

# Shannon Brown

Final Submission - School of Thought 2024

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THE WHAT: 12 briefs in 12 weeks

THE WHY: I wanted to dabble with creativity outside my day to day medium and re-claim my creative voice

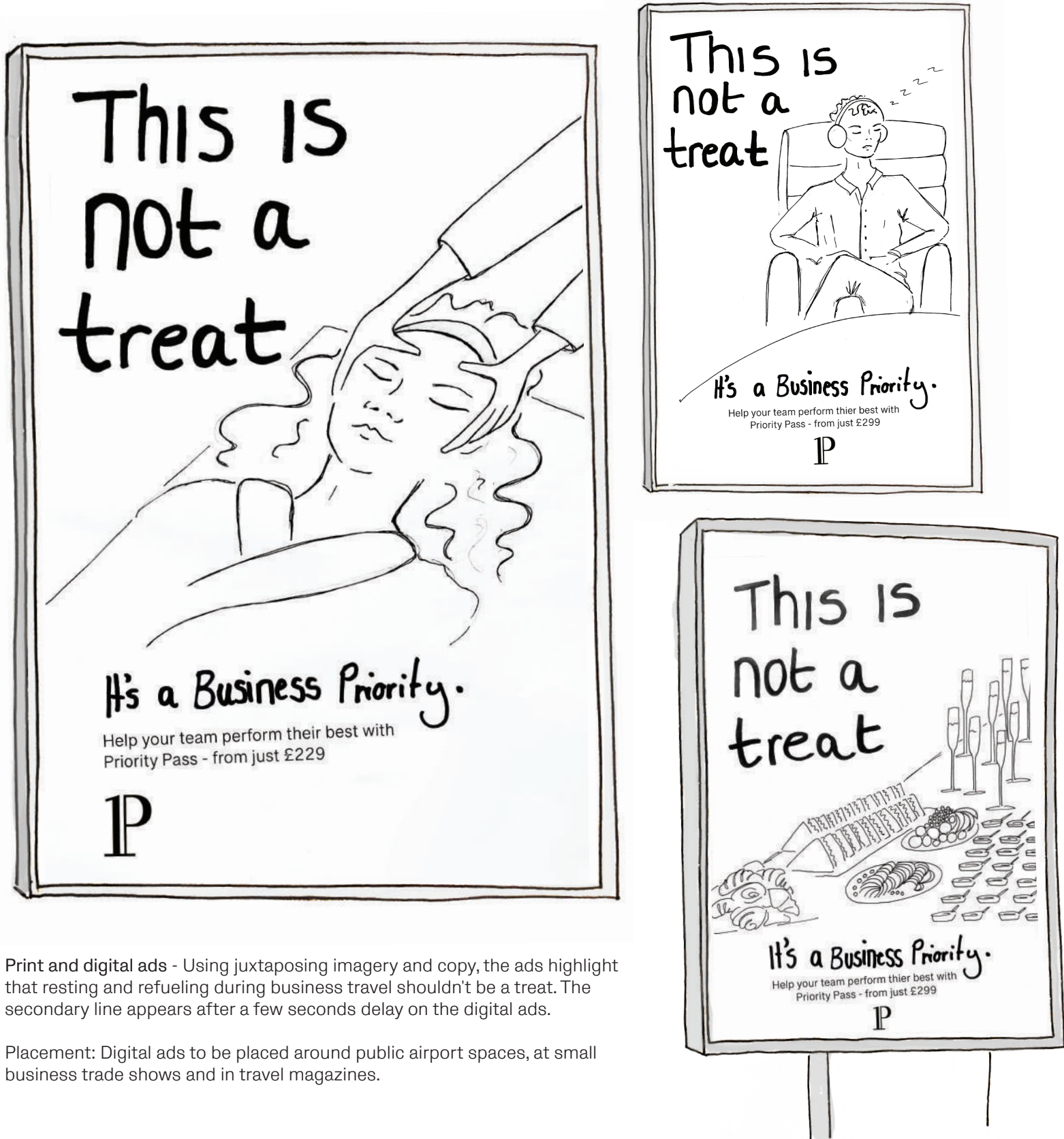
THE WHERE: 12 fabulous agencies in central Manchester

# Priority Pass - This is Not a Treat

Media: Social, Digital Ads, In-airport ambient opportunities  
Brief: Sell the priority pass to small business owners with the proposition that better journeys lead to better business

Business travel can be particularly overwhelming - especially in crowded and hectic airports. Whether it's managing neurodivergence, parenting duties, or travel anxiety, these challenges can hinder focus and performance for employees. Staying calm and centered is key to delivering results while travelling for work.

So with that in mind, this campaign argues that the benefits of a priority pass shouldn't be viewed as a frivolous luxury or treat, but rather as a vital tool that enables employees to perform at their best.



Print and digital ads - Using juxtaposing imagery and copy, the ads highlight that resting and refueling during business travel shouldn't be a treat. The secondary line appears after a few seconds delay on the digital ads.

Placement: Digital ads to be placed around public airport spaces, at small business trade shows and in travel magazines.

## Audio Advert

(Scene - Airport Tannoy Announcement)

### SFX - Bing Bing Bong

VO - Dear Small Business Owner, we know that travelling for work can often be a tough grind, for you and your team. Long hours, bad food, numb bums, patchy wifi and significant time away from the family.

Priority Pass gives you and your team access to some of the most luxurious airport lounges in over 600 countries. Quiet, restful and well connected spaces that help reduce the travel burden.

Good Coffee? We've got it.  
Wifi to call the kids? That's a given.  
Cosy chairs for some shut eye. You betcha.  
Pre flight massage? Hello Sailor!

But make no mistake, this is not a treat. Priority Pass is an investment in your people, and a priority for your business.

Ensure you and your team feel rested and raring to go, every time and invest today from just £229.

Priority Pass - from Collinson International  
(ends)

Audio Advert (above). This is a manifesto style audio advert calling on small business owners to prioritise their staff and their well being during business travel. Placement would include Spotify ads on key business podcasts and major commercial radios.



Social Media Carousels.

