

FROM THE MIND OF ELLA BRADLEY: SCHOOL OF THOUGHT 2022

It's been 12 weeks of learning, growing and only a little bit of crying. As an aspiring Art Director, I've loved flexing my creative advertising skills - and this is only the beginning.

So, after some long brainstorming and even longer nights, I'm proud to present my ideas now. I'm smiling just thinking about them; I hope they do the same for you.



HOW DO YOU IMPROVE A MASTERPIECE?

Client: Jason's Sourdough

Audience: 28-45




Proposition: A different dough that makes every day delicious and nutritious

Idea: Jason's Sourdough sets out to improve their customer's everyday. Some would say that artists such as Banksy or Michelangelo simply cannot be improved... or can they? After all Jason's don't do basic.

TV AD 1

		
Close up shots of a paintbrush making strokes on a canvas. Classical music is playing in the background and the lightning is dark and moody to represent the period times.	You can now see the artist admiring his work of the girl with the pearl earring. He looks puzzled as if the painting could be improved. Meanwhile, the girls stomach begins to rumble in the background.	The artist, Johannes Vermeer, has a lightbulb moment and gives the girl a slice of Jason's Sourdough which he begins to add to his art. A masterpiece improved.

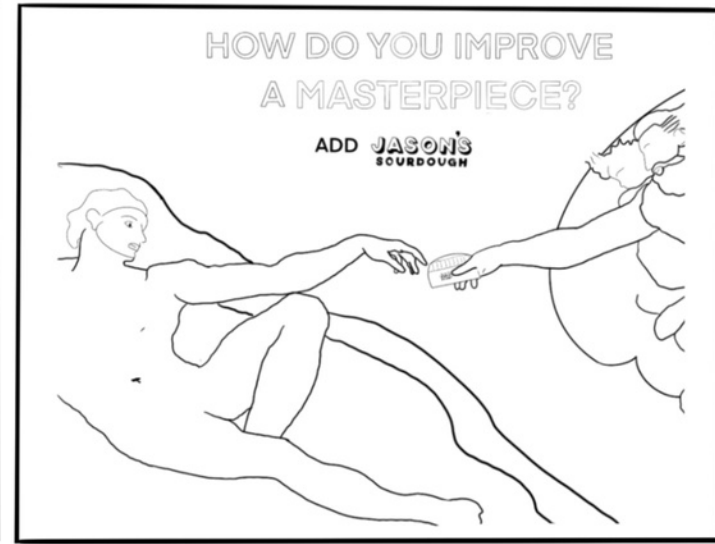
TV AD 2

		
Opening shot of spray can graffitiing a brick wall. Grime music plays in the background.	We can now see the back of a hooded figure completing his art piece. His stomach rumbles, the music cuts and the artist runs away.	The art is revealed to be a Banksy piece including a loaf of Jason's Sourdough.

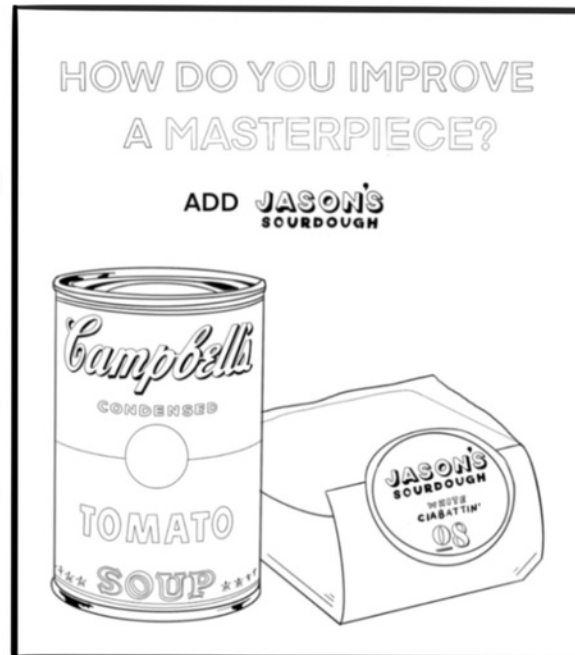
OUT-OF-HOME



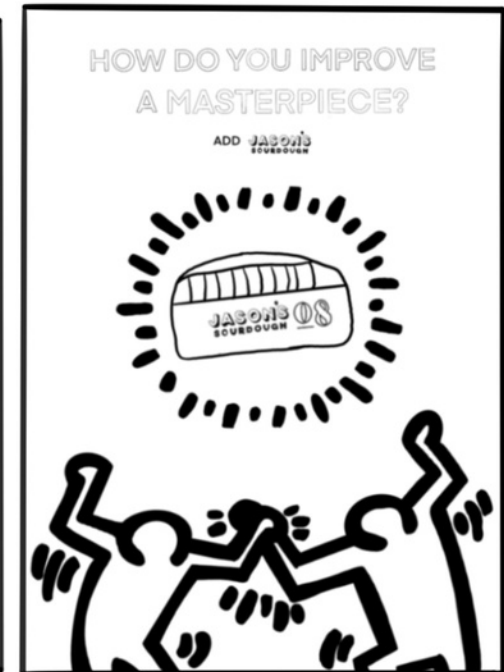
PRINT ADS

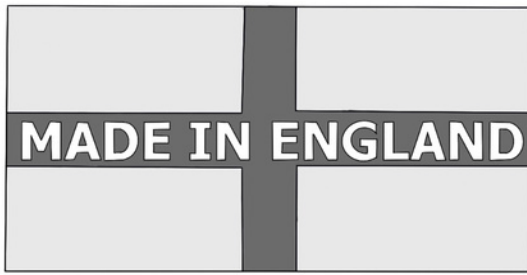


Stickers of loaves of Jason's Sourdough placed at iconic outdoor art pieces i.e Banksy



Print ads featuring different variations of Jason's Sourdough white, grains & seeds in various masterpieces in the style of the artist



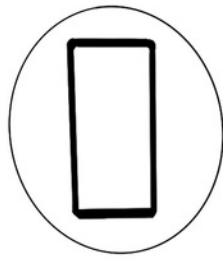


Client: Dr Martens

Audience: Shoppers with a 'mature' sense of style

Proposition: Confidence of craft

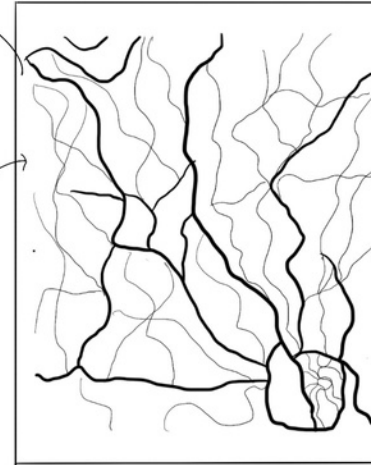
Idea: A retail experience that puts the Cobbs Lane shoemakers in the spotlight. Craft starts in the factory and we want customers to feel that when visiting the stores, from flagships to outlets.



