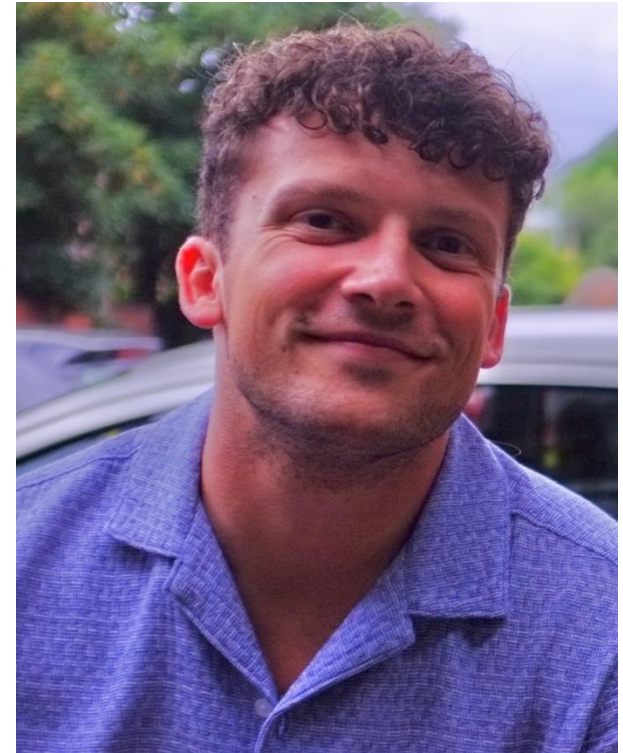
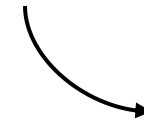


**OWEN WIDDOWSON**

SCHOOL  
OF  
THOUGHT

Final Submission 2024

**Me**



owenwiddow@gmail.com

## Switch Off in the Terminal Switch On in the Boardroom

### Week 1

Agency: **UppB2B**

Product: **Premium Airport Lounges**

Audience: **Business travellers**

Proposition: **Better travel means better business**

### Insight

More business travellers prefer leisure **(76%)** and food **(67%)** experiences over business facilities **(56%)** when travelling for work

### Idea

Position airport lounges as a chance to relax and unwind before important pitches and meetings. This will hit home with the primary target audience.

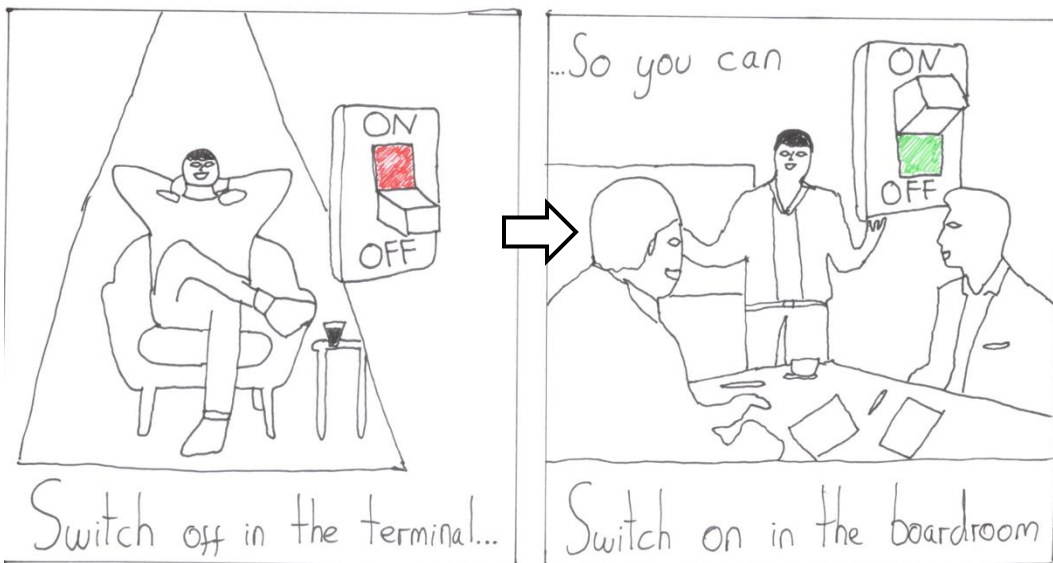
Meanwhile, the campaign will also resonate with the businesses' decision makers by showing them that employees will perform better on the job after those experiences.



