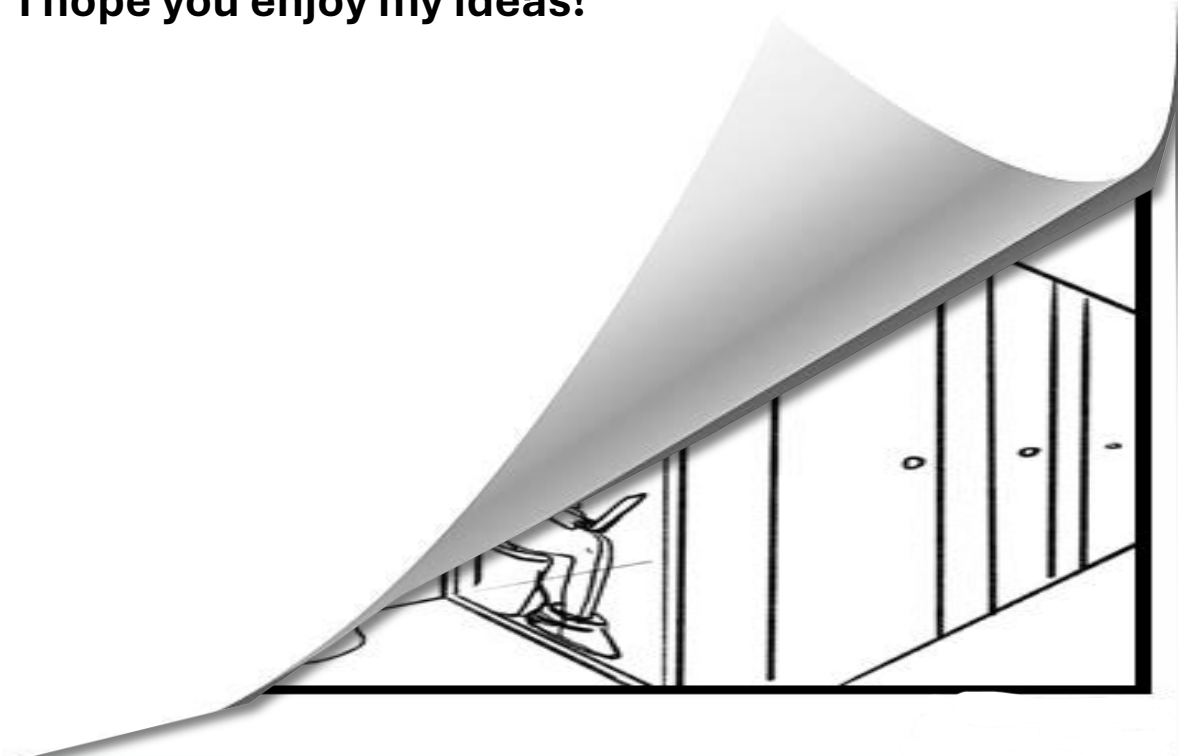


Deeanna Jay Jones-McCormack's One-pagers. (A long name, I know.)



Heya!
I'm Dee, a creative from Perth
and a recent post-graduate.
I hope you enjoy my ideas!



Get your priorities straight

...With priority pass.

Client: Collinson International - Priority Pass. | Media: OOH | Audience: Professionals in small businesses.

PROPOSITION: *Better journeys lead to better business.*
60% of small businesses state rising travel costs are the biggest issues when travelling, 39% say corporate budgets fall short of employee needs such as comfort. **Comfort improves productivity, and productivity can help counteract costs** (Productivity leads to making more money!)

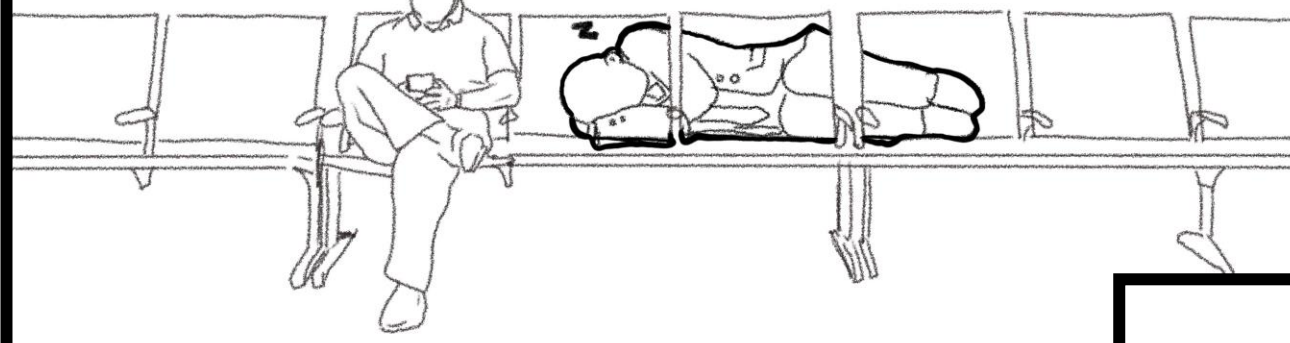
So, let's get Small Businesses to get their priorities straight by investing in comfort and productivity with humour.

GET YOUR PRIORITIES STRAIGHT.

... WITH PRIORITY PASS.

Enhance your **employee's business performance** by investing in **comfortable travel.**

For only **£20 a month**
(Priority pass standard plus an annual fee of £229)