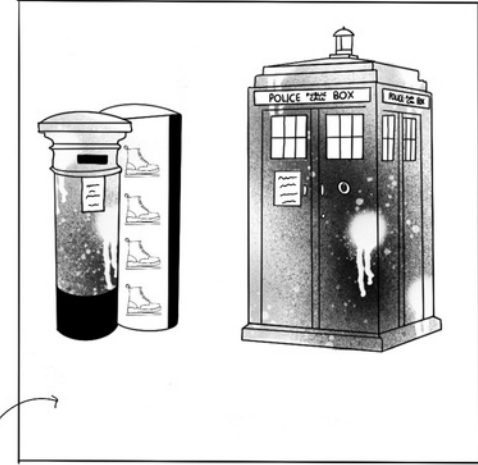
A QR code on the map will mean that once scanned, the customer will have access to an AR experience. This will involve turning the store into MIE factory through their phone camera lense.

A full wall interactive map that shows how far away the store is to the Cobbs Lane factory. It live updates how many MIE Docs have been made. In large stores this could be located in between staircases.

IN-STORE (FLAGSHIPS)



IN-STORE (FLAGSHIPS, SMALLER STORES AND OUTLETS)



POS and displays of postboxes and police boxes as a nod to the postmen and policemen who wore Dr Martens. These will be sprayed to match the OOH activations. After all, if workmen who were tirelessly on their feet all day had confidence in Dr Marten's craft, so should everyone else.

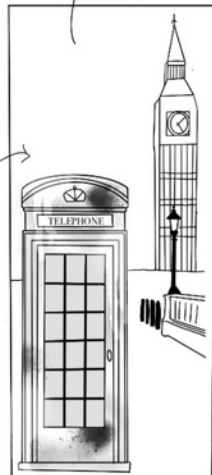
OUT-OF-HOME



Footprint stickers of Dr Marten boots with the MIE stamp. These will be stuck on streets leading from high footfall areas (i.e tube stations) to flagship stores.

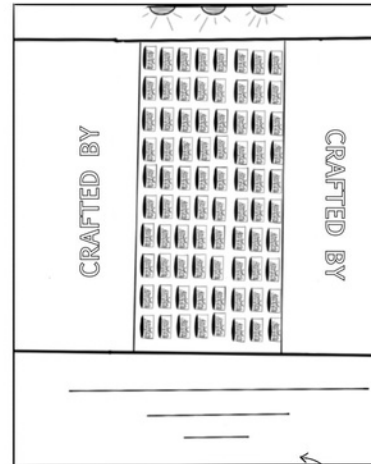
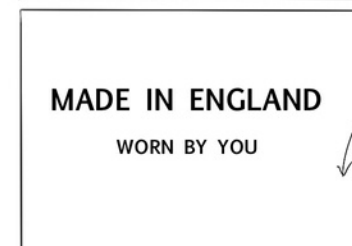
A social competition will be ran to launch the newest store installations: people will be asked to take a picture with a Dr Marten postbox or telephone box and post on IG/Twitter/FB with the #DMMadeInEngland for a chance to win a free pair!

Collaboration with a UK based spray paint artist to design graffiti wraps to cover postboxes and telephone boxes across England using the iconic yellow, black and white brand colours with a splash of gold as a nod to the MIE boot labels.



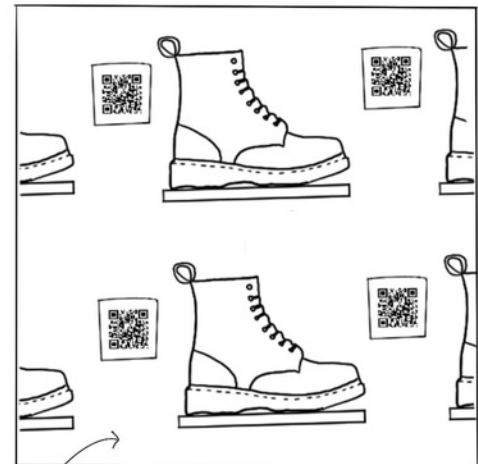
Reference photo of art style from LDN located artist @drc_artwork (IG)

WINDOW DISPLAY



A digital window display that flicks through the names of the 50 workers at the factory. Paired with a sensor, the display changes to 'Made in England' 'Worn by you' when someone has stopped outside the display for more than 2 seconds.

A wall of 50 gold MIE label tags - one for each craftsman at the Wollaston factory. Each label is signed by each employee.



Each style of Doc boots has it's own name and with that, a story. QR code plaques will tell the story of each when scanned. We can track who scanned which barcodes (suggesting interest) and target them on social media with ads about those specific shoes/boots.



Client: Typhoo Tea

Audience: Female - main food shopper of the house

Proposition: The most satisfying brew

The Challenge: How can we convince UK shoppers to try Typhoo in the face of their favourite brew?

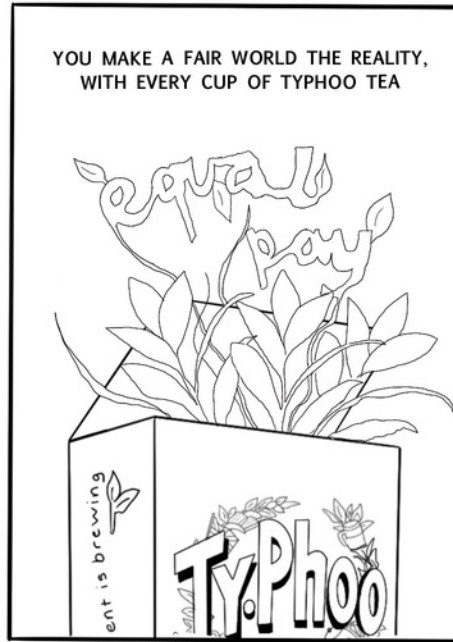
Insight: "Gen Xers are characterised as ethical, independent and adaptable."

"Millennials are the most likely to consider an alternative purchase choice due to ethical considerations"

"88% of consumers want you to help them make a difference"

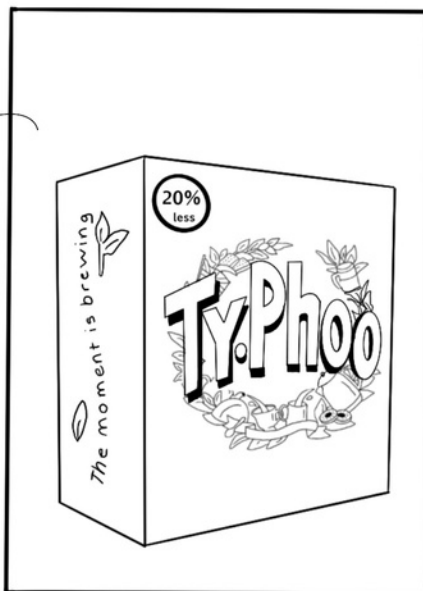
Idea: Typhoo are currently the only tea brand that are a member of the Ethical Trading Initiative (ETI) organisation. With their TA identifying as ethical, this ad is emotive and informative. What's more satisfying than knowing your brew is ethically made?

