan

*Every nation in creation has its favourite drink.  
France is famous for its wine; it's beer in Germany.  
Turkey has its coffee, and they serve it blacker  
than ink.  
Russians go for vodka, and England loves its tea.*

*Oh, the factories may be roaring with a  
boomalacka zoomalacka whee,  
But there isn't any roar when the clocks strike four.  
Everything stops for tea.*

*Oh, a lawyer in a courtroom, in the middle of an  
alimony plea,  
Has to stop and help 'em pour when the clock  
strikes four.  
Everything stops for tea.*

*It's a very good English custom, though the  
weather be cold or hot.  
When they need a little pickup, you'll find a little  
teacup  
Will always hit the spot...*

*Now I know just why Franz Schubert didn't finish  
his Unfinished Symphony.  
He might have written more but the clock struck  
four.  
Everything stops for tea.*

My inspiration came from this song by Jack Buchman. I further developed on the idea that tea is so important that time stops to honour the importance of a tea ceremony, and more importantly TyPhoo. I wanted to take the humour from this song, and laugh at ourselves as the British are known for their 'obsession' with tea.

# Idea

I chose this idea due to the longevity of possible outcomes. There is a humour in pausing very serious situations to have a cup of tea. Below are some ideas that I believe would work well for this campaign.

## TV ADVERTS

- The world cup, a player is about to take the deciding penalty when you hear a squeaking tea trolley with a tea lady coming on to the pitch. The crowd are all silent as the goalie and penalty taker sip their cup of tea, then the line 'time stops for TyPhoo. Give it the respect it deserves'.

- A woman giving birth with everyone stopping mid way (including the woman) to have a cup of tea.

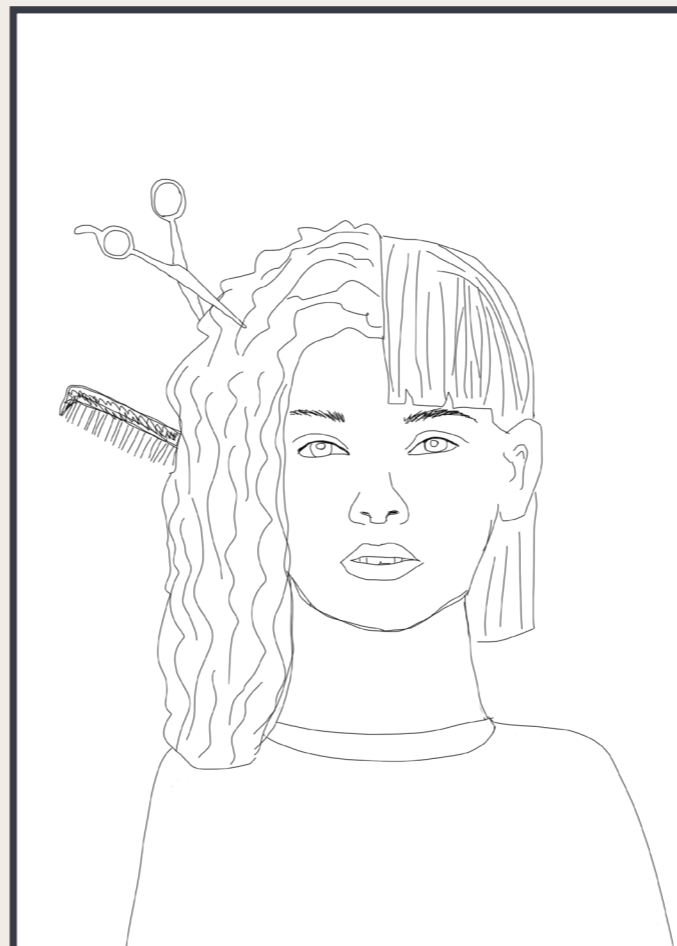
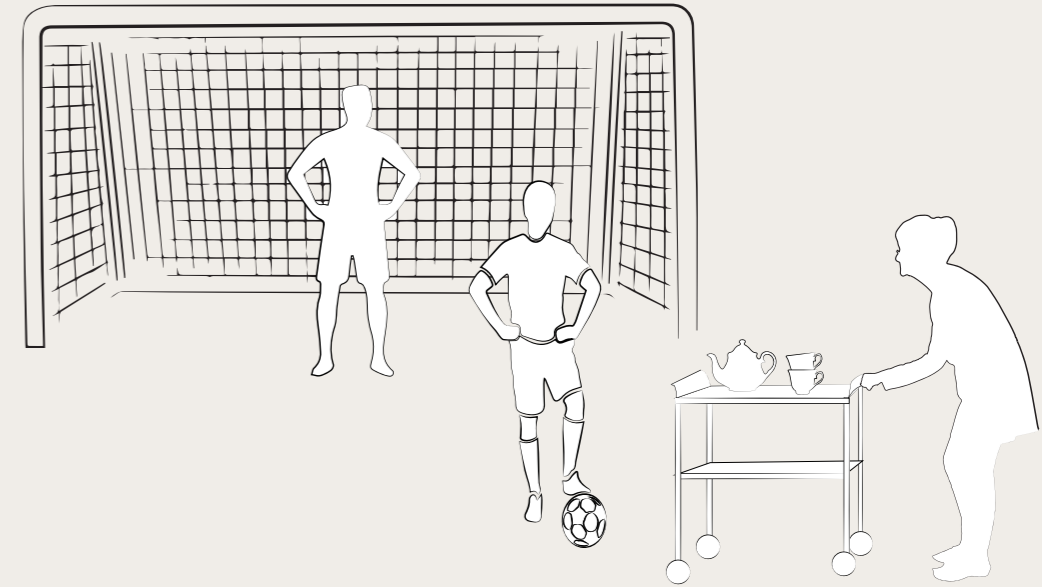
- A bank robbery going on, and the robbers stop half way to share a cup of TyPhoo with the police chasing them.

