

# Ant Owen

Final submission 2024



SCHOOL  
OF  
THOUGHT

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# ...effortless journeys start here.

**Client:** Collinson International

**Product:** Priority Pass – (airport lounge access)

**Media:** Digital ads, Social, In-airport ambient opportunities

**Audience:** Professionals in small businesses

**Proposition:** Better journeys lead to better business

**Insight:** Travelling for business can be stressful and exhausting, and whether you are travelling to discuss a project or meet a new client, it's important that you're on top form when you arrive.

**Idea:** Effortless journeys start here.

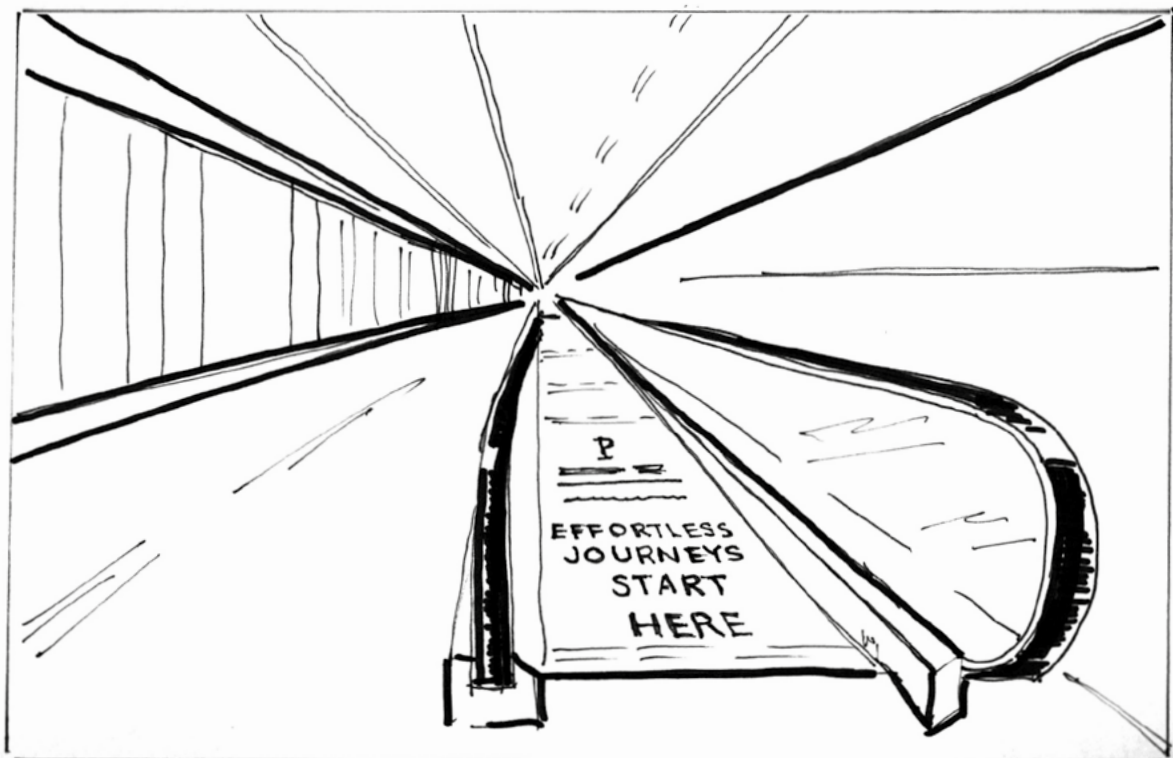
Meet Simon the sloth. He's all about maximum benefit, minimum effort when travelling for business. Lounge like Simon and make your journeys effortless with Priority Plus.

The ads show Simon enjoying the many benefits of Priority Plus lounges, making everything run smoothly. Be more like Simon!

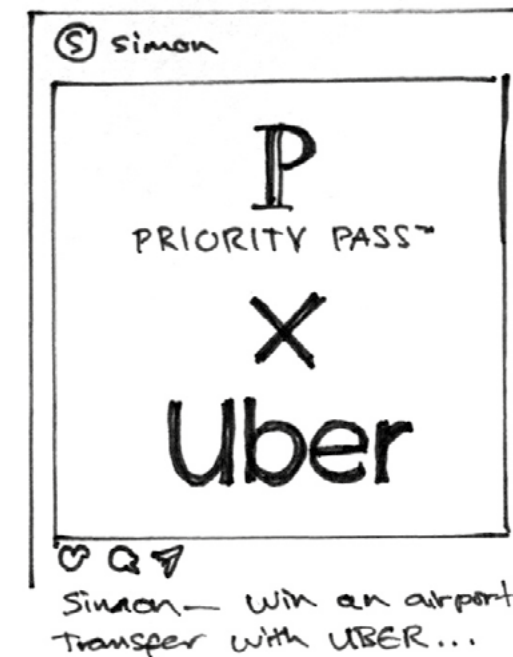
## OOH – Digital screens



## In-airport ambient – moving walkway



## Social



Follow Simon on Instagram – with prize draws to make your business journeys effortless.

## Art Direction



Photoreal style sloth illustrations in human situations to bring Simon to life.



# This (not so) little piggy went to market...

**Client:** Iceland Foods

**Product:** Foot Long Pig in Blanket

**Media:** Tabloid press and social

**Audience:** Claire. A 30 something working-class mum who doesn't have tons of disposable income but cares about her family being happy. She loves pop culture and is obsessed with Christmas.

**Proposition:** The pig in blanket is a Christmas icon, and a foot long version will bring the family together to create some pretty funny Christmas moments.

**Insight:** Pigs in blankets are a much loved and integral part of Christmas dinner for many, often outshining other items on the dinner plate and punching way above their weight.

**Now it's time to give them the centre stage they deserve!**

**Idea: Experiential Christmas market blanket drop** – Iceland's own festive elves will arrive at selected Christmas market locations to celebrate the launch of XXL Footlong Pigs in Blankets by giving away limited edition 'Bacon Blankets' to keep people warm on a cold winter evening, while transforming them into life-sized versions of a Christmas favourite!

## BACON BLANKET

Iceland x Dion Kitson



Experiential brand activation event

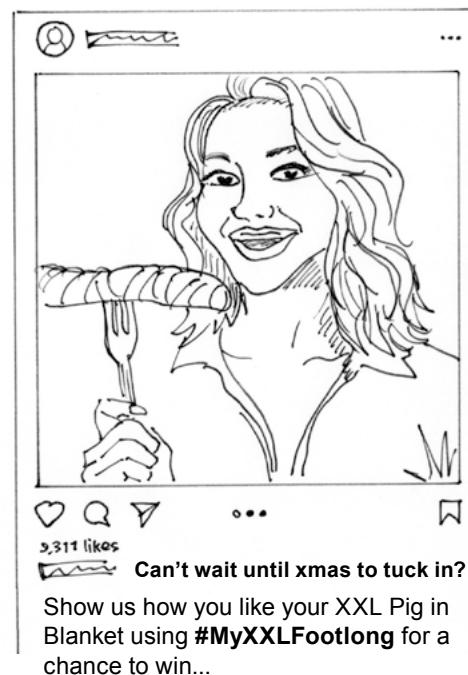


Limited edition 'Bacon Blanket' by Iceland x Dion Kitson

"As the years go by, most foodie favourites seem to shrink in size. This festive season, we're bucking that trend with the launch of a supersized Christmas favourite... XXL Footlong Pigs in Blankets! Get your Bacon Blanket and £1 off voucher. MORE OF WHAT YOU LOVE, THIS CHRISTMAS."