PRINT/PRESS AD



Print ads featuring benefits for Typhoo Tea workers being a part of the ETI i.e safe working conditions and gender equal pay. These benefits are made up of tea leaves growing from the tea box alike to the TV ad.

IN-STORE/PACKAGING

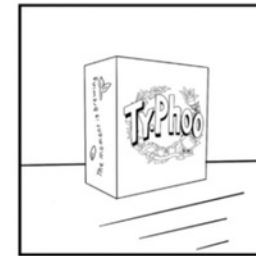


To create conversations and to cause a shock factor, for a limited time, Typhoo's boxes will have the % less to represent hard hitting statistics from the tea industry - at the same price. For example, some boxes would have 20% less in to raise awareness around the gender pay gap (ie women get paid 20% less than men).

TV AD



The scene opens with a kettle. In the background you can hear a woman call "anyone fancy a brew?". A response of a few different voices from the family reply - "please" "go on then" "yeah thanks".



The next scene shows a box of Typhoo tea, which the woman brings closer to her.



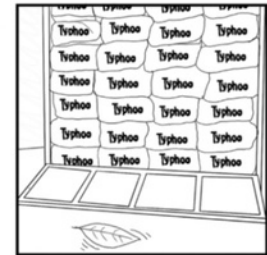
As she lifts the lid of the box, the camera 'falls' into the box taking the audience to another dimension.



The box fills with tea leaves with a mountain scenery at the back. The camera walks through the leaves.



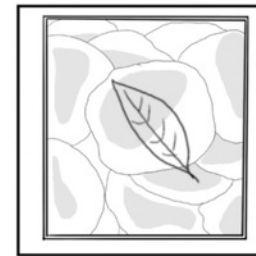
Then appears tea leaf pickers. There is upbeat music and the pickers are smiling. A leaf from the previous scene follows the frames in a wind swept.



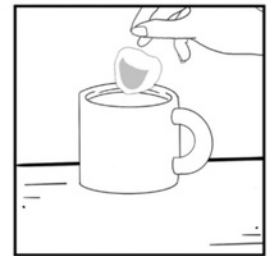
The ad showcases a variety of tasks that the Typhoo employees do including packing the lorries - all with a smile on their faces. The leaf still following.



The camera follows the leaf until it pops out of the Typhoo tea box.



The music quietsens as leaf slowly floats down and lands in a bed of Typhoo tea bags.



The lady from the first scene picks up a tea bag from the box and drops it into her mug.



It is now silent as she takes a sip from the mug and releases an "oooo"



The ad closes with text and the tea leaf floating down.



EXPERIENCE IS EVERYTHING

Client: Jet2Holidays

Audience: Primarily targeted at families/couples

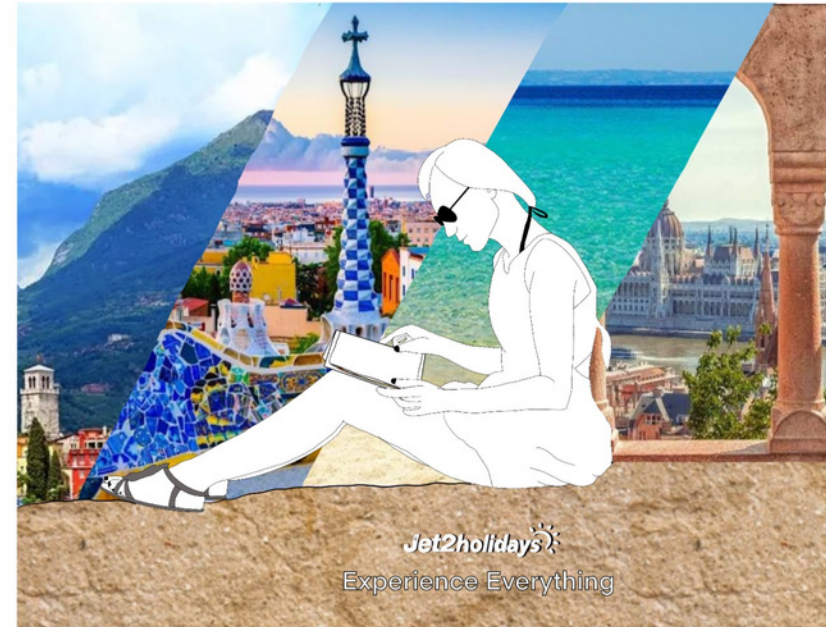
Proposition: Holidays you want to go on again and again and again

Idea: Jet2's goal is to make travel affordable, accessible and available to anyone - no matter how many times they fly.

This is the core belief that underpins the slogan.

'Experience everything' shows that Jet2 makes it easier than ever to go to locations (same or different) with the intent to not miss out on a single thing.

Whether it's a poolside paradise, serene escape to the beach or a historical city break, Jet 2 can take you there. Again, and again, and again.



The creative will include characters at the forefront whether this is families, couples, solo travellers or friends. The idea is that the surroundings in the background change whilst the ground and the characters stay the same - showing how they can experience everything with Jet2 Holidays.



Locations per poster will depend on the characters. For example, young couples may want to go on a party holiday in Ibiza or explore Santorni, whereas, a solo traveller may choose to go to more city breaks. A family may want to go to more beach locations. Using Jet2 Holiday's consumer data, preferences of locations can be used to dictate the places used.

FIND YOUR MATCH

Client: Gigable

Audience: Current competitor freelancers/riders

Proposition: Recruit an army of riders

Insight: "Deliveroo reports that students account for 50% of riders" "87% of active users on Hinge are looking for a relationship" "49% of Hinge users are aged between 18-29"

Idea: One differentiator between Gigable and its competitors is the relationship that is made between the restaurant/business and rider due to shift work and the ability to rate each other. Gigable teams up with the most popular dating app in the UK and Ireland to turn current rider's heads.

ON-APP (HINGE)

Hinge will run a limited time app feature that allows people who have matched and gone on a date to leave a review on each other. If they give each other 4 and above stars, they receive free delivery on Gigable for their next date night order. Although this entices more customers than riders, it helps raise the general awareness of the brand to in turn target riders.

★★★★★

Manners ★★★★★
 Punctuality ★★★
 Likeability to profile ★★★★
 Conversation ★★★★★
 Humour ★★★
 Effort ★★★

I had an excellent first date with Gemma! Conversation flowed great and she looked absolutely stunning. We secured a second date and I already can't wait!

OUT-OF-HOME

Posters in Gigable brand colours with a large Hinge motifs would include copy that leads audiences into thinking it was about dating. But, we mean a different kind of relationship - the one between freelancers/riders with businesses. Each poster stand against the current relationships between competitors and riders.

Placement: on billboards/ad spaces outside restaurants and cafes that use competitors i.e UberEats for riders who are outside waiting as well as on University campuses.

H

Don't be taken for a ride.