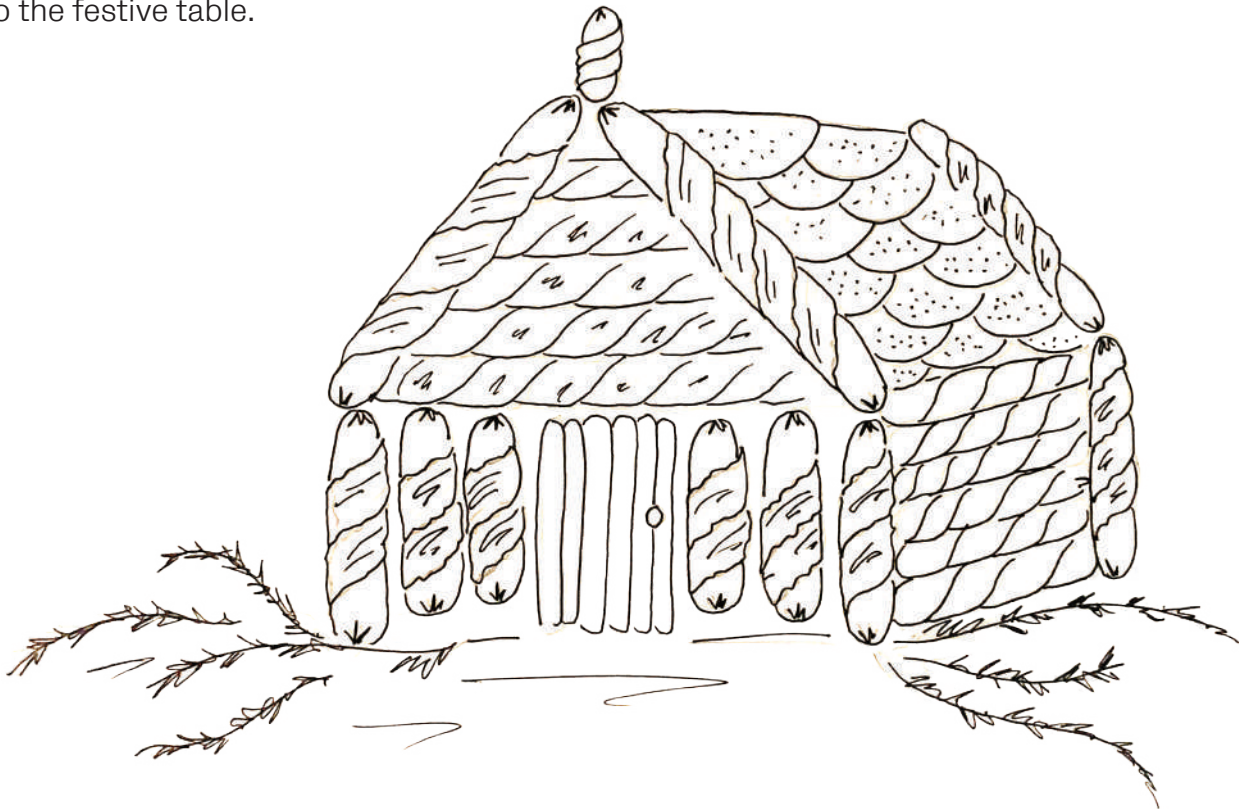


# ICELAND - THE LOG CABIN CHALLENGE

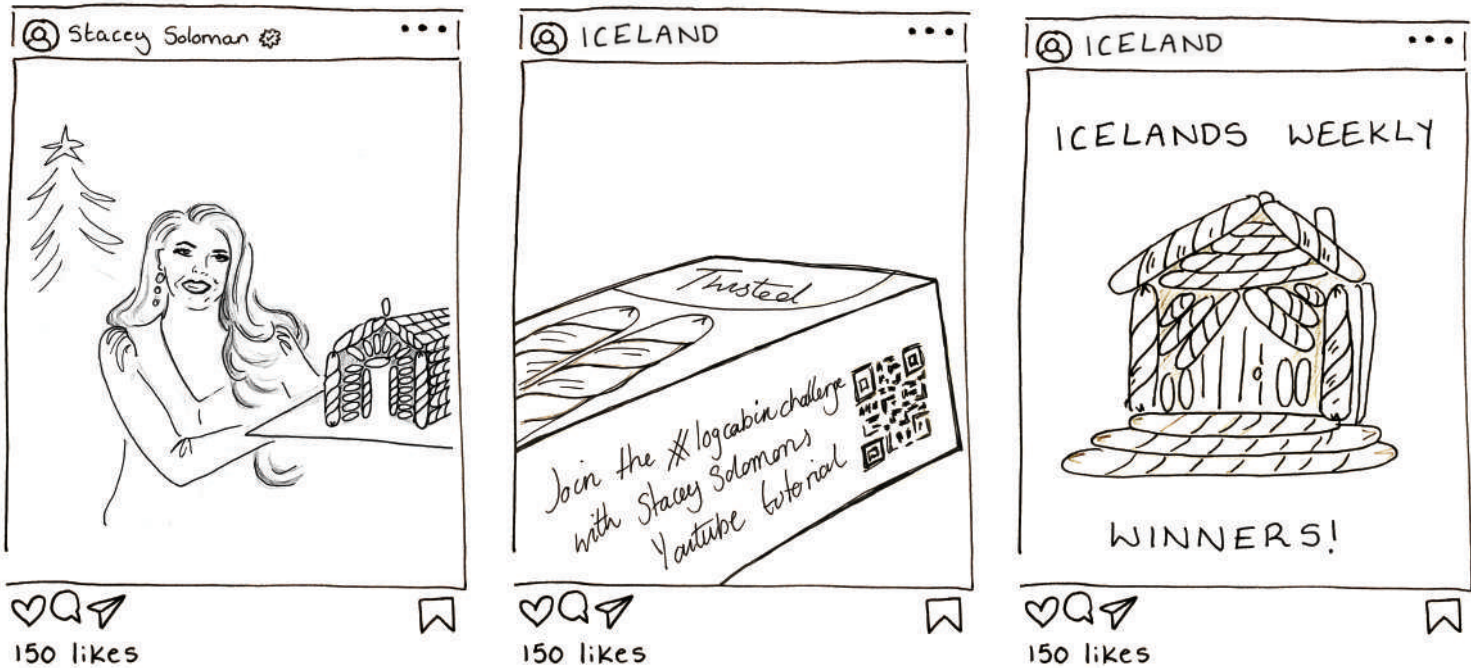
Media: Tabloid Press and Social  
Brief: Sell Iceland's iconic foot long pig in a blanket at Christmas

Christmas is a time for family, fun, and celebrating together—no matter your budget. 'The Log Cabin Challenge' campaign puts Iceland's footlong pigs in blankets at the heart of the holiday season, inviting the public to build a log cabin made entirely out of these delicious treats.

Capitalizing on the universal desire to go all out and show off at Christmas, the campaign encourages people to get creative and create a centre piece that's memorable and delicious. It's a playful, shareable way to bring a touch of fun and flair to the festive table.



Part 1: Iceland launches the log cabin challenge in collaboration with Stacey Solomon. Log cabin tutorials by Stacey are accessible by QR codes which will be found on the side of every pack of foot long pigs in blankets from Iceland. Prizes will be given to weekly winners who submit thier entries via #logcabinchallenge



## Part 2: Press pick up on #logcabinchallenge launch



Press Extract:  
  
“This week the internet has gone wild over a new Christmas food trend. It’s a log cabin made using Iceland’s new foot long pigs in blankets.

The trend went viral after Christmas enthusiast and celeb Stacey Solomon released her version of the sausage cabin and hash-tagged #logcabinchallenge. Iceland will be picking weekly winner to receive prizes each week as well as awarding a lifetime supply of their foot long pigs in a blanket to the winners of their in person competitions held all over the UK throughout December.

This is one to watch!”

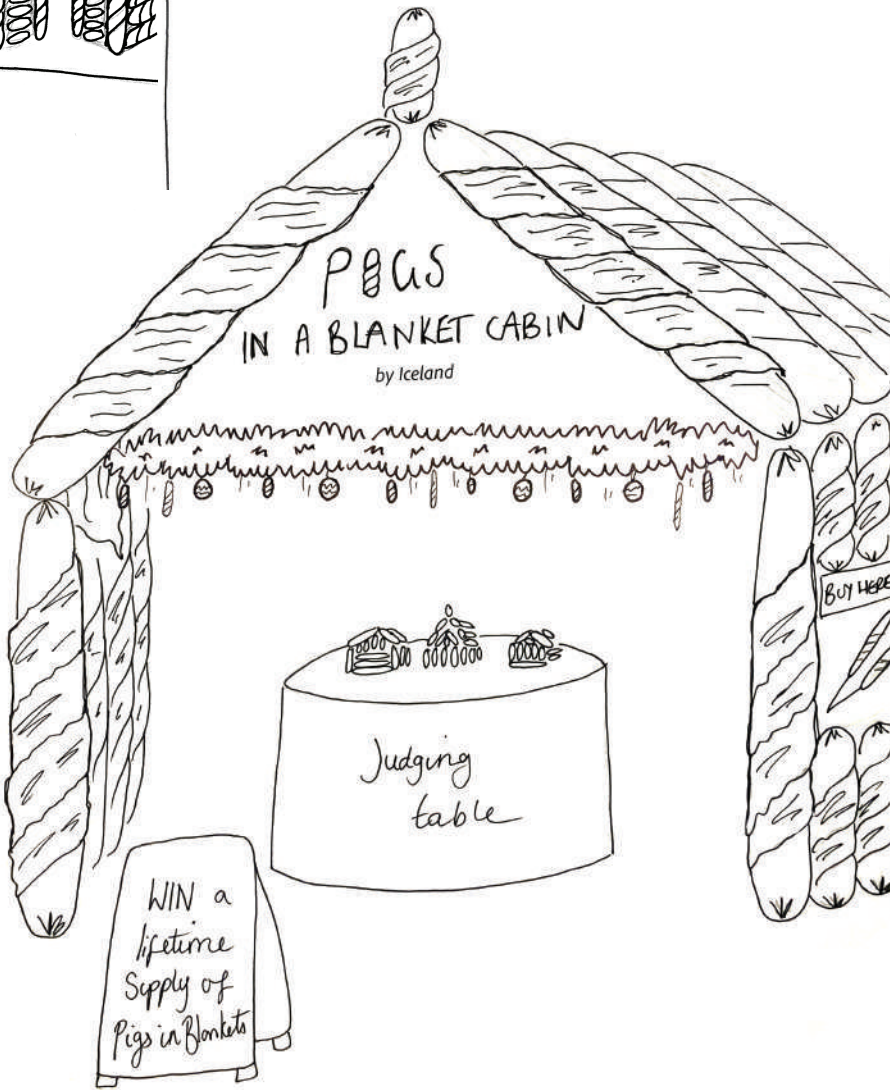
## Part 3:

‘Pigs in Blanket Cabins’ would pop up across the UK during the Christmas markets, including a giant, feature cabin at Winter Wonderland.

Bakeoff style log building competitions would take place in the cabins every day with celebrity judges like Stacey Solomon, Noel Fielding and Paul Hollywood choosing a daily winner.

These winners would receive a life time supply of footlong pigs in blankets.

Cooked footlong pigs in blankets from Iceland would also be available to buy from the sausage hatch.