## OUT OF HOME

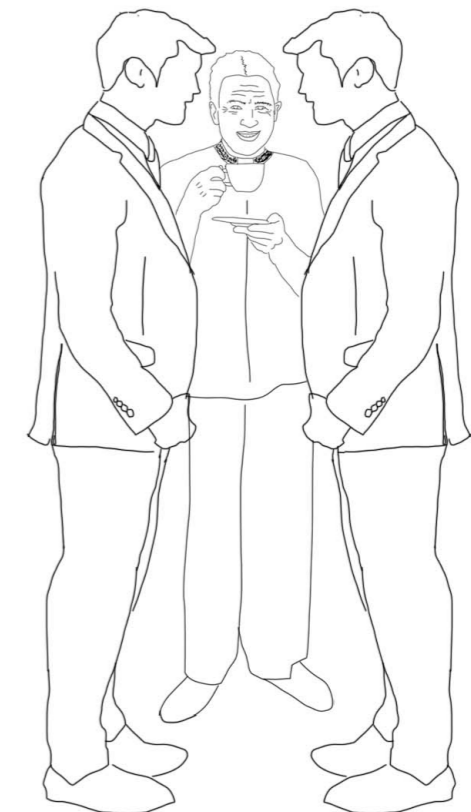
- Half put up billboards, with 'time stops for TyPhoo. Give it the respect it deserves'

- Poster of a half done haircut

- Posters of a paused wedding ceremony as the vicar is sipping his tea



I do..  
But First TyPhoo



IMMA

Home



# Brief

**JET 2.** Create three posters targeting couples and families, making them want to go on holiday again and again with Jet 2 package holidays.

# Idea

My idea for this campaign is to have a person personified in a holiday. The holiday perfectly matches their aesthetic, no matter how unique.

It is important that these posters show different body types, genders and cultures. Staying away from the frequently used images of tanned, 'beach body ready' people on holiday.

# Competition

Be in with a chance to win a package holiday for you and a friend by posting your best picture of you dressed up as your ideal holiday.

A social campaign will encourage free advertisement, as well as getting people to look into which package holidays Jet 2 offer, even if they do not win, they may still be inclined to book the holiday.



A large, light beige number '5' is positioned on the left side of the page, partially overlapping the text. The number has a thick, rounded stroke and a slightly irregular, hand-drawn appearance.

**Mediaworks**

# Brief

**Gigable.** Get the attention of and encourage drivers from Uber, deliveroo etc. to move over to Gigable for a fairer deal for drivers. Make them want to switch to Gigable.

# Idea

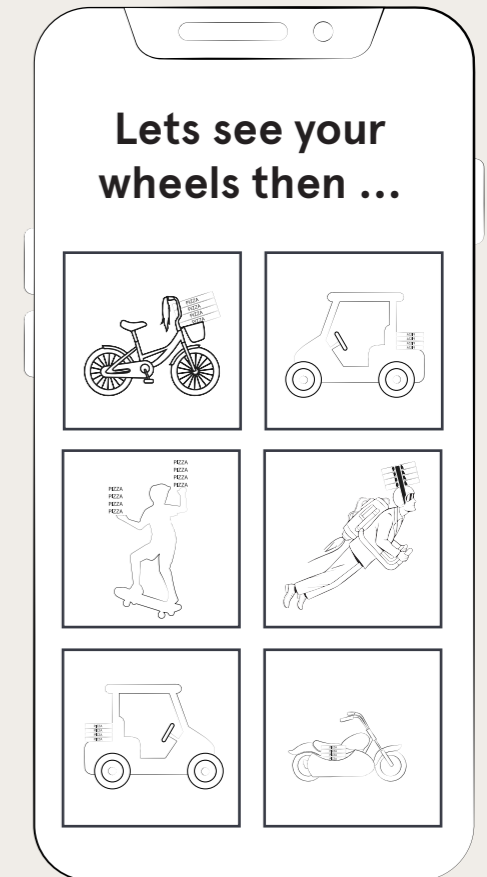
My idea for this campaign was to have a stunt, which would be a convoy of random wheels driving and riding through city centres with signs saying 'If you have the wheels, we have the meals.'

Using humour to engage people, and within the digital age, relying on people photographing and sharing pictures of the events and crazy modes of transport all across the social channels ,which will in turn act as a form of advertisement.

# Print

Gigable advertising will be printed onto the back of restaurant receipts rolls (like McDonald's do on bus tickets) so that drivers that collect these will be able to read the information on the back and these will have a Qr link that they can scan and have all the information on their phones.