Take back control of your rider status
 Find your match with Gigable

H

Relationships where all parties thrive.

It takes two to make it work
 Find your match with Gigable

SOCIAL

We run a social competition with the simple dynamic that Hinge asks people to send in their best and worst date stories whilst Gigable asks for riders and restaurants to send in their best and worst work stories.

Paid amplification allows us to target University students. The winner of the competition wins 1 year of Hinge premium and free Gigable delivery.

#FINDYOURMATCH

STUNT/FLASH MOB

Sponsored by Hinge, Gigable carry out flash mobs outside of popular restaurants and bars that are a part of competitors offerings. These flash mobs will target riders who are waiting to collect deliveries and will consist of Gigable setting up speed-dating tables to give riders the chance to speak to restaurants. If both the rider and restaurant like getting to know each other, they get a shift for the night.



Where there is room to place 2 ads next to each other i.e a road facing bus stop, there will be a poster showcasing a review. The review is in the same format as the Hinge reviews on-app and could either be perceived as a date experience or a Gigable one. To find out if it's from a dater, a rider or a business, the QR code has to be scanned which will take you to download the app where all will be revealed.

Two posters are shown side-by-side in a bus stop shelter. The left poster features the Hinge logo and the text 'For those looking for more than a one-hour thing.' The right poster features the Hinge logo, a 5-star rating, and a review snippet: 'COULDN'T HAVE WISHED FOR BETTER... Matt was quick and efficient all night! I'm not used to having it so good. He left with a smile on his face and certainly left me with one too.' Both posters include the Gigable logo and the text 'Find your match with Gigable'.

POSTER ADS

DON'T LET LIFE FADE YOU

Client: PimpdINK

Audience: Anyone with tattoos

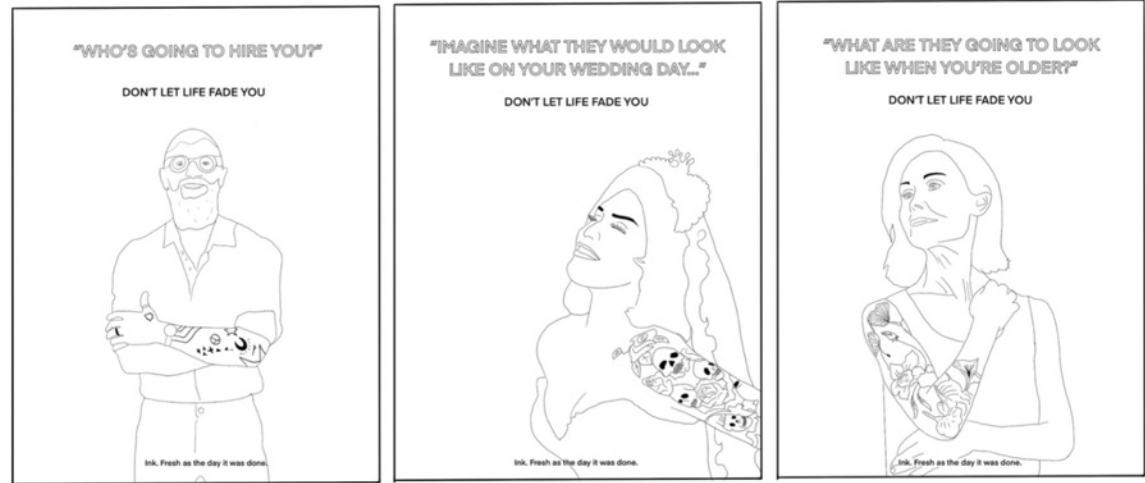
Proposition: Ink. Fresh as the day it was done.

Idea: Tattoos are seen by some as completely life altering and ambition destroying, and many are concerned that they may have a negative impact on how others perceive them.

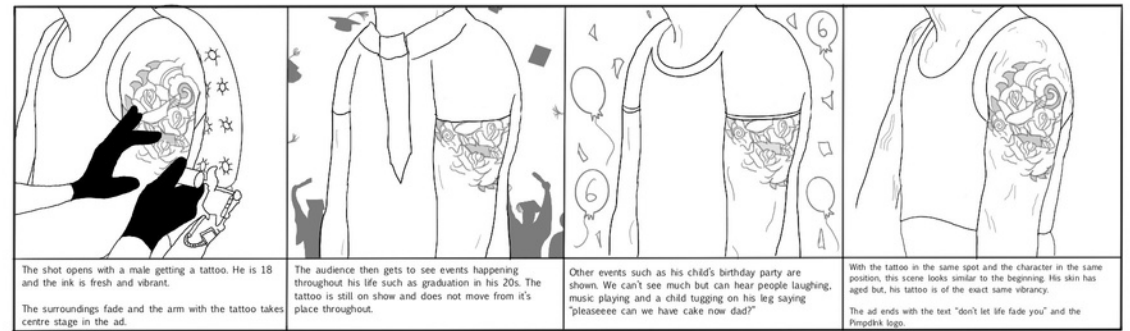
PimpdINK and their customers believe the opposite. Tattoos are a work of art and a part of a person's identity.

The campaign's messaging, "don't let life fade you", is a direct link to PimpdINK's product that works to add vibrancy to older tattoos, as well as a nod to the cynical comments that the user may have heard over time. The product is there to promote pride and acceptance of the things we love.

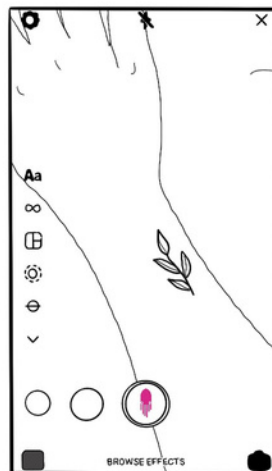
We will not let others dim our sparkle with their preconceptions, and will not let time fade the art on our bodies in the same way.



TV AD



SOCIAL MEDIA



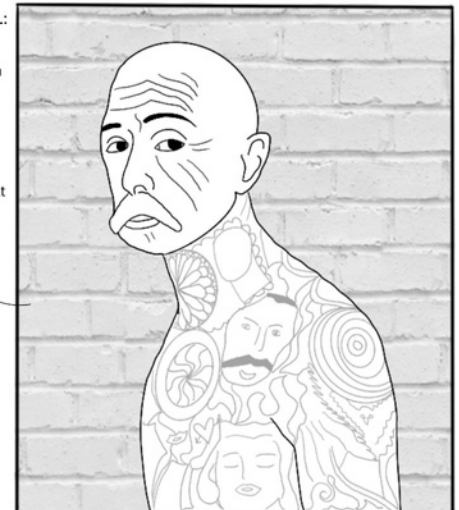
Interactive Instagram filter that, once scanned upon tattooed skin, the ink glows (similar effect to the billboard).

Targeted to younger audiences, we collaborate with mid-tier tattooed influencers and artists such as Hannah Pixie Snow and Olivia Fayne. These creators can use the filter on themselves (and clients) to promote the feature.