Post-launch social competition



#MyXXLFootlong



@IcelandFoods

Tabloid press



# ViBE YOU'RE IN CHARGE

**Client:** Lexus

**Product:** Toyota Vibe (a new EV car)

**Media:** Social media campaign

**Audience:** Young professionals, age 28-35, living in urban areas. Eco-conscious, tech-savvy, prefer flexible, affordable transportation options.

**Proposition:** The ultimate city car for a sustainable lifestyle – compact, efficient and flexible.

**Key messaging:** Highlight flexible pricing – daily rentals, monthly subscriptions, and leasing. Sustainability focus.

**Insight:** Young professionals want more sustainable vehicles, but the upfront cost of purchasing an EV remains a significant barrier for many, especially compared to traditional combustion engine vehicles.

**Idea: ViBE. YOU'RE IN CHARGE.**

Short, two-word headlines are used, with each individual word highlighting a benefit of the ViBE. The two words also work together to create a well known, positive phrase. The visuals show a scale model of the ViBE being physically controlled/presented to represent the sign off line 'You're in charge', as well as visualising the sentiment of each headline.

Example structure

CRUISE.  
CONTROL.

With a 250-mile range on a single charge and flexible rental or lease options starting at just 1 day, the new **Toyota ViBE** puts you in total control.

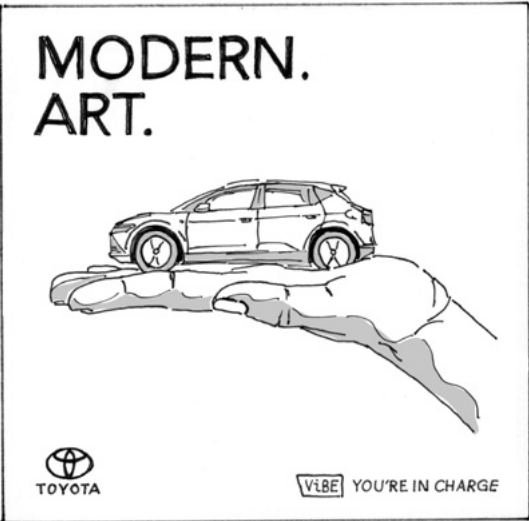


Social – #ToyotaViBE



**Art Direction**

Realistic scale model car in 3 launch colours with male and female hands. Minimal light colour background.



With eco-friendly and recycled interior materials and customisable exterior options, you can express your style perfectly.

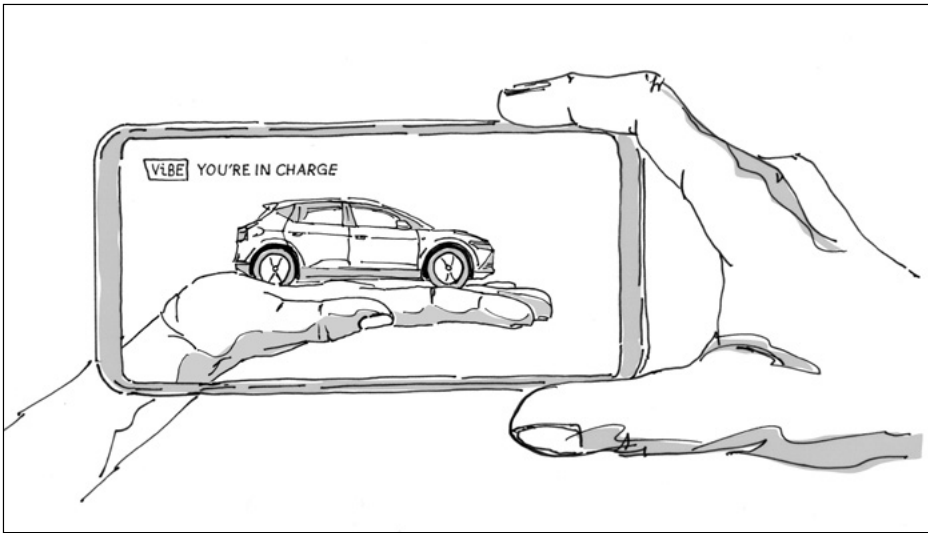
#ToyotaViBE



With a touchscreen infotainment system and 30 minute fast-charging capability, you'll be entertained and on-the-move before your playlist ends.

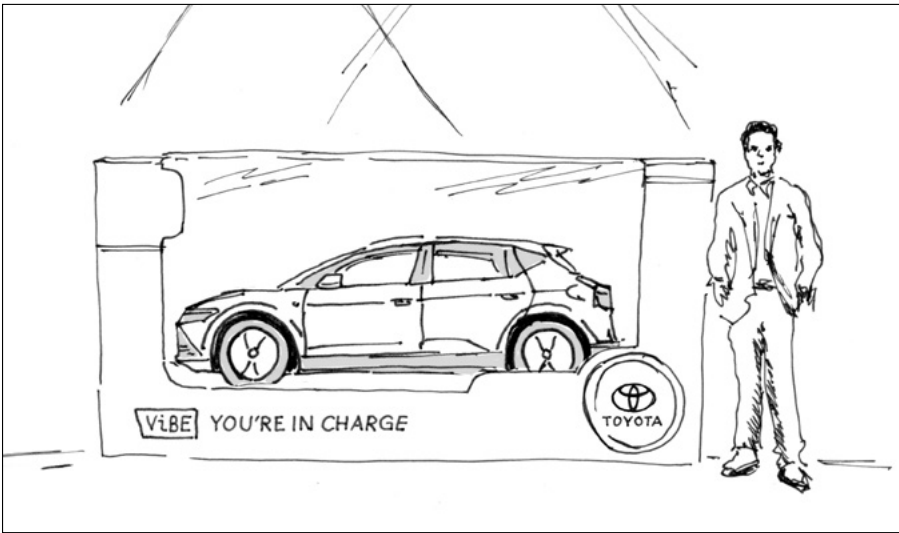
#ToyotaViBE

Pre-launch – Augmented reality 'ViBE in your hand'



**My ViBE** – Build your personal ViBE to your spec and colour in the app, then watch as AR visualises a 3D ViBE in your actual hand. Send yours to friends so they can build their own.

Post-launch – Experiential activation 'ViBE in a box'



Toyota ViBE vehicles packaged in oversized model car packaging placed in selected train stations as a post-launch competition.