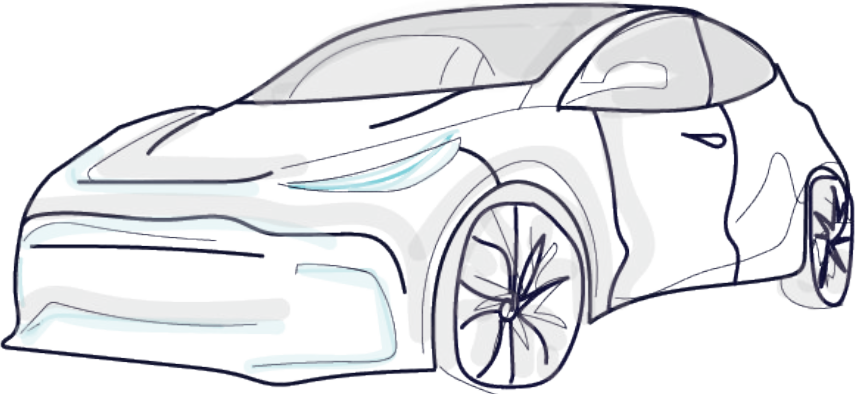




# TOYOTA - FIND YOUR VIBE

Media: Social Media Campaign (Instagram, TikTok, Facebook)  
Brief: Sell the new electric Toyota Vibe as the ultimate city car for a sustainable lifestyle– compact, efficient, and flexible.


Adulthood today is about being flexible and adapting to the ever-evolving, fast-paced world around us. Find Your Vibe invites young adults to find the perfect city car that suits all of their complex needs - with no attachment and no guilt needed.



## THE SHORT TERM-RELATIONSHIP YOU DON'T NEED TO FEEL GUILTY ABOUT

Wallet Approved ✓ Planet Approved ✓ Dad Approved ✓

**Find your vibe from just £50 per day**



Social Media Launch Video in collab with Georgia Toffolo.



Georgia: Hello darling how are you?  
Milly: Oh I'm so well thank you.  
Georgia: You'll never guess what?!



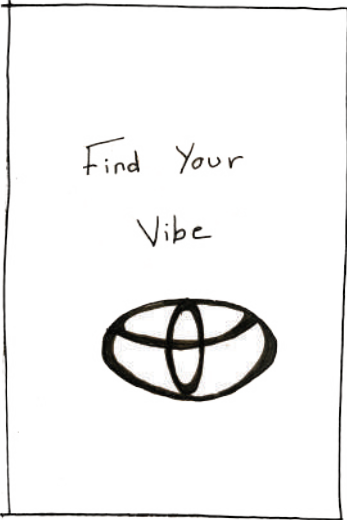
Milly: What?  
Georgia: think I've finally found THE ONE.  
Milly: Oh my god you've been looking for ages I'm so happy fo you!



Georgia: I know, he's into anything casual, commitment - whatever I want - plus my dad loves him! Want to meet him?



Georgia: I'm going to call him Terry!





### Tony

**Lives in London**  
Less than a mile away

About me: Loves night time city drives, EDM, heated seats and long distance phone calls.

Looking for: Short-term, but long term OK

**Interests:**

Sustainability Oat milk lattes Fred Again

**Find your Vibe.**  
From just £50 per day.



### Tanya

**Lives in Manchester**  
Half a mile away


About me: Loves getting out of town for a long weekend, sustainable living, political podcasts and lengthy chats.

Looking for: Long term partner

**Interests:**

Weekends away Sustainability

**Find your Vibe.**  
From just £199 per month.



### Tara

**Lives in Glasgow**  
Less than a mile away


About me: Loves remote travel outside of the city, being outdoors even in bad weather and sultry tunes.

Looking for: Short-term

**Interests:**

Sunset Drives Sade Sustainability

**Find your Vibe.**  
From just £50 per day.



### Terry

**Lives in Bristol**  
100 yards away

About me: Loves carrying your luggage, impressing your friends and smooching your parents.

Looking for: Still figuring it out

**Interests:**

Vegan drive throughs Leon Bridges Sustainability

**Find your Vibe.**  
Subscriptions from just £450 per month.

Localised car ‘dating’ profile ads would be pushed out on Instagram stories and Pinterest.

Targeted specifically at prospective customers in urban areas and tailored to their specific interests.

These would also double up as lovely digital or OOH ads dotted in and around urban areas.



# Go North East - The Show Must Go On

Media: Integrated Campaign

Brief: Get infrequent and lapsed bus riders back on the Go North East network after the recent strike action

Buses may have their flaws, but they're also often a quirky and entertaining space. The average Brit watches 4.2 hours of reality TV a week and we are obsessed with entertainment, (even if it's just watching others watch TV). But real life can be just as weird and wonderful—if we take the time to notice.

The Show Must Go On turns the everyday bus ride into a stage for daily entertainment, inviting the public to celebrate the buses return and join in the joy of people-watching and witnessing the unscripted moments around us.

## Part 1: PR Campaign

To launch the show must go on we would set up a PR campaign where Go North East Box Offices would be dotted across the North. These box offices would sell tickets to 'the show' which are actually special PR bus journeys.

Tickets would be £2 and the idea is that the journey itself would be a bit of fun interactive theatre. Hidden paid actors would have subtle story lines that would play out throughout the route, making each trip a little juicier adding extra drama to the trip.



You could also choose different journeys. For example, a ticket on the 'Love Bus' would get you access to a singles only bus journey with a mix of the public and single celebs. We could invite ex love island contestants, single Olympians, men (actually) in finance and include some flirty activities like note passing. The paid actors would add some extra drama giving lots of UGC insta & tiktok opportunities.

We could then replicate this with other bus routes like the Family Fun Bus, The Gossip Mobile or a Lucky Dip Trip where a variety of odd, entertaining and theatrical moments would take place.



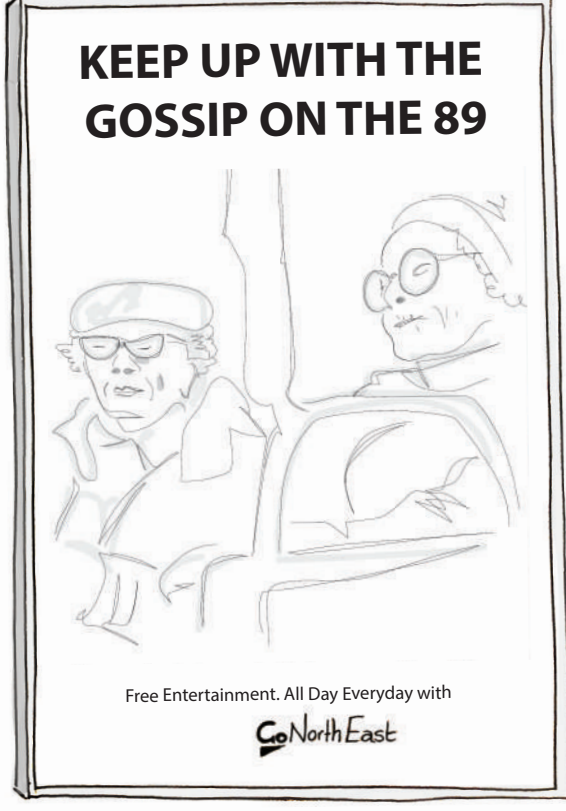
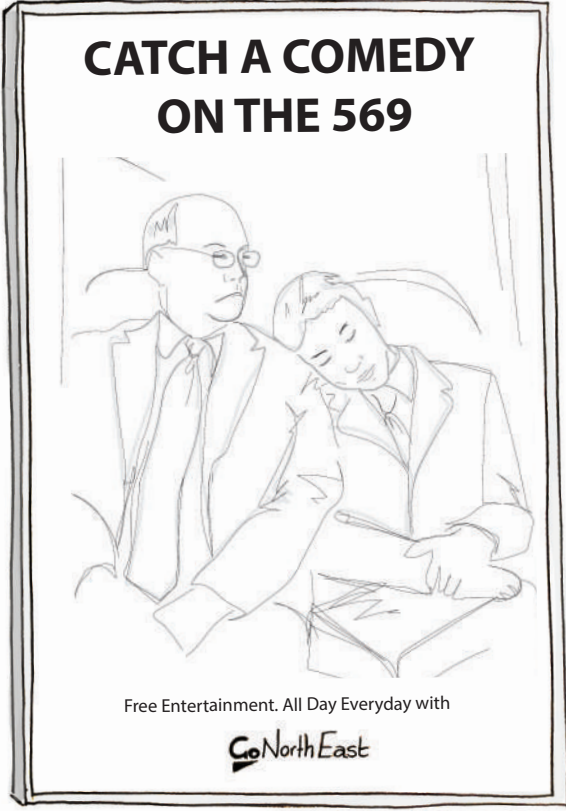
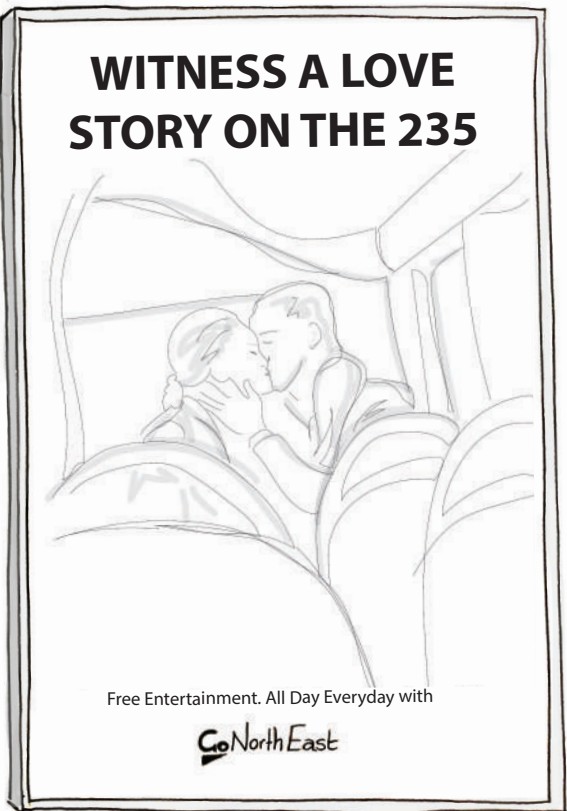
## Part 2: OOH Ads