GLOW IN THE DARK MURAL: CAMDEN, LONDON

A painted mural of an old man covered in tattoos. Once the sun sets, the tattoos glow in the dark.

PimpdINK will also sponsor for older murals and street art that have lost their sparkle, to be revamped and given a bit of TLC.



CULTURE LIKE NO OTHER

Client: Leeds 2023

Audience: People living in other big cities interested in travelling to experience culture and entertainment

Proposition: We're letting culture loose in 2023

Idea: Targeting people interested in culture, art, music etc. at the places where they go to enjoy it and directing them to their nearest transport link to visit Leeds. Afterall, Leeds is home to the longest running commercial railway line.

BILLBOARDS

That are situated outside of places of entertainment such as the Tate Modern museum in London in a huge frame and painted. Another billboard would be outside of a wildlife centre in Sheffield that is furry.

Art like you've never seen it before..just a few hours away.

We'll see you there.

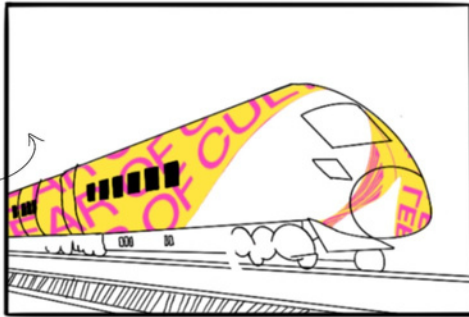
Leeds, culture like no other
#LEEDS2023

Down the road, to the left.

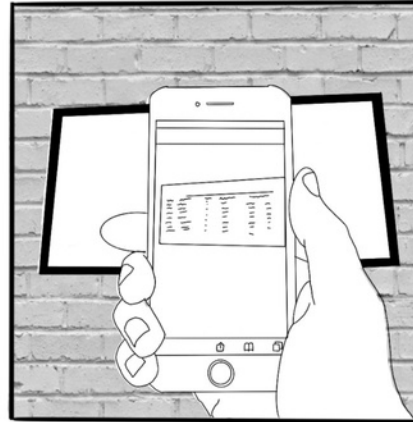
Have a good time in no time.

Leeds, culture like no other
#LEEDS2023

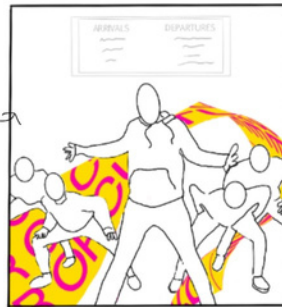
TRAINS AND BUSES WRAPPED IN YELLOW AND PINK RIBBON



LIVE DEPARTURE BOARD TO LEEDS once billboards are scanned



TRAIN STATION FLASH-MOBS: (YELLOW & PINK) RIBBON DANCERS



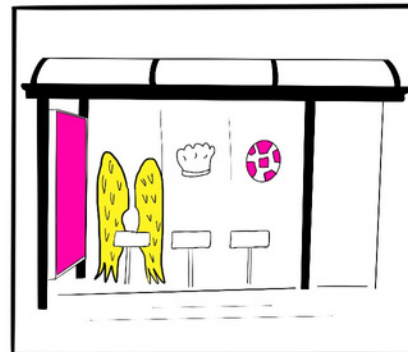
OFFICIAL LEEDS TIKTOK AMBASSADOR

GEO-TARGETING SOCIAL (INSTAGRAM)

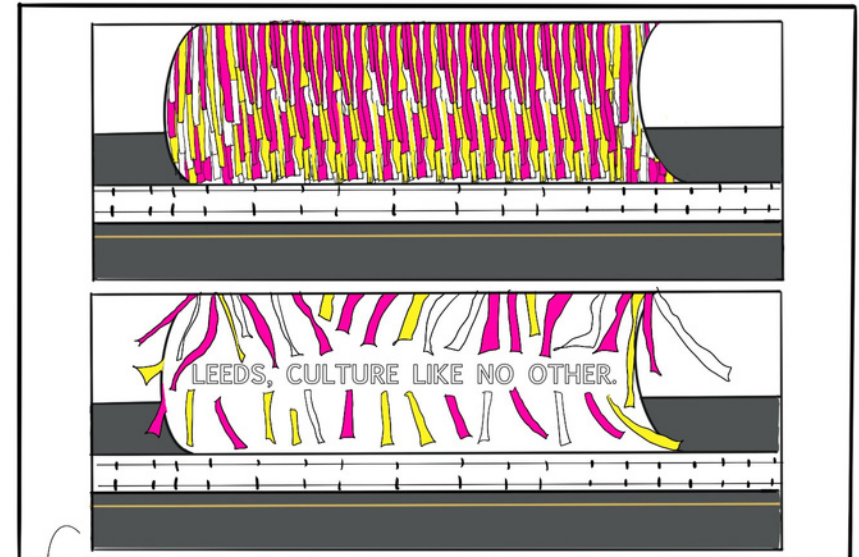
BRISTOL, YOU SPEND AVG 4.5 HOURS ON YOUR PHONES A DAY.
IN 3.5 HOURS YOU COULD TURN IT OFF.
LEEDS, CULTURE LIKE NO OTHER
#LEEDS2023



BUS STOPS with stickers behind the seats relating to things you can do in Leeds e.g carnival feather wings, chefs hat and a football balancing on your head!



TUBE STOP ADS



Ads placed at tube stops next to the tracks. When there are no trains, the poster is covered with long string confetti in yellow, pink and white. When a tube comes past, the wind gushes the confetti to clear space for a message: Leeds, culture like no other.

WHATEVER BUZZES YOUR bumble

Client: Bumble

Audience: 18-36yo women and men

Proposition: Love your journey, not their expectation

Idea: We all have our own interests and are attracted to some topics more so than others. The app helps you find a match that goes beyond physical attraction, whatever buzzes your bumble.