**WIN A TOYOTA ViBE EV!**



# MAKE TODAY THE DAY.

**Client:** Go North East

**Product:** Bus services

**Media:** Integrated campaign

**Audience:** Lapsed and infrequent bus riders

**Proposition:** GNE buses are back!

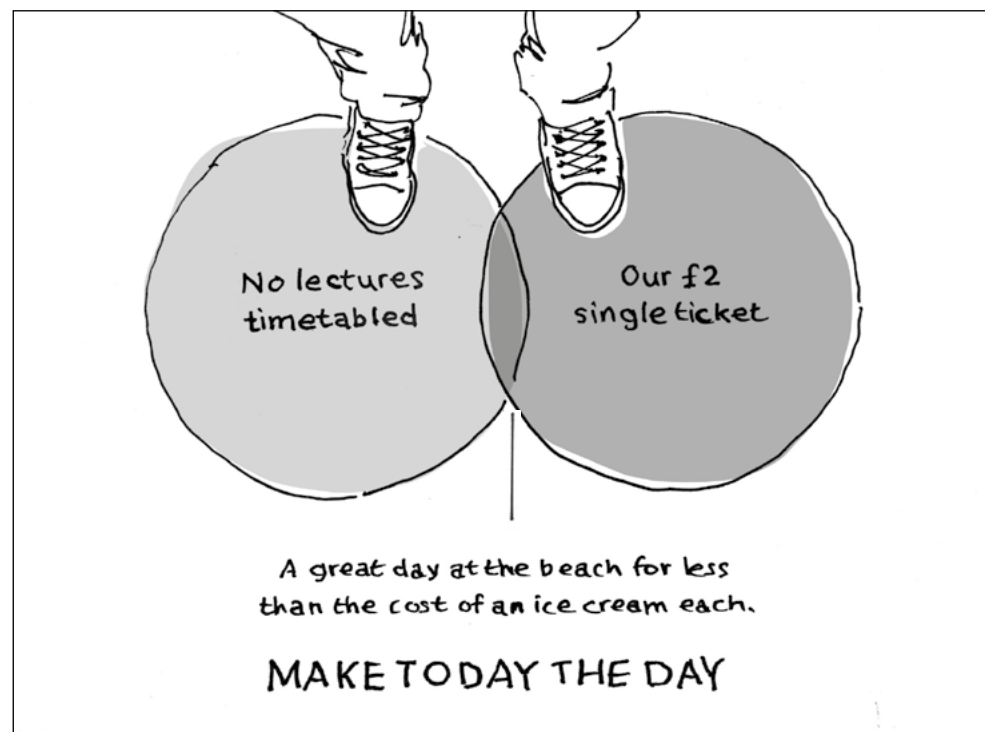
**Insight:** With less people (especially young people) feeling they can afford to purchase and run a car in and around UK cities, getting about can be frustrating – from expensive one-off taxi rides to asking friends or family for lifts here and there, being spontaneous isn't usually an option.

**Idea:** MAKE TODAY THE DAY.

Non-drivers can be spontaneous too! With £2 single tickets across most of the GNE network, people can go further for less and surprise their mum, finally meet up with an old friend, or even go to the beach...

The ads each feature a Venn diagram clearly showing where a situation becomes an opportunity, with GNE's £2 tickets.

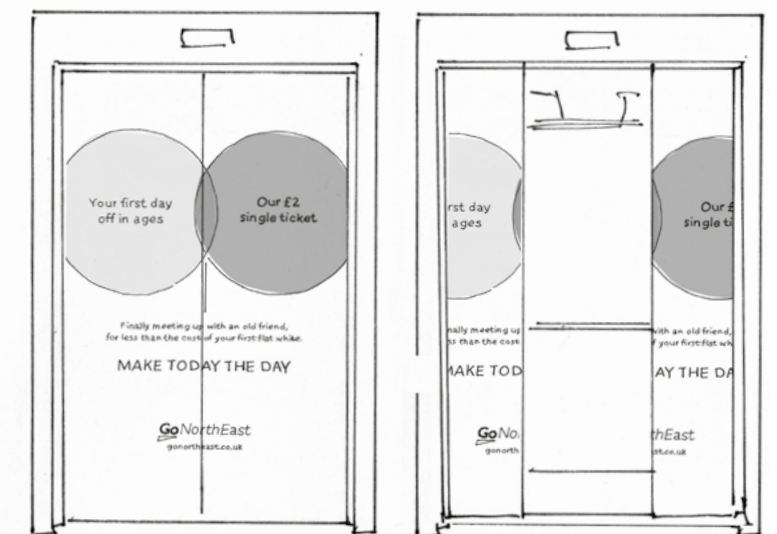
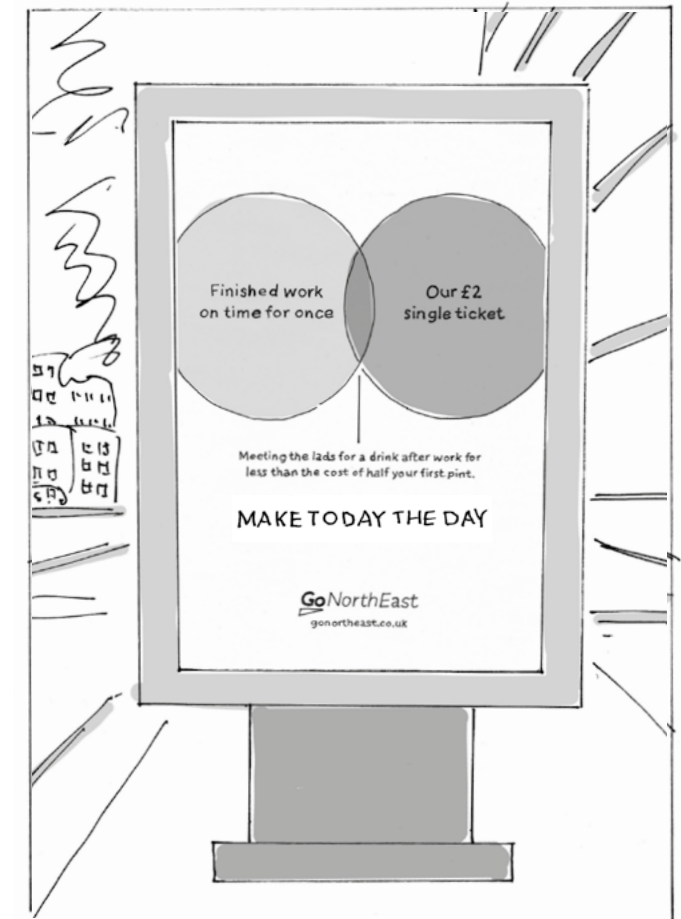
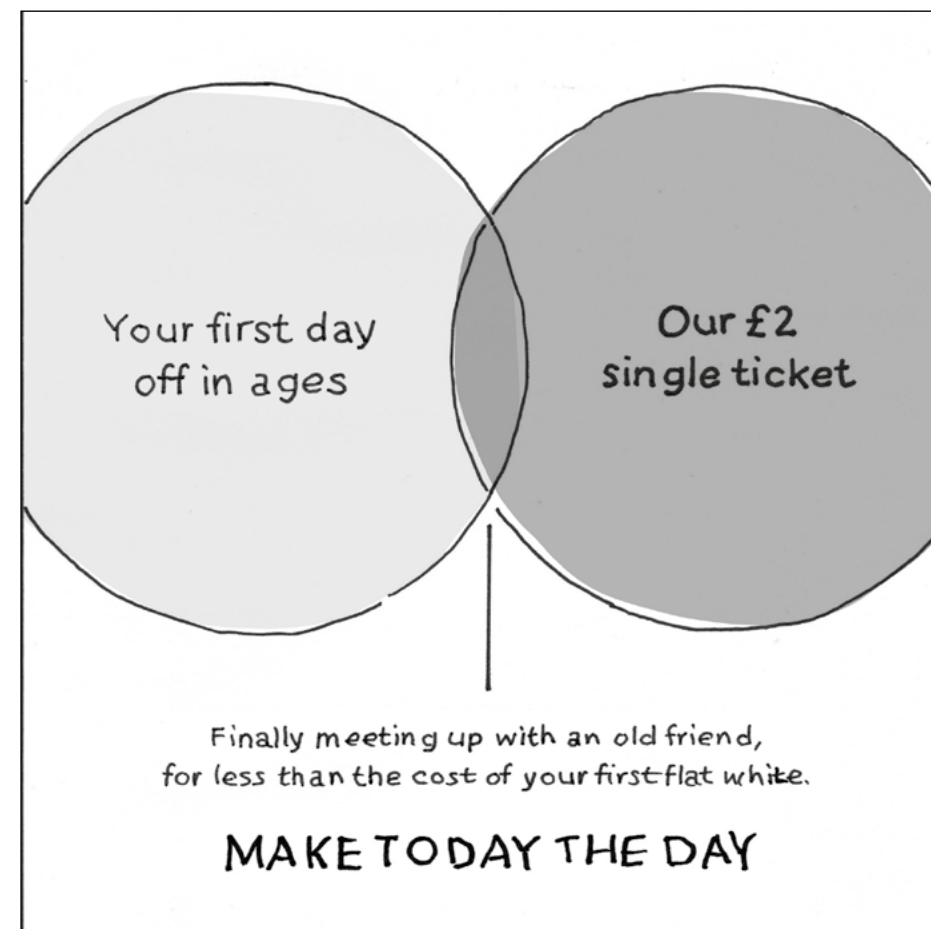
**Ambient (Student focus) – Floor decals** (shopping centres, etc.)



