



**Hiya, I'm Daisy! A brummie who ventured up north for uni & loved it so much I never left...**

**I'm a copywriter & big thinker.  
Loving all things experiential , fun and different.**

**As I said I'm a copywriter, so imagination is key when it comes to my visual communication...**



My bestie & baby  
'Mush' the house rabbit



Client: Collinson International  
Product: Priority Pass - Standard Plus  
Audience: Professionals in small businesses  
Proposition : Better journeys lead to better business  
Media : Social, Digital or In-airport opportunities

**Fact :** Airports are crowded, stressful environments

**Insight :** Getting business done with the obstacles of airports feels impossible

**Solution :** With priority pass you can skip the obstacles and get straight to business

**Idea :**

# Straight To Business

**Arrive sweat-free & suited**

*Get straight to business*



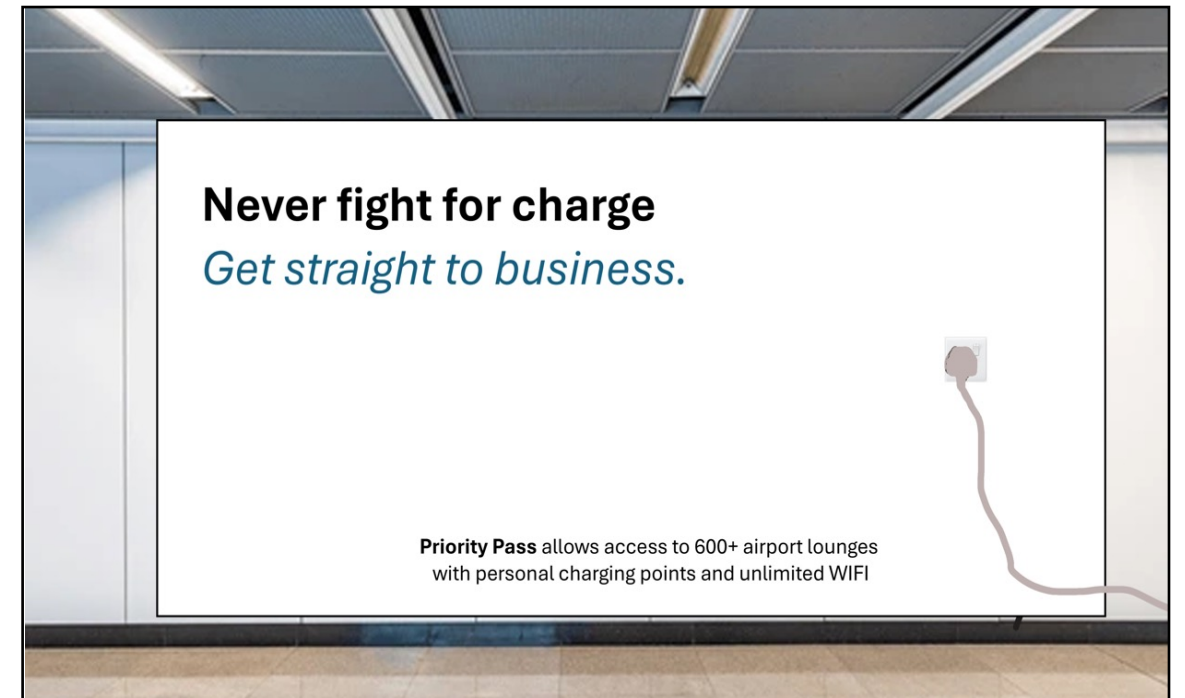
**Priority pass** allows access to 600+ airport lounges with shower & spa facilities for a refreshing flight

**Keep client presentations strictly staff-only**

*Get straight to business*



**Priority pass** allows access to 600+ airport lounges with private meeting spaces.



**In-Airport Interactive Billboard :**

**Billboard with a working plug socket influencing the public to fight over the charger creating the art direction with real people**

**Sick of the crowds?**



*Get straight to business.*

**Disruptive Floor Vinyls :** Vinyl stickers placed in high traffic areas of the airport eg. Baggage & Security, with QR code's which lead to free trial of the business lounge



Client: Iceland  
 Product: Footlong Pig In Blanket  
 Audience: working class mums  
 Proposition : Frozen food is better, more fun and cheaper  
 Media : Tabloid press & social

