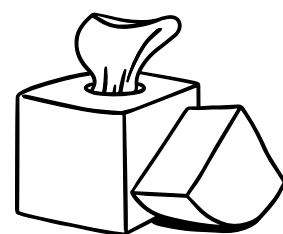


*Hi, I'm Andrea, a creative graphic designer.*

*This is the result of 13 weeks of late nights, too many glasses of wine and lots of notes scribbled in the back of taxis.*

*I hope you enjoy reading my ideas even half as much as I've enjoyed creating them.*



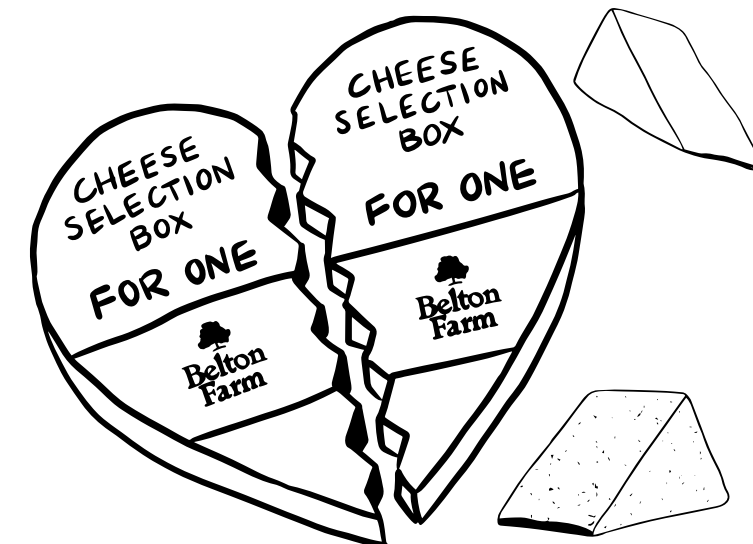
# CHEESE A BROKEN HEART

Valentine's Day is typically about loved up couples or talk of 'finding the one'; but what about all the cheese lovers who are alone or going through heartbreak at this time of year?

Belton Farm are here to make hand-crafted British cheeses into the ultimate comfort food and cure for a broken heart.

## SOCIAL

We would use recognisable images from popular culture of dramatic celebrities (such as Kim Kardashian) as social ads, targeting users of dating apps.



## PROMOTIONAL SELECTION BOXES

Promotional selection boxes of cheeses advertised as 'Just for One' would be for sale in supermarkets in the run up to Valentine's Day.

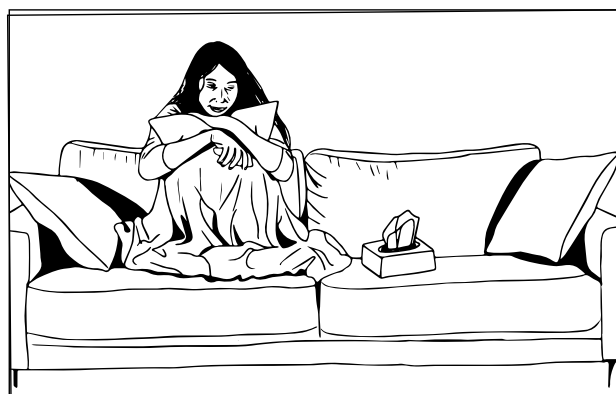
## TV AD

TV ad begins with a woman crying and sobbing dramatically, throwing away tissues, to the soundtrack of a typical break up song 'Nothing Compares 2 U' by Sinéad O'Connor.

The next scene shows a glow emanating from the fridge in her kitchen, which attracts her over. She opens the fridge and spots a giant cheese platter

A grin spreads over her face as she begins to stuff cheese into her mouth from the platter, and the music builds to a crescendo.

**VO:** "You're not alone this Valentine's Day. Belton Farm are here to help you cheese a broken heart."



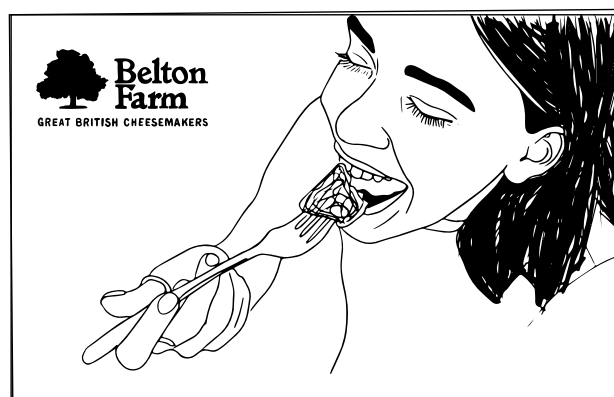
1. Heartbroken woman sobbing on sofa



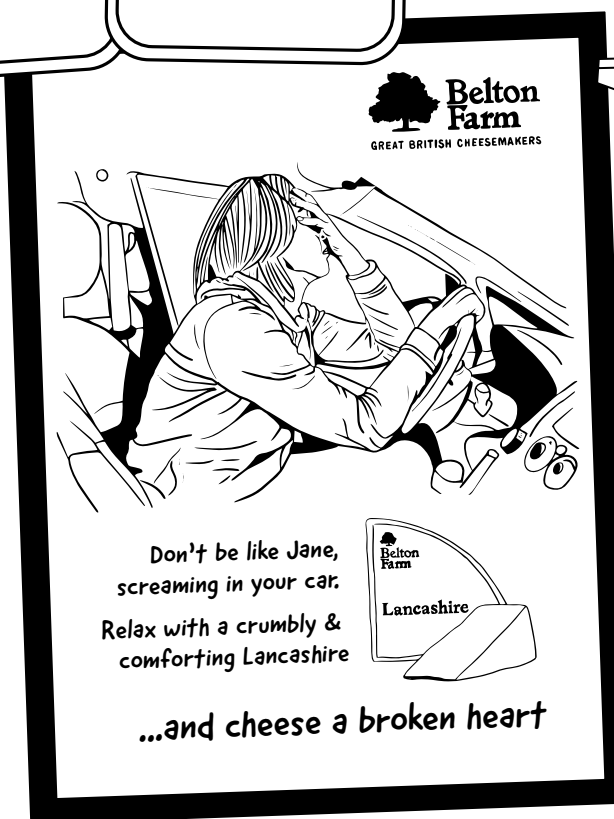
2. She notices a glow coming from fridge



3. She opens fridge to discover glow is coming from cheese plate

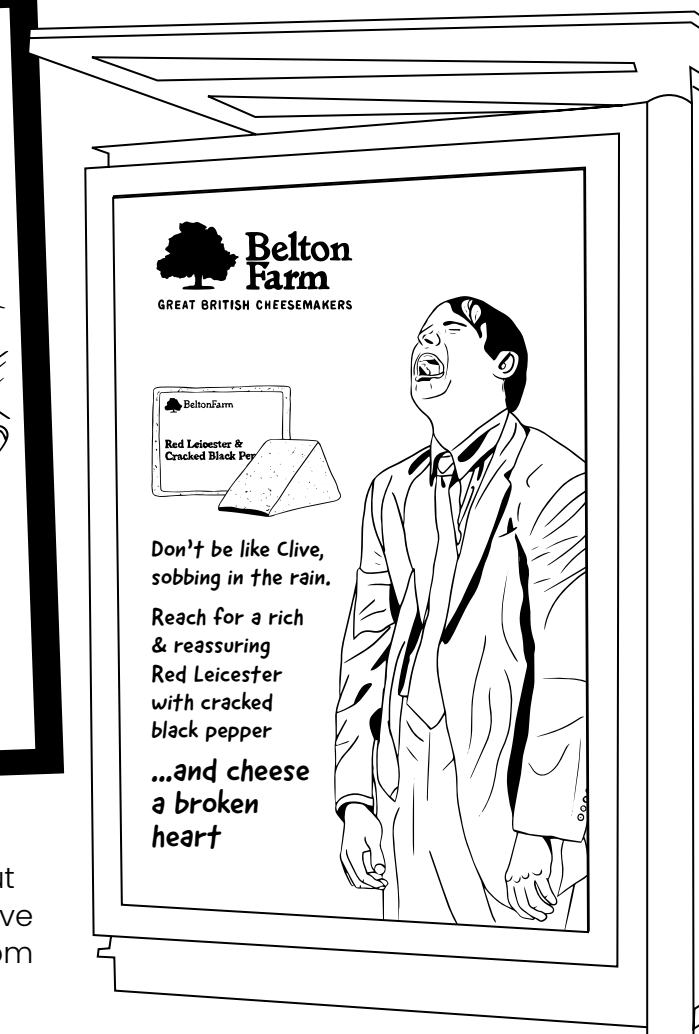


4. Woman eats cheese then cheers up and relaxes



## OOH

The campaign would be rolled out to print/billboard ads and interactive ads, featuring specific products from the Belton Farm range.