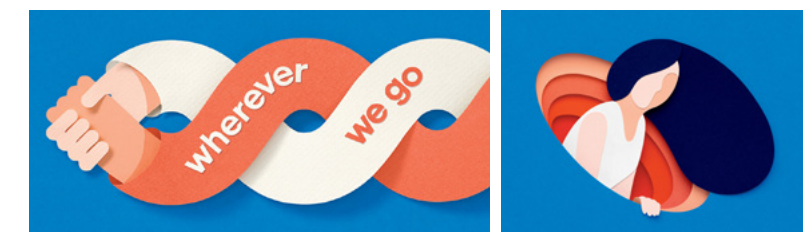
**OOH – Adshel**



**Ambient – Lift door decals** (work spaces, retail, etc.)



**Art Direction**



Paper craft Venn diagrams using GNE brand colours / photography. Artist: Kyle Bean





**Client:** Holland & Barrett

**Product:** Night-time 60 Gummies (Sleep gummies)

**Media:** Social

**Audience:** Holiday Hustlers (busy people)

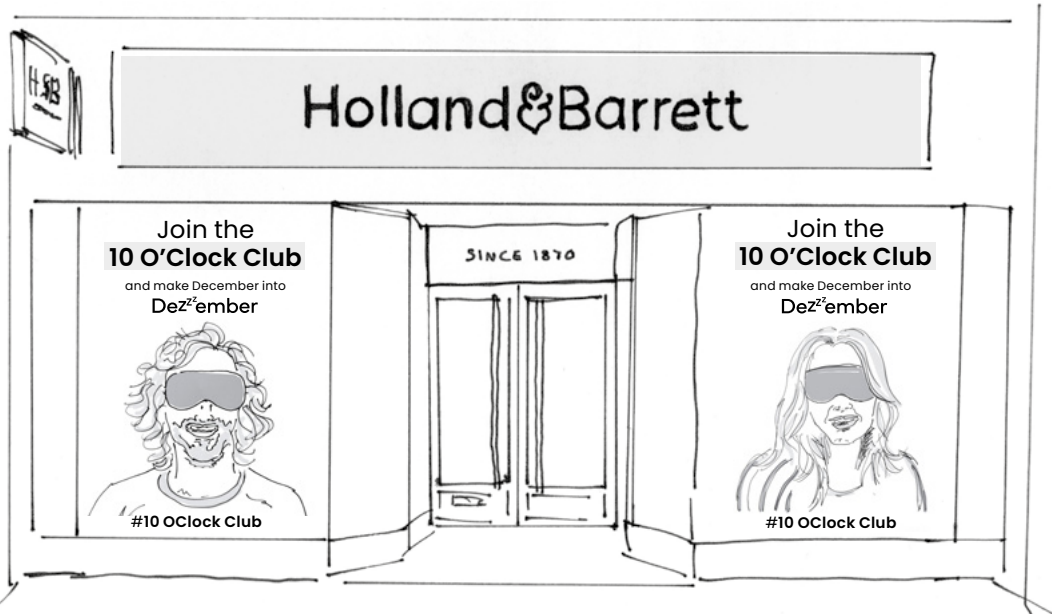
**Proposition:** Sell 'sleep' – the best immunity solution

**Insight: The Holiday Hustle.** We all love the festive season – from wrapping up warm at Christmas markets to wrapping presents in secret after the kids go to bed – but we need to find balance during this busy period to stay healthy and keep our social batteries charged. If only there was a way to get 8hrs sleep...

**Idea: The 10 O'Clock Club**


A social movement to promote a healthy life/sleep balance this festive period for everyone from busy parents to social butterflies. The 10 O'Clock Club: getting to bed by 10pm during DeZZember, and sharing your 3-step prep for the ultimate sleep – good, bad, or hilarious – on social with the **#10-OClockClub**

H&B store locations – window display



Social – Launch campaign #10-OClockClub

Wellness partners with a large, relevant wellness audience will amplify the movement by creating influential content and sharing their experiences and personal **3-step prep for the ultimate sleep**, (including our Night-Time Gummies) while prompting others to do the same via Instagram and TiKTok.