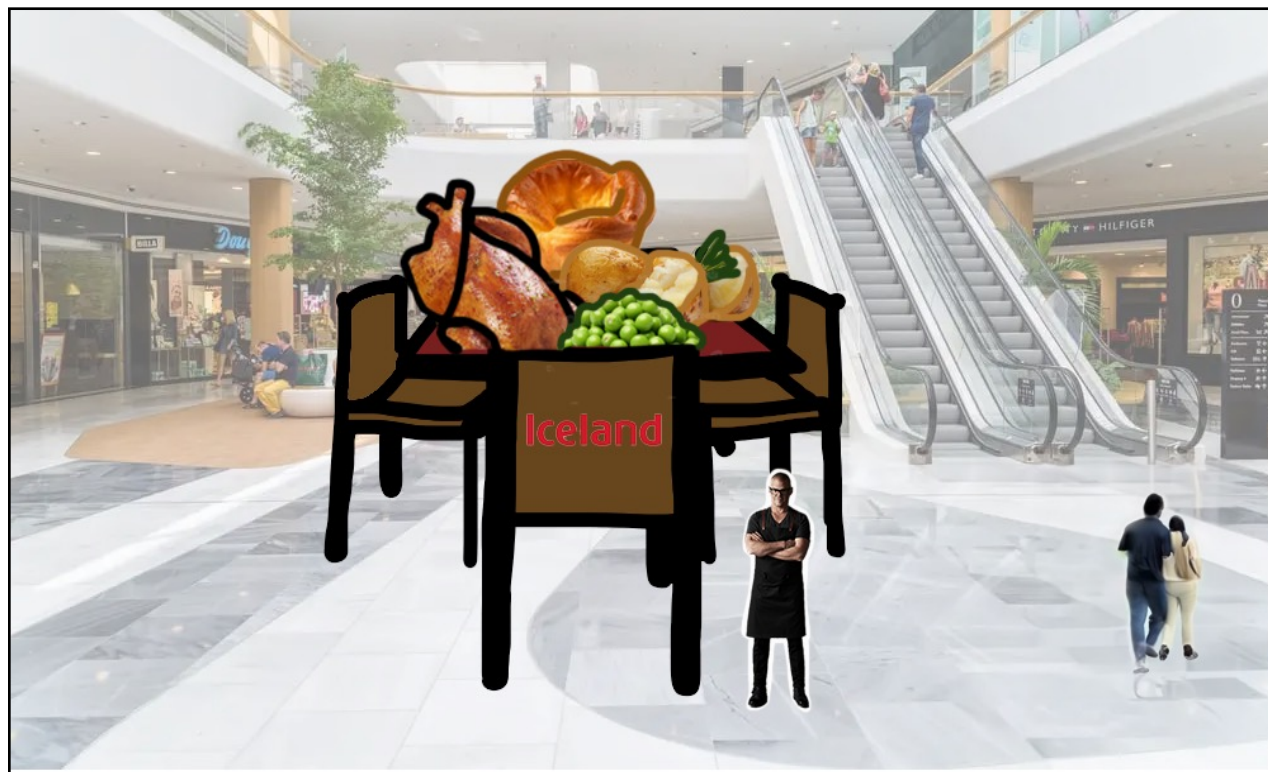
Fact : 2023 rising food prices & shrinkflation in the UK led to concerns about less value for money

Insight : Brits are worried that food is getting smaller

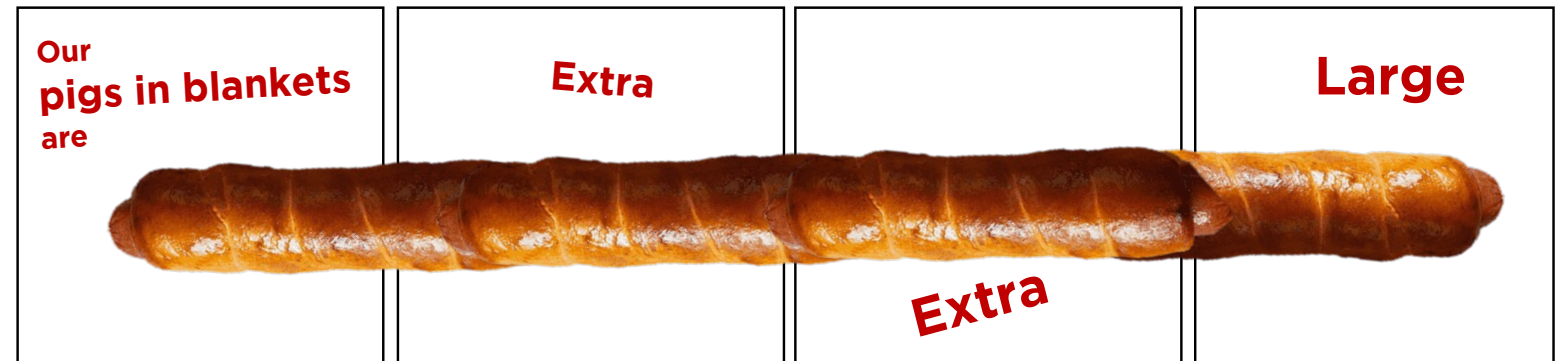
Solution : Iceland is all about bigger

Idea :

# XXL XMAS DINNER



PR Activation : Supersized christmas dinner pop up in a busy shopping centre during 'christmas shopping season' created by Heston Blunthelmal (star of Hestons Fantastical Foods.)



Instagram carousel advert : XXLong Pig In Blanket , so big you have to swipe, swipe and swipe to see it all



Anamorphic instagram ad : Pig In Blanket so big it doesn't fit on your instagram page and stretches outside of the frame into your feed



Client: Lexus  
Product: Toyota Vibe (a new EV car)  
Audience: Urban Living young professionals (28-35)  
Proposition : "The ultimate city car for a sustainable lifestyle  
Media : Social Media Campaign

**Fact :** New product launches on social need to be engaging and exciting  
**Insight :** Gen Z hate seeing ads on social, so they need to receive content to engage  
**Solution :** We will create a campaign filled with content they enjoy & influencers they love

**Idea :**

# Drive Your Vibe



We're partnering with 'The Fellas Studio' to bring 3 podcast hosts, with 3 totally different 'vibes' to the road

Sending each influencer out with a Toyota Vibe, accessorized to suit them & their podcast, to get out of the city for the day head to head on their ideal road-trip while documenting the process.



How Eco-Friendly really is this car?



Can Auto Park help me out with a screaming baby ??



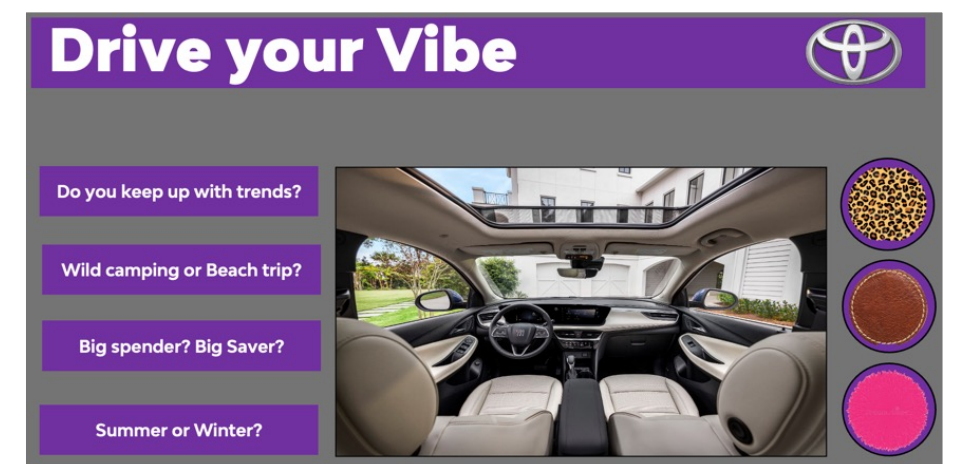
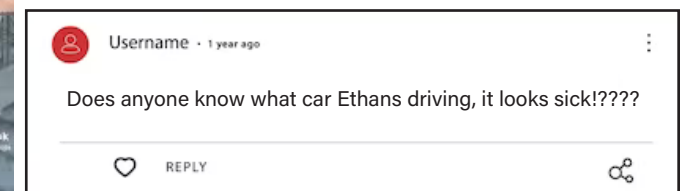
What's this sound system saying then?