INTERACTIVE BILLBOARDS

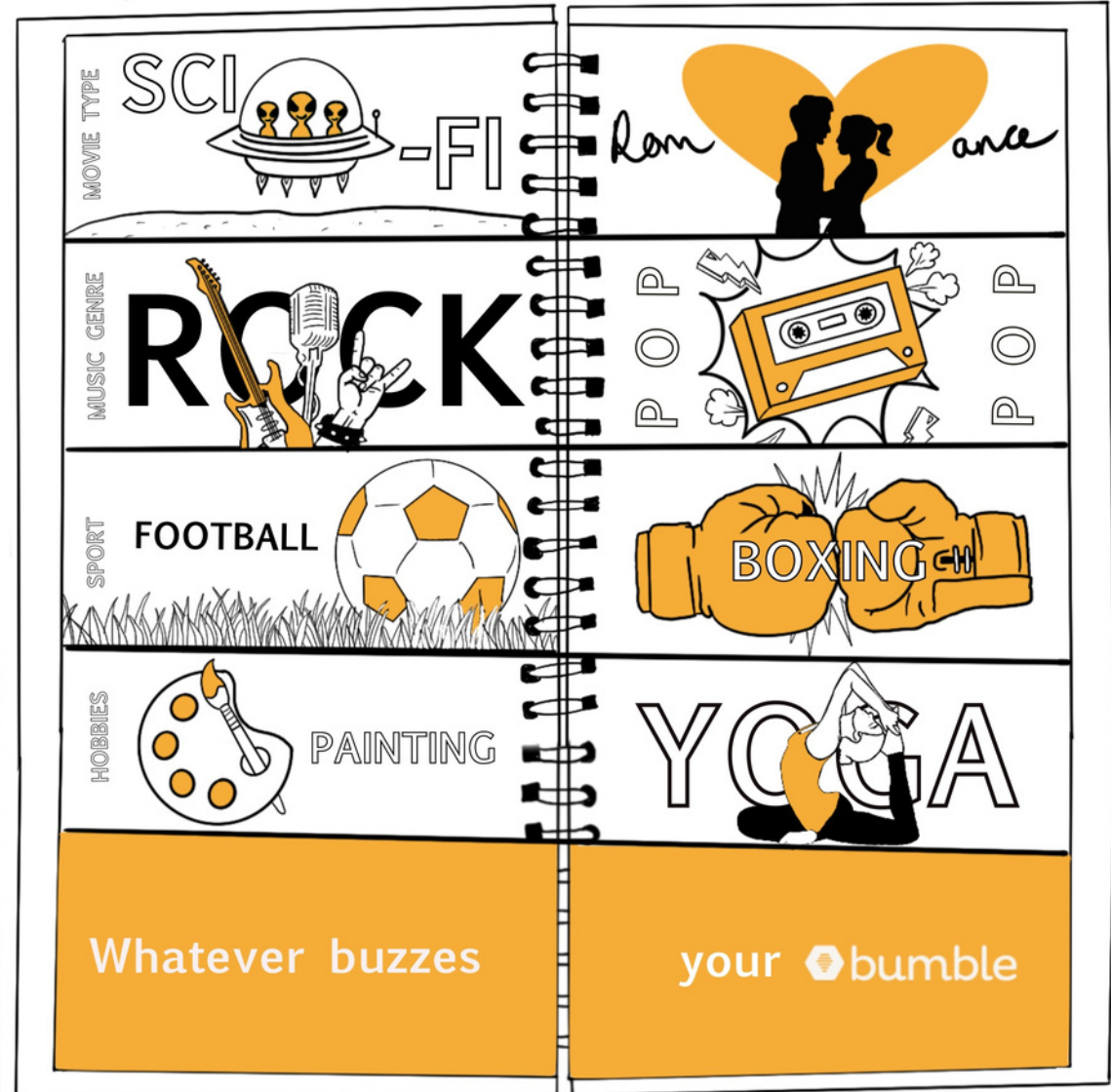
Billboards placed around major cities and will be interactive. Pass byers can stop and swipe through the different hobbies and interests that they look for in a partner. Once they have found what buzzes their bumble, they scan it via the app. When scanned, the app will curate it's match suggestions based on interests that have been logged onto profiles. This could also help people find more local matches.



DOUBLE PAGE PRINT AD

A double page print AD that resembles a 'choose your own' style flip book. It will contain different genres of interests that people look for in their partners such as their favourite movie type, music genre, sport and other hobbies. This is to show that, no matter what you're looking for in someone, you'll be able to find it on Bumble.

There will be multiple versions of this print ad with a variety of options and genres made up.



YOUR TRAVEL TIME TODAY. A LIFELONG LESSON TOMORROW.

Client: Bookmark

Audience: Anyone who can volunteer their time to help a child read better

Proposition: Six hours for you. A lifetime for a child.

Idea: People spend on average 30 mins commuting to work, University and the gym and is something we do without thinking twice. This is the same amount of time 1 lesson takes. We want people to use this campaign as a comparison: if they happily take 30 mins to commute, they can also spare time to change a life.

TUBE STATIONS



Red bookmarks in children's books that have references to tube stop names i.e A Bear Called **Paddington** and The Story of Dr. **Temple** will be left at those stations.

BOOKMARKS

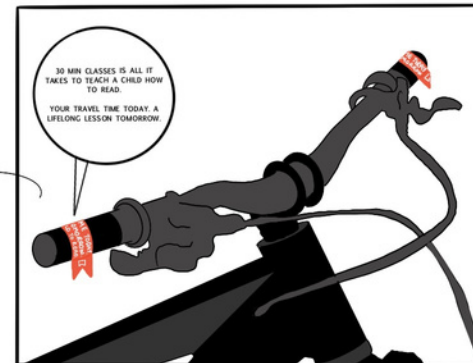
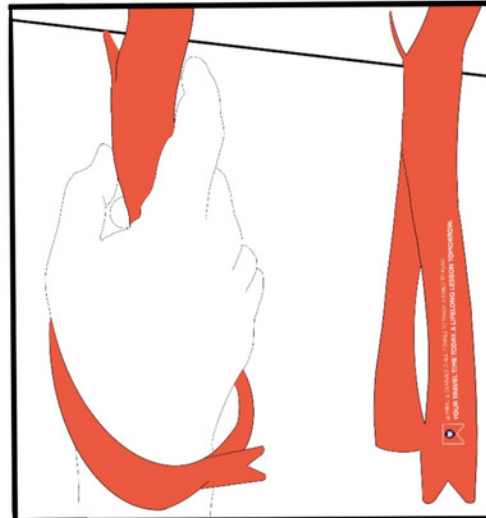


Red bookmarks left in books in libraries around the country.

BIKE BANDS

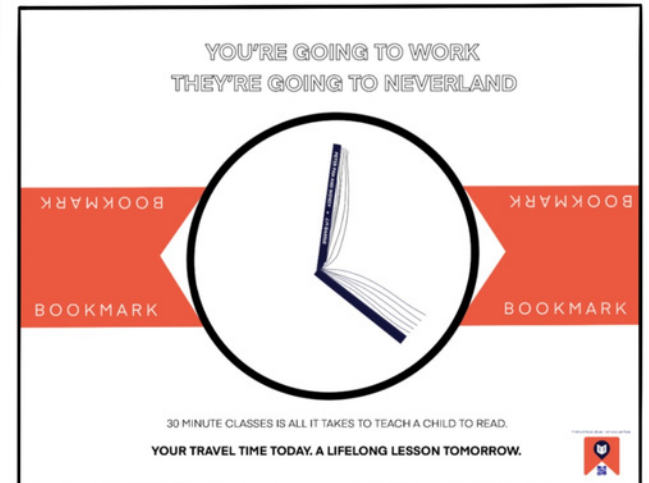
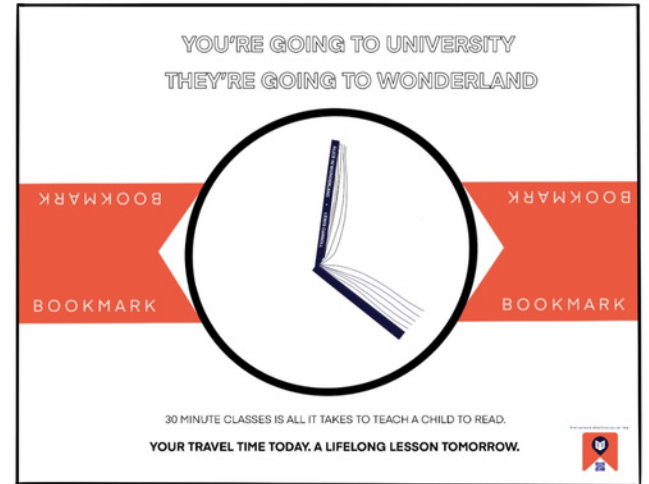
Reflective bike ankle bands that resemble a red bookmark. These will be wrapped around the handle bars of parked up bikes.