**@thebodycoach** ✓

**4.8M followers – Instagram**

Why sleep is so important (Mental health Q&A)

**Joe Wicks**

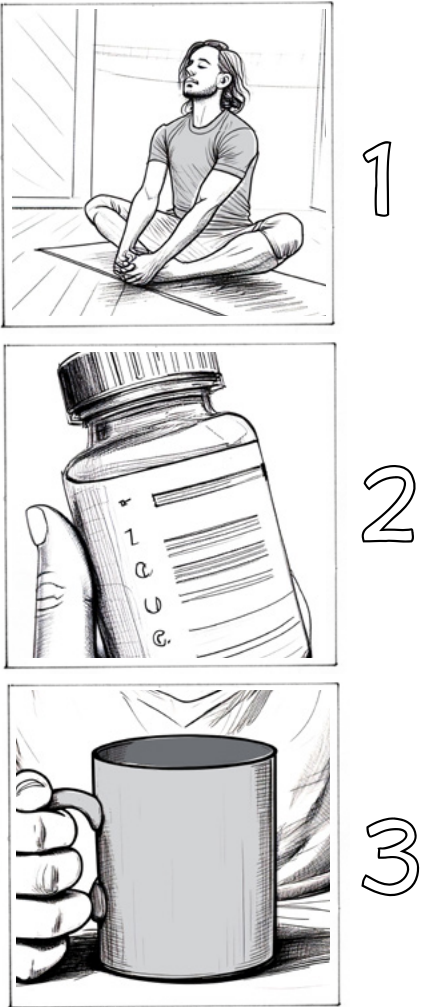


**@emthenutritionist** ✓

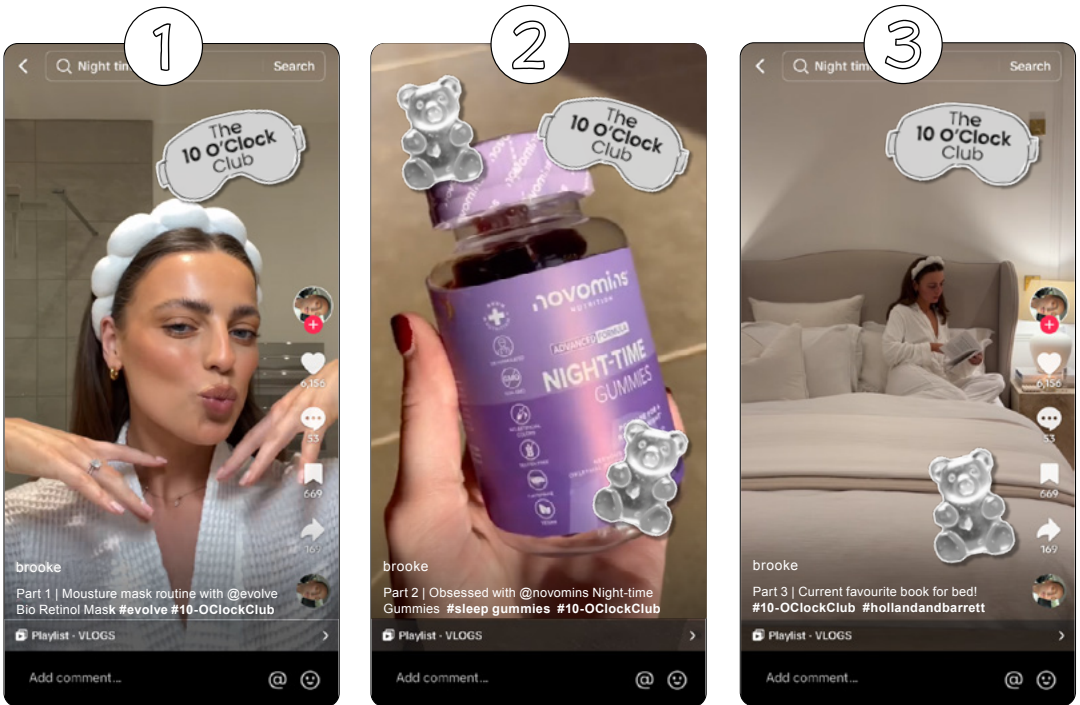
**1.6M followers – Instagram**

No1 Sunday Times best selling author – BSc Nutrition

**Emily English**



Social – Viral UGC videos and photos – bedtime routines



The 10 O'Clock Club logo, gummy bear and DeZZember digital stickers can also be used when posting on Instagram and TiKTok.



**#** Share 5 **#10-OclockClub** nights during December for the chance to win exclusive wellness prizes.

Followers sharing their **#10-OClockClub** 3-step prep for the ultimate 10pm sleep.



# DON'T MAN UP SPEAK UP

**Client:** EAFC '25  
**Cause:** You decide  
**Media:** You decide  
**Audience:** Everyone who watches football (or is impacted by it)  
**Proposition:** Sport can change the world for good.  
**Task:** Find an existing cause (or make one up) that EAFC can get behind, and get people to pay attention and change their views and behaviour.

**Insight:** Male suicide is the biggest killer of men under 50, with male mental health surrounded by well-ingrained cultural stigma in the UK. Football culture is an escape for many, but speaking up and asking for help is not easy for most, and this audience is a high risk.

**Idea:** DON'T MAN UP, SPEAK UP.  
As the best-selling video game in the UK last year, EAFC are in a prime position to use their platform for good.  
By teaming up with **AndysManClub**, EAFC aim to use their visibility and superstar ambassadors to **raise awareness of the power of talking to somebody during hard times**, and to tap into the world of football to engage a wider, fanatical audience in both real-life and the virtual world.