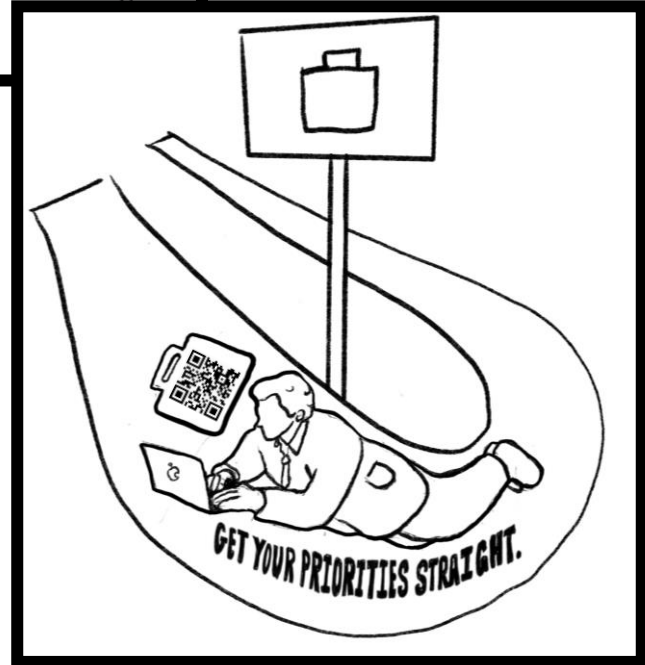
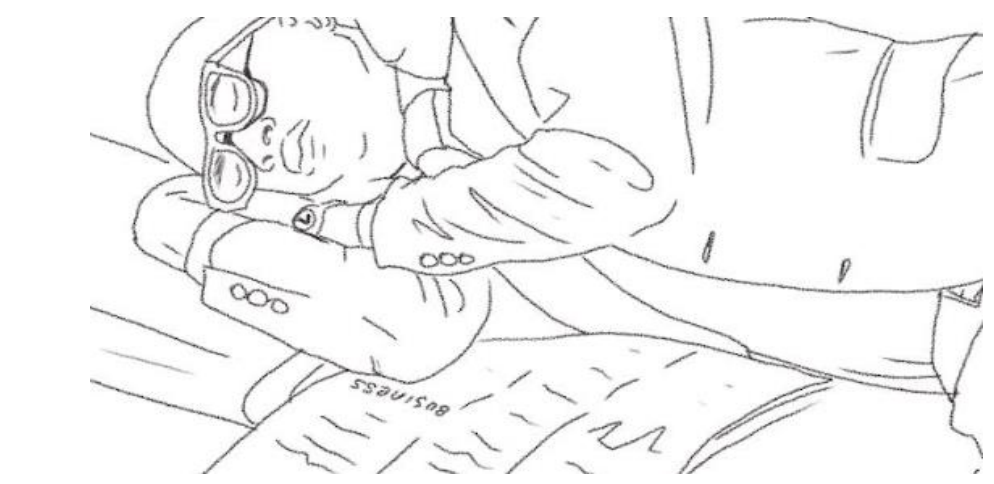


SPECIAL BUILD (Left):
A sleepy businessperson's vinyl sticker on the seats below, creates a sense of irony, humor, and suggestion.

Breaking down the annual cost highlights the plan's affordability.

ADDITIONAL TOUCHPOINTS (Below):
In high-traffic areas other uncomfortable businessmen can be spotted.

A baggage claim touchpoint will target travelers who had a rough journey, encouraging them to invest in future travel.



Elves in Iceland?!

Iceland x Elf On The Shelf

Client: Iceland - Footlong Pigs in Blanket. | **Media:** Social, Tabloid Press | **Audience:** 'Claire' (Mums.)

PROPOSITION: *The Power of Frozen. Frozen food is better, more fun and cheaper.*

One in four people who feel anxious or stressed about Christmas says it's because they feel pressure to make everyone enjoy it....especially mums. Mums work as hard as elves but sometimes need help with the pre-Christmas prep stress, so let's encourage mothers to buy Footlong Pigs-in-Blankets by highlighting the convenience of frozen foods for stress-free Christmas prep.

Whilst offering fun for kids to make holiday shopping that little bit easier for mum.



PRE-LAUNCH (Left): "What's on the shelves this Christmas? Launching the return of the product with an 'Elfie tone' to tease what's to come.

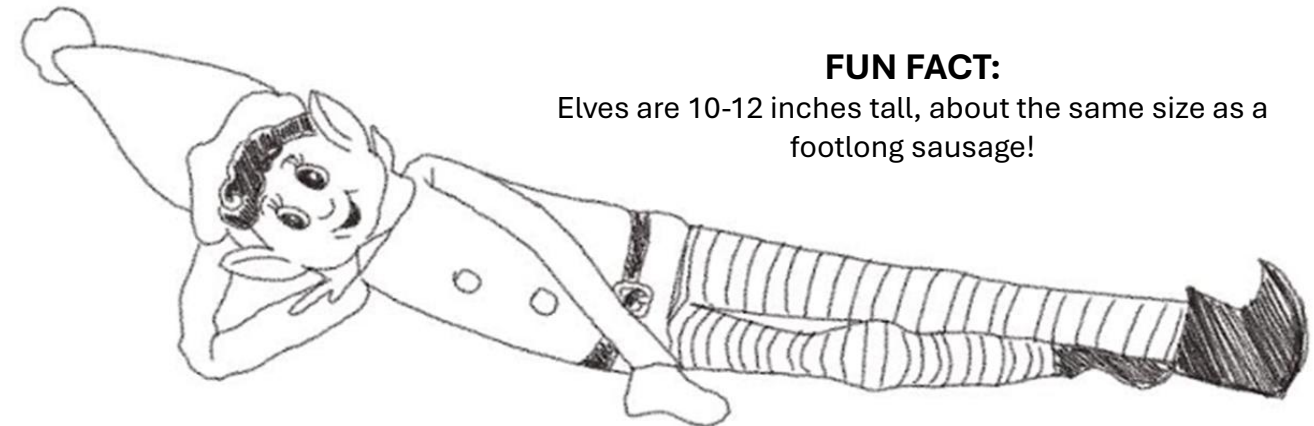
"Big enough to satisfy even the hungriest of holiday helpers! Make prep easier this year and stock up your freezer for Christmas with Iceland."



Tiny elves will pop up by displays, "swiping" sausages from the freezer ahead of Christmas.

UGC (Left) : Snap a pic with #ElvesInIceland to get 10% off footlong pigs-in-blankets on purchase and enter the draw for the chance to have your freezer fully stocked for Christmas!

IN APP (Below): A tracker to spot the elves next location.



FUN FACT:

Elves are 10-12 inches tall, about the same size as a footlong sausage!



"Iceland X Elf On The Shelf Bringing Festive Fun And Easy Prep To Feed Families This Holiday Season"

PR (Right): The winner of the freezer stock will be greeted by a team of (human sized) elves Delivering the prize to their door. Perfect for a memorable press photo op!



Slow down.

Let's decelerate climate impact.