The stars often work together on wider video projects & each adhere to a different niche of our audience, SavingGrace's audience are girlier, The Fellas Studio is more boyish and Growing Paynes are a young family channel.



During the road-trip off, our content creators will be posting updates to their social stories teasing the challenge video to their fans and giving a sneak peak of the Vibe.



**Website activation :**  
Now our TA can follow in their influencers foot-steps and design their own vibe in web.  
Share your vibe for a chance to actually drive it!



Client: Go North East  
 Product: Bus Services  
 Audience: Lapsed and infrequent bus riders  
 Proposition : GNE buses are back!  
 Media : Integrated Campaign

Fact : You can travel the GNE network for just £2  
 Insight : For £2 you can get to any of the incredible destinations on the GNE bus route  
 Solution : With GNE £2 goes further

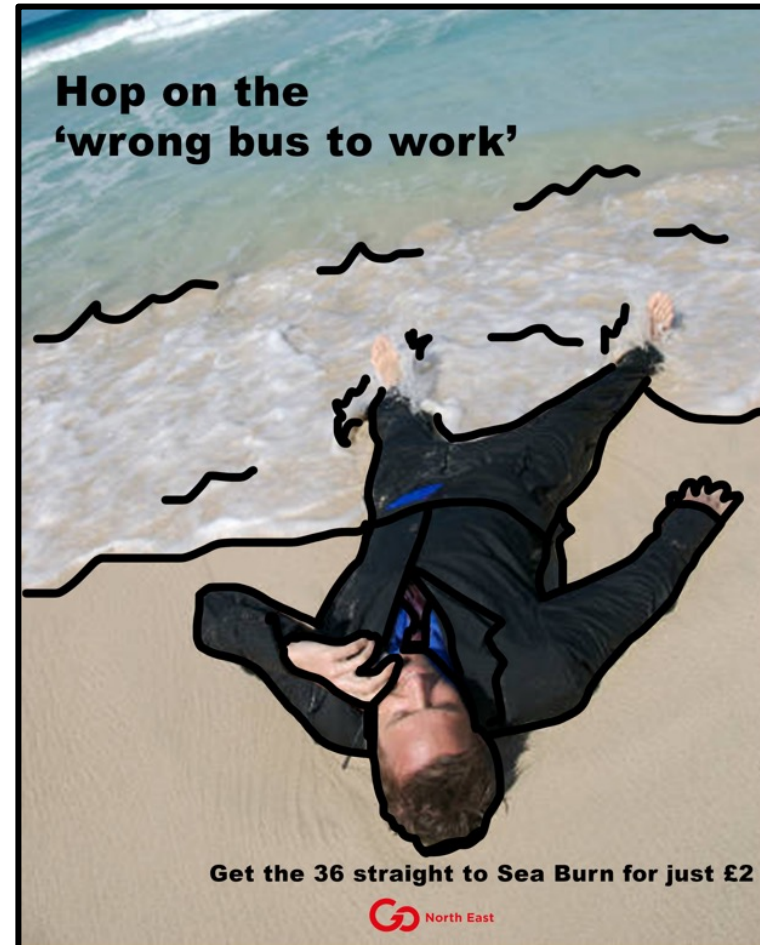
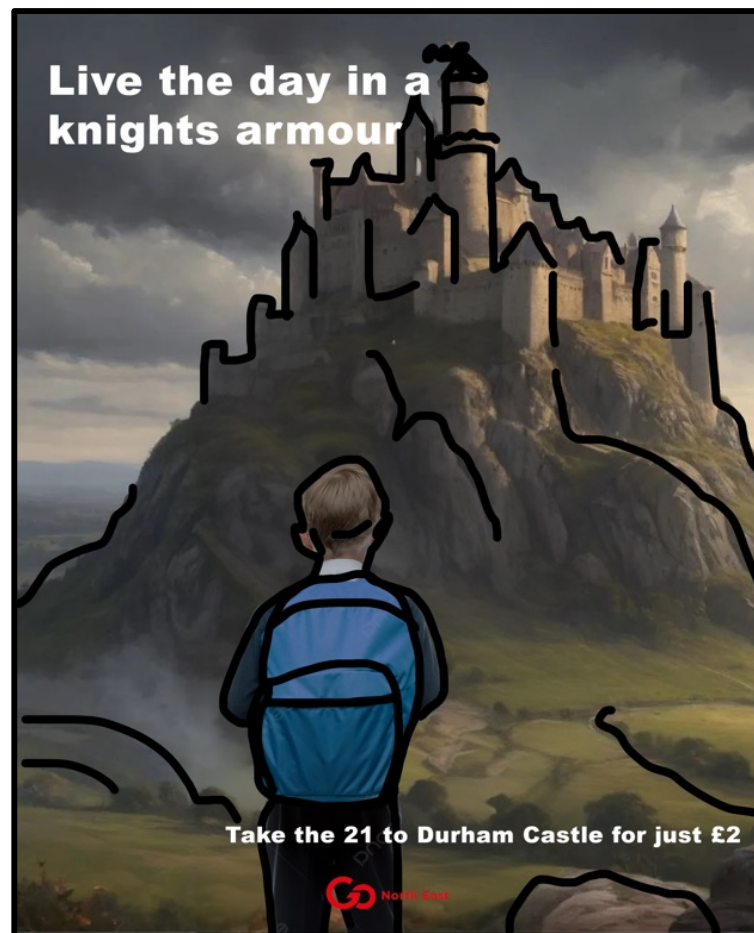
Idea :