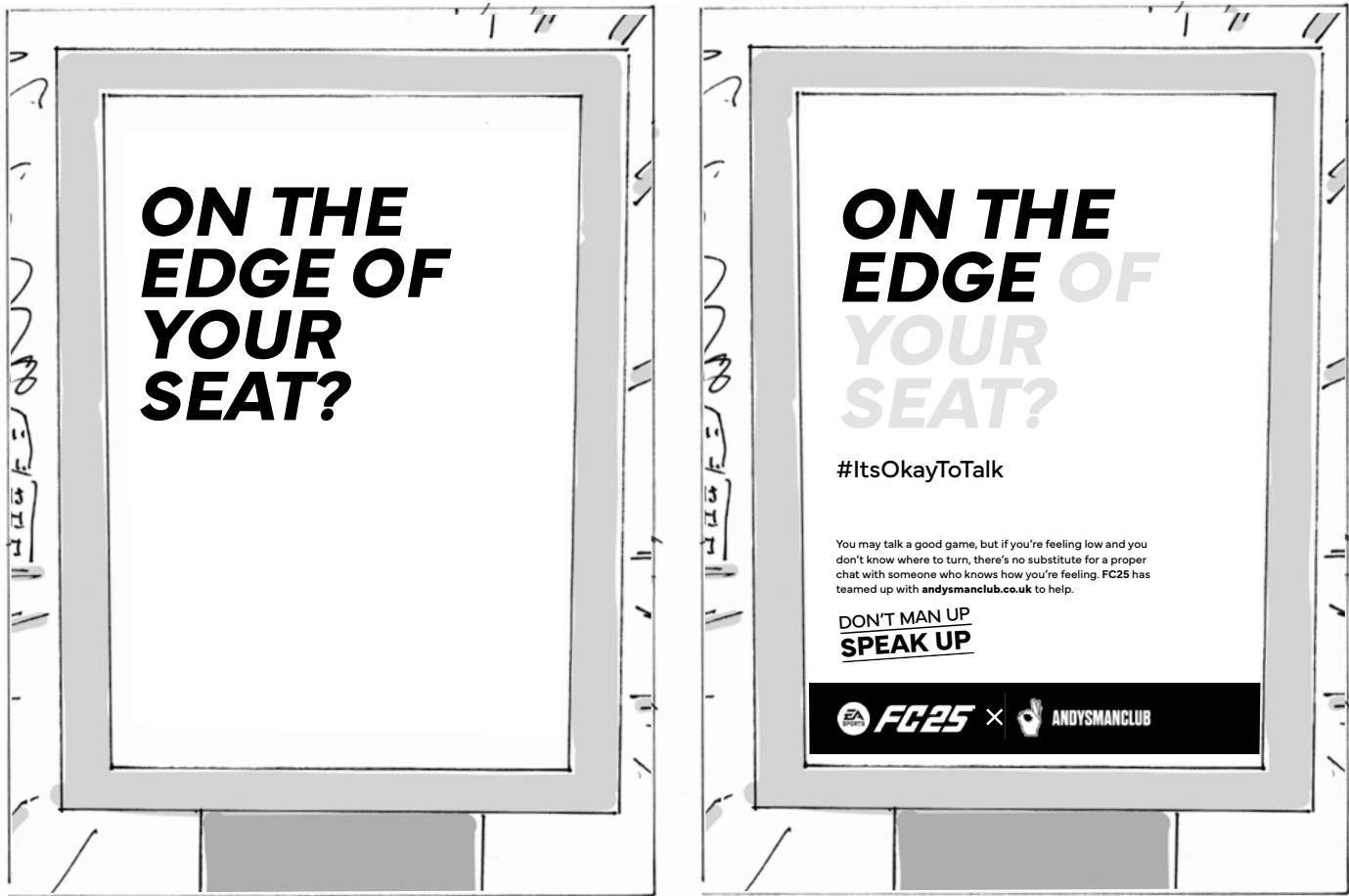
## Ad copy and CTA

You may talk a good game, but if you're feeling low and you don't know where to turn, there's no substitute for a proper chat with someone who knows how you're feeling. FC25 has teamed up with **andysmanclub.co.uk** to help.

#ItsOkayToTalk

 × 

## OOH – Dual message Adshel (lenticular image) Close to football stadiums



Frame 1 – full headline only

Frame 2 – As people walk past, a new headline is revealed along with copy and campaign branding

## Campaign headlines

ON THE  
EDGE OF  
YOUR  
SEAT?

FEELING  
ANXIOUS  
ABOUT THE  
RESULT?

DESPERATE  
FOR THE  
FINAL  
WHISTLE?

## OOH – Digital stadium boards

The same dual message ads will also be placed on digital stadium boards, both in UK football stadiums and also virtually, in-game on the FC '25 platform.



## Social – Ambassador interviews #ItsOkayToTalk

To celebrate the collaboration between **FC25** and **ANDYSMANCLUB**, launch interviews with cover star of FC25, Jude Bellingham and FC25 legend and ambassador, David Beckham. These two superstars share their take on men's mental health and also their own personal stories, to raise awareness of the issue and get people talking about how they are feeling.



### Campaign phase 2

- ANDYSMANCLUB** text service in FC25  
WhatsApp-style chat room to help people that can't get to in-person meetings.
- ANDYSMANCLUB United VS World Allstars – FC25 5v5 RUSH.**  
Celebrity eSports match to raise money and awareness of the campaign.





JUDE  
BELLINGHAM  
CAPTAIN



DAVID  
BECKHAM  
CAPTAIN



# Meno pause play

**Client:** Knect (KY)

**Product:** Knect personal lubricant

**Media:** To suit message and audience

**Audience:** Menopausal people

**Proposition:** There’s no shame in getting a helping hand with your sex life

**Note:** *This brief is a words ONLY response*

**Insight:** More than a third of women in perimenopause or menopause report having sexual difficulties or painful sex due to vaginal dryness, but are not ready to give up on an enjoyable sex life.

They don’t see themselves as ‘past it’. In fact, it’s quite the opposite: the kids have flown the nest, they are more financially secure than ever, and their spare time is their own – weekends away and gigs with friends, they are living their best lives! They just want their sex life to follow suit.

**Idea:** Meno pause / play

Targeting the audience while they are on nights out (think bus stops and gig venue washroom posters) and using famous band names as references to sexual ups and downs gives the campaign a playful and humorous tone of voice that will get people smiling.

Ad copy

Sex life feel like it’s stuck on pause?  
We’re here to help you ‘press play’  
when it comes to the bedroom  
(or kitchen island for that matter).

Meno pause play

Knect  
Knecteffect.com

OOH – Adshel (City centre)



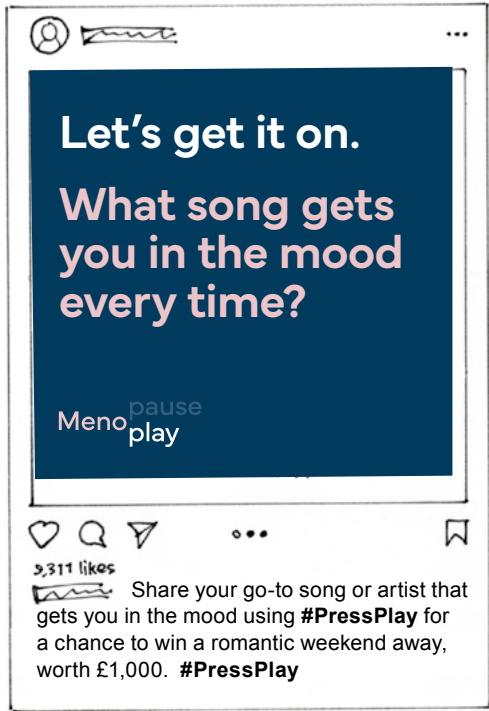
Music venue – washroom poster



Print ad – Women’s Health



Social – competition





Bring summer into focus.

VisionExpress

**Client:** Vision Express

**Product:** Prescription Sunglasses

**Media:** Audio

**Audience:** Glasses wearers

**Proposition:** See the summer in style

**Insight:** In the last 12 months, only 15% of people who bought prescription glasses went on to buy prescription sunglasses, in the UK. So, what do they do on those bright, sunny, summer days? People seem to be in one of two camps...

**A. Squint, and get by without sunglasses**

**B. Get by wearing regular sunglasses when needed**

Sounds like a blur of a summer for all the wrong reasons.

**Idea: Bring summer into focus.**

Audio ad using music played with interference and with clarity to metaphorically highlight the improvement when seeing the summer in focus.



Radio ad (30 secs) – Breakfast show and Drive home

Across Capital, Heart and Radio X brands for maximum audience exposure commuting to and from work, and when the sun is low in people’s eye line while driving.



Showing the benefit of prescription sunglasses in different ‘sunny scenarios’.



Ad 1: Tony’s summer BBQ

**Narrator:** Meanwhile, at Tony’s bank holiday BBQ, Sarah thought she’d try out her new prescription sunglasses. Listen out for her moment of clarity...