Client: Lexus – Toyota Vibe (EV CAR) | **Media:** Social. | **Audience:** Young, tech-savvy, City-living professionals

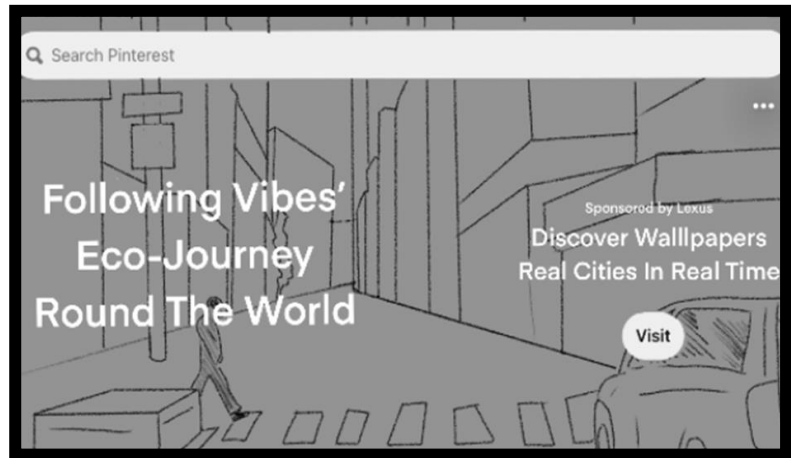
PROPOSITION: *The ultimate city car for a sustainable lifestyle - compact, efficient, and flexible.*
Car brands often shy away from terms linked to speed. While “sustainability” is overused and greenwashed, mindfulness is trending. Mindfulness and sustainability go hand in hand, and it shouldn’t break the bank.
Let’s get environmentally conscious 28–35-year-olds to buy/rent the new Toyota VIBE, because it aligns with their values by encouraging mindful, sustainable consumption practices.

Slowing down climate change together.

Toyota Vibe: Affordable, Mindful Innovation.



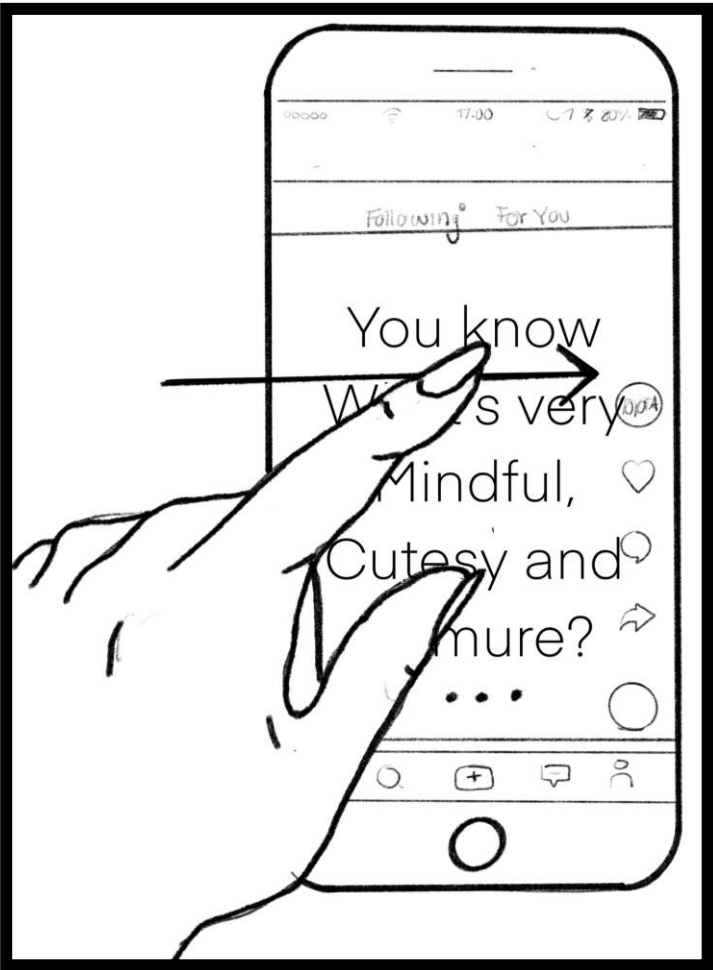
POV Livestream (Left): Join the Drive for Change. Follow VIBE’s 24-hour livestream as it travels city-to-city, round the world. Sharing real-time eco-metrics, showing how switching to the VIBE can help slow climate change.



Pinterest (Above): A live, wallpaper board that updates with scenic snapshots from the journey.



Instagram + Facebook (Above): AI ‘venting buddy’ listens and offers personalised, eco-friendly solutions (switching to VIBE).



TikTok (Above): A playful 'fake swipe' post inspired by the 'demure' trend, leading directly to an acquisition page.

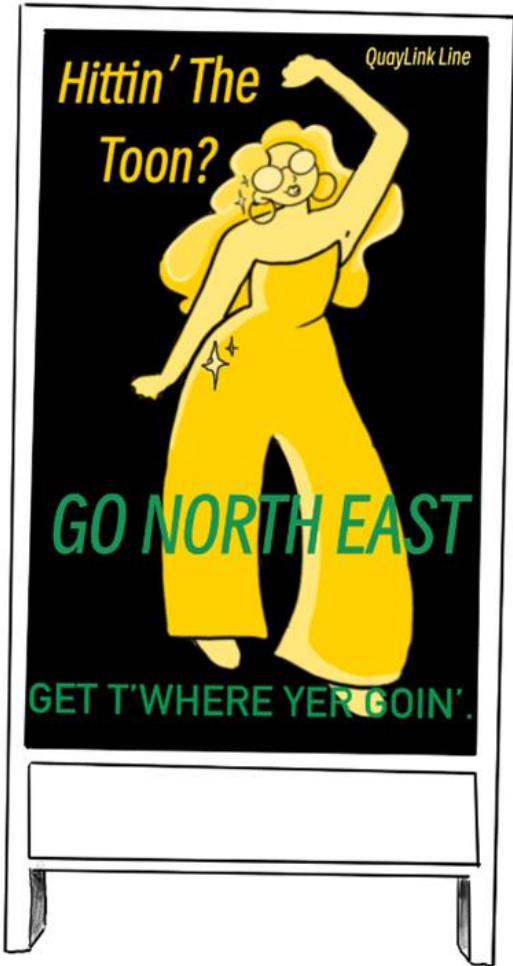
Get t'where yer goin'.