### Digital Ad

#### Where?

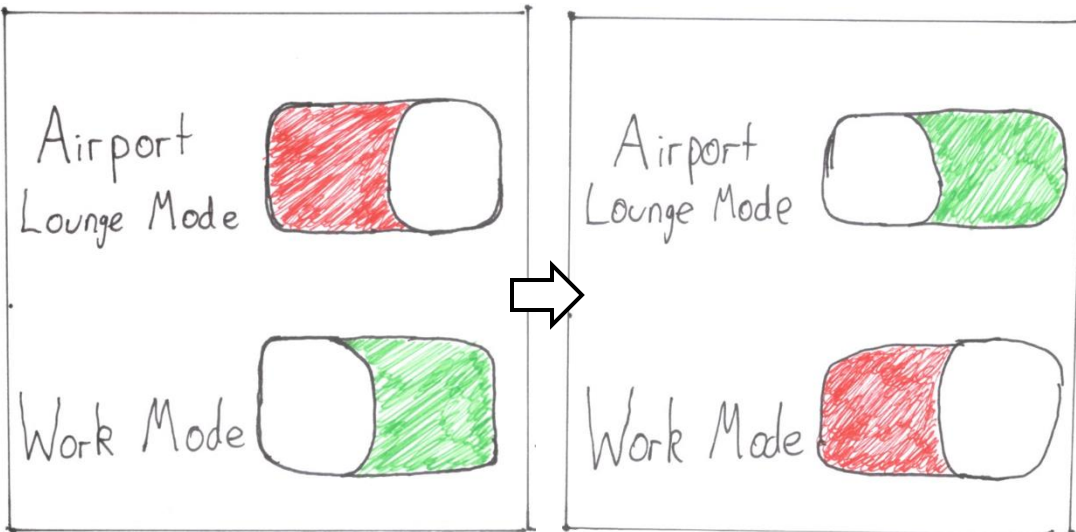
Airport terminal, arrivals, on busy roads around airports.



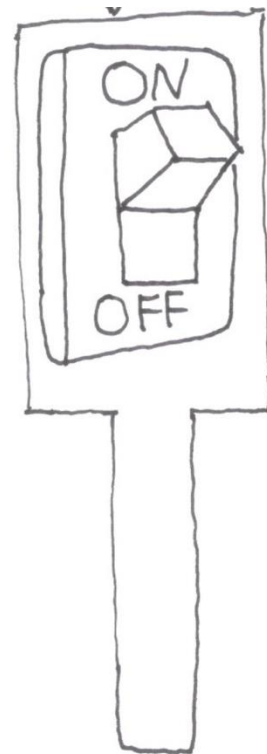
### Social

#### Where?

LinkedIn targeting both HR managers and employees.



### In-Airport Experience



Capitalising off the irresistible urge to push a button. These switches will be positioned in airport terminals.

Once pushed, a VR headset will be revealed, allowing passengers to experience what the premium airport lounge offers.



"New research shows that younger travellers are seeking out innovative experiences and more digital engagement at airports"  
– **Airport Dimensions 2024**

# Pigs In Blankets Superiority

## Week 2

Agency: **Tangerine**  
Product: **Foot Long Pig in Blanket**  
Audience: **30-something mums**  
Proposition: **The Power of Frozen**  
Media: **Social and Press**

## Insight

Pigs in Blankets are the nation’s favourite part of a Christmas Dinner. Whilst turkey didn’t even make the list of preferred meats.

## Idea

Position the pig in blanket as superior to roast turkey on this year’s Christmas Dinner plate.

Championing it as the more affordable, convenient, and enjoyable option.

This campaign will lean into the shock factor of breaking tradition. Creating a stir both on socials and in the headlines - regardless of the sentiment.



Iceland

# The Intended Headlines

Daily Mail

**BREAKING TRADITION: Roast Turkey ditched on Christmas Dinner in favour of oversized family favourite**

The Mirror

**Iceland’s WOKE social media trend refuses to follow Christmas Dinner tradition.**

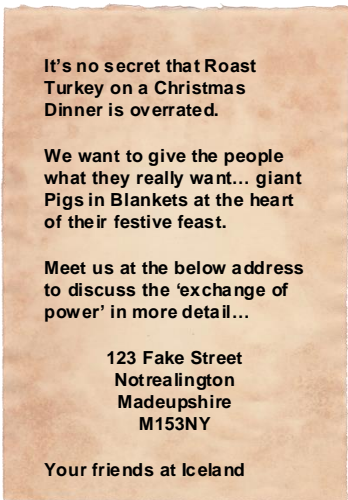
The Guardian

**Can Iceland’s foot long Pigs in Blankets replace Turkey on this year’s Christmas Dinner?**

# Influencer Event

Staged like a top secret meeting.

Attendees will enjoy a pig in blanket focused roast dinner and learn about the benefits of replacing roast turkey this Christmas.



# The Content



# In-Store

The freezer doors holding turkeys will be covered in jail bar vinyl stickers and pigs in blankets will be put on pedestals.



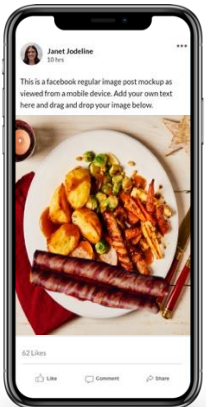
# Press Mailers

We’ll send the press pigs in blankets on royal cushions with information about the affordable, convenient, enjoyable messaging.