# Social Media

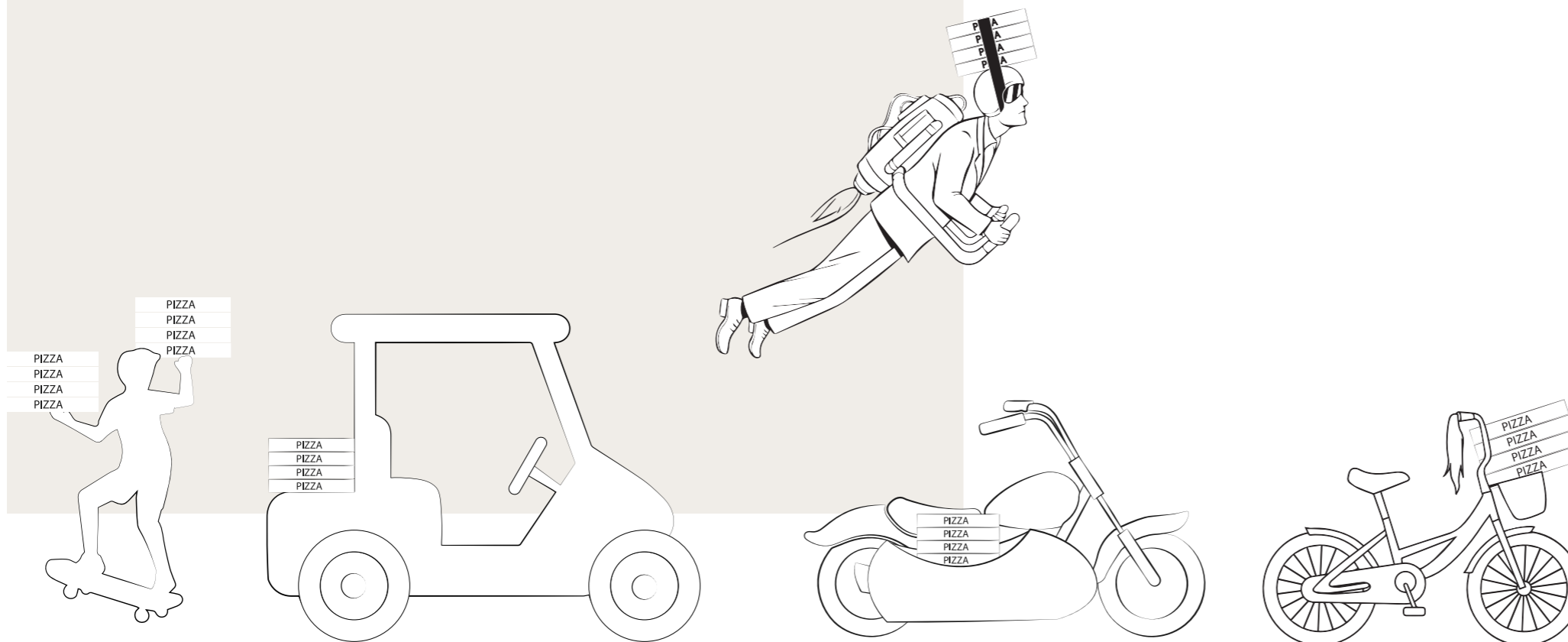


On socials we would encourage followers to share pictures of their wheels, and have a competition to win a just eat voucher.

We would reiterate the benefits of working for Gigable through socials, such as tiktoks of strange and wonderful ways to deliver food, whilst listing all the reasons to become a Gigable driver, building up a relationship with the drivers through humour and transparency on social platforms.

The social platforms would be used as a way to talk to the drivers and let them feel like they are being heard. By offering them competitions and winning treats for working with the company and being involved in the socials (building up even more advertising).

# Stunt





**Tomorrow**

# Brief

**PimpdINK.** Over 40% of the western world have tattoos, yet there is little knowledge of tattoo after care. How do we convince tattoo lovers that they need PimpedINK products to maintain their precious ink and 'renew your tattoo?'

# Idea

My idea for this campaign came from the idea of people getting tattoos as a big gesture, and therefore keeping up to these is important as its a 'gift that keeps on giving'.

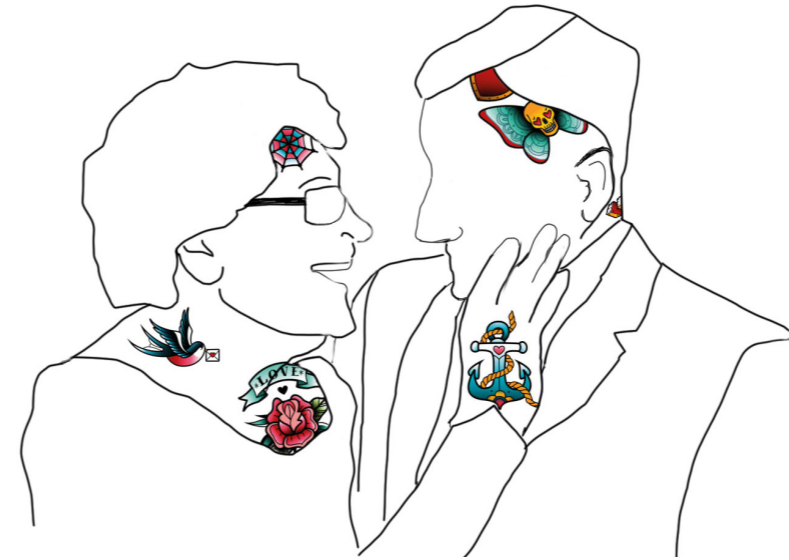
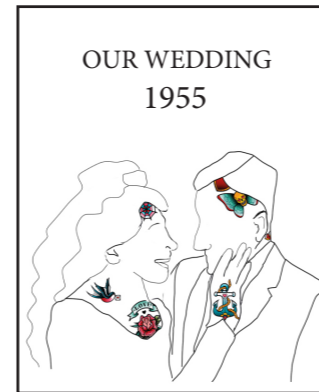
You often hear people asking 'what will they look like as you age though'. However by keeping up to these tattoos they will get better with age, and be the gift that keeps on giving'.

# Social Media

An idea would be using Tiktoks showing the before and afters of using the tattoo creams, also showing the cream working on cosmetic tattoos.

My idea would be that PimpedINK partnership with a cancer charity, and do a give away for those who have had tattoos due to cancer, such as nipple tattoos, eyebrows tattoos for those that have lost their hair etc..