# CUT THE COMEDY

In an effort to persuade over 50s men who are re-entering the dating world to use Durex Extra Safe Condoms, we would use cringey, embarrassing and hilarious scenes and stories from comedy shows and films that men in their 50s would have watched throughout the previous decades. These would remind men that even though they have now matured and their dating experiences should be getting better, they should avoid foolish behaviour like in these scenes and remember that the risk of catching an STI is still the same as it has always been.

## TV & PRINT ADS

The campaign would use recognisable, famous scenes from different comedies, which would work both as short snippets in ads played on comedy TV channels such as Dave, in radio ads, and as stills in print ads. Each of the comedies chosen has well know lines which tie into the campaign message to use Durex Extra Safe Condoms.

While there are many scenes from these TV shows and films that could be used, the initial scenes chosen for the campaign are:

**Only Fools and Horses - 1985 - S4 E1 - Happy Returns**  
Del realises that Rodney is dating the nearly 19 year old Debby who is the daughter of June, an old flame of his from 19 years before. They later go on to confront June about whether Debby is Del's daughter and Rodney's niece.

**Men Behaving Badly - 1997 - S6 E2 Wedding**  
Tony and Deborah are getting close and share a moment together. Deborah asks Tony what he's thinking, and a distracted Tony replies: "I was just wondering what colour your bush is", before speaking nonsense to her.

**Kevin & Perry Go Large - 2000**  
Kevin and Perry are discussing how to approach girls while walking through the sea, not realising that they are talking loudly over the music on their shared headphones so the whole beach can hear their conversation and plans.

Men Behaving Badly



**NO MORE BEHAVING BADLY,  
USE DUREX EXTRA SAFE  
CONDOMS.**

**DATING MAY BE A BIT DIFFERENT NOW,  
BUT THE CHANCES OF CATCHING  
AN STI ARE STILL THE SAME.**

**DON'T BE A PLONKER,  
USE DUREX EXTRA SAFE CONDOMS.**

#CutTheComedy

Only Fools and Horses

Kevin & Perry Go Large

**DATING MAY BE A BIT  
DIFFERENT NOW, BUT THE  
CHANCES OF CATCHING  
AN STI ARE STILL THE SAME.**

**IF ALL YOU WANT TO DO IS DO IT,  
USE DUREX EXTRA SAFE CONDOMS.**

#CutTheComedy



#CutTheComedy

## SOCIAL CAMPAIGN

We could continue the campaign following the first scenes by crowd sourcing suggestions of comedy sketches from the audience on social media. It would help with opening up the conversation among men in their 50s of how to avoid the awkward dating scenarios they could have come across when younger by staying safe with Durex Extra Safe Condoms.



# PUTTING THE RHYTHM INTO FAMILY LIFE

One thing that connects a whole family or community to a floor is the sounds that we all make when we move around it. This campaign focuses on making Karndean DesignFlooring top of mind in the market by using the floor as a foundation for a piece of rhythmic music created by people interacting with it, and referencing the movements we make in family life that create these sounds.

## TV AD

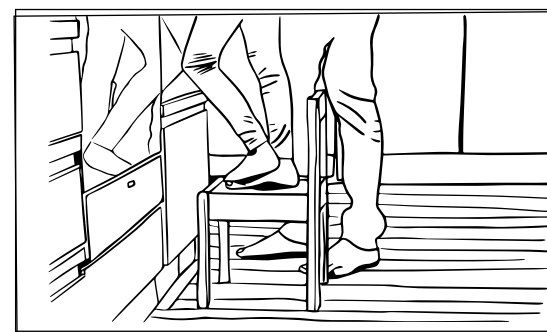
The TV ad begins with a parent and child cooking together, the only sounds that can be heard are small steps back and forth.

The scene then pans to various different members of the family, one by one each adding their own sound into the rhythm - a grandparent tapping their feet impatiently, a child running and stomping through the room, a baby shuffling across the floor - until the sounds build into rhythmic percussion based composition.

As the music takes over, the video shows the family in a heart-warming scene enjoying the meal together, before moving to the campaign line and Karndean DesignFlooring logo.

The final shot in the advert features a Great Dane that resembles the Karndean brand dog 'Smokey' swishing his tail in time to the music.

**VO at end** - "Made for all the toe-tapping, bum-shuffling, feel good family moments. Karndean DesignFlooring, putting the rhythm into family life"



1. Cooking and stepping back and forth



2. Impatiently tapping feet



3. Child stomping through room



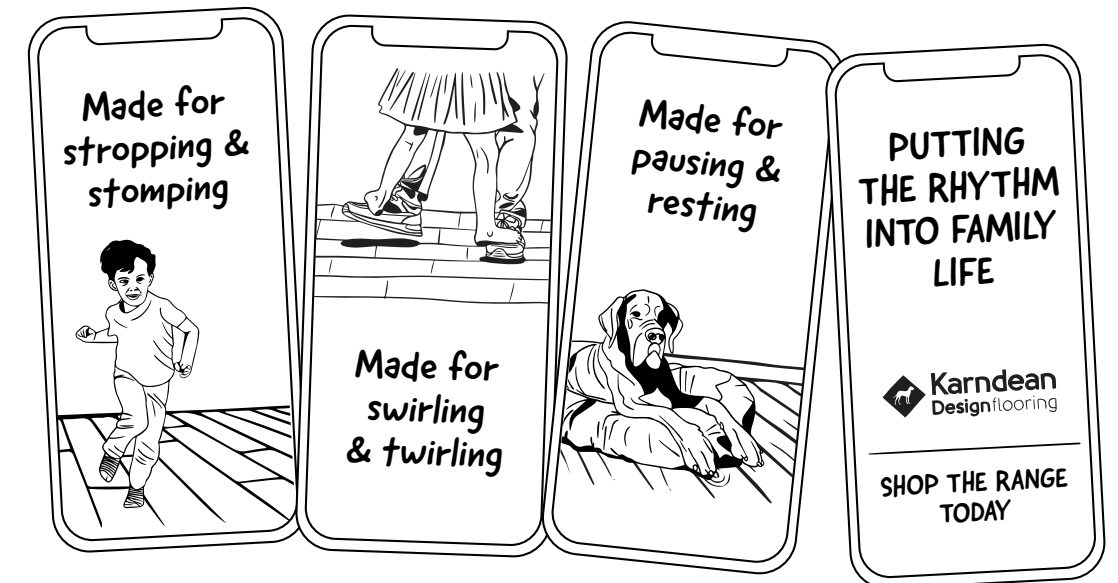
4. Baby shuffling bum on floor



5. Happy family meal



6. Dog swishing tail to music



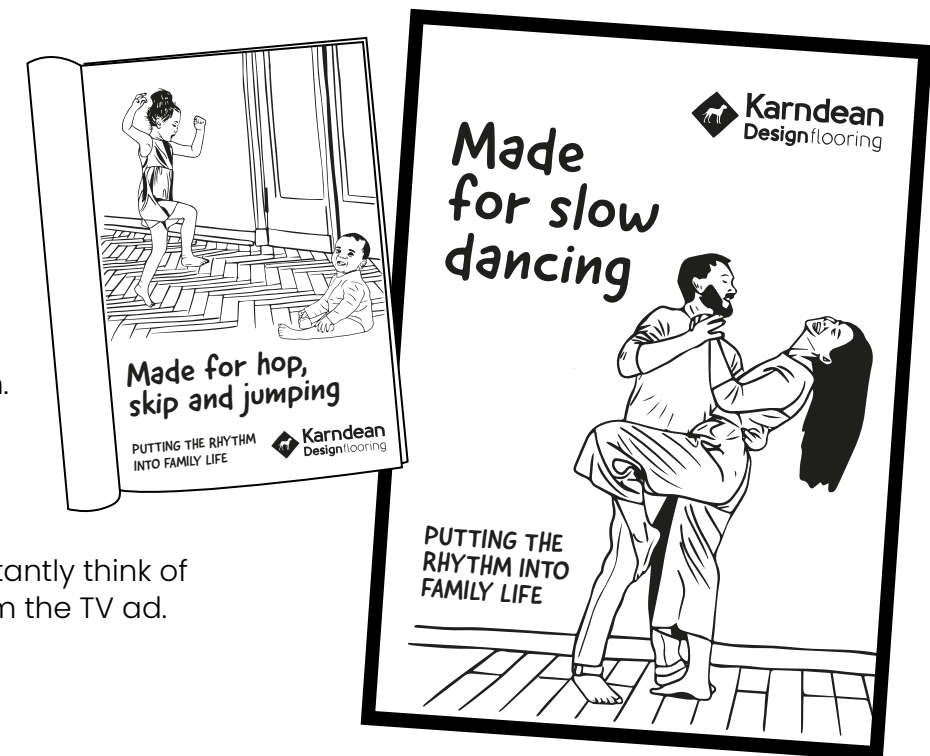
## SOCIAL

The TV ad will be broken down into short snippets to be used as Instagram story ads, with shorter campaign lines, targeting people who have shown an interest in home renovation. Other scenes showing different floors, characters and movements can also be created to show the range Karndean offer and to show a variety of life scenes and potential customers.