# Go Further For £2

Art direction reference :



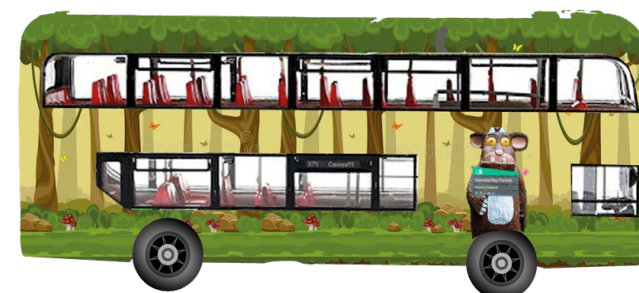
Door Drop GNE Map : We will illustrate a map of the GNE destinations in the style of a theme park map showcasing exciting destinations to locals in a fun way



Durham Castle Wrap :  
 Medieval brick wrap with Jester and Knight window decals making passengers fit in on their way



MIMA Contemporary Art Museum :  
 Funky Artistic wrap with fun frames around the windows of the bus



Hamsterly Forest  
 (home to the gruffalo trail) :  
 Overgrown forestry covering the bus with a friendly Gruffalo appearance before you reach his home

OOH Bus Shelter Adshels : Placed on stops, along the according bus routes

Bus Ticket Offer : We will add location specific offers on our bus tickets, so customers can take their £2 even further with incentives such as free coffees / free tour guides etc.

Bus Wraps : Immersing passengers in their exciting destinations from the moment they spot their bus

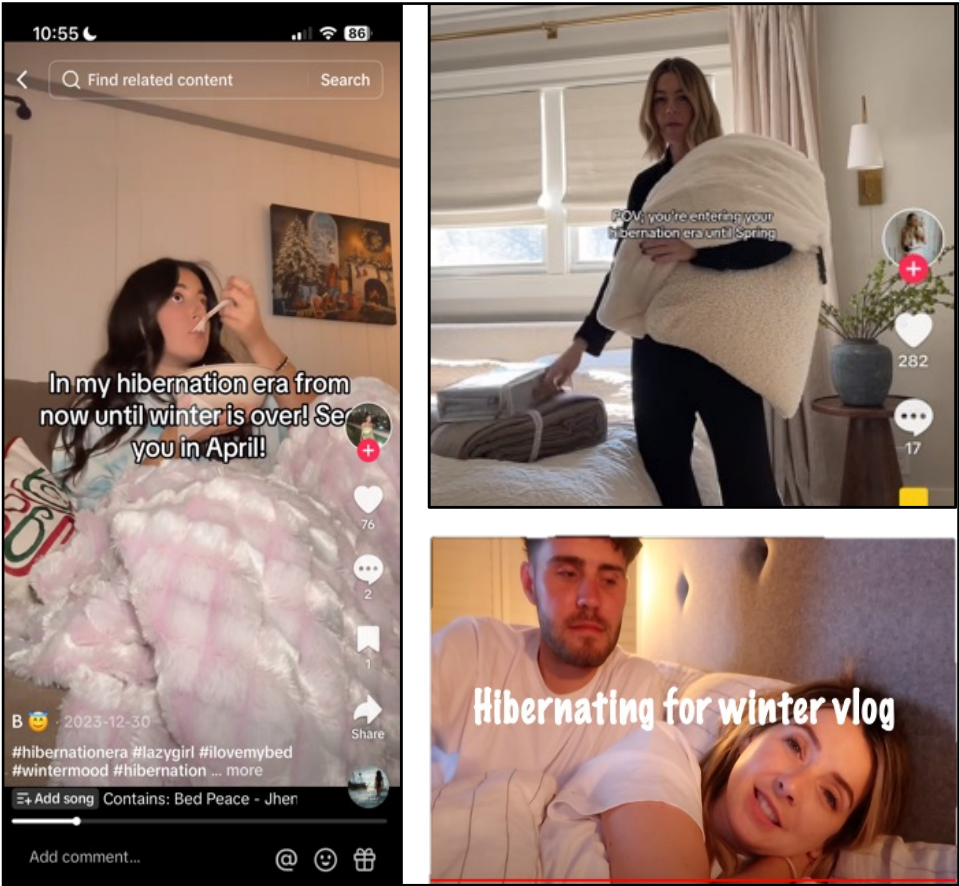


Client: Holland & Barrett  
Product: Night-Time 60 Gummies  
Audience: Holiday Hustlers  
Proposition : Sell 'Sleep' - the best immunity solution  
Media : Social

Fact : 65% young adults aged 18-24 prefer to sleep in & more during winter months  
Insight : The dark and cold of winter makes young people want to hibernate  
Solution : Sell sleep in an emotional & relatable way by taking the trend of 'bed rotting' and putting a self-care twist on it "hibernation"

Idea :

# Hibernation Season



UGC Social media videos

Relevant selected influencers will use our PR package to create 'hibernation content'

TikTok : Hibernate with me videos, showcasing the cosy prep for a self-care bed day featuring our gummies