The gift that gets better with age



The gift that Keeps on giving



It's not just a tattoo, It's now part of you





McCann

# Brief

**Leeds 2023.** A year of culture is being hosted by Leeds in 2023. Their theme is 'letting culture loose'. How do we encourage people from Leeds and other cities to come to Leeds and join in with the year of culture.

# Idea

Leeds people are often commended for their friendly nature. I wanted to capture that by inviting other cities in a typical Yorkshire way.

My campaign is called 'Come round to ours' which is a saying often heard within Yorkshire, inviting people to come round to their house. I would further add to this with 'and bring your individuality', as we are inviting people to come and celebrate.

We will speak with different city councils and ask them to also advertise Leeds Culture 2023 such as Leeds city council do for gigs, and events. Utilising each cities social network. 'Come round to ours' and next time 'We will come round to yours'.

# Radio

We will advertise this event all across the different radio stations. We will have different cultured music playing throughout the period and asking for music requests.

# Out of Home

As the year of culture is a year away and will be going on for a year the longevity of the advertising is important. That is why we will have stationary posters and wall art up in other cities throughout the 2 years to encourage people to come to Leeds.

A large map of Leeds will be placed in city centres on a billboard. These will each be commissioned by local street artists and full of culture and colour. The text will say, 'Come round to ours and celebrate diversity, 2023'.

Posters stating 'Come round to ours and bring your culture' will be situated in bus stops and train stations to encourage travel.



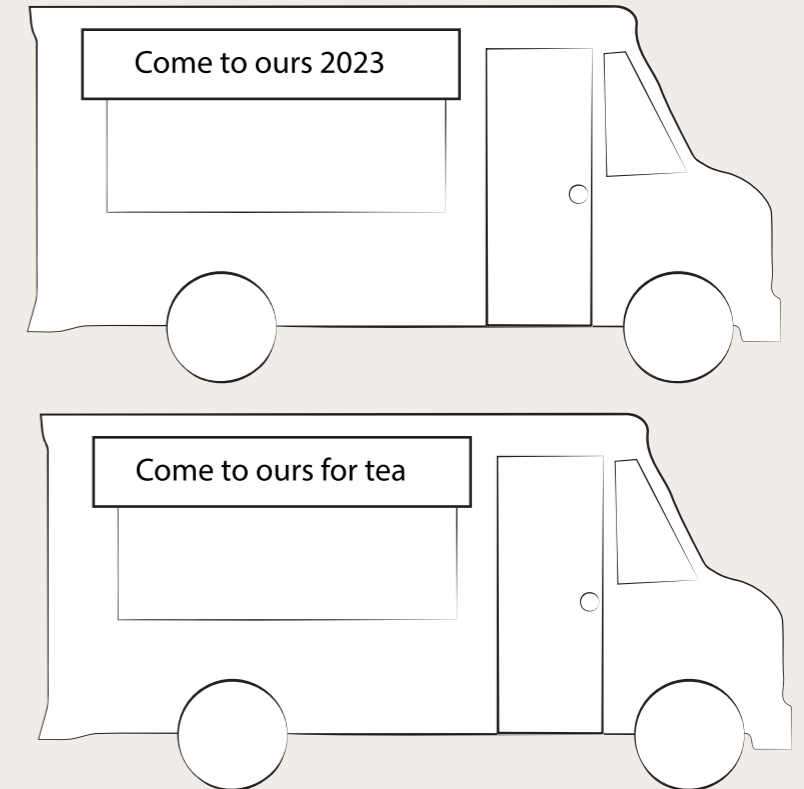
# Social Media

We will encourage users to share their picture of the Leeds Graffiti artwork and pictures of the food trucks.

We will also run a competition to win train tickets to Leeds to explore the culture.

# Stunt

Out of home, we will have touring food trucks full of different cultured foods, we will be showing other cities a taster of what is to come in 2023. All money raised will be going back into the communities.



OLIMMA



# Brief

**Bumble.** The UK dating category is overcrowded with multiple global players, How do we make both men and women choose bumble as their preferred dating app choice?

# Idea

## Bumble Blind Date Feature

My idea for the Bumble blind date feature is similar to not judging a book by its cover.

In a world of online dating where looks are the first impressions, Bumbles blind date feature allows users to turn off their photos and meet other users who are doing the same. They are then matched via a series of questions and algorithms. They can then choose to show each other their profiles or go on a bumble blind date.

## Bumble Hive

The Bumble hive would be a touring hive where bumble matches can meet (Everyone, bumble dates and bumble friends).

The Hive would go to main cities and stay for a few weeks at a time. It would have a bar and music and become a hotspot for people. The pictures of this from socials would generate extra advertisement.