With Go North East

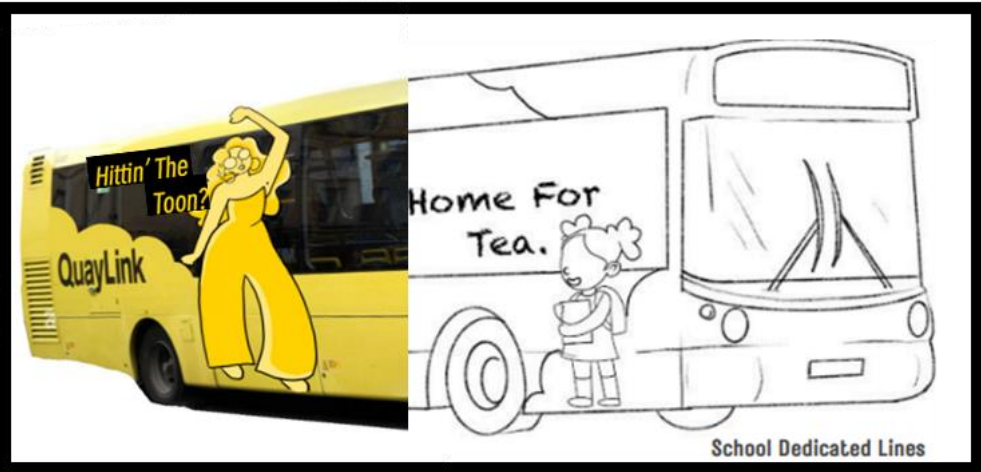
Client: Go North East Buses | **Media:** Social and OOH. | **Audience:** Old and new bus go-ers

PROPOSITION: *GNE Buses are back!*
The best bus routes are back! 175,000 journeys are made on GNE bus services every day, but other people need convincing the bus is for them **so let's encourage existing and new passengers to choose GNE buses by highlighting how GNE fits into every lifestyle, whether commuting, shopping, or exploring.**

We'll show that whoever you are, whatever your destination, GNE is the best way to get there.

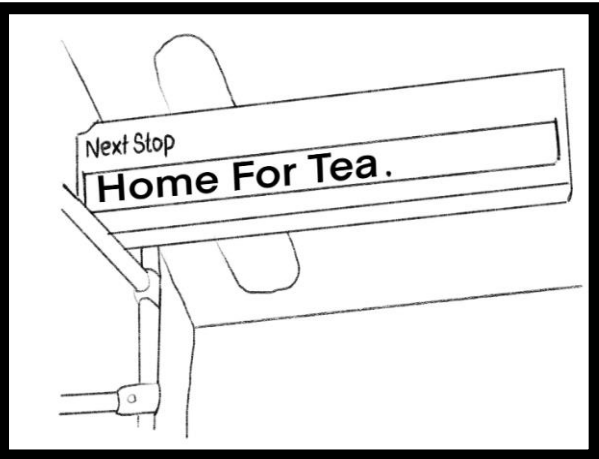


OOH (Left and Below): Digital billboards near transport hubs and bus vinyls will showcase the type-based mascots.



SOCIALS (Right): Highlight key benefits using the mascots like The Commuter, The Shopper, etc.

UGC: Passengers can share testimonials through "Share Your Ride" in the app, unlocking perks such as discounts and the chance to be mascot-ified and featured.



AMBIENT (Left): Utilising overhead displays, making sure not to disrupt accessibility.

PUSHING IT FURTHER:

"There's 0.1% chance of us getting back together" – The Police.
...but GNE buses are back and better than ever!

We're taking Sting on a journey across the NE in a 'Camden Brewery' inspired animated video, turning him into one of our mascots. Reconnecting with his roots, experiencing GNE, and showcasing how it fits into every journey — just in time for his gig.



DINO
SAUR

Never too **BIG** for gummy bears.

(Big as in muscles AND adulthood) Get it? Hehe.

PROPOSITION: Sell ‘Sleep’ - the best immunity solution.

Traditionally marketed to kids, gummy vitamins are now popular with adults. One person said, ‘My partner, a 40-year-old businessman, takes gummies to stop getting sick,’ which challenges common ideas about men’s health. Another shared, ‘The guys at the gym take them for sleep because bodybuilders need rest to rebuild muscle.’ These insights presents an opportunity to target gym-goers this winter, focusing on immunity and strength—reminding men it’s okay to feel fatigued and to seek support. Let’s **target gym-focused men aged 18-30 this season, creating conversation about breaking the stigma around men’s health and masculinity.**

Offering a simple solution for muscle recovery and immune support — sleep.

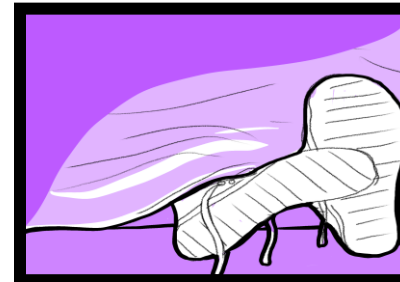


INSTAGRAM/FACEBOOK (Above):

A series of posts targeting gym-goers, with visuals of tiny gummy bears next to muscular men, adding a light-hearted touch. The posts will highlight strength and immunity.



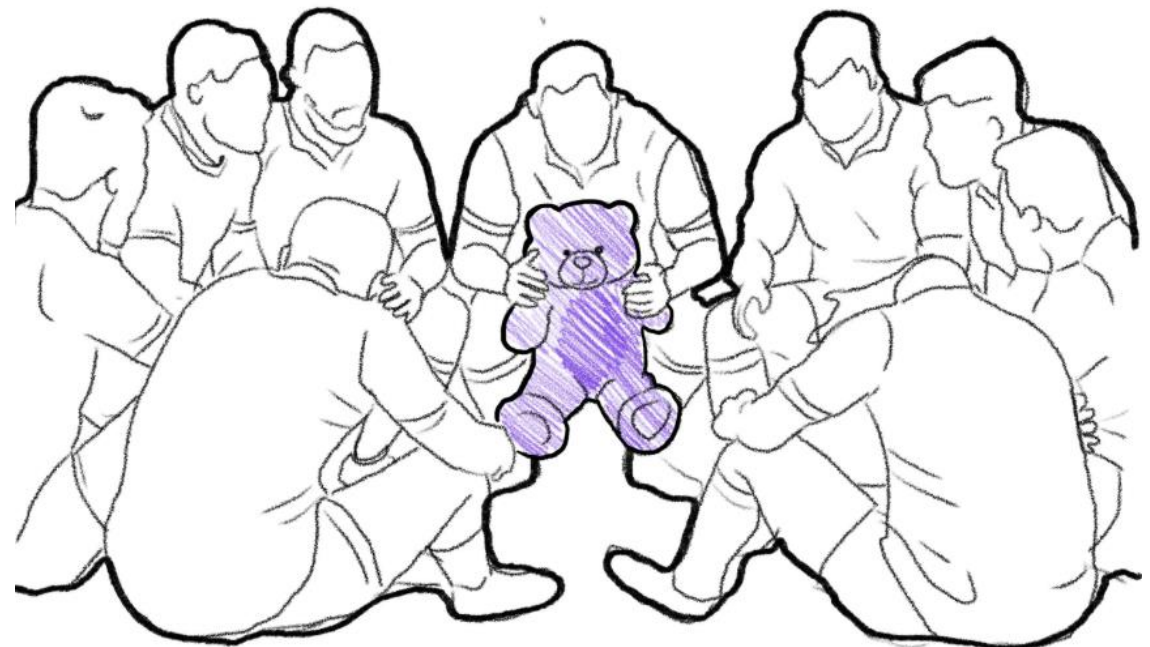
Incorporating women into the posts, avoiding alienation.