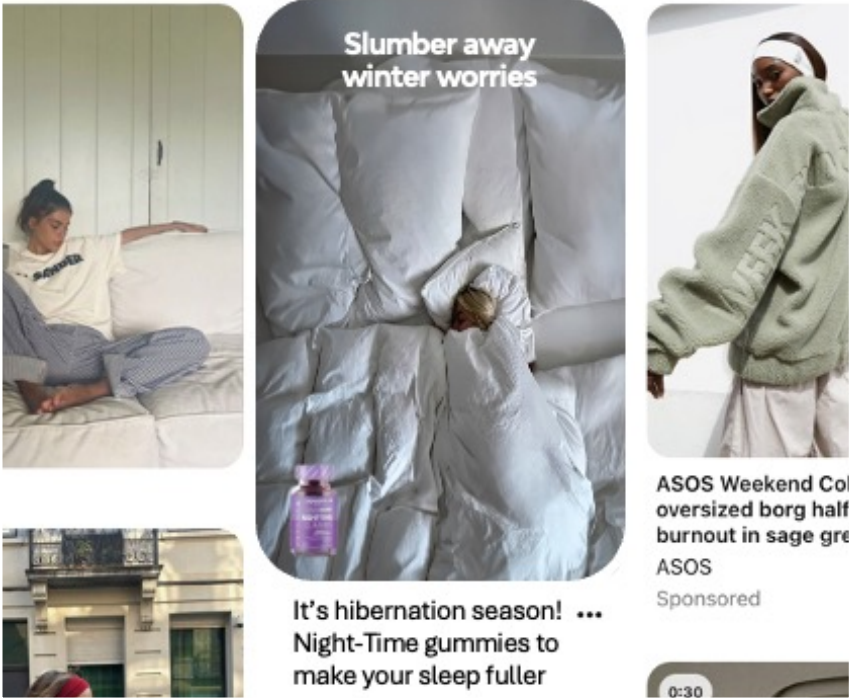
Youtube : Hibernating Day Vlog, cosy Zoella style vlogs of days spent entirely in bed/at home winding down and putting rest first.



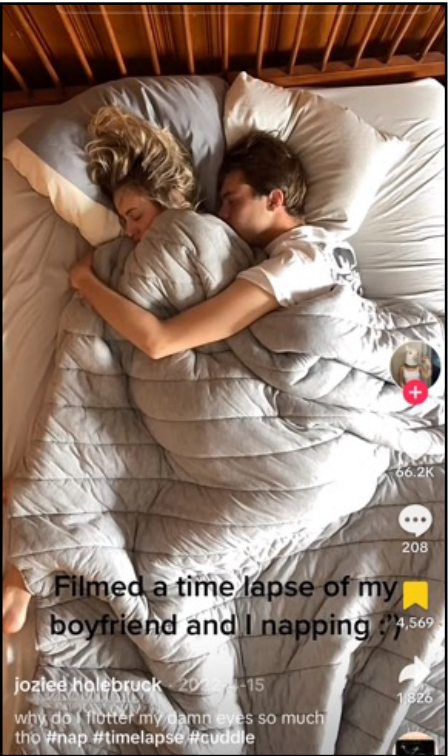
Instagram : Collaged Aesthetic Instagram Dumps telling the story of human hibernation through images and short form text selling our sleep as warm and cosy



PR Package : We will send out 'hibernation baskets' to 'sleepy girl' TikTok personalities, containing everything they need for a cosy hibernation night



Brand Pinterest Advert : Photography visualising the most peaceful sleep by creating a deep slumber in mountains of crunchy sheets



Brand TikTok Videos : Jumping onto the 'deep sleep time-lapse' trend, creating extreme cosy set ups and staging uninterrupted sleep timelapses



Client: EAFC '25  
Product: EAFC '25  
Audience: Everyone who watches football  
Proposition : Sport can change the world for good  
Media : Pick a charity for EAFC to partner with, choose any media

Fact : Suicide is the leading cause of death for men under 45  
Insight : Suicide is a real danger for the demographic who play EAFC  
Solution : Tackle suicide prevention in a memorable & lighthearted way using an iconic piece of football history, footballer haircuts.  
Partnership : The Lions Barber Club

Idea :

# Legend Cuts

The Lions Barber Club is a group of barbers raising awareness about mental health and suicide prevention by providing a safe space for clients to talk and offering mental health training for barbers. They also launch free haircut events where they educate young men how to talk openly about their feelings with the mission to create a safe space for men within barber shops

IN-GAME

99



**Torres Blonde Fro**

99 PAC

99 DRI

99 SHO

99 DEF

99 PAS

99 PHY

99



**Leopard Pogba**

99 PAC

99 DRI

99 SHO

99 DEF

99 PAS

99 PHY

99



**Cisse Mohawk**

99 PAC

99 DRI

99 SHO

99 DEF

99 PAS

99 PHY

99



**Mohawk Beckham**

99 PAC

99 DRI

99 SHO

99 DEF

99 PAS

99 PHY

99



**Giovanni Shaven Top**

99 PAC

99 DRI

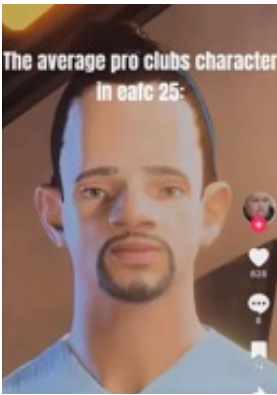
99 SHO

99 DEF

99 PAS

99 PHY

Legend Cuts FUT Cards : Utilise the hype & culture around ‘packing’ special cards and re-release limited edition cards featuring iconic footballer hairstyles to optimise awareness  
High player stats will encourage viral ‘pack opening’ memorable moments



In-Game Customization : EAFC players famously enjoy making their players look extraordinary through customization hacks, so we will launch The Lions Barber Club sponsored ‘extreme cuts’ for players to use in pro clubs mode further increasing awareness.