**SFX:** Classic summer anthem, Club Tropicana by Wham!, fades up from low volume, but the song sounds very muffled and has no detail at all...

...as the song reaches it’s peak chorus, the audio quickly becomes crystal clear, and the party really gets going (representing the exact moment Sarah puts on her new sunglasses bringing everything into focus).

**SFX:** Track starts to fade out

**Narrator:** Bring summer into focus, with prescription sunglasses from Vision Express.

Ad 2: Joe’s drive to the beach

**Narrator:** With the car loaded with buckets, spades, frisbees, cool box, and kids – Joe decides to try his new prescription sunglasses for the drive to the beach. Listen out for his moment of clarity...

**SFX:** Chilled summer classic, Here Comes The Sun by The Beatles, fades up from low volume, but sounds very muffled and has no clarity at all...

...as the song reaches it’s peak chorus, the audio quickly becomes crystal clear (representing the exact moment Joe’s sunglasses make all the difference).

**SFX:** Track starts to fade out

**Narrator:** Bring summer into focus, with prescription sunglasses from Vision Express.

# Free your *inner-fitter*.

**Client:** Fittingly

**Product:** Self-designed and self-fitted furniture

**Media:** TV campaign + supporting ideas

**Audience:** Aspiring homemaker – first home, starting a family or have a young family. Age: 26-35. DIY enthusiasts (wanna be enthusiasts)

The unreasonable consumer – they expect the same ease of service as Uber, in everything.

**Proposition:** Fittingly helps you conquer your home with self-fitted furniture.

**Insight:** People can lack the confidence to self-fit fitted furniture...

But, once they see that they **can do it**, and the results are **amazing** and a fraction of the cost of the fitted option, they experience a real feeling of **pride** and **achievement**. For some, there's simply no turning back.

**Idea:** Free your inner-fitter.

TV ads showing scenarios where people are so proud of their self-fitting success, that they start to behave like a stereotypical tradesperson while going about their daily lives, with amusing visual punchlines.

The supporting press ad is a 'call to arms' to all the do it yourself-ers.

**Press ad copy**

Calling all the do-ers, the give it a go-ers, and the didn't even call dad-ers. This is for the step-by-step-ers, the I did that-ers, and the weekend winners. And not forgetting the measurement takers, the lay it all out-ers, and the never in doubt-ers.

You can have your dream fitted furniture for less, and you can do it your way.

Free your *inner-fitter*.

**fittingly**

**TV ad (30 secs)** – media placement: ad breaks for home revovation/property shows.

## TV ad 1: The Van

### Opening scene:

(Backing track – low volume instrumental of Journey's Don't Stop Believin')

The film opens with a young man (Jack) stepping back in his bedroom, admiring the new fittingly wardrobes that he (and his partner Eve) have just finished fitting. As he marvels at his own handiwork, he gives himself a nod of approval.

Scene two shows the couple making lunch at home in the kitchen... Eve is making her sandwich and cutting it in half, when she looks beside her to see Jack wrapping his sandwiches in tin foil.

She looks confused, but takes her plate to the kitchen table.

Jack, meanwhile, heads in the other direction, towards the door with his lunch.

**Eve:** Jack... where are you going with that?

**Jack** (casually): Just going to have mine in the van.

**Eve** (to herself): The van...?

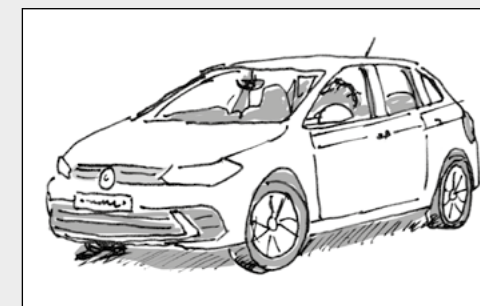
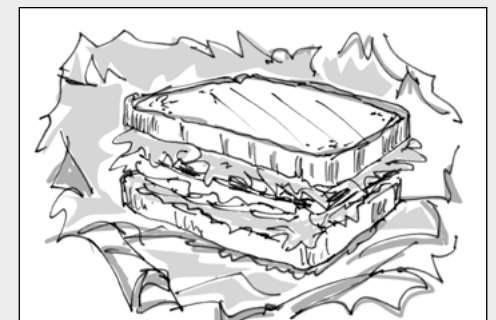
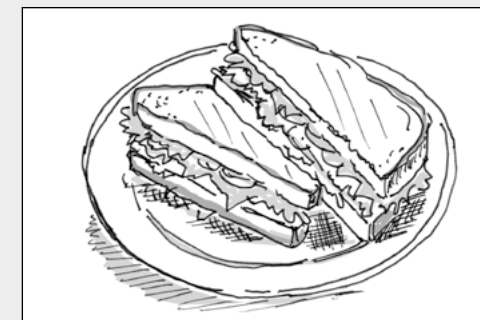
Eve shakes her head in bemusement as she hears the front door close.

### A few minutes later...

Eve is sitting eating alone in the kitchen, and looks out of the window where we see Jack happily sitting in his VW Polo ("the van"), eating his lunch from the foil and singing along to the radio – Journey, Don't Stop Believin' (fades up to vocal version at full volume).

### End frame:

**Free your inner-fitter. Fittingly.co.uk**



## Press ad – HouseBeautiful magazine





# I’LL BE THERE FOR YOU, THIS CHRISTMAS.

**Client:** Doctors in Distress

**Product:** Mental health charity

**Media:** Any – think big

**Audience:** General public

**Proposition:** Give the gift of praise to healthcare workers this Christmas

**Insight:** Burnout, depression, and poor mental health combined with long hours, and dark nights leaves 43% of healthcare professionals experiencing moderate to severe levels of stress. This issue is amplified during winter and over Christmas, as many healthcare professionals miss valuable time with their loved ones to help others.

**Let’s show them the nation appreciates their huge contribution to society and make sure they know that people are there for them, like they are for others, this Christmas.**

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**Idea:** I’LL BE THERE FOR YOU, THIS CHRISTMAS. (Charity song)

A new version of the Friends theme song recorded by a selection of high profile music artists, with the aim of getting to **Christmas Number 1, 2024.**

The song will raise much needed funds and awareness for Doctors in Distress, while sending a message to healthcare workers that they’re not alone this festive period.