UGC/SPONSORED ((Below):

The UK rugby team will kick off the conversation with short and long-form content to encourage men to share their winter night-time routines with Novomins. Covering topics of physical health, mental well-being, and breaking stigmas.

#NovoMENtalk



EAFC 25's Goals for habitats

Client: EA Sports – EAFC fighting cause | **Media:** Digital and press | **Audience:** Everyone!

PROPOSITION: *Sport can change the world for good.*

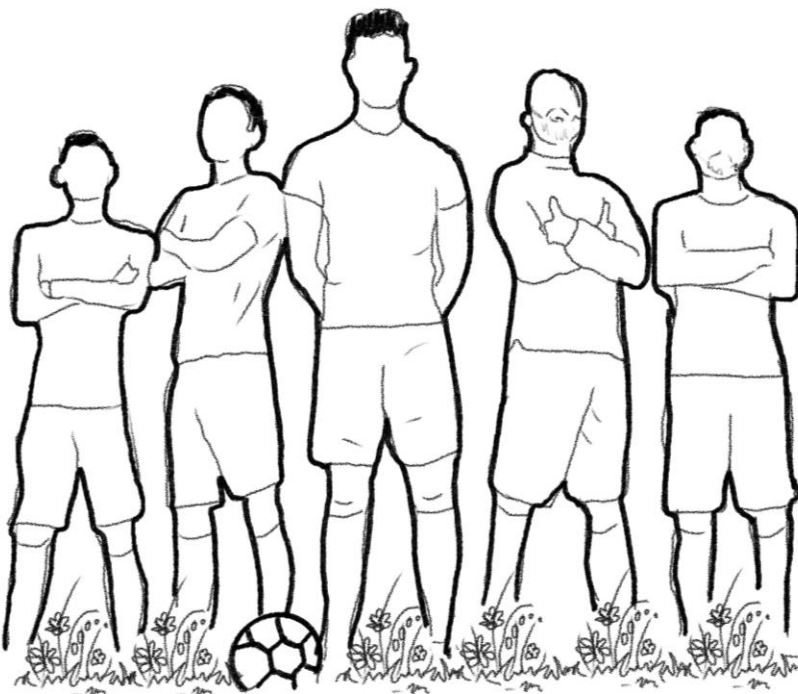
Unfortunately, ‘a football field’ is often used to measure habitat loss, but on the bright side here's a fun fact —**bees can play football too!** Scientists have trained bees to play for research. So, **let’s educate fans and give a football-sized field of land back to the real pro players - the bees - by engaging EAFC football fans in bee conservation through a collaboration with Brentford Bees.**

This initiative will boost visibility for the club, the game, and the cause.

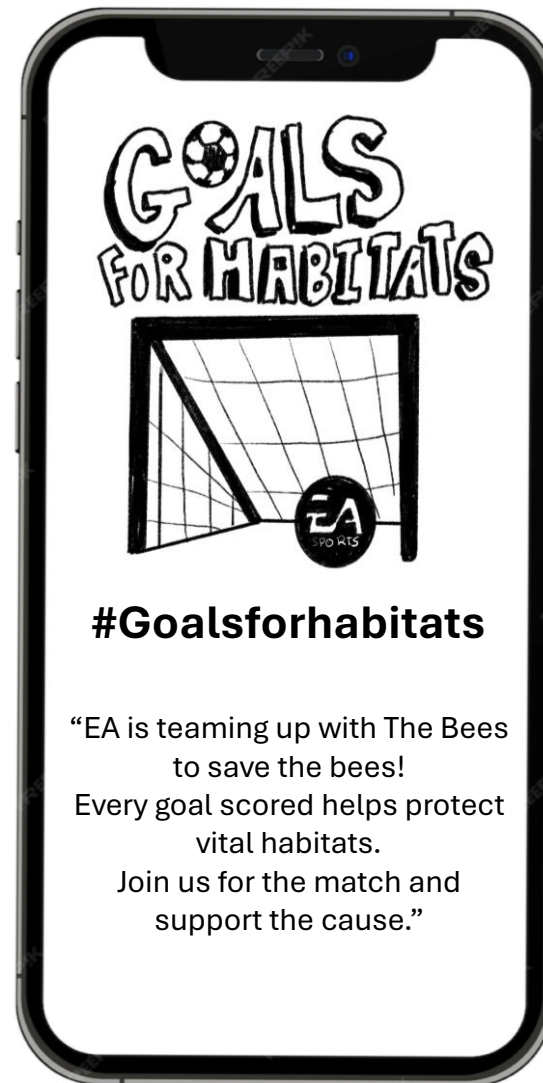


PR (Below): A charity match on a 'football-field-sized' plot of unprepped land with The Brentford Bees.

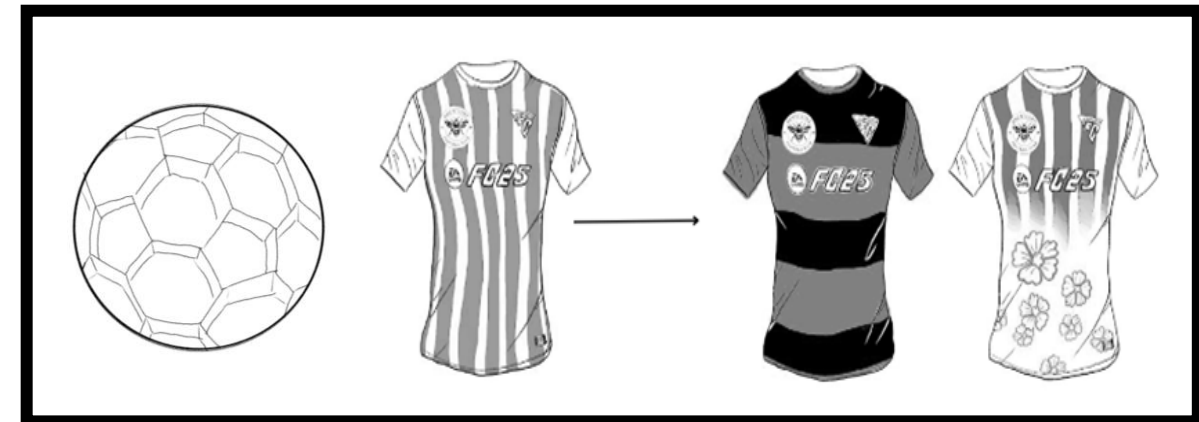
After the game, the turned-up soil will be used to plant bee-friendly wildflowers, transforming the area into a reserve for **ongoing education about the cause.**



PRE-EVENT SOCIALS:



EASTER EGG (Right): A man running across the pitch, being chased by a bee mid-game will spark curiosity, driving engagement through **SEO and UGC opportunities.**



IN GAME CONTENT (Above):

Bee Plays: A skill move inspired by real bees' football habits.