Real World Activation



OOH Campaign Awareness Print : Featuring regular fans sporting iconic haircuts from football history, instantly recognisable to fans grasping their attention

**THE FODEN**

LEGENDARY QUOTE  
"Speak out and let people help you, it means everyone can be happier"

SHORT STYLE  
SKIN FADE BACK & SIDES  
CROPPED FRINGE

**THE GREALISH**

MEDIUM LENGTH  
FADE & TAPER SIDES  
STYLED WITH MOUSSE

LEGENDARY QUOTE  
"It's important to reach out when you're feeling down. Share your feelings, don't bottle it."

**Aaron Lennon**

In tribute to Aaron Lennon, whose dazzling speed and skill captivated fans and inspired aspiring footballers worldwide. Your journey reminds us of the importance of mental health and the courage it takes to seek help. This book is dedicated to celebrating the beauty of football and the resilience of those who face their battles. Your legacy continues to inspire us all.

Aaron Lennon's Family  
"We must speak openly about mental health. Robert suffered in silence for too long. It's crucial for those who struggle to know they are not alone and that it's okay to ask for help."

**Robert Enke**

In loving memory of Robert Enke, whose remarkable talent on the pitch was matched only by the depth of his struggles off it. Your legacy as a goalkeeper inspires countless players, and your story serves as a vital reminder of the importance of mental health awareness in sports. May this book celebrate the beauty of football and the strength it takes to face life's challenges. Your spirit lives on in every cut and style.

The Legend Cuts Playbook : We will create a barber book of legendary footballer haircuts, donated to barber shops & courses across the UK.

These will include breakdowns on how barbers can achieve the iconic haircuts for fans, along with motivational messages from the boys. Each book will have a slip sheet with a step-by-step on TLBC methods of getting open conversations going in their barber chairs

Tribute pages to footballers who have lost their lives to suicide will also be included with stories and encouraging messages from friends & family of those we have lost



PR Stunt : “The Legends Cut”  
We will invite super fans to Lions Barber Club Style event for a free football legend haircut, while teaching them talking techniques to break down the stigma of mens mental health, in a twist fans will be surprised by their favourite footballer who will help with some haircuts and get involved in the conversation



Client: KY Jelly - now known as Knect  
Product: Lube  
Audience: People with menopause  
Proposition : There's no shame in getting a helping hand with your sex life  
Media : Words only brief

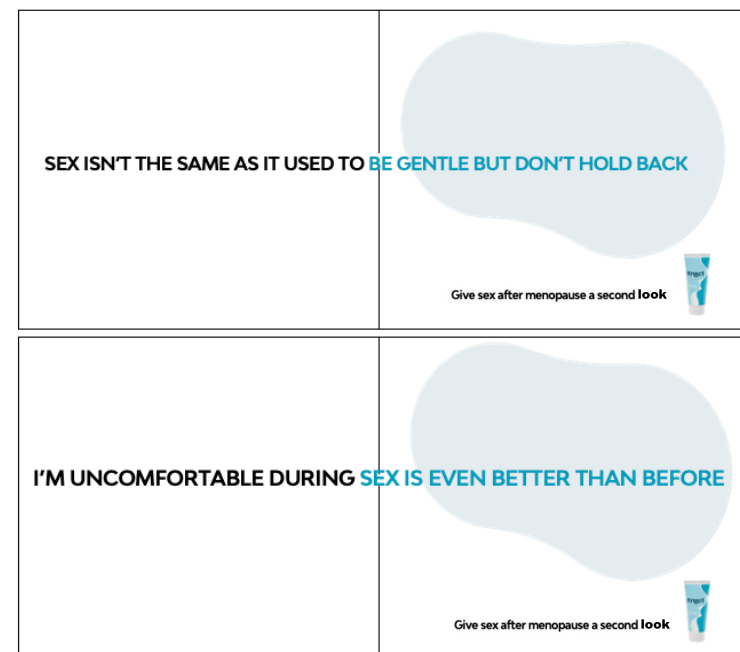
Fact : Over 50% of post-menopausal women experience vaginal dryness but most dont know lube is a solution  
Insight : Some women don't know lube can give them a second sex life  
Solution : Get women to give their sex life a second chance, by creating adverts which they have to take a second look at

Idea :

# Give Sex A Second Look, Like This Ad



OOH Print Adverts



Instagram Adverts : the message of the ad changes as you swipe from one slide to the next



Digital 6 Sheets : Original message is dissolved by a growing puddle of moisture



Water Activated Insert : Target post-menopausal people by partnering with pharmacies providing a knect lube sample with this insert (to people recieving over-the-counter menopause care)  
These will also be placed into menopause subscription (Well Aging and Health & Her)



Client: Vision Express  
Product: Prescription Sunglasses  
Audience: Glasses Wearers  
Proposition : See the summer in style  
Media : Audio

Fact : “I don’t want prescription sunglasses because they’re ugly”  
Insight : People dont buy prescription sunglasses because they assume there isn’t a style they will want  
Solution : Vision express has over 300+ styles to choose from (more than any competitor brand) so you can find the perfect glasses to express who you are

Idea :

# Vision Express Yourself

**TERMINATOR COFFEE MORNING**

Voice 1 (whispering):  
"Have you noticed anything strange about Peter?"

Voice 2 (excitedly):  
"Yes! Oh my God, since he got those sunglasses, he’s just been so different!"

[Sound of heavy footsteps approaching]  
Voice 1 (hushed):  
"Shh! He’s coming!"

Voice 2 ):  
"Morning, peter."

Terminator Peter:  
"Hello"

Terminator Peter:  
"Does anyone require a brew?"

[Murmurs from the group]  
"No, no, we’re fine!"

[Sound of a kettle clicking on and boiling]

Terminator Peter:  
"I'll be back."

Narrator :

Vision Express Yourself this summer  
With over 300 prescription sunglasses styles to choose from

**AB FAB DAD**

Kid (exasperated):  
"Are you ready, Mum?"

Mom (cheerful):  
"Oh, your dad’s taking you now, hon."

[Whispers]  
"Nooo, Mum! Since he got those new sunglasses, he’s been so..."