Large scale OOH ad in a wasgij style would show the chaos and humour in riding the bus. The ad would be visually rich and vibrant with old dears gossiping, dogs barking, people chatting, school kids squabbling and more. Shot in a glossy style.

In addition there would be portrait OOH's launched showing individual humorous scenes (below).

## Part 3: Socials

Go North East would share the entire campaign on their socials using the video footage from the PR bus journeys as content fodder. They could have a kiss cam or flirt alert that highlighted any saucy interactions. The hashtag #TheShowMustGoOn would capture the priceless moments from the public and the brand account and campaign would naturally generate a buzz and would create a great opportunity for organic UGC.





# Holland & Barrett - Sleep Saints & Sleep Sinners

Media: Social Media  
Brief: Sell 'Sleep' - the best immunity solution.

Inspired by Brat vs Demure this campaign taps into the recent trend of polarisation on social media, in order to spark conversation around sleep habits. We all know two types of sleepers: the Sleep Saints, who religiously stick to early bedtimes, and the Sleep Sinners, like me – who struggle to get themselves to bed on time no matter how hard they try.

The campaign invites people to choose their camp: are you a Sleep Saint or a Sleep Sinner? No matter which side you land on, both can benefit from sleep gummies to improve or enhance their sleep routines. The goal is to get people talking about their sleep habits, embrace their routines, and make the most of the sleep they get – gummies included.

## Part 1: Visual Aesthetic Launch

Much like the brat and demure trends of the summer we would launch this concept with two very distinct and highly appealing visual aesthetics . See online link here or QR code.



## Part 2: Talent Collab

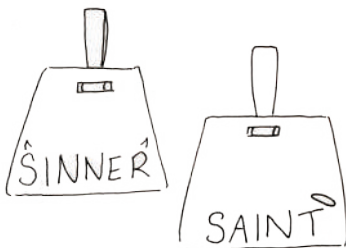
To launch the campaign to the public we would start with two key talent collaborations as the face of our sleep Saint and Sinners:

@Emthenutritionist - Sleep Saint  
@Fredagain - Sleep Sinner

To introduce Em the nutritionist as our leading Sleep Saint we would release teaser footage of her dressed as a saint, in a vogue style fashion shoot, surrounded by a dramatic church like settings and fog - think Tim Walker.

We would then release a full video where Em slowly raises the bottle of gummies to her heart and sensuously takes one out and pops it in her mouth to the dramatic church music, similar to that from fleabag. The line would read 'for all my saints this is for you'. At the same time we would launch our PR stunt to introduce Fred as our Sleep Sinner - see Part 3.

Light pink or dark purple Holland & Barrett goodie bags with 'SLEEP SAINT' or 'SLEEP SINNER' printed on them.



## Part 5: Vox Pops

After the launch of the talent partnership we would engage the public in vox pops – encouraging them to share their sleep Sinner / Saint stories. Depending on their answers they would then be sent to one side of the street to either receive a Sinner or Saint bag – both would contain the same sleep gummies but the appeal would be being sorted into a camp in order to receive your free gift.

## Part 3: Fred Again collab

To launch Fred again as our nominated sleep sinner we would host a PR stunt at a large gig in London. Fred would throw sleep gummies into the crowd in small baggies with only a QR code and the words SINNER on the back as an explanation to what the product is. Simultaneously the word SINNER would flash behind Fred at the gig and the song 'I can't get no sleep' would be remixed into his music. The stunt would garner press attention and launch him as our nominated sleep sinner.

## Part 4: TikTok Interviews

Holland and Barrett would then release an interview on TikTok they have done with Em and Fred together, their anointed Sinner and Saint. They would then talk openly about their sleep habits and routines and how the gummies work into this.



## Part 6: Filter Drop

Once momentum had built on the campaign we would release Saints & Sinners Instagram filters for users to get actively involved in the trend. To launch this you would run an interactive quiz on H&B Instagram stories asking questions on peoples sleep routines. Mostly no's would get the result Sinners and mostly yes's would be Saints - ending with a link to the filter drop so people can try their own Saint or Sinner filter and share content.

## Part 7: UGC and Press Coverage

Naturally the campaign and PR stunt would drive organic engagement, UGC and press coverage turning the sleep Sinner and Saint into a viral movement.



**FRED AGAIN THROWS DRUG BAGGIES INTO CROWD FILLED WITH SLEEP VITAMINS - IN BIZARRE**



**HOLLAND & BARRETT COLLABORATION.**



# EA FC - National Football Camp

Media: Anything  
Brief: Find an existing cause (or make one up) that EAFC can get behind. Get people to pay attention and change their views/ behaviour.

Over the past 12 years, the UK has seen the closure of 1,423 council-run youth clubs, many of which were in low-income areas. At the same time, childcare costs during the summer holidays have soared, worsened by inflation and the ongoing cost of living crisis. Options like summer camps, often priced at £1,500 per child, have become increasingly inaccessible to many families, placing significant financial strain on parents.

This campaign introduces a UK-based charity the NFC which would be launched by EA. The club would offer free nationwide football summer camps for children aged 5-18, addressing the growing need for accessible, affordable childcare. Supported by major figures in sport, football, and culture, this charity-funded initiative provides relief to families by offering a safe, supportive environment for kids to stay active, healthy, and engaged during the summer holidays. It eases the financial burden on parents, ensuring children have a positive experience while staying physically and socially active.



Part 1: Open letter & campaign launch video

David Beckham would act as the face of the campaign, sharing the open letter and a candid video to his 88 million followers on social media, introducing the new National Football Camp. David would pull on his own experience of juggling parenthood with an intense career and echo the heartfelt wording in the open letter.



Dear Parents,

We understand that raising the next generation is no easy feat.

Soaring childcare costs, the pressures of the workplace and dangers to children on our streets are just a few reasons we wanted to step in.

With the cards stacked against many of us in today's economic conditions we are coming together to lend a helping hand, by creating the country's first, charity backed National Football Camp.

A safehaven for kids during the school holidays, spanning the entire length of the country.

We promise to provide you with free, flexible childcare cover for your children aged 5-18 outside of term time, helping you to find a better balance. We promise to prioritise your childrens health and happiness by providing fitness, entertainment, nutritious meals, community, talks and mentors.

They say it takes a village to raise a child but we think it probably takes the efforts of an entire country. So while the government tackle rising costs, we're here to help in the meantime.

Open today and open to all.