BUS HANDLES



POSTERS

Poster ads placed at transport links: tubes, train stations, bus stops etc.



FREE HUGS

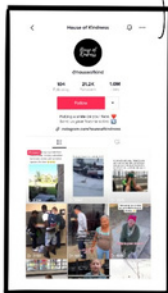
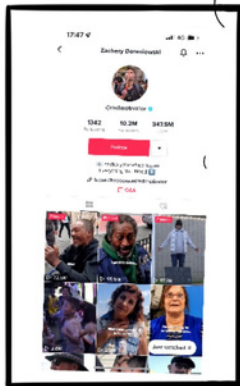
Client: Ritter Sport

Audience: Eco-conscious customers who want advertising to make them smile

Proposition: Fair and square

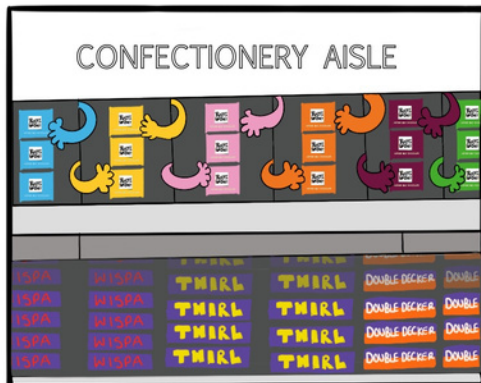
Idea: How does chocolate make you feel? Well, when I asked peers, Google and had a good think myself, chocolate gives the feeling of a nice warm hug...

We'd work with a TikTok content creator who are known for spreading kindness and doing random acts of service such as Zachery Dereniowski. He would give random free hugs and Ritter Sport chocolate to the general public with a surprise and delight element. This would be captured and shared on his channels as well as on @houseofkind TikToks.



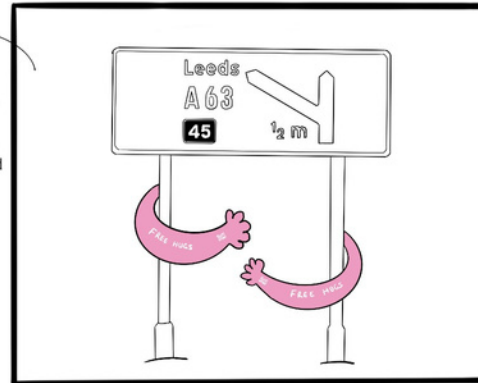
SOCIAL

IN-STORE POS

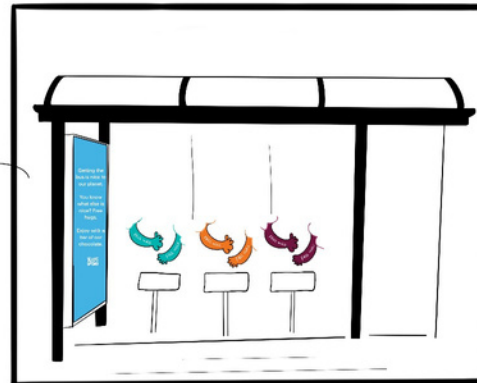


OTHER OOH EXECUTIONS

Foam arms on square street signs simply with 'FREE HUGS' and the Ritter Sport logo on to bring about mystery and excitement

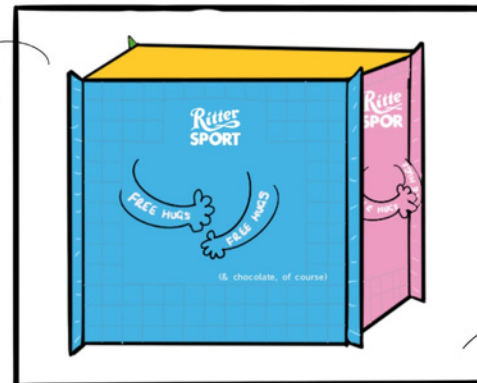


Bus stops with foam arms hugging you as you wait



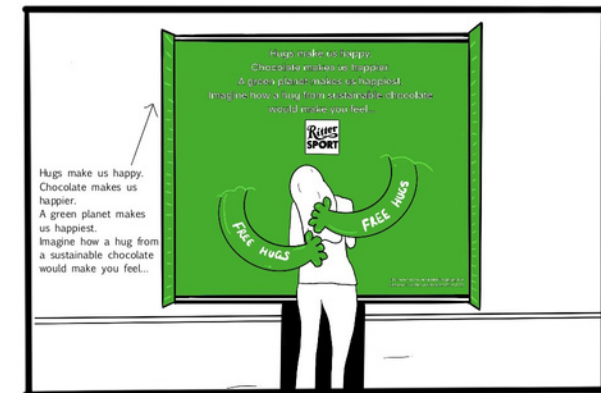
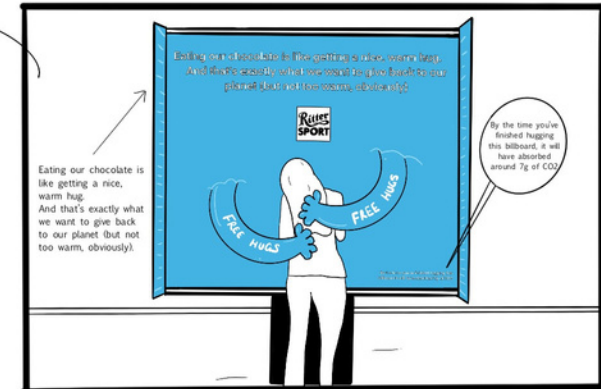
Free samples are hug activated. Once the sign is hugged, a locker will spring open with a Ritter Sport inside - the same flavour as the side they hugged. I.e blue for alpine milk.

With each sample will be a note with a QR code directing people to the website to find out more about Ritter Sports' sustainability efforts.



Billboards coated with CO2 absorbent paint with big foam arms offering free hugs.

OOH BILLBOARDS



An opportunity to create PR by situating these cubes that offer free hugs (AND chocolate) at cities that are the biggest chocolate fans. This could be on the streets or in shopping centres.