[Sound of sunglasses snapping open]

Dad (enthusiastic):  
"Darling, I have arrived!"

Kid (groans):  
"Ugh, Dad, let’s just go! Take those off! It’s not even sunny!"

Dad (with mock seriousness):  
"Honey, I’m not a taxi service! And these shades? Are fabulous. They scream ‘style icon!’"

“and tell your brother don’t speak to me so close I can feel his dog breath on my neck”

Narrator :

Vision Express Yourself this summer  
With over 300 prescription sunglasses styles to choose from



**IMAX CINEMA ADVERT**

HEY YOU...  
YEAHH YOU WITH THE GLASSES ON  
THEY'RE A BIT... SAMEY...  
THEY DONT FEEL VERY , YOU, DO THEY...

VISION EXPRESS YOURSELF WITH OVER 300  
PRESCRIPTION SUNGLASSES TO CHOOSE FROM





Client: Fittingly  
Product: Fitted Furniture  
Audience: Aspiring homemakers (26-35)  
Proposition : Fittingly helps you conquer your home with self fitted furniture  
Media : TV Campaign & Roll Out

Fact : People don't like what they don't know

Insight : Self-fitting is unfamiliar to aspiring homemakers, so they feel hesitant to try it out

Solution : We're going to make self-fitting feel a little more familiar, with a game our audience know inside out... SIMS!

Idea :

# Fittingly Your World

A regular couple are sat at a computer desk and launch the fittingly website, they use their finger to drag a translucent wardrobe representation into their space and smile agreeably and click the mouse together to confirm their order

Cut to them opening their door and see a fittingly delivery which they open it up

\*Sims music begins playing as the two look at each other and smile and jump round in a circle and change into DIY clothes\*

A graphic of the build mode timelapse frame appears over the image of the two as they begin getting to work

They finish the shelving unit sit back on their sofa and appear pleased and proud of it

The 'boyfriend' puts his legs up on the table and the girlfriend stands up and does the exaggerated sims shrug and disapproval

- then camera zooms out of their house showing sims layers and then out onto the sims map

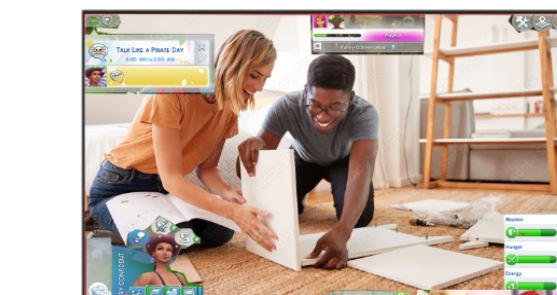
\*Closing message\*



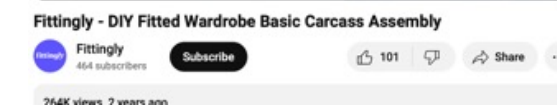
Reference



Real world disruption : We will wrap our vans in SIMS pixelated texture to appear as part of a real life game to add to the illusion and spark conversation



Reference video



Fittingly instruction videos : We will give our instruction videos a SIMS makeover bringing familiarity and fun to building your own furniture, just like when our audience were growing up



PR Stunt :  
We will have actors demonstrate fittingly self-fitting while acting in the character of sims, including using 'simleone' language, actions and even having fittingly branded sim diamonds above their heads



Client: Doctors In Distress  
Product: Mental Health Charity  
Audience: General Public  
Proposition : Give the gift of praise to doctors in distress this christmas  
Media : You Choose

Fact : 74% of ambulance workers report feeling emotional exhaustion & call-outs for ambulance workers spike by up to 30% at christmas time  
Insight : Ambulance workers feel pretty underappreciated in general, but at christmas when the pressure amps up and the thankyou's dont, they feel it most  
Solution : We are going to give front liners the appreciation they deserve by connecting them with their communities

Idea :

# Letters To Lifesavers

Call out to the community :  
We will reach out to communities across the nation through their local news papers and pages giving them an outlet to give the thanks they may not have had a chance to give. We will then take these thankyou letters and create physical christmas cards for the ambulance teams.

# Sutton Coldfield Gazette

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26th December

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## CHRISTMAS LETTERS TO LIFESAVERS



### SAY THANKYOU TO SUTTON COLDFIELD AMBULANCE STAFF

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum dictum non elit pellentesque congue. Phasellus dolor augue, vulputate ut massa ut, pellentesque porta nibh. Cras faucibus aliquet augue quis luctus.

Integer id justo semper, accumsan lacus nec, sagittis velit. Pellentesque in dui eu risus tincidunt fermentum. Duis imperdiet pharetra dolor, eu

If you've been cared for by Sutton Coldfield Ambulance Service or just want to show your support, send us a thankyou note for your local ambulance service and we will turn it into a Christmas card for them!



Special build: We will also use these personal message christmas cards to create a special build outside of hospitals to allow the public and the ambulance service to read and be reminded of the appreciation the public have



Community contribution : To keep the community sentiment going, we will have primary school students cut out the 'star of life' symbol and draw a message for their ambulance services ,we will then take these stars and form paperchain decorations to put up in ambulance depots to boost morale at the start and end of their shifts



OOH Billboard & Adshel  
As we know ambulance workers spend majority of their time on the road over the Christmas period, we will take the highlights of people's personal messages and print them OOH along roadsides and beside traffic lights to remind the service of the appreciation the public have for them , even if they don't get to say it in the moment.