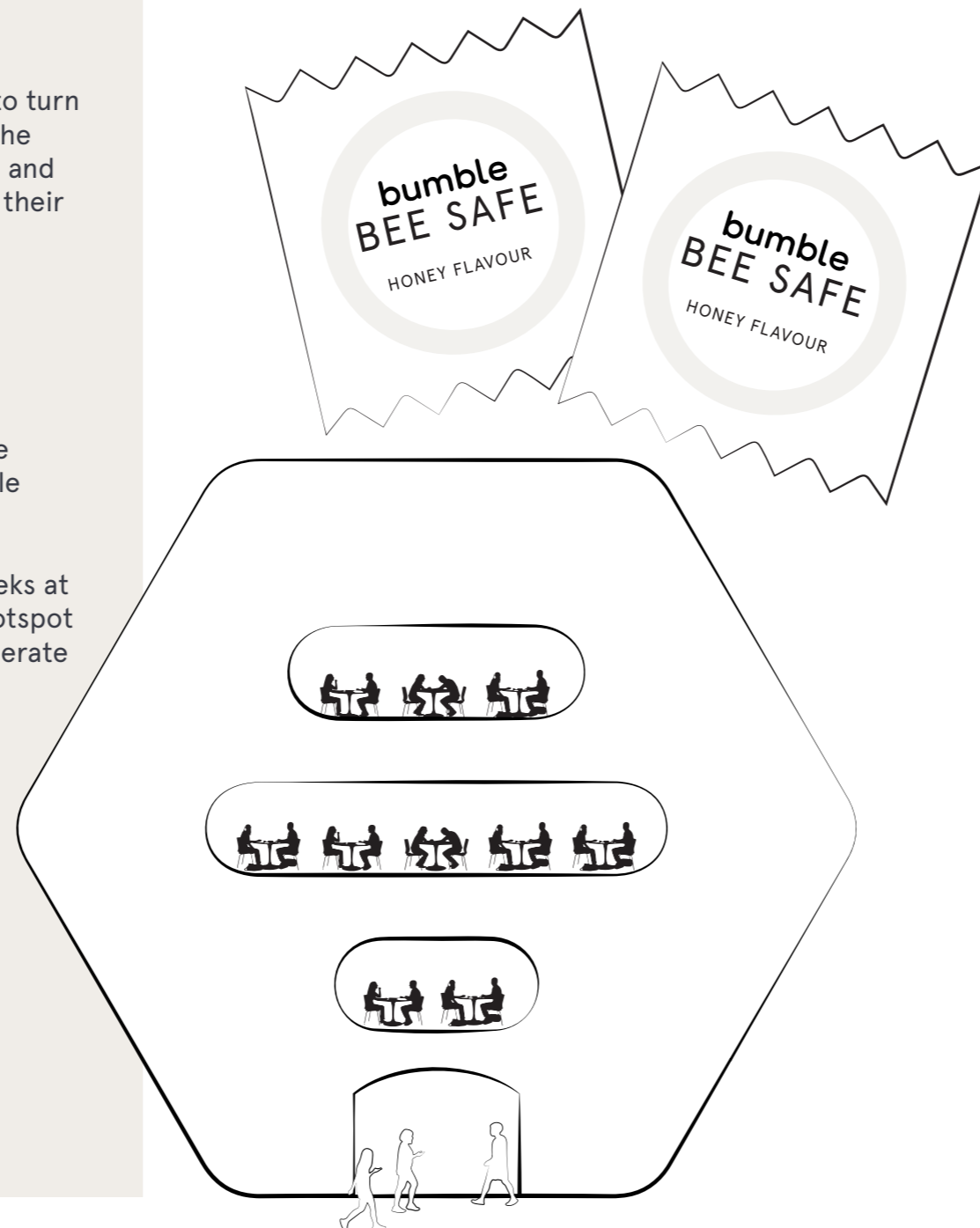
# Bee Safe Campaign

The Bee safe campaign is an important factor that can encourage more users to join Bumble. For this campaign bumble would partner with Uber, Similar to how you can track an uber ride and share this with your friends and family the bumble app would allow you to do the same thing.

Should at any point in the date you want to leave you can order an uber via the same tracking app and an Uber will come straight to your location.

Bumble will also join with Durex and create their very own, honey flavour Bee safe condom.

All of these safety features should make users feel more confident when going out on dates from Bumble .



# App





The Sharp  
Agency

# Brief

**BOOKMARK.** In an average class 8 children leave primary school unable to read well. That is more than 1 in 4 children in England.

Bookmark need volunteers to spend one hour a week for 6 weeks reading with children to improve their abilities.

# Idea

My insight for this idea comes from my own personal experience of being profoundly dyslexic. I can fully empathise with this cause, and understand the isolation that comes from not being a confident reader. As a child I would often stare at a page, understanding that there were words on it, however being unable to distinguish what they were.

This led to my idea of giving the public an insight into the isolating and confusion of not being able to read properly.

My idea would be to re-organise the letters of a sentence at a digital bus stop, and allow enough time for people to try to distinguish what this says, the words will then re-shuffle into the true sentence which is the message we want to highlight.

This will catch the audiences attention as they will have to focus on the text to try and decipher what it is saying, so once the words become clear they are being read, and hopefully understood.

# Sign Up

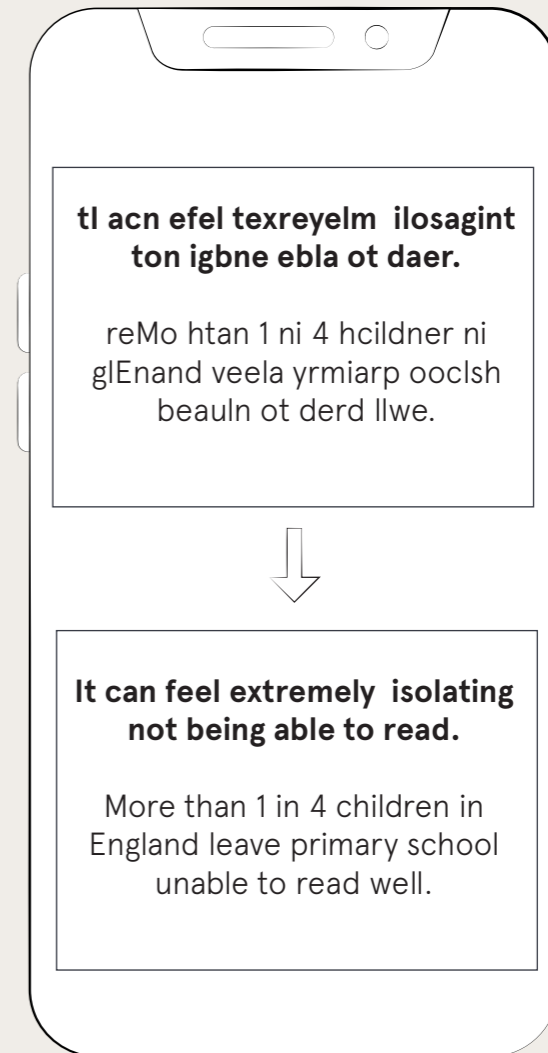
In order to encourage sign up straight after viewing the advertisement I would have a QR code appear after the screen on the bus stop.