Kits, Wildflower Field and Honeycomb Football: Special field, football, and kit design.

Bee Swarm Celebration: A fun celebratory move where all players dive to the ground at once, mimicking a bee swarm.



EAR TO THE GROUND

Knect lube...

Your sexy never left.

PROPOSITION: *There's no shame in getting a helping hand with your sex life.*

Women are looking for alternative and complementary solutions to manage their menopause, their way without feelings of dismissal or shame. "Gynaecologist was no help, he actually told me get a big glass of wine. As if I already hadn't tried that!" We will empower menopausal women seeking relief and confidence to embrace their changing bodies and alleviate symptoms with Knect, a solution that supports them on their own terms. By **encouraging them to recognise that their sexy, confident selves are still present—just a little different. Menopause shouldn't be about loss; it's about adapting.**

With Knect, women can continue feeling confident, sexy, and free.

ABSOLUTE RADIO:

Pamela Anderson's Voice - sensual tone

Mmm...

It starts with a heat you can't ignore.

Sweat trickling down your skin.

Your heart races.

You toss and turn all night, searching for relief.

Your body feels different...

bloated...sensitive...dizzy.

Muscles tense...tender breasts...It's unpredictable.

One minute, you're burning up, the next... a chill creeps in.

You don't feel in control anymore.

Your desire ... Fading.

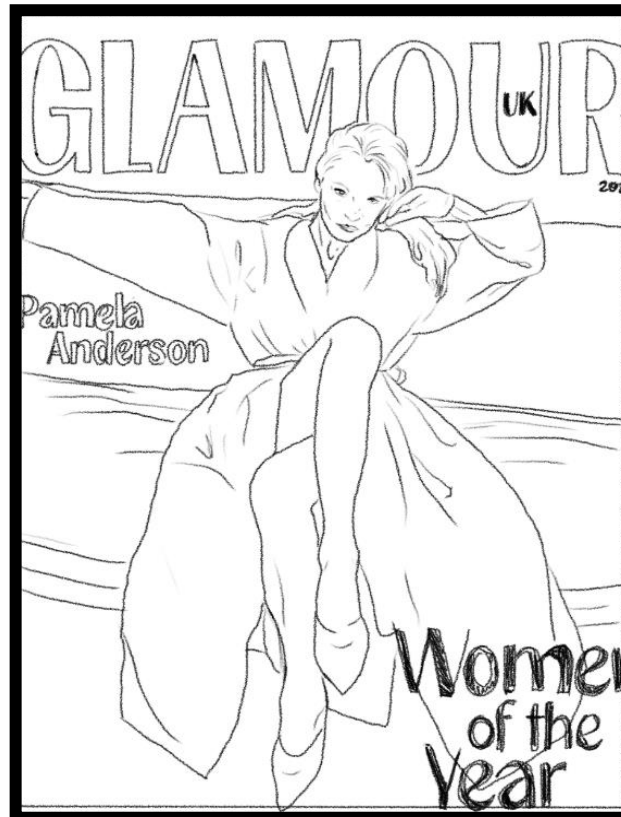
Tone shift with a rewind noise.

Menopause.

It's not the fantasy you dreamed of.

But your sexy? - It never left .

Bring out your sexy with Knect.



SOCIALS (Left):

A glass of wine is fine, but let's get real about menopause.

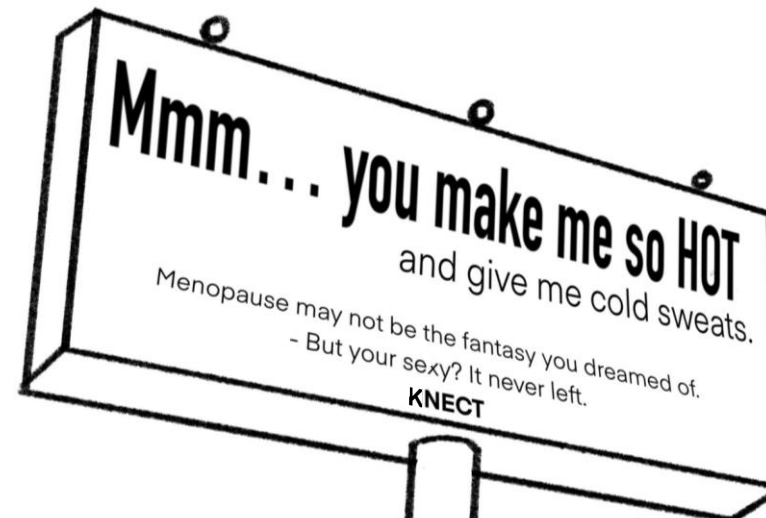
"Pamela Anderson opens up about her experiences of menopause - and the person helping her through it"

A real-talk podcast with Pamela Anderson on the beauty of ageing, streamed and broken into short videos for cross-platform sharing. Followed by stories and testimonials on KNECT socials.

#letstalksexy



SCAN ME



OOH (left): The same concept as the radio ad will be adapted for out-of-home displays.

Effortless vision

Rain or shine.

Vision express x transitions

PROPOSITION: *See the summer in style.*

Switching between glasses and sunglasses is a hassle, especially with changing weather or indoors. The "stack" of glasses is a thing of the past. Enjoy clear vision without the constant switching. **Let's target the British public who struggle with lenses in unpredictable weather, offering Transitions Lenses from Vision Express as the solution for adapting to changing light.**

The perfect fix for those daydreaming about their holiday or staycation.

(30sec) ABSOLOUTE RADIO SCRIPT:

Song: "I Can See Clearly Now" by Johnny Nash plays softly in the background.

A man with strong British accent is humming along to the song, then is cut off by the sound of heavy rain...

Man irritated: UGH, here we go again! Specs on, sunnies off, sunnies on, specs off... BOTH AT ONCE?! Where's the bloody sun gone anyway?