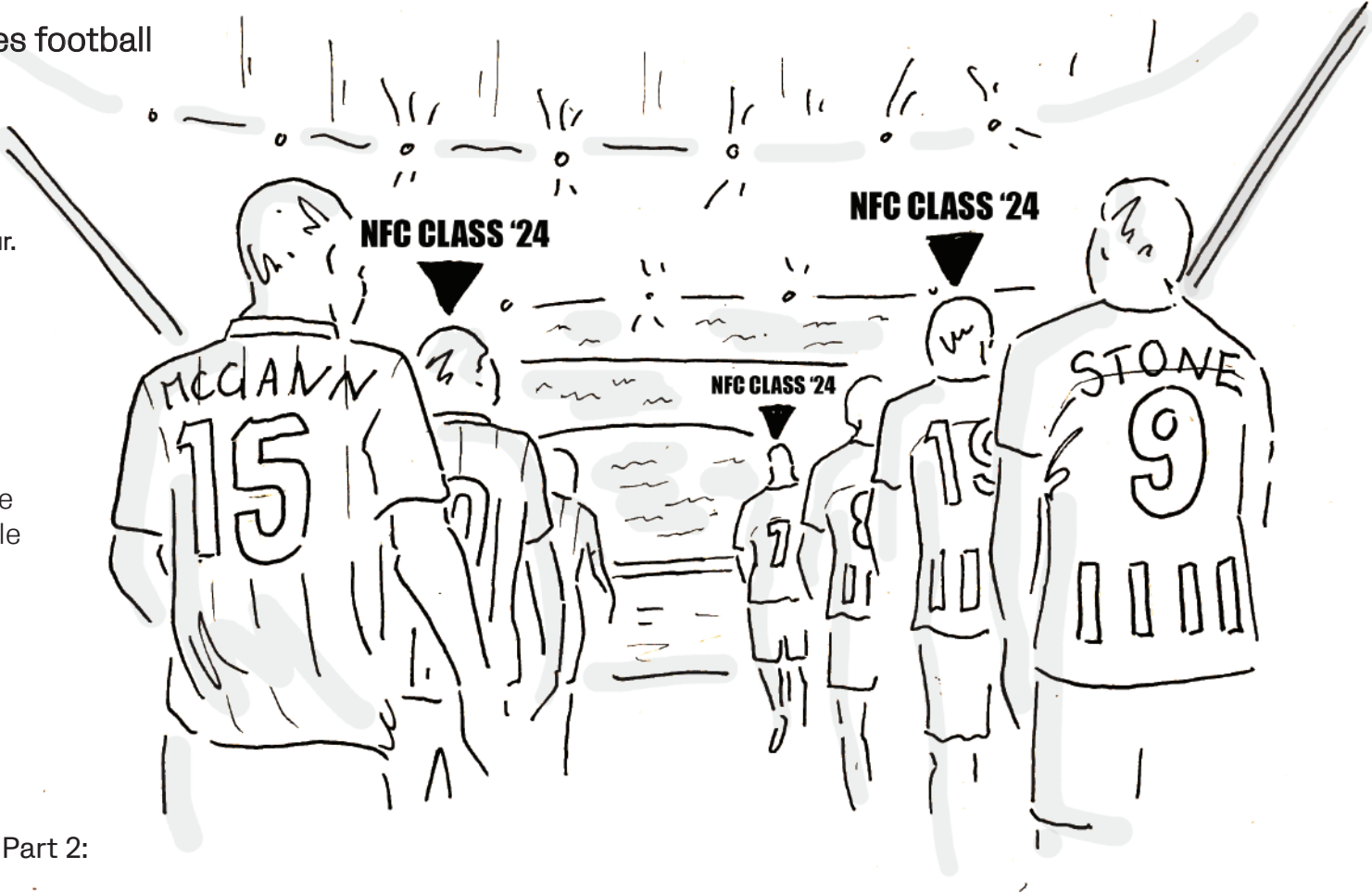
With love & support from the new, National Football Camp.



Signatories:

Andrew Wilson - CEO of EA  
Anna Whitehouse - FlexAppeal Campaigner  
David Beckham OBE  
England Mens Football team  
England Womens Football Team





Part 2:

Kids could win a chance to be entered into the following year's FC game. As a fun feature & to bring the campaign back to FC - every year after the close of the summer camp, each area will submit their players of the season. FC will then randomly pick 22 players from the 16-18's category across the country to have their own FC characters. These real teenagers would have their own FC characters animated and uploaded to the following years game, with tailored rankings, playstyle and a custom NFC sponsorship logo. They could then be added to any team, playing side by side with some of the worlds top footballers. Players would have a little tags that say NFC class of '24.

Part 4:

We would also launch NFC in game advertising, directly targeting kids of the right demographic encouraging them to try out the new National Football Camps.



# Knect - Feel The Difference

Media: Anything that suits the message but words only.  
Brief: Getting the audience to reassess Knect Lube as a pure pleasure product, not a procedure.

There is often shame and embarrassment surrounding vaginal dryness and menopausal symptoms, with many women feeling self-conscious about using lube as part of their sex life. Feel the Difference encourages women to embrace lube as the key to reigniting their sexual well-being, helping them rediscover the pleasure and intimacy they deserve.



OOH ads

The campaign would lead with bold OOH ads dotted across the country.



Radio ad: Feel the Difference

VO: We are the difference between this...

“oh god, oh god, oh god, oh nooo”

and this..

“OH GOD, OH GOD, OH GOD, OOOOOOH YESSSSS!”

Knect. The secret ingredient to your sex life. Helping you turn off your internal anxieties and put a stop to your physical discomfort.

Get back to you and feel the difference with Knect.

Smoooooth operator  
(end)



# Vision Express - What about us?!

Media: Audio only ads  
Brief: Sell the concept of prescription sunglasses to sceptical brits, with the proposition of ‘See the Summer in Style’.

Lots of us take great care to look after our overall wellbeing, making sure we stay hydrated, hit the gym, eat well and get plenty of sleep etc, so why do we forget that looking after our eyes is also looking after our health? I wanted to know what our eyes would have to say about this. ‘What about us?!’ is written from the perspective of our eyeballs and answers this very question.



## 30 second commercial radio script

Title: What about us?!  
Brand: Vision Express

Faint background music plays – Johnny Nash, I can see clearly now, instrumental

MALE VO [cheeky aussie accent]

“Eh you. Yes you. It’s your eyeballs here. We’ve been watching you. Slathering on the sun cream, pumping the iron, guzzling that water.

But what about us eh? Where’s our TLC?

Remember last year when you let us burn under sand lodged contact lenses and made us squint the whole drive down the south coast?

We used to be STRONG, but we’re losing our strength year on year – how’s about we finally get some of those custom sunnies?

You know we’re worth it!”

FEMALE VO [soft british accent]

Give your eyes the TLC they need this summer and keep them performing at their best, with prescription sunglasses from Vision Express.

Background music gets louder, I can see clearly now... fades out.

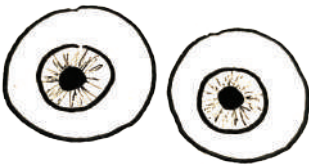
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## Part 1: Radio Placement:

I would see this on drive time radio in the mornings and evening on commercial radio shows, connecting with an audience who may be squinting on their drive home. I’ve also aligned the ad with shows that have more characterful, comedic tones, where this ad placement would feel fitting.

Suggested radio placements include the Dave Berry Breakfast show and Hometown with Bush & Richie on Absolute Radio, Chris Moyles Breakfast show and Drive home with Johnny Vaughan on Radio X.



“Eh you. Yes you. It’s your eyeballs here. We’ve been watching you. Pumping the iron, scranning the protein, guzzling that water. But what about us eh? Where’s our TLC?”

“Listening to Taylor Swift and giving your ears a treat, eh? But what about US?! Where’s our TLC?”

“Booked another dentist appointment have you!? Well what about us?! We need as much TLC as your precious nashers!”

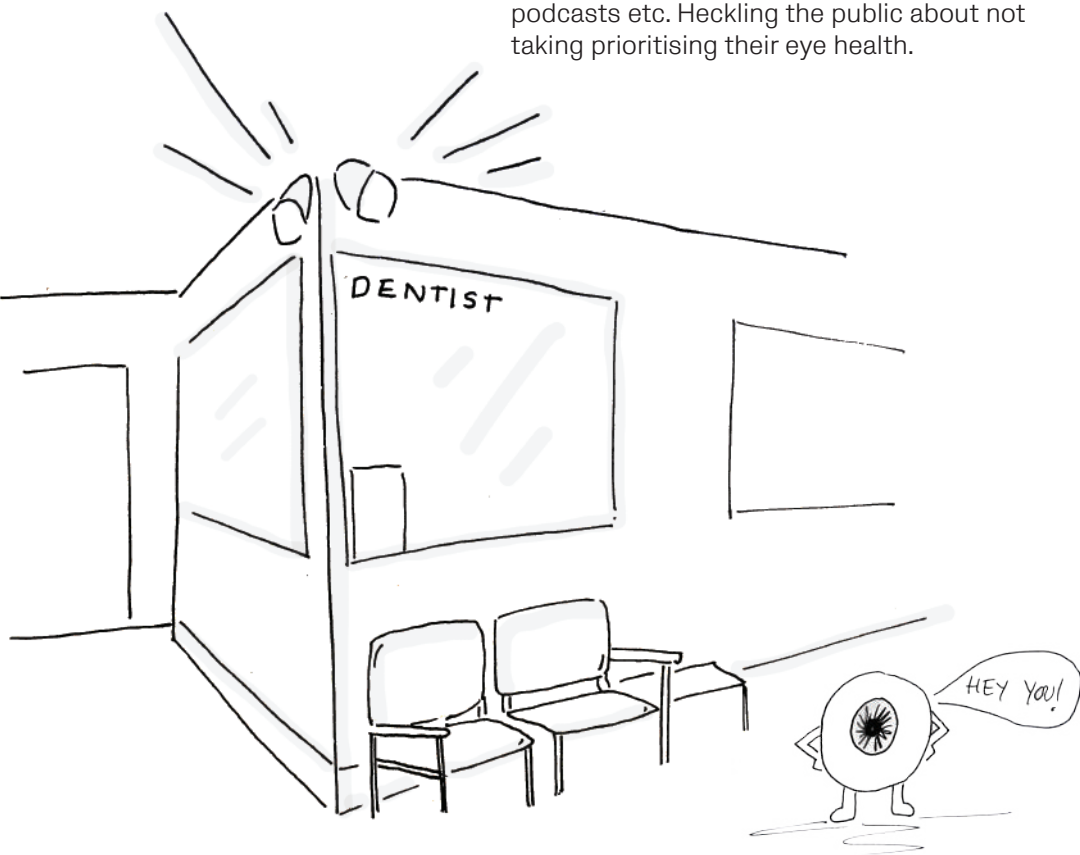
## Part 2: Podcast and Spotify ad placements