Karndean can also create dances to the music from the TV ad to be used on TikTok as dance challenges.

## PRINT

Stills from the TV ad will be used in print and OOH applications to continue the campaign. The imagery would show movement and will make the viewer instantly think of the music from the TV ad.



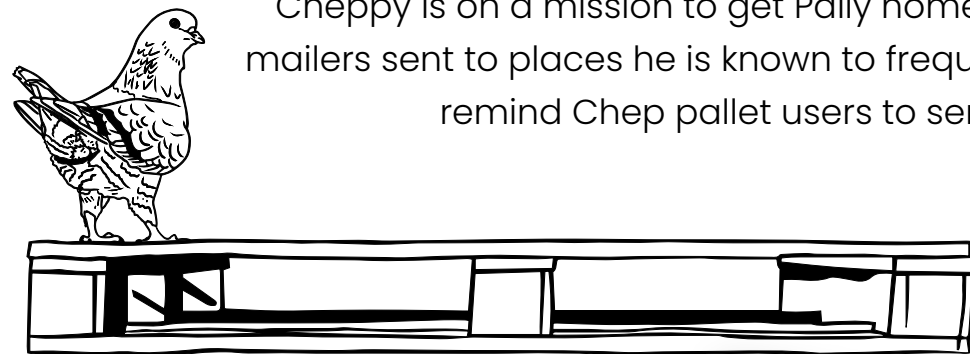
## RADIO

Short radio ads would use the audio from the TV ad, so the music becomes another of the brand heuristics.

# HELP A LOST PALLET HOME

In the efforts to get all of their lost pallets back home, Chep will introduce two brand mascots. Cheppy, the Chief Pigeon, is in charge of the flock of pigeons and he has become worried that one of his team, a young pigeon named Pally, has got lost on his way home.

Cheppy is on a mission to get Pally home through missing posters and mailers sent to places he is known to frequent, which at the same time will remind Chep pallet users to send their pallets back.



## ADS

Chep would place ads on the back of lorries so as they are reversed into warehouse loading bays, employees would spot the missing pigeon message.

Ads would also appear as missing posters stuck to telegraph poles and fences surrounding offending warehouses, asking for people to get in touch if they have seen missing Pally.



## DIRECT MAIL

Direct mail pieces would be sent to managers of warehouses who are known to be not returning their Chep pallets. The outside of the card would have a simple 'MISSING' stamp and the inside would be a pop up featuring Cheppy the Chief Pigeon in front of a pigeon loft with an empty space for missing Pally.

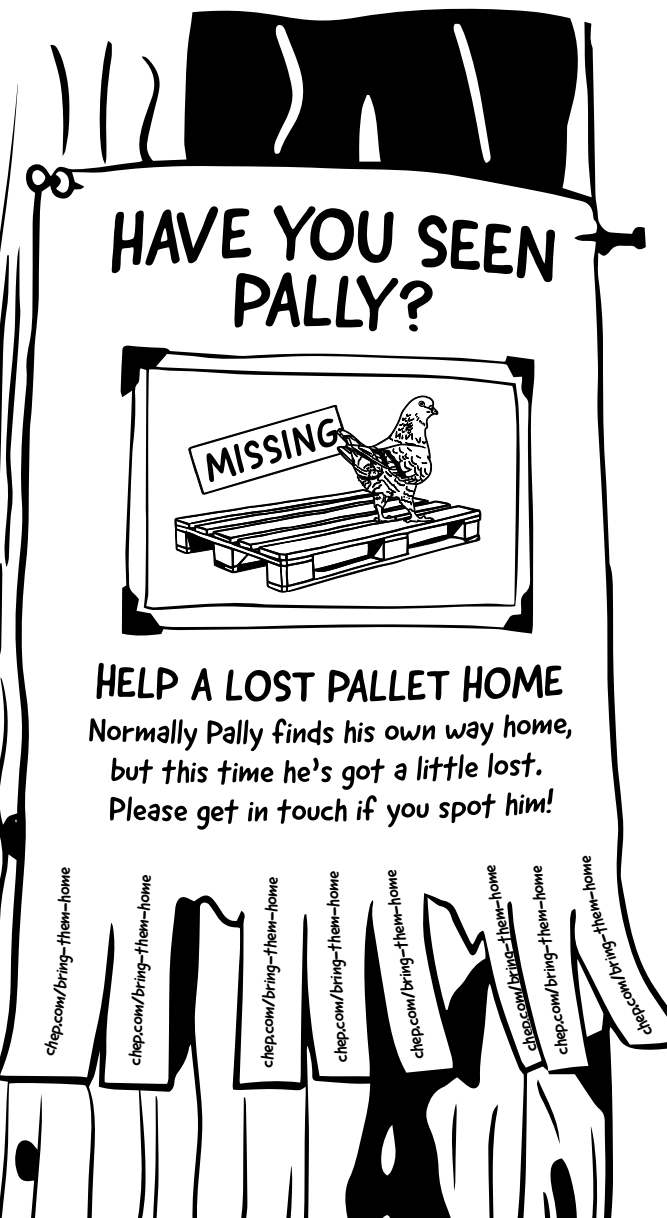
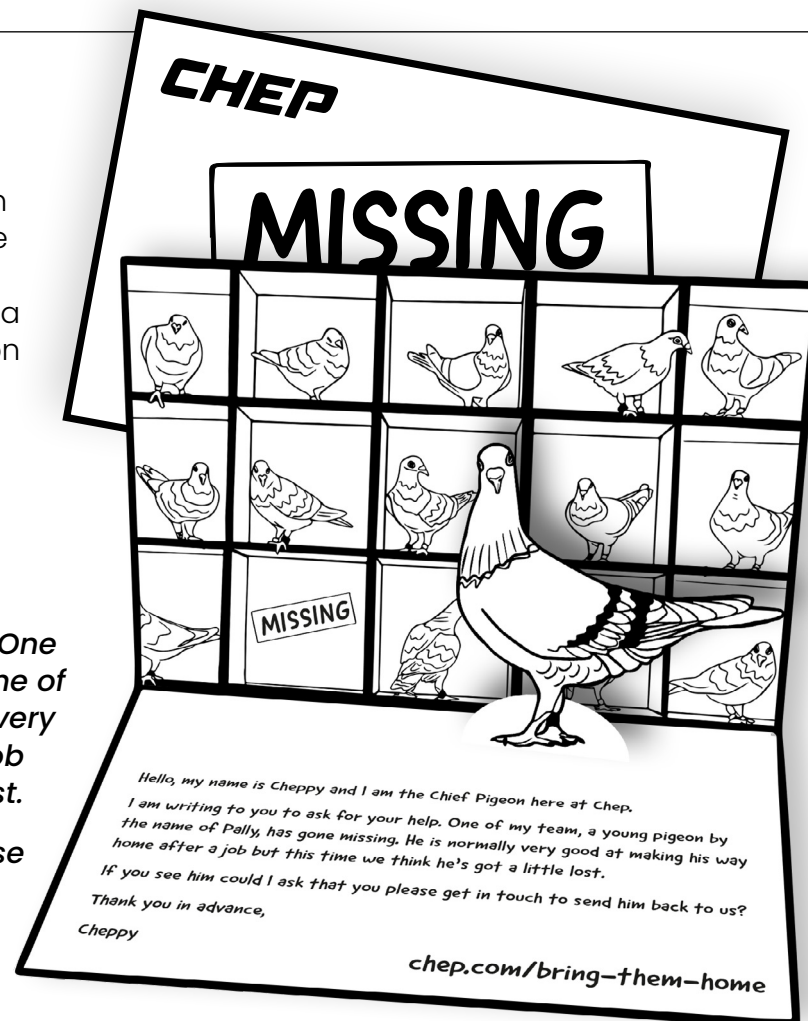
The mailer reads:

*Hello, my name is Cheppy and I am the Chief Pigeon here at Chep.*

*I am writing to you to ask for your help. One of my team, a young pigeon by the name of Pally, has gone missing. He is normally very good at making his way home after a job but this time we think he's got a little lost.*

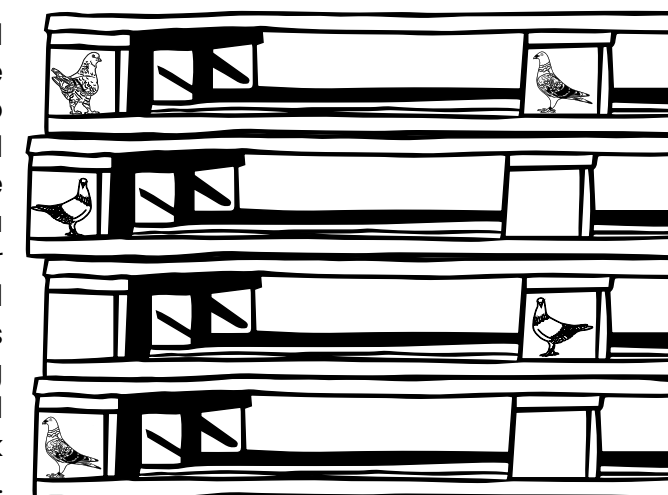
*If you see him could I ask that you please get in touch to send him back to us?*

*Thank you in advance,  
Cheppy*



## DECALS

Chep would add pigeons to the side of pallets so when stacked they look like pigeon lofts, as a visual reminder around warehouses of the missing pallets that need sending back home.



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

# BE PART OF THE NWAA STORY

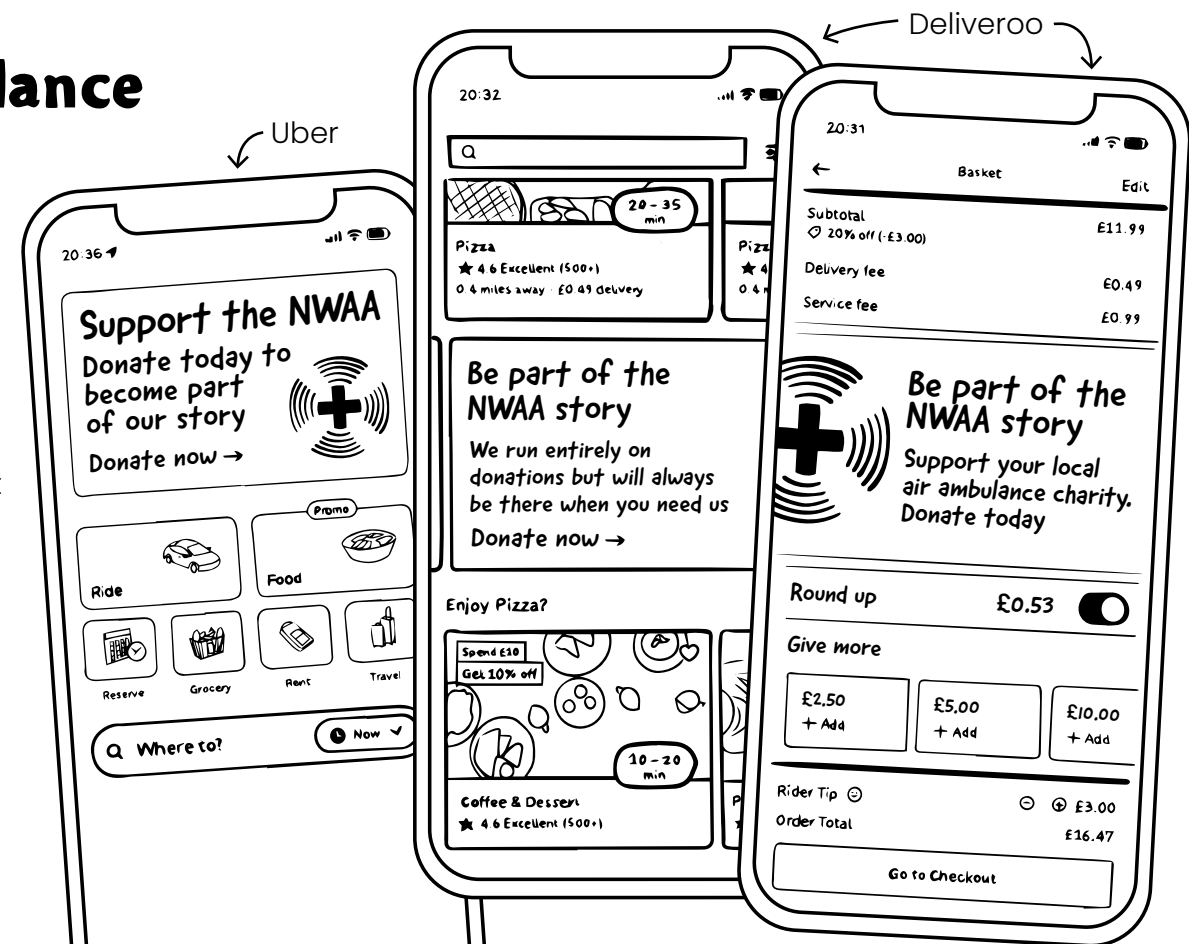
Younger people like to share stories and snapshots of their day on apps like TikTok, and it's human nature to be intrigued by accidents or dramatic situations.

So, to gain support and donations for the North West Air Ambulance Charity, we would run a campaign encouraging the public to become part of the NWAA story. Shock stories that grab people's attention within just a few seconds will start a campaign of user generated content that could begin to run by itself.



## LOCATION BASED ADS

We would target Gen Z based on their location in the apps they tend to use most day to day. Ads would appear in Uber and Deliveroo, giving users options to round up what they are already spending money on. These would be an attractive option for donating when talking to the younger generations who likely have less disposable income than older generations, as donating smaller amounts every time they use one of these apps would soon add up to larger donations overall.



## SOCIAL

The campaign would begin on Instagram and TikTok, initially by the NWAA sharing stories from young people who have needed the services of the NWAA, either as a patient or a bystander. These would include stickers and links to donate, with the main call to action being to get others to also share their air ambulance story:

"Be part of the NWAA story" or "Share your story with the hashtag #MyNWAAstory"

Once the campaign has begun to get traction, it would then start to run itself. Gen Z respect authenticity, storytelling and user generated content, so even if they cannot donate themselves, getting viewers to engage, share and spread the message will all still help with the fundraising campaign.



# CONSCIOUS LITTLE CHOICES

Most people already know about the values Co-op have always worked to, and how shopping at Co-op feeds back to the local community, but we are all also aware that in times of economic struggle, we have to make carefully considered, conscious little choices to keep food on the table, continue helping our local community and avoid doing harm to the planet we share.

This campaign reminds Co-op shoppers that buying from the Honest Value range is a conscious little choice they can be proud of.

## TV AD

In a similar style to previous Co-op TV ads, this ad would follow a person through a series of conscious little choices they are making, as they narrate what they are doing. The scenes feature a mix of scenarios involving Co-op Honest Value products and other little choices people are making to save money and help each other out right now.

*"Speaking honestly right now, it's all a little bit tough, isn't it? With so much to worry about and so much anxiety flying around, how do we know where to put our dwindling budgets? We can admit we're searching for cheaper deals, turning down the thermostat and having quiet nights in, but what about everyone else? What can we be doing to support our neighbours and the community around us?"*

The woman narrating is now seen talking to the camera while shopping in a Co-op food shop.