Narrator, calm and clearly: Sick of the sunny stacking shuffle? With Vision Express Transition Lenses, you can finally see clearly now—no matter what the weather's doing.

Man, excited and perplexed: Specs and sunnies in one?!

Narrator: Whether it's rain or shine, see clearly this summer with Vision Express Transition Lenses.

Sound of rain abruptly stopping.

Man, now irritated: UGH, c'mon! This weather is taking the—
The music cuts back in, louder now as it finishes on the upbeat note.

Music increases: "It's gonna be a bright, bright, bright, sunshiny day!"

SPOTIFY (10Sec) AD:

Targeting peak driving sunrise/sunset times. The audio ad will target Spotify users listening to summer playlists like "UK Summer Top 40" or "Getting Ready for Summer,"

"Summer glare got you good? Rain or shine, see clearly this season with vision express transition lenses."



IN STORE AUDIO EXPERIENCE (Right):

A try-on booth where customers can experience how the glasses perform in different conditions, with lights and audio simulating various environments.



A home for you. Made by you.

PROPOSITION: *Fittingly helps you conquer your home, with self-fitted furniture.*
With rising mortgage prices, first-time homeownership has become a major personal achievement. For many, it's not just about owning a home—it's about creating a space that reflects who they are. In fact, 59% of people love the freedom a custom-designed home offers, while 52% want a home that fits their unique lifestyle. People instinctively buy things that express their identity, whether consciously or not—and their home is no exception. Fittingly helps make that vision a reality, turning even the most awkward spaces into usable space. **Let's empower new homeowners to conquer and transform their spaces into something uniquely them with Fittingly**

Showing how much of a perfect fit fittingly can be.

<p>A Space for YODA</p>	<p>A Rack for TUTUS</p>	<p>A Surface for Molecular gastronomy experimentation</p>
<p>A S*BOOM!* ular experime ntation</p>	<p>A Shelf for ...</p>	<p>A collection?</p>
<p>Whatever awkward space needs filling</p>	<p>Do it yourself.</p>	<p>Do it with fittingly/</p>
<p>Do it in YOGA PANTS</p>	<p>A Home for you. made by you.</p>	<p>fittingly</p>

30-Sec TV Ad (Right): Quirky individuals showcase personalised fittingly spaces such as kitchens, wardrobes, and shelves reflecting their personal uses for them.

Each holds a DIY tool and a matching item, with a deep, dramatic voiceover adding humour and flair to the scene.

#fittinglyme

A rack for TUTUS

Show us how your spaces FIT YOU FITTINGLY

SOCIALS (Left): Inviting people to share their quirky uses for everyday spaces like TikTok's snack drawer trend.

Under stairs drawer or A secret compartment for CHEESE?

A home for you. Made by you. fittingly.

OOH (Right): Use screengrabs from the TV ad for billboards or showcasing fittingly spaces with unexpected uses like drawers for cheese collections!

Lighting up the hearts of healers this Christmas.

Client: Doctors in distress – Suicide awareness | **Media:** Anything big | **Audience:** The general public

PROPOSITION: Give the gift of praise to doctors in distress this Christmas.

INSIGHT: "We are not heroes." This phrase risks normalising the long hours and immense pressures faced by healthcare workers, while ignoring the mental health struggles they endure, including high suicide rates. It suggests they can simply 'handle it' because they're 'heroes', when they are, in fact, just human beings. As one NHS nurse said, "I don't want to be clapped for. I want people to follow guidelines and for the government to increase nurses' wages." They're here for us, now it's time we support them.

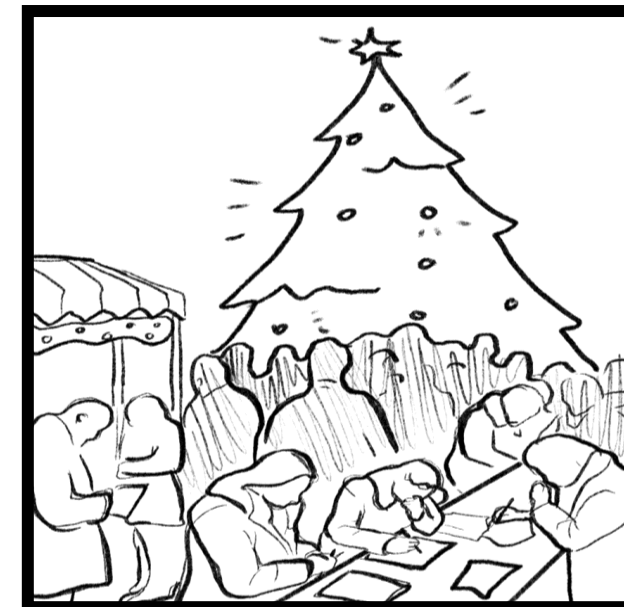
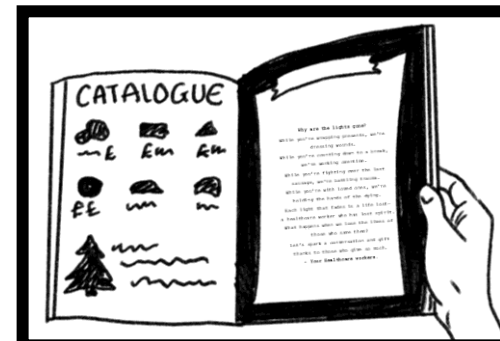
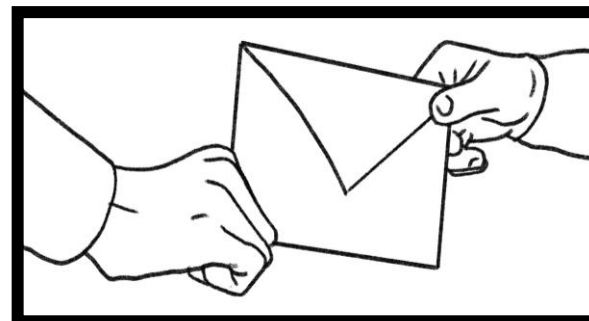
We can raise awareness of their challenges and take meaningful action.



PRE-LAUNCH (Above and Below): The Trafalgar Square Christmas tree's lights will gradually fade after the lighting ceremony, sparking curiosity about why this is happening, starting the conversation.

LAUNCH/RESPONSE (Below):

Hand-delivered cards containing a poem, explaining why the lights have gone out, invite people to take action by joining the event or signing a petition, with QR codes linking directly to it.



Why are the lights gone?

While you're wrapping presents, we're dressing wounds.

While you're counting down to a break, we're working overtime.

While you're fighting over the last sausage, we're battling trauma.