Client: TravelSupermarket  
Product: Short City Breaks for Xmas  
Audience: Adults 25-35  
Proposition : Experiences are better than things  
Media : Posters and Stunts

Fact : In the UK alone, £700 million worth of unwanted christmas gifts end up in landfills every year & 20% of people recieve at least one gift every christmas which they consider 'useless'  
Insight : At 25-35 random tat becomes obsolete because you can buy yourself these little things as and when you need them  
Solution : We're going to show people the gem of a gift through the mountains of tat

Idea :

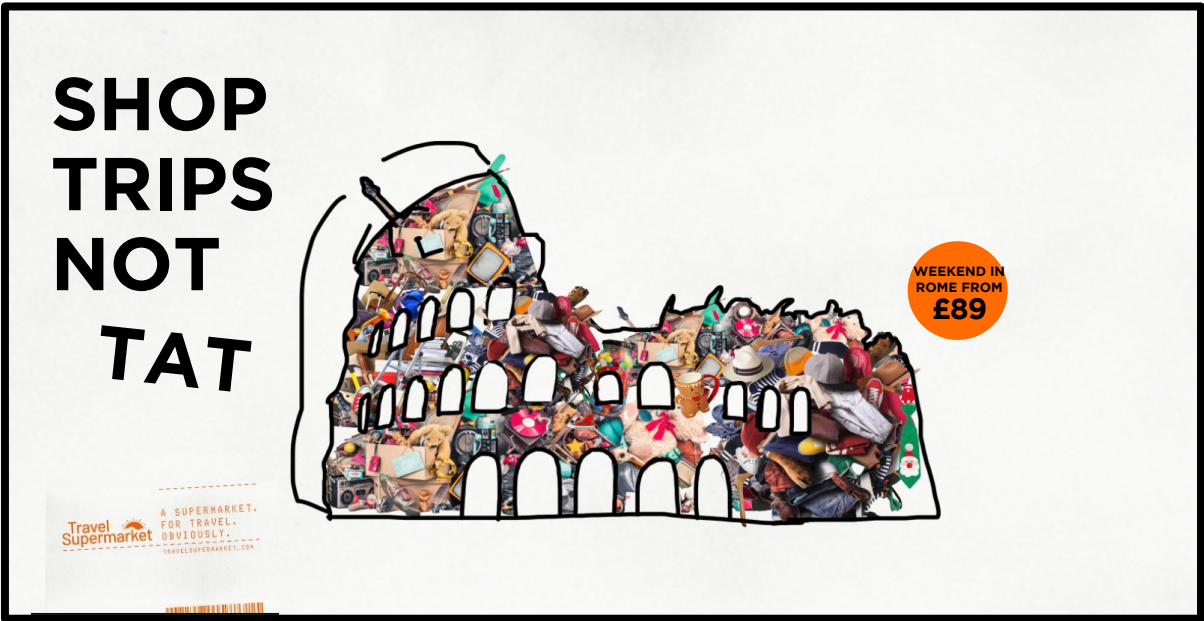
# Trips Over Tat



OOH Special build :  
A 3D Eiffel Tower made entirely out of christmas tat, the tower will be made up from relatable bits of tat like christmas mugs, supermarket joke books and lynx giftsets..  
  
So everyone can spot a christmas gift in the artwork that they've found useless before



Art Direction reference : Trash sculptures, Landmarks made up from tat



OOH billboard : An image of the Collosium made up from useless tat objects scrapped together  
\*placed in a busy shopping centres nearby primarks/B&M/TK Max



Boxing day social activation :  
"Tweet your most useless tat for money off trips"



Client: Lucozade  
Product: Lucozade Energy  
Audience: Adults in need of physical energy (25-40)  
Proposition : Lucozade Energy provides the fuel you need to stay on top form  
Media : OOH Special Build to engage sampling

Fact : There are 3 main slumps in a 9-5'ers day - 8am pre work slump, 1pm post lunch slump & 6pm post work slump

Insight : 9-5'ers feel tired all the time, which makes their days miserable & flavourless

Solution : With Lucozade's slow release energy and zingy flavour we can put a zing in their working day

Idea :

# Put A ZING In Your Step

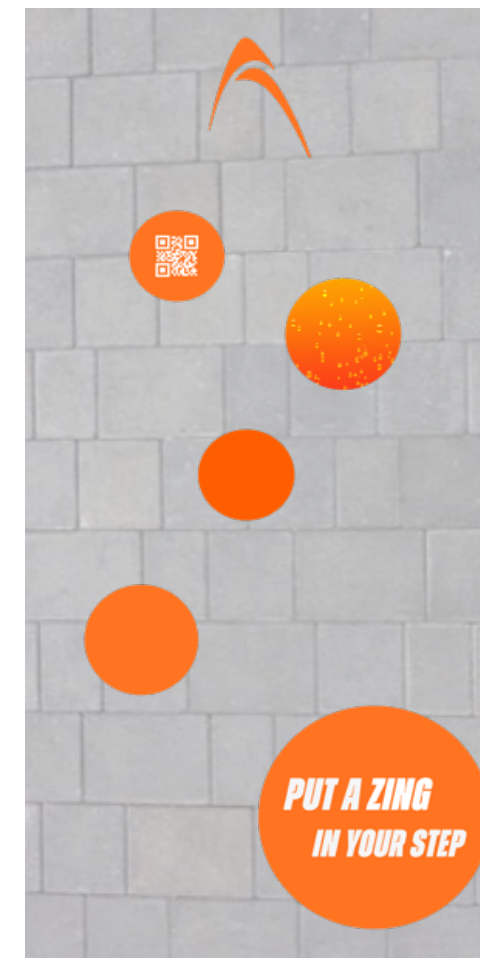


Special Build Content : We will capture super slow mo videos of people jumping through the air and use this for our case study and social media content capturing hilarious faces and leap positions



OOH Special build : We will pop up a giant billboard in business hubs with a trampoline floor beneath it, business people and the general public will be invited to come and "put a zing in their step" by bouncing up to grab a lucozade energy to fuel their day!

We will activate during the two main slumps of the day - post lunch and post work



Floor Decal Zing-Ways : We will activate on peoples walk to work during their pre-work slump, activating outside trainstations, in city centres & business heavy areas. These will include fun prompts to put a zing in peoples step aswell as a QR code on the last bubble to grab a lucozade from a nearby convenience store