*"We all know we need to make a whole host of difficult decisions right now to look after our pockets, our communities and the planet. The Co-op Honest Value range helps you shop quality everyday items at great prices without compromises, so we can all make conscious little choices we know we're proud of"*



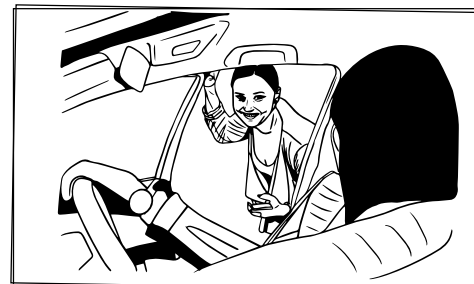
1. Cooking for a neighbour



2. Clothes swapping



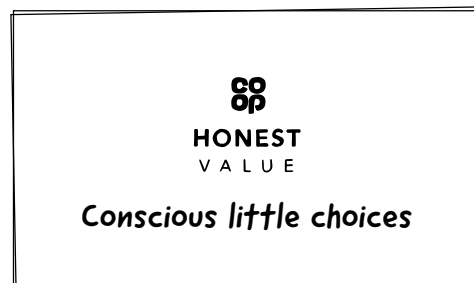
3. Doing laundry, washing at 30°



4. Giving lifts



5. Woman narrator talking to camera



6. End slate

*Clothes swaps. Quick lifts. Extra blankets. Eating leftovers. Reusables. Hot water bottles. Turning down the thermostat. Warming up with a hot chocolate. Car shares. Air fryers. Extra socks. Batch cooking. Switching off standby. Budget friendly recipes. Quiet nights in. Buying local.*

*by Lucy from Birmingham*



**HONEST  
VALUE**

*We all know we need to make conscious little choices right now to look after our pockets, our communities and the planet.*

*Our Honest Value range helps you shop quality everyday items at great prices without compromises. What conscious little choices are you making?*

OOH

Long form copy style OOH ads would list the conscious little choices that Co-op shoppers are proud to be making. These suggestions would be collected from a social media campaign asking the community for what choices they are making.

The campaign would also continue into more specific ads which would feature one of the choices, tying it to a product from the Honest Value range, such as warming up with a mug of Fairtrade hot chocolate. These specific ads would also react to what's happening in the media at the time, such as tying in the increased use of air fryers as a cheaper cooking method.

**HONEST  
VALUE**

**HONEST  
VALUE  
INSTANT  
HOT CHOCOLATE**

**Warm up with Fairtrade hot chocolate, for only £1.50 a tub**

Conscious little choices

**HONEST  
VALUE**

**HONEST  
VALUE  
WHITE POTATOES**

**Test out that new air fryer with fresh white potatoes**

Conscious little choices

# BREATHE IN COSY

This campaign is all about associating natural cosy smells you would already find within the home with cosy items that Dunelm sell, to trick the senses into feeling warm and snug without needing to use the central heating. It pairs 'cosy' products with functional products that make or are associated with homely, cosy smells.

The double meaning of 'Breathe In Cosy' also implies that you would be breathing in to relax away from the worries of the world.

## TV AD

Dunelm style TV ad, begins with a woman shivering in the cold on her way home.

She notices people around her animatedly sniffing at the air. She catches the scent herself and follows it home.

The scene cuts to her kitchen where her partner is cooking with a slow cooker, before moving to a shot of a family enjoying a meal together, with focus on the thermal curtains in the background.

**VO:** "Whatever home smells like for you, we have something for everyone, so you can unwind in your own snug sanctuary and breathe in cosy."



1. Woman walking home in the cold



2. Notices people sniffing the air



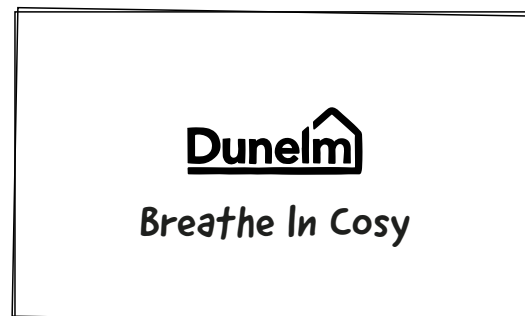
3. Woman catches scent & follows it home



4. Her partner is cooking with a slow cooker



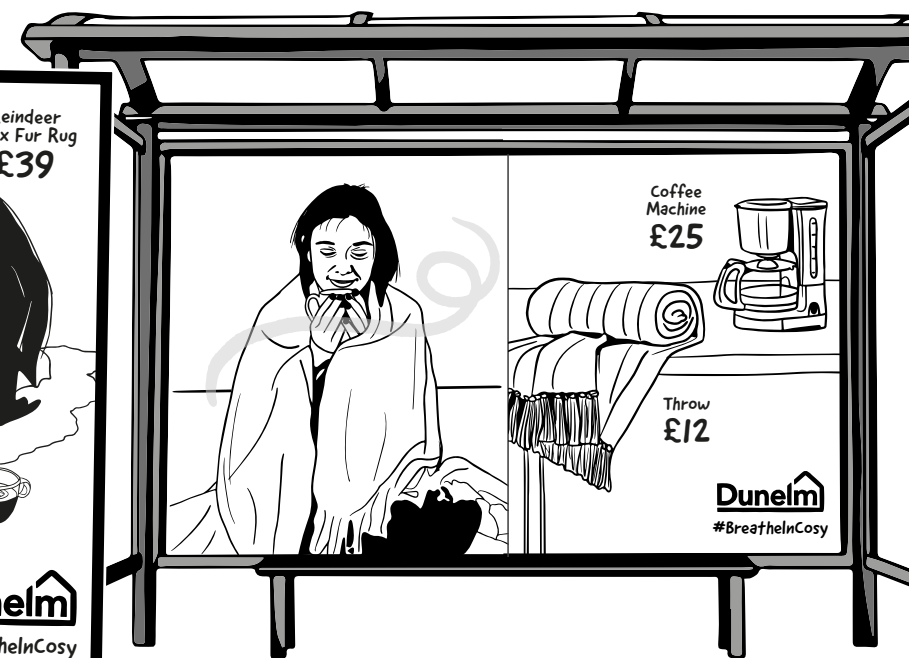
5. Cosy family dinner together



6. End slate

## OOH

Motion activated scented billboards situated at places like cold and dark bus stops would trick the senses of passers by into feeling cosy. Imagine how the smell of warm winter spices would make you feel at a chilly bus stop in the dark.



## SOCIAL

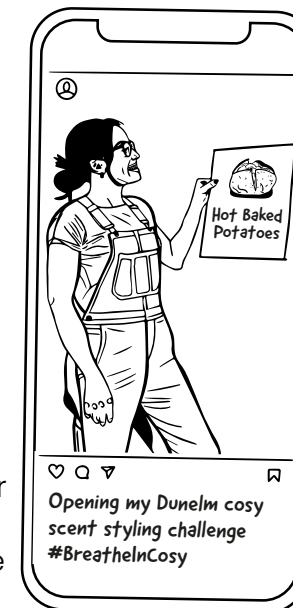
The OOH ads would continue across social, using the animated acting style of the TV ad.



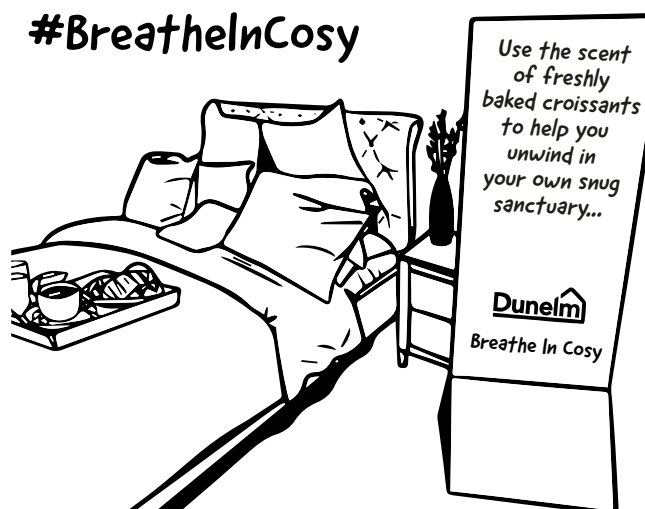
## INFLUENCER & REACTIVE

To continue the campaign, we would challenge micro-influencers and Instagram / TikTok content creators to create a cosy room or scene inspired by scents that we give them.

The scents we suggest would be related to national days and holidays during the colder months that the campaign would run for. For example: the smells of hot baked potatoes or toasting marshmallows for Bonfire Night, various Christmas smells such as gingerbread and Christmas dinner or different soups for National Soup Month in January.



## #BreatheInCosy

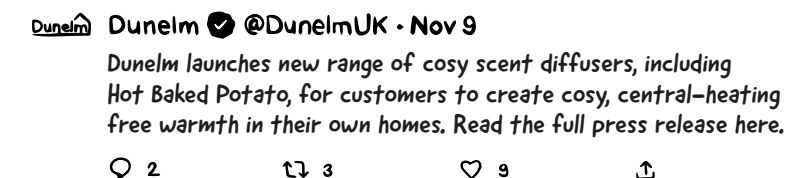


## IN-STORE

Different areas of the in-store experience would be scent styled with cosy smells, and would feature takeaway scent sample swatches to inspire customers.