48 SYMPTOMS. 48 CHANGES TO CELEBRATE.

Client: Boots X GenM

Audience: Underserved & misrepresented midlifery

Proposition: With you, for life

Idea: For every negative symptom of the menopause, there's a change to celebrate.

FOR EVERY 48 SYMPTOMS, THERE'S 48 REASONS TO CELEBRATE THE MENOPAUSE.

 Anne 58 New Business Owner	 Sadia 19 No menstrual cycle, no stress	 Tom 63 Feels reborn	 Izzy 44 Ready to conquer anything	 Sarah 31 No pregnancy worries	 Cat 56 Fresh outlook on life	 Michael 46 Feel confident in my identity
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DOUBLE SIDED ADSHELTS

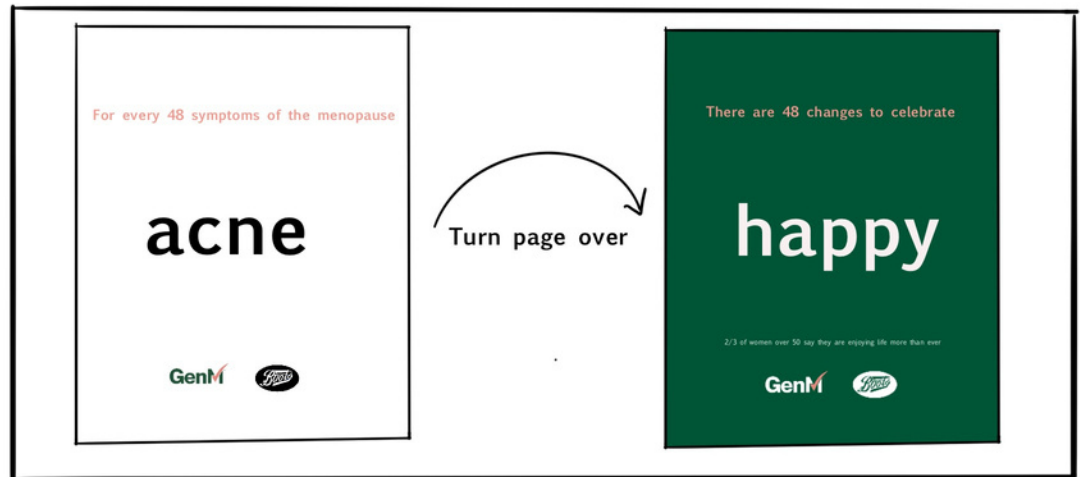
48 placed outside and around Boots stores.



DOUBLE SIDED PRINT AD

BILLBOARD

Billboards showcasing 48 faces - young, old, female and transgender. All are laughing and smiling. Each have their name, age and a reason why they celebrate their menopause experiences. In a similar style to the Ace&Tate Bring On The Sun billboard.



THE COAST GUARDIANS

Client: HM Coastguard

Audience: Families visiting the beach in groups

Proposition: Stay in the know to stay out of trouble

Insight: “Kids learn through Superheroes what is right and wrong”

Idea: Coastguards are heroes. Simple as. They help protect us from all elements but, we also need to protect ourselves. Even without superpowers, we have the power to stay safe. Introducing...The Coast Guardians.

BILLBOARDS & POSTERS



Each Coast Guardian represents an aspect of the beach that people should be aware of the dangers of:

- **Water** for the sea
- **Air** for the wind that cause waves and unsteady waters
- **Fire** for the sun
- **Earth** for the sand

Billboards and posters of all guardians to raise awareness supported by individual comms surrounding each hero with a fact or danger to look out for relating to their element i.e a tip from 'Earth' would be not to dig sand tunnels.

OTHER MEDIA PLACEMENT

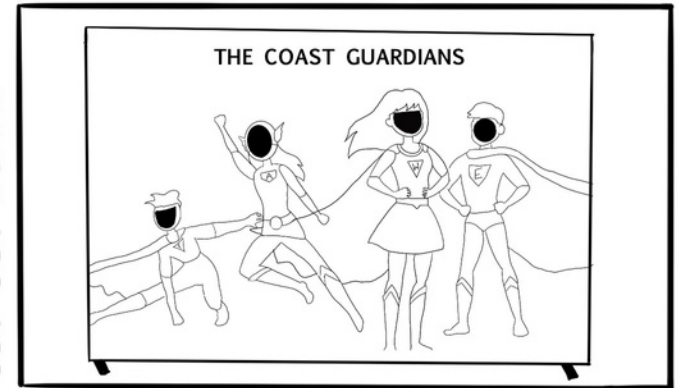


Placements on motorways and on the back of busses to raise awareness on those travelling to the beach.

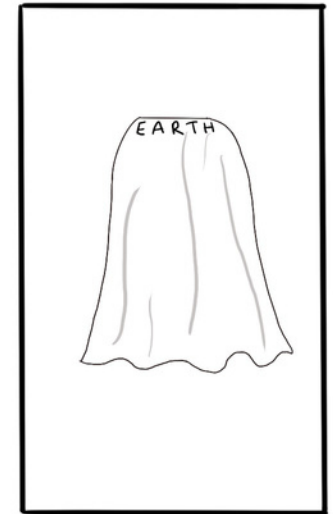
At the seaside, there would be **Coast Guardian cape kids towels** available. On the inside of the towels would be information on flags. On the outside, it would look like a hero cape.

There would also be **seaside photo cutouts**. When families take photos looking like the Coast Guardians and share to socials, this will help raise organic awareness.

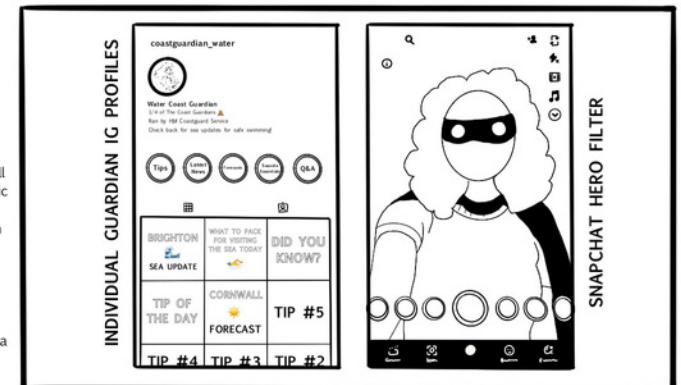
SEASIDE PHOTO CUT OUT BOARD



CAPE BEACH TOWELS FOR EACH HERO



SOCIAL



Instagram Profiles

Set up for each Coast Guardian which will be a hub of facts, live updates on specific dangers i.e the Water Coast Guardian would share about how safe it is to swim that day. These could be geo-targeted to people located in or around the seaside town.

Snapchat Filter

To target an older demographic (16-20), a Snapchat filter would be created. The style of this would be more mature than the other guardian comms (for example, like Marvel characters) to create traction and engagement from all ages.

THANKS FOR READING!

See you Thursday :)