On socials we would add the links, and also encourage following the social accounts to find out more.

# Out of Home



# Social Media



Using the same concept as the bus stops, we would post Instagram stories that do not make sense and then the words start to reshuffle to reveal the true sentence. On Social media it will also have a link to sign up so we can catch the audience at the point of them viewing the advert.

This will be in one post which will be animated.

Journey

Further

# Brief

**Ritter Sport.** Ritter is the 'little guy' in an industry full of giants such as Mondelez, Mars, and Nestle. Ritter is a brand about joy and humour - so make us smile.

# Idea

After researching Ritter's previous adverts, I can see they use a very silly, nonsense form to advertise, Making fun of themselves and re-enforcing their square format. With this in mind I decided to also follow this format.

My slogan for this project is 'We might be square, but we think outside the box'. From here I have created a series of ideas of using chocolate for all the exact things you would never want to use chocolate for, but showing Ritter thinks outside the box, even when it doesn't always make sense.

With Ritter Sport being so invested in sustainability and the climate crisis I have also included this in my idea, by using melting chocolate to symbolise the planet heating up.

# Social Media

Social media will be a great way to get consumers involved in the crazy world of Ritter Sport.

Ritter will run a competition for the craziest thing made out of Ritter chocolate. All images can then be used on socials.

We want customers to think outside the box, and no idea is too square for Ritters.

# TV Advert

The idea for the TV advert would be very serious looking scientist and business people all gathered around a new invention of Ritter. This would almost be mocking the very seriousness of the other chocolate brands.

As it zooms in, you see all of the things you would never want to be made from chocolate, such as a teapot, a fire-guard, solar panels etc.. But Ritter takes all of these ideas very seriously and thinks they will all work.

It then goes to "Ritter Sport may be square, But we think outside the box" and in small writing

'Chocolate tea set coming soon'

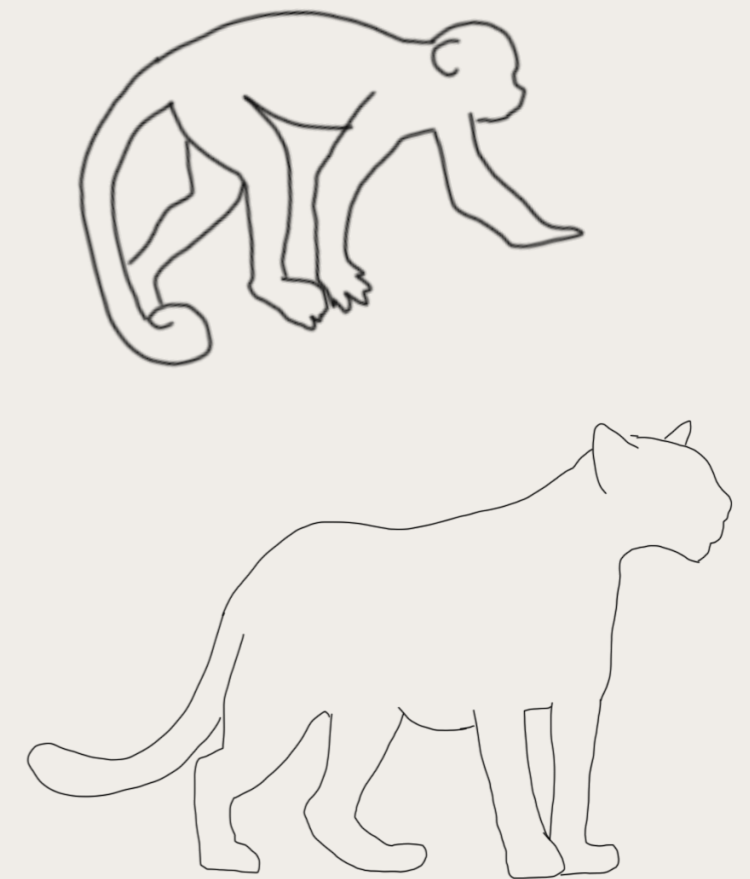


# Out of Home

The out of home will be jungle made out of chocolate (Not real, just looks like it) this will be situated in cities and tour around the UK.

The jungle will be melting, it will have monkeys, sloth's, and endangered animals, showing us that time is running out.

The melting chocolate will symbolise the destruction of the rainforest and global warming. There will be a sign next to this detailing all the measures that Ritter sport use to ensure they are fair, and ethical, and what they are doing to help fight climate change.



# Propaganda

# Brief

**Boots x GenM.** Menopause is misrepresented as grey haired women smiling at their incontinence pads. GenM want to make this invisible audience heard and understood.

# Idea

After researching the menopause I found a lot of conflicting information and no full list of the symptoms that women suffer from.

It seemed that some women were ashamed to admit they were even going through the menopause and therefore were not seeking help or advice, which could have helped alleviate their symptoms.