## PR STUNTS

These OOH, influencer and in-store scent styling combinations would provide content for PR stunts.





# NOW IT'S YOUR TURN TO DISCOVER OUR HERITAGE

The definition of heritage is property or valued objects and qualities, such as historic buildings and cultural traditions, that are inherited and passed down through the generations.

Heritage Great Britain operate attractions that may typically be visited by older generations, so this campaign focuses around the idea of the younger generation inheriting these incredible attractions and experiences, and it now being their turn to go and discover their heritage.

## TV & LONG SOCIAL AD

The TV and long social ad features an older, mature woman, likely in her late 50s to early 60s. She is narrating from off screen while the video shows her in some of the places Heritage Great Britain operates (1-4) at different times of year and in different weather.

*"Feel that fresh air, the wind blowing through the grass. We had picnics up here; rain or shine, it didn't matter... The journey was always part of the adventure, it would feel like we'd travelled to the end of the earth. I remember the smell of salt and sound of crashing waves; it's all so peaceful, yet so exhilarating at the same time."*

The scene then cuts from the older woman in these places alone, to show her overlooking some dramatic scenery with a younger man who is presumably her grandson. As she turns to him she says:

*"All these wonderful places, all so close to home, now has come the time we pass them on. Go, now, experience these incredible things. Now it's your turn..."*

Then the end slate with the logo fades in.



1. Viewing Snowdon



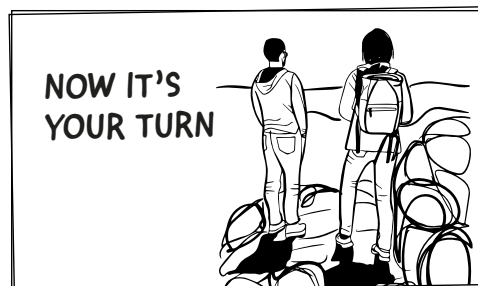
2. Hiking around Snowdon



3. at the John O'Groats signpost



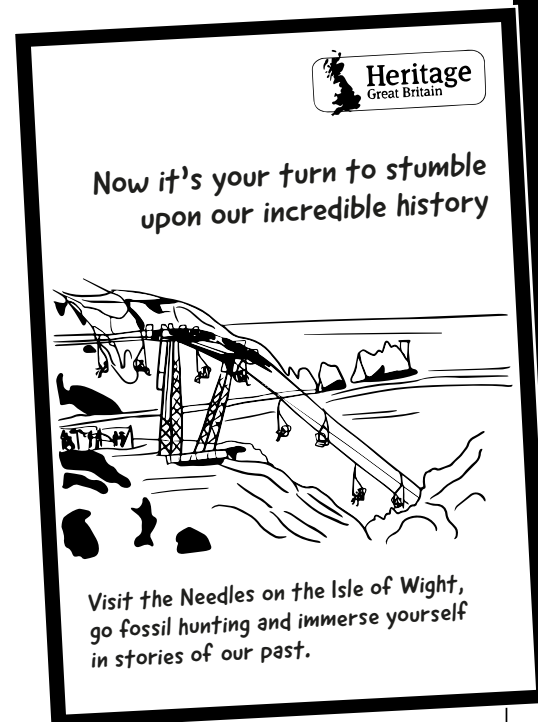
4. by the sea at Lands End



5. Dramatic scenery with grandson



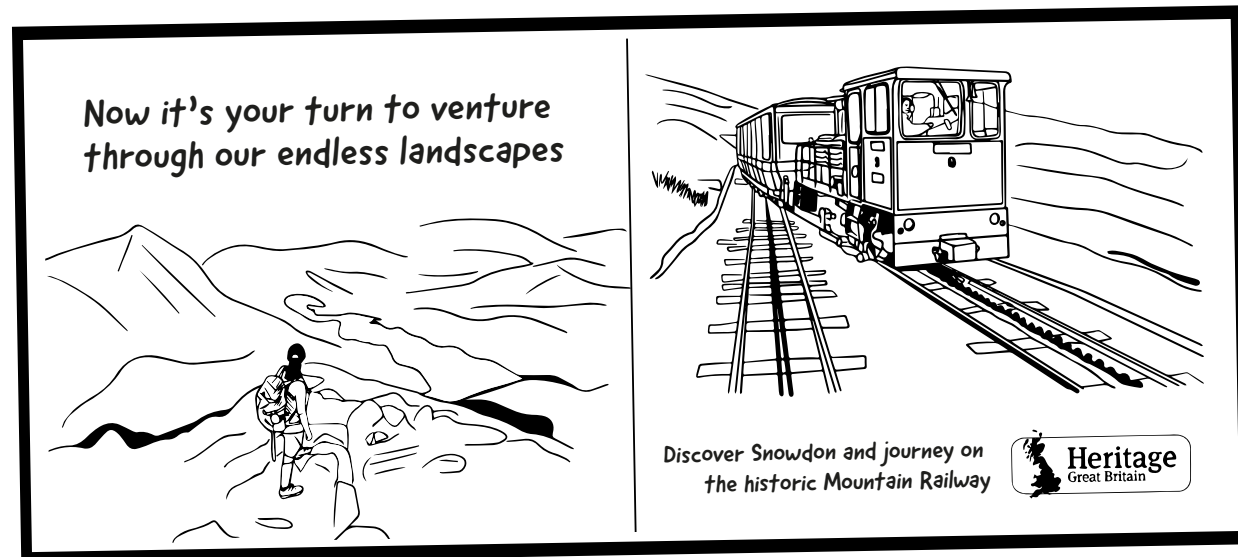
6. End slate



## OOH & SOCIAL ADS

All of the attractions operated by Heritage Great Britain are part of a wider area which visitors would be more inclined to visit than the attractions alone.


OOH and social ads featuring immersive style video clips would show each attraction plus other things about the area, such as USPs like the wildlife found at John O'Groats or the surfing in and around Lands End, showing that each attraction has something extra special about it.



# READY FOR MORE

Menopause is so often talked about in a very negative way, mostly about lacking things, struggles, feeling un-sexy or experiencing horrible side effects such as vaginal dryness.

Knect is aiming to turn the menopause into a beautiful experience, supporting people through it and celebrating the positives, such as the end to years of emotionally and physically taxing menstrual cycles, the discovery of a newfound sense of empowerment and self-esteem, and an increased zest for life after menopause. Knect is aiming to support those going through menopause in being 'ready for more', both in life and in their sexual experiences.



*There's something so beautiful about experience, about knowing who we are, and where we're going.*

*There's something so beautiful about confidence, about releasing your inhibitions, and finding a newfound sense of empowerment.*

*There's something so beautiful about coming out the other side, rejuvenated and ready for more.*

**Knect**

*Vaginal dryness is a common side effect of menopause. Knect's gentle, water-based lubricant helps you experience the pleasures of this period of life to the full.*

**Ready for more**



*There's something so beautiful about wisdom, about knowing what you want, and how to get it.*

*There's something so beautiful about energy, about rediscovering that zest, and passion for pleasure.*

*There's something so beautiful about coming out the other side, rejuvenated and ready for more.*

*Vaginal dryness is a common side effect of menopause. Knect's gentle, water-based lubricant helps you experience the pleasures of this period of life to the full.*

**Ready for more with Knect**

## OOH & PRINT

The campaign would run as a series of long form copy OOH and print ads, in places speaking directly to the target audience, featuring different sensual images of older, mature people, using the female gaze to show and amplify the raw emotions they will be feeling having experienced menopause.

The copy within the ads describes menopause as a process people go through, paralleling it to the process of sex or self-pleasure. It highlights the things menopausal people have or have gained through menopause, such as experience, confidence, wisdom and energy, and reminds them how beautiful these things are, and in turn how beautiful they are.

While the beginning sections of the copy reference the beauty of the outcomes of menopause, and would be flexible to allow for more variations to be added to the campaign, the final line would always be the same. It references the new lease on life many get following menopause, but also subtly ties back to the nature of the product.

# #FORALLOFUS

The skincare industry can feel like a very judgemental place and complete beginners can often feel left out for not understanding what all the jargon means or for not knowing what products they should be using.

As a brand that prides themselves on being inclusive, Skin Proud would welcome those who don't even know where to start into their community and take them under their wing. They would also invite those who feel like they aren't represented elsewhere to be part of their supportive community.