While you're with loved ones, we're holding the hands of the dying.

Each light that fades is a life lost—

a healthcare worker who has lost spirit.

What happens when we lose the lives of those who save them?

let's spark a conversation and gift thanks to those who give so much.

- Your Healthcare workers.

EVENT (Above): A live event, where people show support by signing petitions.

With each signature bringing a light back on the tree, symbolising collective action and progress.

Don't gift crappy gifts this year.
Gift an experience.
**They'll appreciate
it more.**

PROPOSITION: *Experiences are better than things.*

We've all been there. Grabbing half-hearted gifts like itchy jumpers, engraved cheese boards, socks or scented candles. This year, give something truly unforgettable with travel experiences from TravelSupermarket.com. Why? Because your loved ones would much rather be in a city than stuck with a cheesy gift.

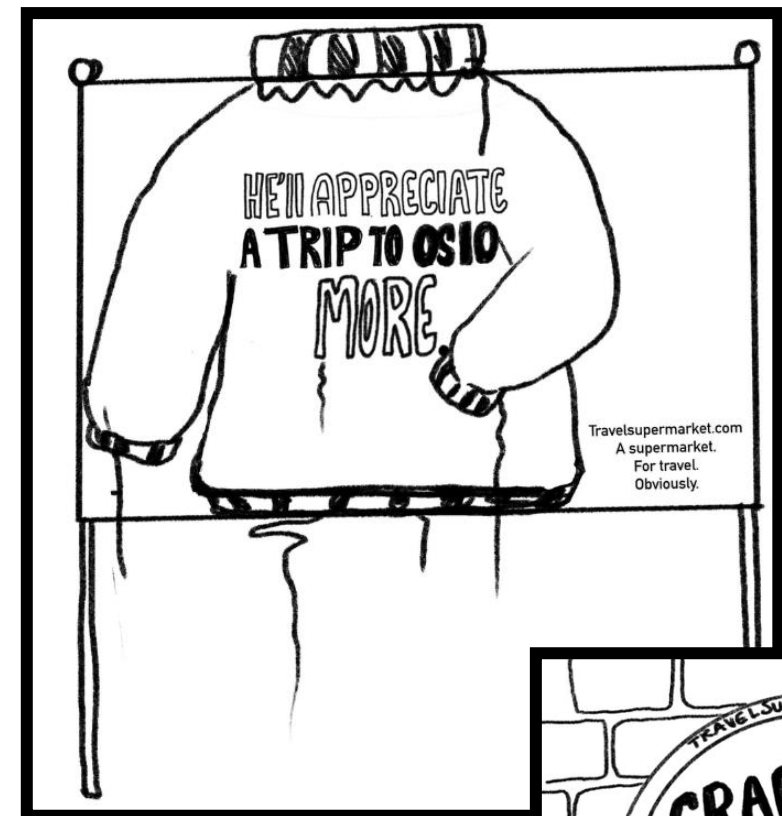
Give the gift of travel, not 'things' - because gifting experiences are better.



OOH BILLBOARDS (Left and Below):

With the brand's signature orange lettering and tone of voice.

The city name can be swapped to co-ordinate with the gift humorously.



ADDITIONAL TOUCHPOINTS (Above):

A giant tactile Christmas jumper. Giant ropes simulate a rough hand made quality.

Guerilla marketing techniques with stickers placed on 'novelty gifts' on store shelves.

Meanwhile...

Fuel your unstoppable.

With Lucozade energy.

PROPOSITION: Lucozade Energy provides the fuel you need to stay on top form

INSIGHT: Over saturation of media and entertainment content is making it increasingly challenging for companies to catch and maintain people's attention. Especially if you are targeting busy people. The solution is a special build which isn't obstructive from the audiences' everyday activities.

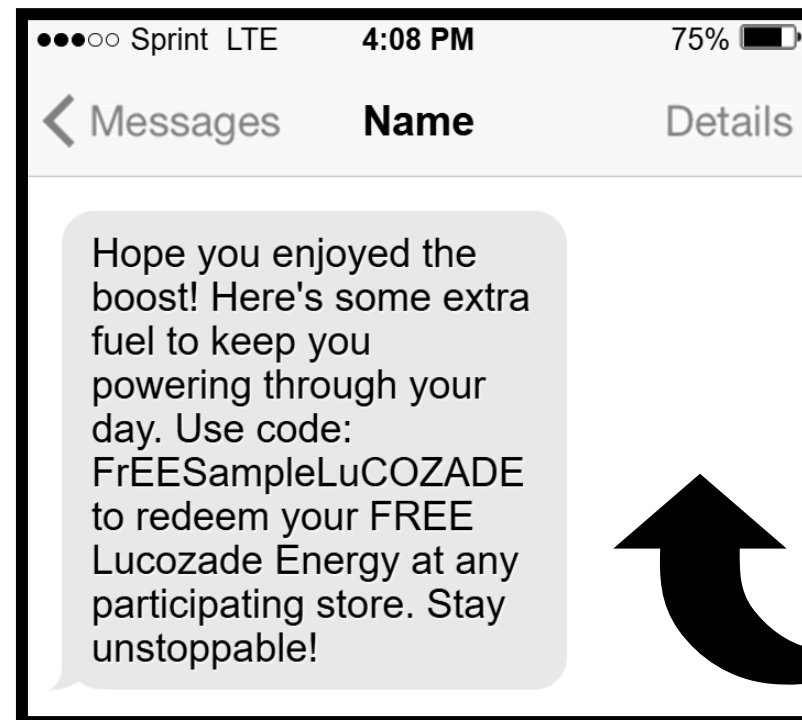
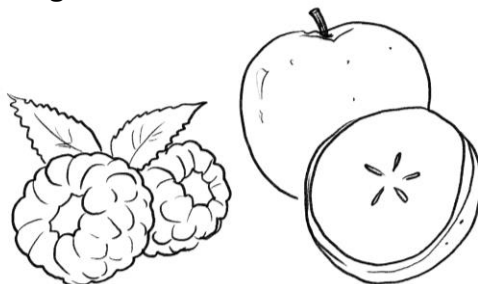
Don't just walk through today power through it.



Special build (Above): When people walk in front of the board, they appear to go quicker due to a travelator. Lucozade energy is a boost of energy that fuels you throughout the day.

Working WITH people's busy lives rather than being obstructive will be help to communicate the benefit of the product.

Additionally, each installation will be 'flavoured' differently, emitting a coordinating scent.



Brand to hand (Below): Getting samples into people's hands without being obstructive, for those walking past quickly, a near field communicator will send a free code text.