The ad would be placed on podcasts and playlists that focus on other parts of the body - such as gym playlists, dental podcasts, beauty podcasts, nutrition podcasts etc. Heckling the public about not taking prioritising their eye health.

## Part 3: Ambient sound & Targeting

We would then roll out audio that would be specifically placed in dental offices, outside gyms and spas etc which are triggered by movement. This audio would be heckling the public about not prioritising their eye health and would be tailored to each placement (see copy above).

Going beyond audio ads, our eyeballs would then become aggressive, humorous mascots in social media clips, known for heckling the public in the street - keeping the distinctive voice of the campaign.





# Fittingly - Today is the Day

Media: TV ad & beyond

Brief: Sell Fittingly to young aspiring home makers, helping them to conquer their home with self fitted furniture.

Research shows that the average age of leaving home in the UK is 22 years old, while the average age of buying a house is 32.5. This leaves an omious gap of 11.5 years which many young adults spend in precarious housing arrangements, waiting for the day they can finally own their home and customise to their heart’s content. “Today is the Day” calls on these young new homeowners to embrace thier new found freedom and unique personalities and customise with fittingly.

TV ad – Script:

[Voiceover]  
“We know you’ve been waiting for the day. The day where nails can sail freely into walls. When every surface is a canvas, and every nook an opportunity.

Today it. Is. Yours.

[Pause]

So unleash your inner artist. Let your perfectionism run wild. Engineer to your hearts content. Economise like a pro and become a DIY hero.

Craft your space for you. Be a mover, be a shaker. Be, an owner.

Your time has come.”

[Change of Narrator] Your style, your way. Design it, Fit it, Own it, Live it. With Fittingly.  
[ends]

TV Ad – Visual description:

A series of young people & couples turn the keys in thier new homes and walk into their living spaces, looking proudly at their blank canvases.

It then cuts to a upbeat montage of the young couples ripping off old wallpaper, measuring the alcoves, designing the fittingly furniture on an ipad, laying out all the tools and pieces perfectly, calculating the cost, then assembling the furniture to fit their new space.

As ‘your time has come’ is said, the young people step back to admire their new custom spaces.

Music over the top would be ASMR of the sound of the furniture being fitting to an upbeat drum rhythm.



## Today is the Day

We know you’ve been waiting for the day. The day where nails can sail freely into walls. When every surface is a canvas, and every nook an opportunity.

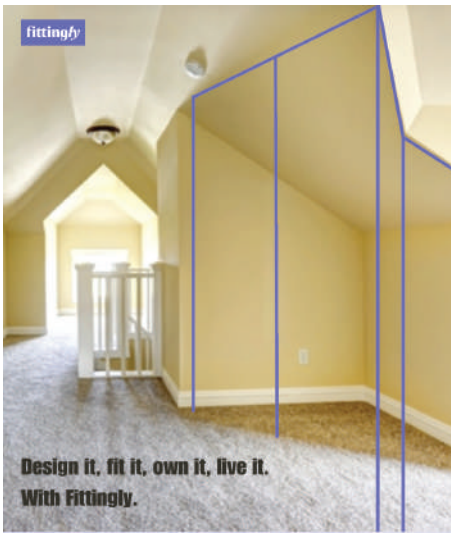
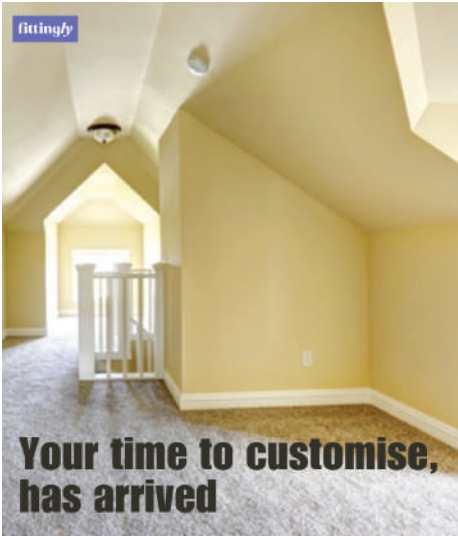
Today it. Is. Yours.

So unleash your inner artist. Let your perfectionism run wild. Engineer to your hearts content. Economise like a pro and become a DIY hero.

Craft your space for you. Be a mover, be a shaker. Be, an owner.

Your time has come.

Your style, your way. Design it, Fit it, Own it, Live it. With *Fittingly*.



Digital ads: Transformative digital ads move from image 1 to image 2 . A custom wardrobe or entertainment unit is outlined in the signature Fittingly blurple colour. Placement would include bus stops and digital OOH near local estate agents.

Print ad: Manifesto style print ads placed in interiors magazines.

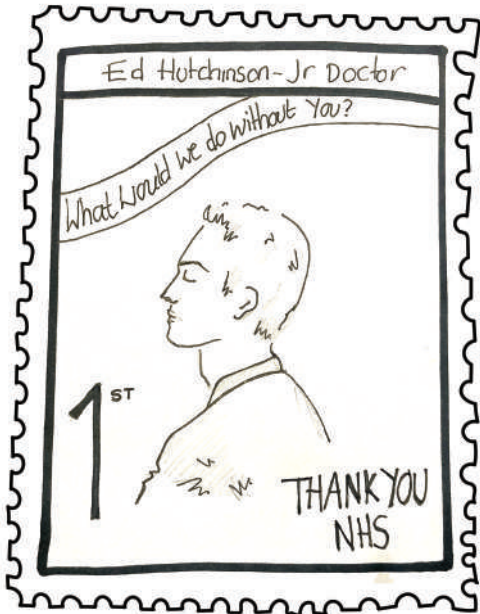


# Doctors in Distress - Without You...

Media: Any  
Brief: Give the gift of praise to doctors this Christmas

Healthcare professionals have a profound impact on our lives. They often help us through some of our most difficult and emotional experiences, as well as doing their best to keep us healthy and well day to day. But, due to the high stress nature of receiving healthcare, we don't always get a chance to express our gratitude to healthcare workers in the moment. This campaign 'Without You' will highlight the incredible healthcare workers who are often forgotten at Christmas and will give the public a chance to say thank you, retrospectively, to those who have helped them.

## Part 1: Doctors in Distress x Royal Mail Christmas Stamp Release



Healthcare services and workers will be put on a pedestal by turning them into a set of limited edition xmas stamps in collab with Royal Mail. Individuals would be nominated by their colleagues and chosen based on their personal stories. All stamp proceeds would go to Doctors in Distress.

## Part 2: UK wide murals go up

Simultaneous to the release of the royal mail stamps a series of murals would go up around the UK in cities and towns.

Each doctor or healthcare professional on the murals will be local to the area and will have been nominated by their peers in the same way as the stamps.

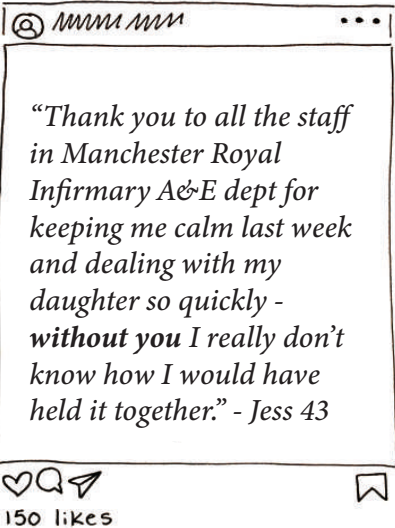
Murals would be erected in Nov and stay up until the new year.