## OOH & PRINT ADS

Humorous and welcoming ads in high footfall places would resonate with the audience of reluctant but curious skincare beginners. The language and imagery within the ads would make them stand out as different from everything else within the skincare world, letting those who have previously felt excluded know that they are welcomed into this community. They would also target those who have begun their skincare journey but who are considering making a change to clean, vegan products.



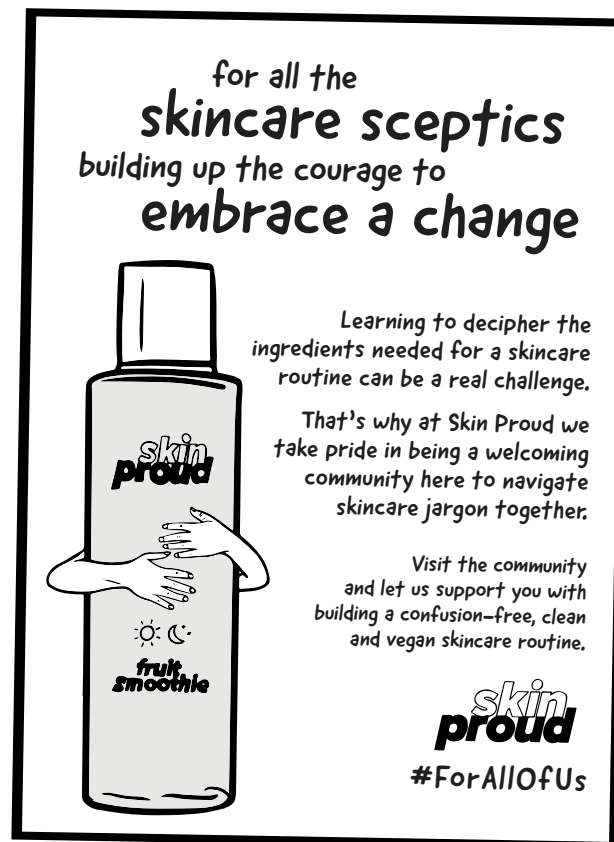
for all the **skincare curious** getting tempted to **dip a toe in**

Navigating the skincare aisle can be a really intimidating experience.

That's why at Skin Proud we take pride in being a welcoming community here to support and uplift each other.

Visit the community and let us support you with making sense of your first skincare routine.

#ForAllOfUs **skin proud**



for all the **skincare sceptics** building up the courage to **embrace a change**

Learning to decipher the ingredients needed for a skincare routine can be a real challenge.

That's why at Skin Proud we take pride in being a welcoming community here to navigate skincare jargon together.

Visit the community and let us support you with building a confusion-free, clean and vegan skincare routine.

#ForAllOfUs **skin proud**



for all the **skincare researchers** now ready to **dive right in**

Beginning a skincare routine can be a really daunting feeling.

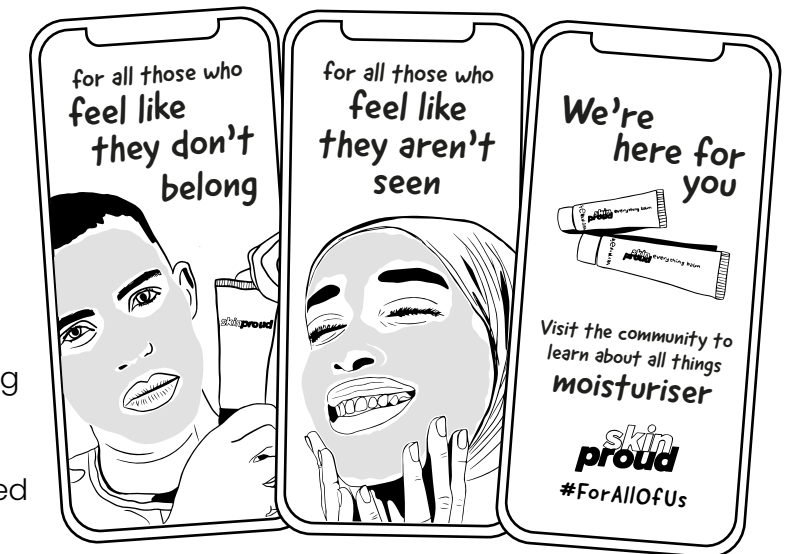
That's why at Skin Proud we take pride in being a welcoming community here to support and learn from each other.

Visit the community and let us support you with taking the plunge into your first skincare routine.

#ForAllOfUs **skin proud**

## SOCIAL

The social aspect of the campaign would be comprised of ads using straight talking messages paired with user generated style images of Skin Proud users who are exuding happiness and pride in who they are. The ads would direct people to join the Skin Proud community, where everyone is welcome.



## PARTICIPATORY COMMUNITY

### Community forum

To help introduce beginners to the world of skincare and help them build trust in the brand, we would develop a community forum on the Skin Proud website, manned by the community, where visitors could add anonymous questions and ask for guidance. The forum would also feature a translator which would help people understand the terminology used in the products.

### Participatory ads

We would collect responses from the more experienced skincare users within this community, asking why people were initially hesitant or reluctant to start using skincare. These honest truths would then form the basis of future OOH and social ads, such as "I'll admit I only learned this two weeks ago, but it's already changing my skin". These admissions would show beginners that nobody has it all figured out and that skincare is a journey the community can navigate their way through together.

### Peer to peer ambassadors

These more experienced skincare users within the forum would have the opportunity to become ambassadors for the brand (rather than using celebrities or influencers), so they are more approachable for beginners to turn to with their questions.

### Events & experiential

The community would also extend to pop up events / stalls in shopping centres with help booths, where those looking to get started with skincare can approach an ambassador for advice.



# NO MORE DISASTER DAYS

A lack of sleep and feeling overtired can make us do silly or embarrassing things, and almost all of us will have a story of a disaster day we have had.

Through the campaign 'No More Disaster Days', Calm would show that using the app to aid in falling and staying asleep can help to prevent overtired disaster days.

## RADIO AD

Featuring an automated clock voice and narrated in a slow, soothing tone reminiscent of the sleep story narrations from the Calm app. To be played predominantly during drive time radio shows, targeting those on their way home from work who may have also had a disaster day.

**Clock:** 08:23AM

*\*Sound of pouring from kettle\**

**VO:** Shuffling round the kitchen, Katie makes herself a morning coffee, not realising she's picked up the gravy granules.

*\*Sipping and then spitting out\**

**Clock:** 12:47 PM

**VO:** Katie rushes out of the important meeting with the scary client, feeling very relieved it's over. Her colleague in the corridor points out she's wearing her jumper inside out.

**Colleague:** Hey Katie! Did you get dressed in the dark today?

**Clock:** 17:03 PM

**VO:** Stumbling out of the office revolving door and through the car park, Katie discovers she's left her car lights on and now the battery is dead.

*\*Failing to start car\* \*Katie sighs\**

**VO:** Sounds like someone needs a good night's sleep.

Wind down your evening, wake up feeling refreshed and avoid disaster days like Katie's had. Download the Calm app from your app store, today.

## RADIO SHOW SEGMENT

Through this campaign, Calm would sponsor a segment called 'The Overtired Club' on a radio show such as Heart Evenings with Dev Griffin, which is aired on weeknights from 7pm. In the segment, celebrity guests would feature discussing silly situations or disaster days they've had from being overtired, and they would have the public send in their own stories.



## SPOTIFY AD

In the same style as the radio ad, shorter ads would be played on Spotify, more specific to the time at which they are being played. The below script would be played on a Sunday morning for example.

**Clock:** 8:46AM

**VO:** Jumping out of bed, Simon realises he's overslept his alarm and is now running very, very late.

*\*Sounds of rushing out the door, and car starting\**

**Clock:** 8:57AM

**VO:** Arriving at the school gates, Simon looks around wondering why it's so quiet.

**Child:** Daaaaaad, I told you it was Sunday!

**VO:** Sounds like someone needs a good night's sleep.

Being tired makes us do silly things. Download the Calm app from your app store today, get a better night's sleep and avoid disaster days like Simon's had.

Shorter versions of ads like this could even announce the actual time at the beginning with relatable situations of silly things overtired people have done.



#OvertiredClub

## SOCIAL CAMPAIGN

To run alongside the Overtired Club radio segment, we would also build a community on TikTok of people sharing their disaster day stories. These in turn could build a library of submissions which could potentially become the topics of future ads within the campaign.