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**Artists United**

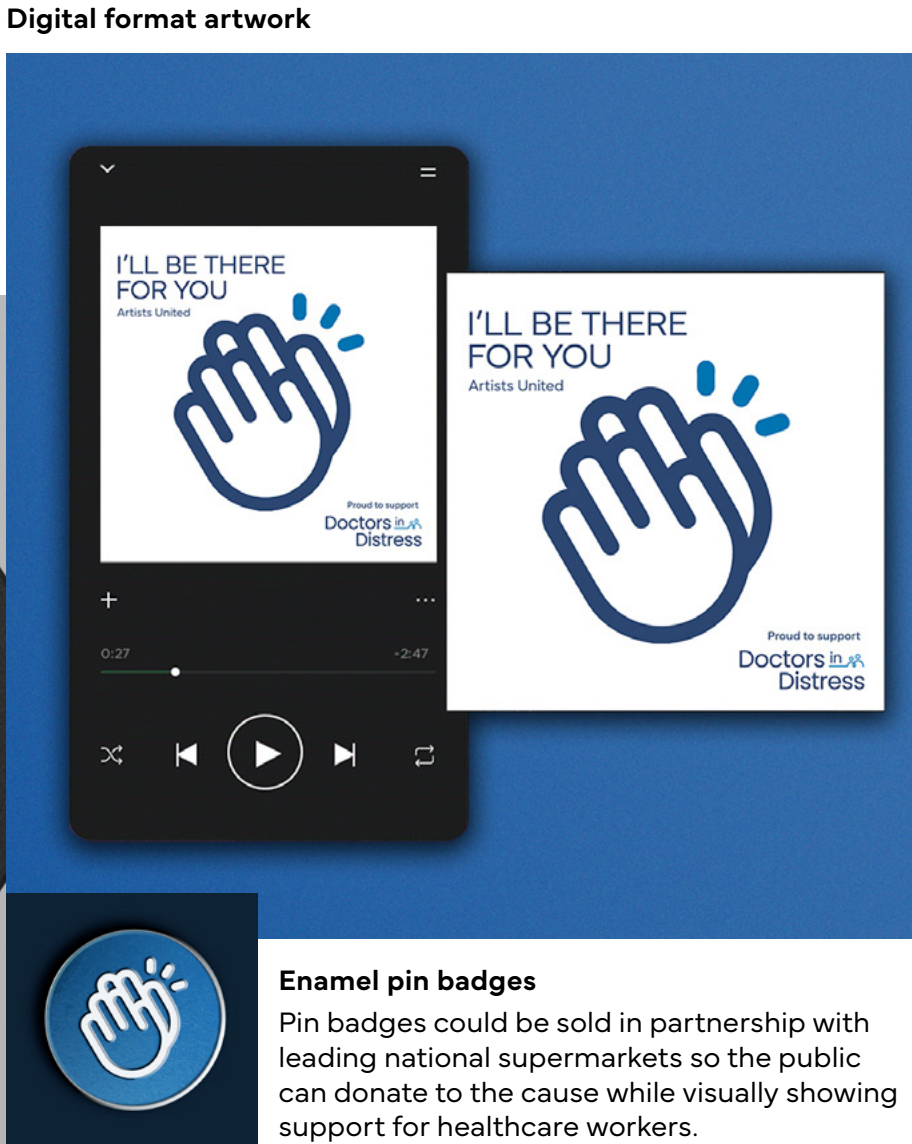
Many of the assembled artists have close ties and personal reasons to be part of the project and lend their voices to this great cause.



Each artist will sing a different line or verse of the song, with more voices coming together for each chorus.

**Charity song – Design and format**

The song’s cover artwork uses the Doctors in Distress brand colours to celebrate healthcare workers with an ‘applause’ graphic, this graphic can also be used as a symbol for the campaign to help raise the profile amongst the general public.



**Tabloid press – PR story**



**Social – Competition #ThereForYou**





# CHOOSE ADVENTURE. OBVIOUSLY.

**Client:** TravelSupermarket

**Product:** Short City Breaks for Xmas

**Media:** Posters and stunts

**Audience:** Adults 25-35

**Proposition:** Experiences are better than things

**Insight:** When it comes to buying Christmas presents, people are creatures of habit, often having a go-to gift or brand that they know is low risk and the receiver is probably expecting to get – year after year.

In the UK, just under 50% of gifts given in 2022 were clothing.\*

Other key categories of gifts include food & drink, and toiletries.

It sounds like we're due a bit of excitement...

**Idea:** CHOOSE ADVENTURE. OBVIOUSLY.

This campaign uses rhetorical questions as headlines to persuade the audience to treat themselves and loved ones to city breaks as Christmas presents this year, rather than the usual go-to items.

More of the usual gifts to put in a drawer, or doing something different and sharing moments that they'll remember forever? **Adventure is the obvious choice.**

**Brand platform**

Travel  
Supermarket

A SUPERMARKET.  
FOR TRAVEL.  
OBVIOUSLY.

TRAVELSUPERMARKET.COM

\*Mintel 2023 UK Christmas Gift Buying Report

**OOH – Billboards** Destination 1 – New York

Audience: Couples

New shoes for  
the 10th time,  
or Christmas in  
New York for  
the first?

Return flights  
to New York  
from £460 pp

Travel  
Supermarket

A SUPERMARKET.  
FOR TRAVEL.  
OBVIOUSLY.

TRAVELSUPERMARKET.COM

Destination 2 – Lapland

Audience: Young families

A laptop with  
more memory,  
or a Lapland  
adventure they'll  
never forget?

2 nights in  
Lapland from  
£1020 pp

Travel  
Supermarket

A SUPERMARKET.  
FOR TRAVEL.  
OBVIOUSLY.

TRAVELSUPERMARKET.COM

Destination 3 – Cologne Christmas Markets

Audience: Couples and families

The usual  
perfume set,  
or Christmas  
shopping in  
Cologne?

Return flights  
to Cologne  
from £229 pp

Travel  
Supermarket

A SUPERMARKET.  
FOR TRAVEL.  
OBVIOUSLY.

TRAVELSUPERMARKET.COM

**OOH – Taxi wrap** AirPods/Airport – Winter City Breaks





# POWER UP!

**Client:** Suntory

**Product:** Lucozade Energy

**Media:** OOH Special Build - Create a compelling, PR-able OOH special build that will engage TA and sample Lucozade Energy

**Audience:** 25-40 years old with a physical need for energy

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

**Insight:** Lucozade is the original energy drink in the UK, and a go-to for many who need a pick-me-up to stay on top when they've put in a shift.

There are a few new kids on the block in the energy drinks sector, and Lucozade need a statement campaign to let everyone know that they're up for the challenge, and have plenty left in the tank.

## Idea: POWER UP! Event – Battersea Power Station

As the original energy drink, Lucozade Energy is perfectly placed to provide the fuel the nation needs to stay on top form, and this winter they are making a huge statement with a perfectly placed media partnership for their campaign launch event.



OOH – Special build Large-scale projection event



Tabloid press – PR story

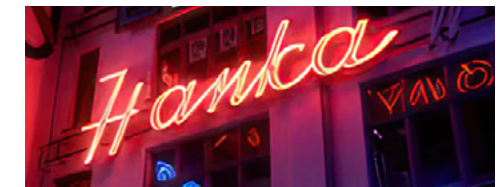


OOH – Special build  
Phase 2 – major UK cities



Custom neon artwork could be used to roll out the 'POWER UP!' message across major UK cities after the initial London event and exposure.

Different colours could be used to show different drink flavours.



**Social**

People can share their experience on social media using #PowerUp! to enter prize draws.



**Lucozade**  
ENERGY

BATTERSEA  
POWER STATION