## Part 3: Local Radio Segments go live

Finally we would launch a 'Without Them' radio segment, with a heartfelt radio show in partnership with Doctors in Distress, where the public calls in to express their gratitude towards NHS staff. BBC Radio London presenter Robert Elms, who has shared his personal experience with his wife's battle with breast cancer, will kick off the campaign by sharing his story and encouraging listeners to do the same.

The segment will then expand nationwide across local radio stations, inspiring more people to join in. Regular shout-outs will acknowledge local hospitals, pharmacies, and doctors' surgeries, where the shows are often played. The campaign will also promote additional Doctors in Distress initiatives, including the social media channel, murals and the Royal Mail stamp collaboration.



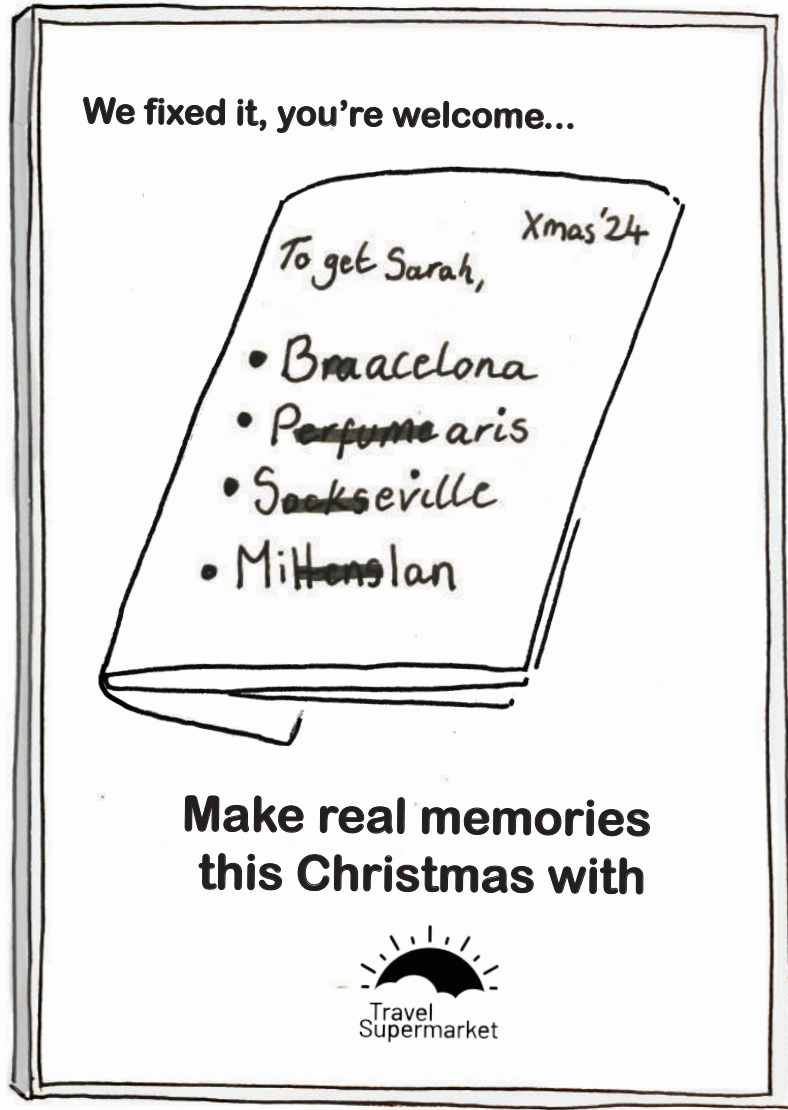


# Travel Supermarket - Travel Not Trinkets

Media: OOH & Stunts  
Brief: Sell short city breaks at Christmas for Travel Supermarket

Larger in population but with smaller wallets, millennials prioritize the "style of their life" over accumulating things. At the same time, the rise of minimalism means they're increasingly conscious about the quality and quantity of what they own, from their interiors to their wardrobes.

Travel Not Trinkets taps into this shift, encouraging millennials to invest in life-enhancing experiences, rather than accumulating unnecessary material goods. It is a light-hearted take down campaign against Christmas Tat. The campaign also invites them to embrace travel as a way to create lasting memories, focusing on what truly matters—experiences that enrich their lives, not tacky trinkets.



## Part 2: The Tower of Tat

We would build a Tower of Tat in Trafalgar square - raising awareness for the sheer amount of stuff we get at Christmas. The public could come and add their unwanted Christmas tat to the pile in exchange for discounts on Travel Supermarket.

## Part 3: Extended OOH

At the same time we would have paid actors protest tat with similar signs to those in the OOH. We would then extend this stunt by placing OOH ads around the surrounding areas and beyond - using the protest against tat as lovely art direction. All unwanted items would be sorted and re-distributed via partnering charities.



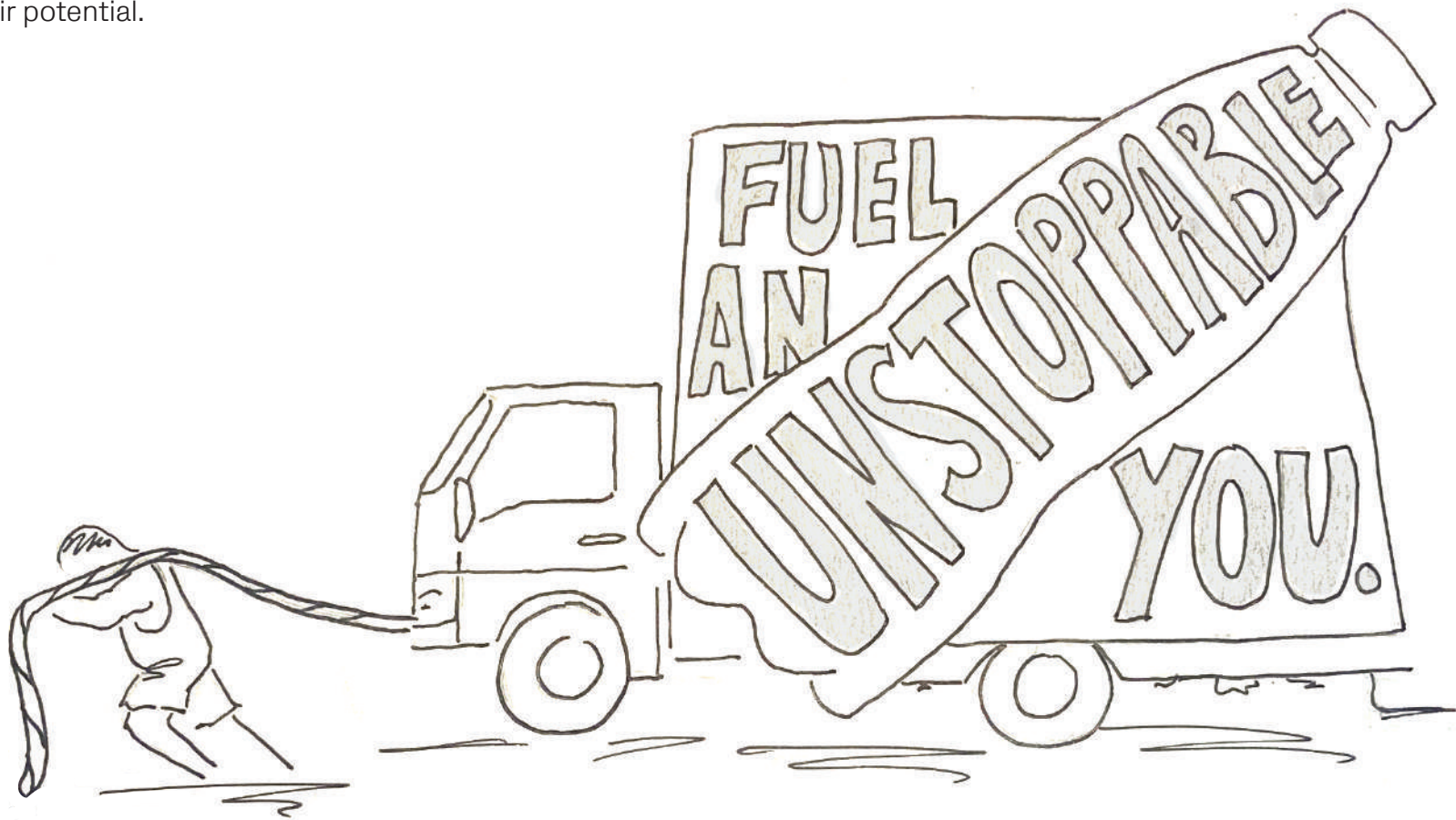
## Part 1: UK Wide Digital Ads

Digital ads would go live across the UK which would start with a basic Xmas list, the items would then be crossed out for city break destinations one by one.