# PLAYGROUND COFFEE MORNINGS

## THE IDEA

The youngest generation, with their developing empathy and observational behaviour, give us hope for the future.

## THE EXECUTION

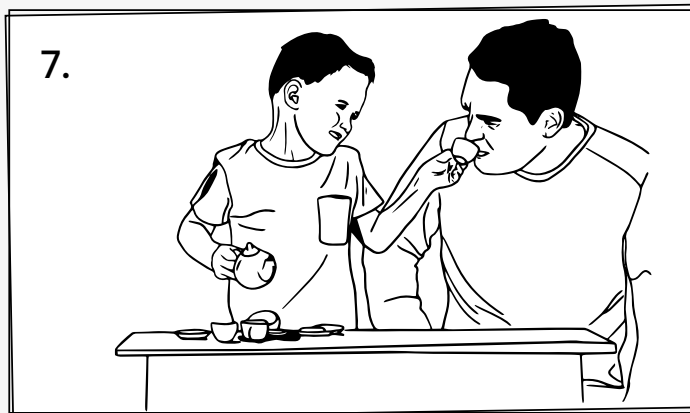
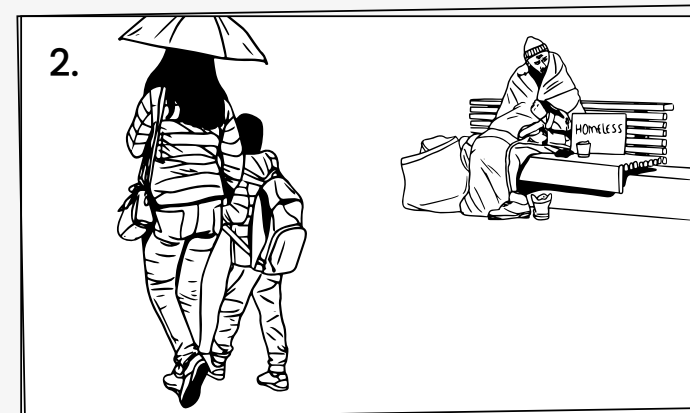
Playground coffee mornings

A television and social media ad telling the story of a 5-year-old boy and his friends who, inspired by what they've seen their parents do, decide to hold a pretend coffee morning in the playground to raise money for a homeless man the young boy spotted on his walk to preschool.

The ad would be mostly unscripted to get natural behaviour, chatter and reactions from the children. The candid filming style would provide extra snippets of footage that could be used as shorter ads, and would be an opportunity to open up the conversation around children's perceptions of homelessness.

## FURTHER OPPORTUNITIES

The concept could extend to a series of fundraising events in Manchester. These could be both fundraising coffee mornings where school age children invite local well known figures to attend their coffee mornings, and also drop in coffee morning sessions for the users of Coffee 4 Craig's services, sponsored by fundraising events held by local schools.



## THE SCRIPT

1. A young boy is being walked to preschool by his mother in the rain.
2. The boy notices a street homeless man across the square and does a double take to look back at him.
3. The scene cuts to later in the day and the same young boy is now in the playground, putting toy cups on a table.
4. A little girl at the table with him is then pretending to pour out and serve cups of tea.
5. Two young girls sat at a table next to them blow on and then carefully sip at pretend coffees.
6. A teacher joins the group at their tables and asks what they are doing. The young boy explains "we're having a coffee morning like my mummy does. We wanted to collect some pennies".
7. The teacher asks what they are collecting pennies for as the young boy offers him a pretend coffee. He replies: "They're for the man I saw outside who doesn't have a house. We wanted to help make him feel safe".
8. The logo and call to action fade in over the video as the voiceover reads "Our children notice more than we realise, so let's give them something good to copy. Host your own coffee morning in aid of Coffee 4 Craig, or donate today to help end homelessness across Greater Manchester. Visit our website to find out more."

# FEEL LIKE A NINJA



The traditional process of car buying is often a stressful experience where people feel like they have to take risks or jump through hoops. In contrast, cinch makes car buying simple, stress free, and possible to do without leaving your sofa.

Described as the 'toughest show on TV', Ninja Warrior UK would be the perfect sponsorship opportunity for one of the easiest ways to buy a car, so everyone can feel like a ninja when buying a car through cinch.

## SPONSORSHIP & TALENT

Ninja Warrior UK: Race for Glory was shown on ITV at 5:30pm on Saturdays, and features three high profile presenters who would also feature within the sponsorship advertising - Ben Shephard, Chris Kamara and Rochelle Humes. The TV advert and idents would use the sounds, colours, format and commentator style from the show, and cinch would become sponsors of the prize cars contestants would win. The sponsorship could also link to the Ninja Warrior fitness centres throughout the UK, sponsoring events and competitions.

## IDENTS

### Ident 1. - Woman laying on sofa with laptop choosing a car on cinch

Chris: "She's got great balance here, we've never seen someone so relaxed"

Ben: "Definitely, I can't believe she's even doing it laying down"

Chris: "Yeah, there's no dithering around here... aaaand I think she's just cinched it"

VO: "cinch, cars without the faff - proudly sponsors Ninja Warrior UK"



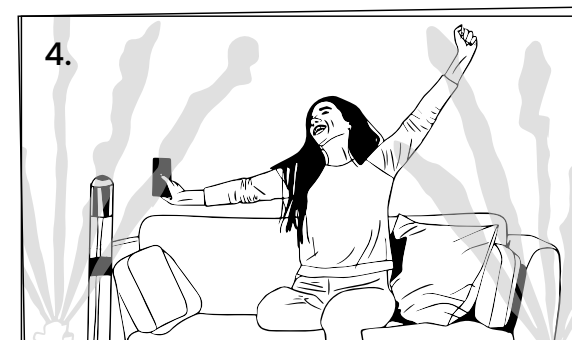
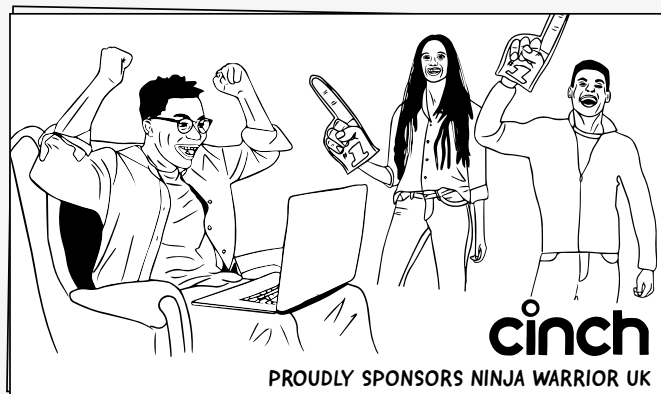
### Ident 2. - Man in armchair with laptop, choosing a car on cinch with supporters in the background waving giant foam hands

Ben: "Just look at the support he's got in the room tonight"

Chris: "Not that he needs it though, he looks he's got this in the bag"

Ben: "You're right... He's absolutely cinched it!"

VO: "cinch, cars without the faff - proudly sponsors Ninja Warrior UK"



## TV AD

The TV ad is inspired by the new Race for Glory concept of the show where competitors race against each other to complete the course.

### 1. - Two competitors shown on split screen - Rochelle introduces them from off screen

Rochelle: "Racing in the red lane today we've got Fred, he prides himself on doing it the traditional way, and in the blue lane we've got Helen, she's got a new method this time and she says she's been working out her thumbs in preparation"

### 2. - Presenters / commentators Ben & Chris

Ben: "We've got two great competitors here"

Chris: "Oh, we certainly do Ben"

### 3. - Split Screen (commentary continues off screen)

Chris: "Look at Helen go, she's flying through this"

Rochelle: "You've got this Helen!"

Ben: "I don't think Fred can catch up now, he seems to be taking the long way through this, and he's beginning to look very stressed"

Chris: "This new technique we're seeing from Helen is amazing, it's completely effortless... she's not even breaking a sweat"

### 4. - Helen celebrating as the finish line button pops up in her living room beside her, she hits the button and fireworks go off around her like in the show

Ben: "aaaand she's done it"

Chris: "ahhh what a great effort from Helen, she's absolutely cinched it!"

### 5.- End Slate

VO: "cinch, cars without the faff - proudly sponsors Ninja Warrior UK"

## SOCIAL

Introduction videos to the cars featuring Rochelle's commentary as on the show would extend the partnership onto cinch's social channels. We would also run competitions where celebrities would compete at obstacle courses on behalf of members of the public. The winning celebrity would win a car for their member of the public.