I chose to use the line 'Here for change' as the menopause is often referred to as 'the change' but also I am highlighting that Boots & GenM are here to support you through the change, But also that Boots and GenM want change, they want to see a change in how the menopause is viewed by society. They are here to make a change, and will keep on fighting for this cause.

# Monthly Subscription Box

This would work by someone signing up, and requesting certain supplements, and Boots & GenM would add little treats such as fans, and booklets for help and support. These can be edited each month if you want to change any of the supplements or vitamins.



# In Store Help

In store staff that are trained in the menopause will wear shirts that highlight you can go and talk to them freely about any of your concerns and they will help you.

This should take some of the anxiety out of asking for help in the store about the menopause.



FRONT



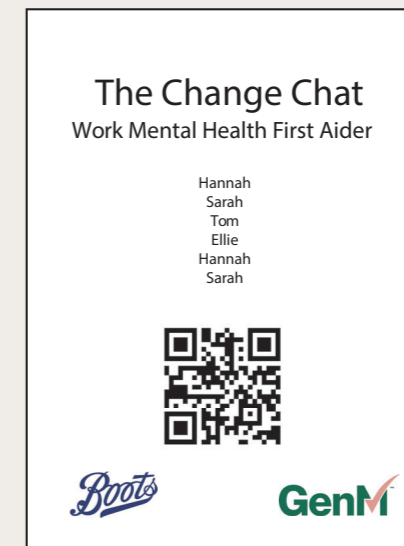
BACK

# Education

Posters in workplaces will be situated on the backs of toilets stating who in the building is a menopause trained & mental health first aider, and are open to helping you if you need it.

These are on the backs of toilets as it is a common place for people to retreat to if feeling unwell or anxious.

Educating staff is imperative in removing the stigma. The menopause can also affect trans-men so it is important that they also feel supported during this time.



# The Change Chat

My idea for this campaign is to create a safe space app and forum for those going through the menopause, where they can talk and discuss their issues or treatments freely. This forum would work similar to mumsnet but would be a part of Boots x GenM.

You can make Boots purchases via the app, and see reviews from those also using then to help with the menopause. You can also book appointments via the app to speak to a Boots pharmacist.

There will also be a space where people can make suggestions for how Boots can do more in their stores and online to help.



Creode



# Brief

**HM Coastguard.** Research has shown that with the right safety information accidental drownings are avoidable. More than 55% of parents said they would be worried their child would not know what to do if they fell into open water. How can we raise awareness and knowledge to prevent drownings?