# Lucozade - Fuel an Unstoppable You

Launched by the Stoltman brothers, the 'Fuel an Unstoppable You' campaign centers around the "I could do that" mentality and invites the UK public to put their strength to the test in strongman-style challenges. It will roll out nationwide through interactive special boards and live PR stunts at festivals and sporting events, encouraging people to test their own strength and to experience firsthand how Lucozade Energy can fuel their potential.



Stoltman brothers launch stunt (above).  
The Stoltman brothers - famous from the strongman competitions will launch the campaign by dragging the special builds on the backs of lorries, through festivals and down famous streets in the UK. Lucozade samples will be given out free from the backs of the lorries and the public will be invited to try pulling the vehicles.

**METRO**  
AUGUST 18 2025

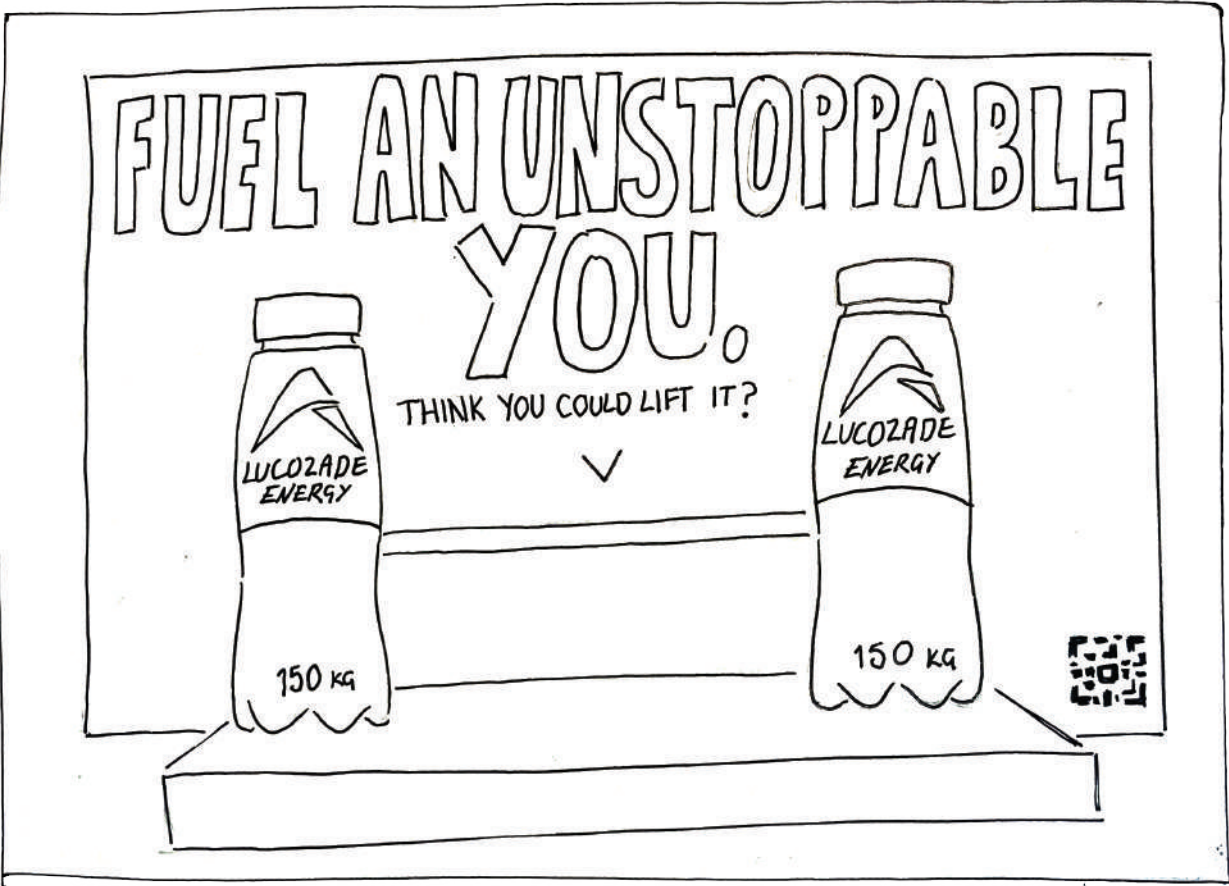
**Think You're Unstoppable?  
Lucozade Has the Challenge  
for You!**

**METRO**  
AUGUST 18 2025

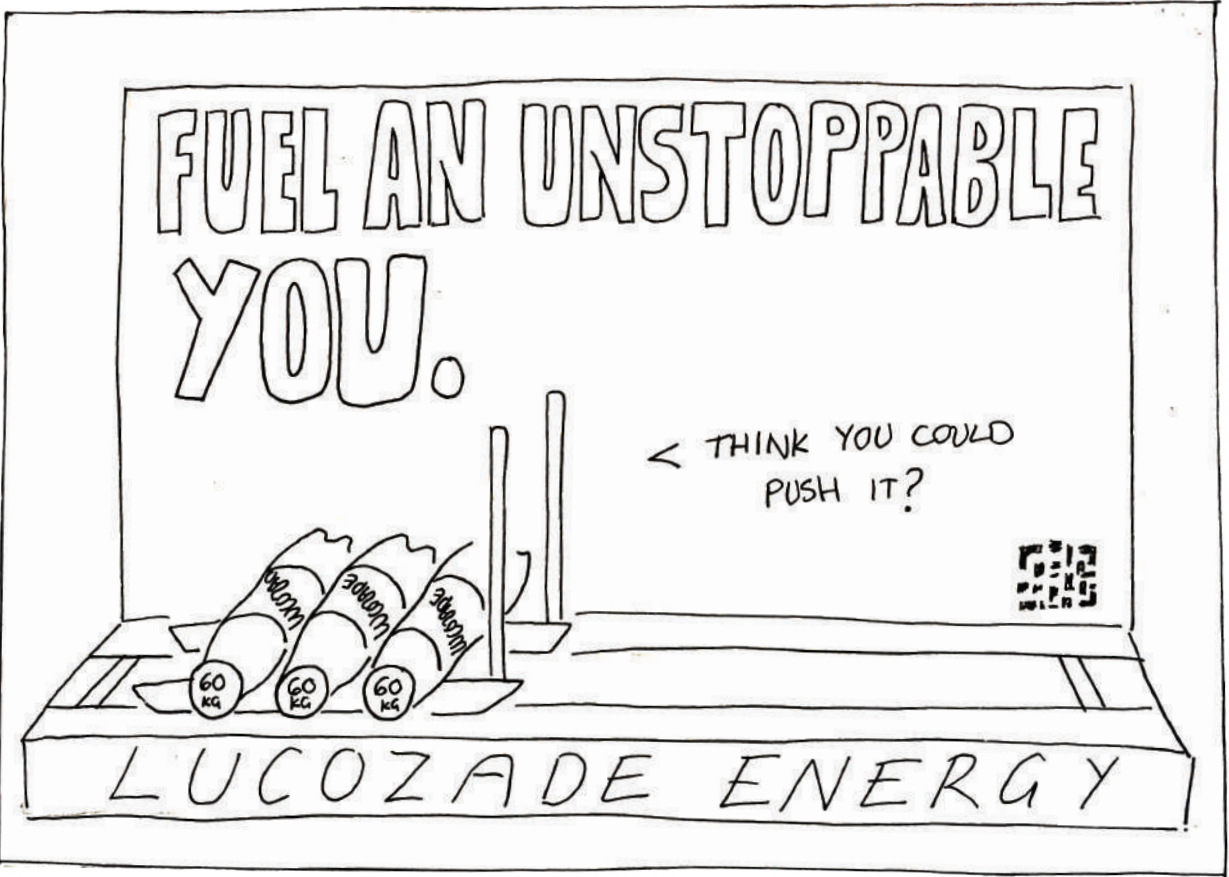
**GLASTONBURY Gets a Show of  
Strength: Stoltman Brothers Pull  
200-Tonne Lucozade Lorry!**

**METRO**  
AUGUST 18 2025

**TikTok goes wild for Lucozades  
new, strength challenge  
billboards.**



In addition to the launch stunt - interactive special boards (above and below) will be placed across the UK inviting the public to test their strength. The public are then encouraged to send in their attempts via the QR codes in return for a free sample voucher for Lucozade Energy.



We would expect some great UGC on socials off the back of these special boards. To the left are headline examples off the back of the PR launch stunt and UK wide special boards.