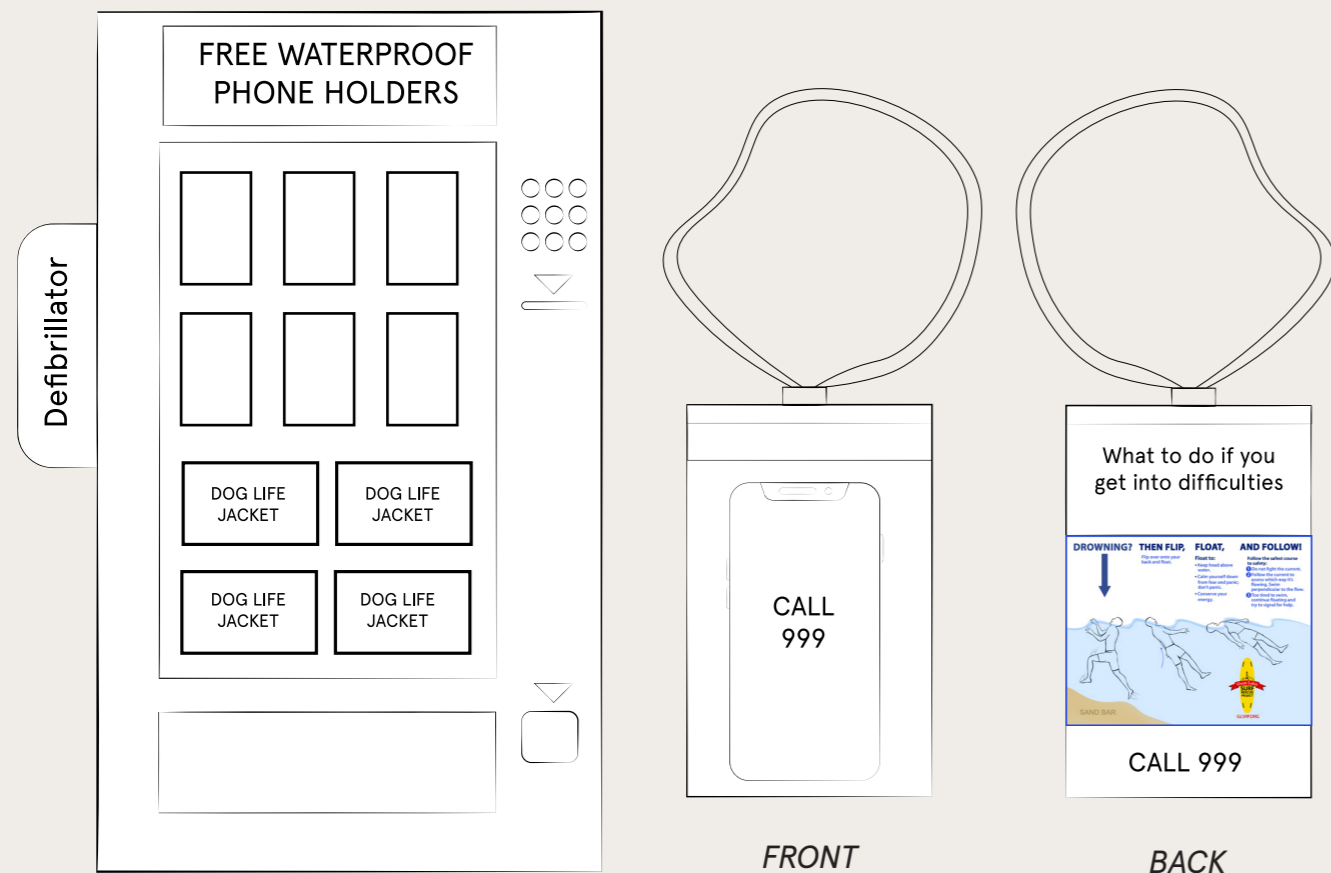
# Idea

My idea is to place lifesaving features at the point of potential accidents such as beaches and popular swimming spots. My idea is to add Vending machines situated at peak tourist spots with free waterproof phone pouches, and defibrillator machines attached. It is important that this service is accessible so an audio option will be available for those visually impaired.

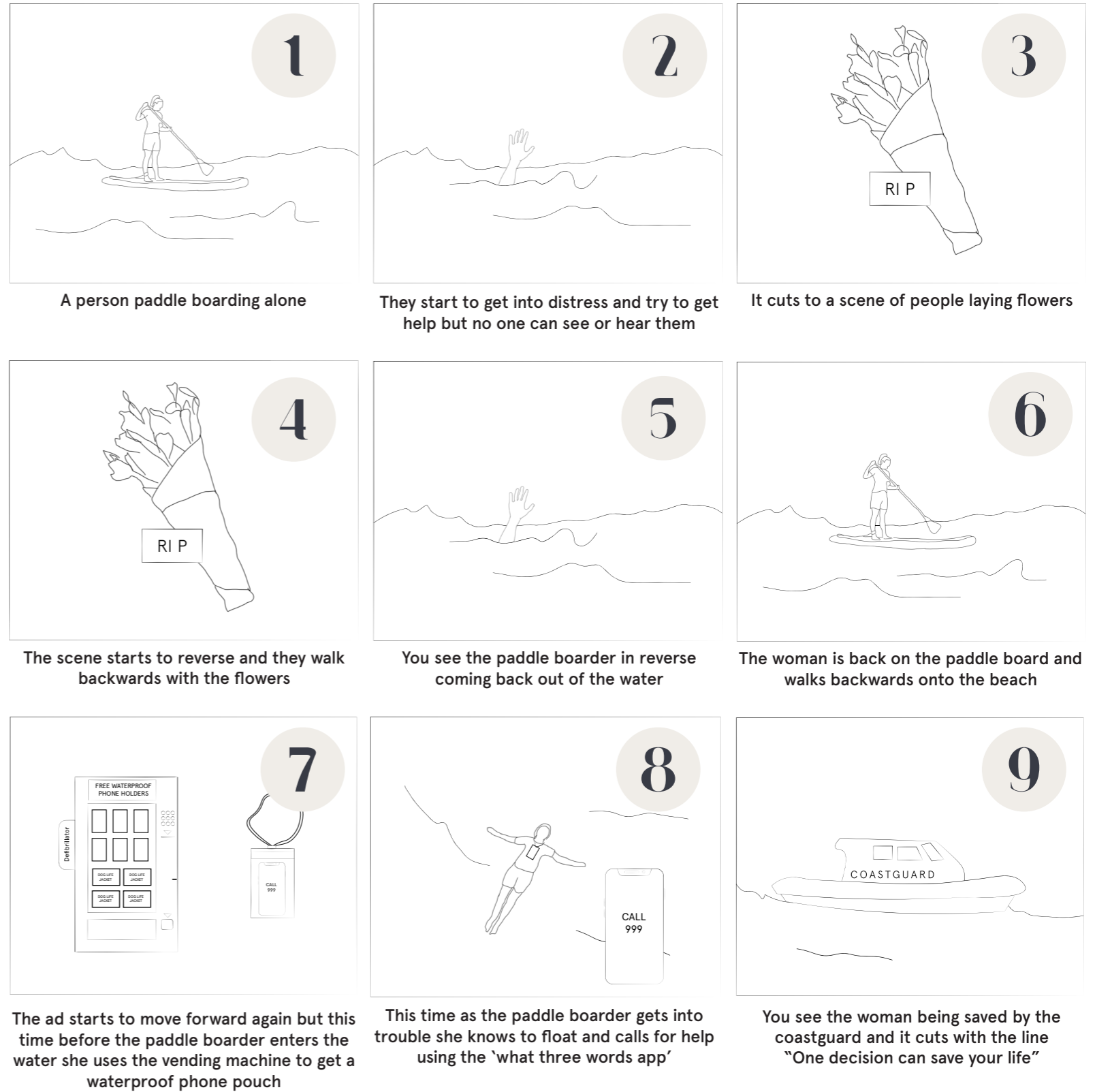
To receive a pouch you would enter a phone number and receive a text with a special code. The pouches will have info graphics on the back detailing how to float if you get into distress. We would partner with 'what three words' so that when you receive the pouch and your text message you can reply to this message and it will track you, then give you your unique what three words so the cost guards can pin point your exact location if you get into distress.

There will also be an option to buy a pet life jacket, as dog walkers are a vulnerable group due to the risk of the dogs getting into distress in water and the owners following them in. All proceeds would go to the HM Coastguards.

# Out of Home



# TV Advert



# Education

In addition to raising awareness of the risk, it is important to teach lifesaving techniques before an emergency. Therefore it is important to push for this to be on the school curriculum. Teams of educators would go into schools, offices and public spaces demonstrating and teaching what to do if you ever struggle whilst in the water.