## Messaging

- Affordability
- Convenience
- More enjoyable



Infiltrate Facebook pages like ‘Rate my Plate’ with images of pig in blanket roast dinners.

Create controversy in the comment section and bait traditionalists to engage.

## Toyota Vibe EV: Your Perfect Match

### Week 3

Agency: **Kin+Carta**

Product: **Toyota Vibe EV**

Audience: **28-35 year olds in the city**

Proposition: **The ultimate city car for a sustainable lifestyle**

Media: **Social**

### Insight

Owning a car in the city centre isn't worthwhile, but financing one offers all the perks without as large of a financial burden.

### Idea

We'll personify the Toyota Vibe EV as the perfect match for living in the city.

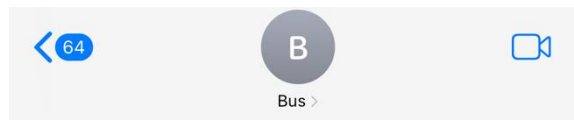
By equating the features of the car to the ideal partner, we'll be able to show our target audience just what they're missing out on.



## Social Media Ads

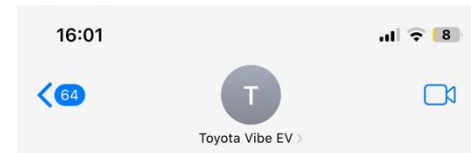
We'll put a comical spin on typical dating scenarios – personifying both the car and alternative modes of transport. Showing how the Vibe EV is the perfect match for city living.

They'll live on Instagram stories predominately – the platform that's most popular with our target audience.



iMessage  
Today 20:14

Sorry I can't make 7pm anymore...



iMessage  
Today 15:54

I'm outside! Ready when you are x

That's the third time in a row!

I need someone more reliable in my life...

Delivered



How do I look? 🤔

BOOK YOUR FIRST DATE NOW

## Targeted Dark Posts

To make the content more region specific, we'll create posts with unique references to different city centres.

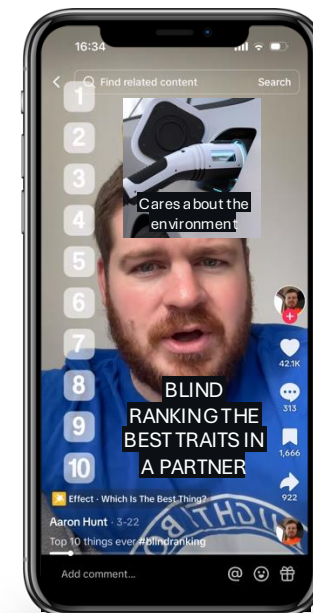


## TikTok Filter

We'll create our own version of the viral 'blind ranking' filters.

Positioning the features of the car as if it's a partner will make this filter engaging and shareable.

Once the features are ranked it will be revealed that all of the options are in fact features of the Toyota Vibe EV.





It's About the Destination,  
Not the Journey

Week 4  
Agency: **Dinosaur**  
Product: **Bus Journeys**  
Audience: **Lapsed and infrequent bus riders**  
Proposition: **GNE buses are back!**  
Media: **Integrated**

Insight

Buses are not the nation's preferred choice of travel. **66%** of non-users and **50%** of bus users agreed that they would only travel by bus if there was 'no other way of getting there'.

Idea

To get people back on buses we need to champion the destination instead of the journey.

This campaign will focus on *why* people travel, not how.



OOH and Ambient

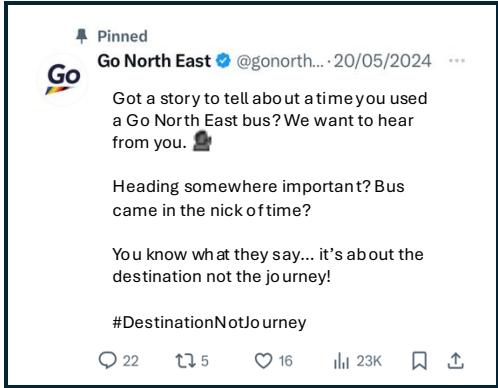
The iconic seat designs are synonymous with buses.

We'll replace seats in popular destinations with these designs for our OOH billboards.

For an additional activation, we'll also partner with local restaurants, cinemas, and other popular destinations in the North East to replace some of their actual seats with bus seat designs.



Social / Community Management



Callout for GNE customers to tell us their destination stories



Responding to the best stories



Interviewing the customers for social content

Social content turned into local PR stories



Bus Wraps



## The Sidemen Sleepover

### Week 5

Agency: **Social Chain**

Product: **Night-Time Gummies**

Audience: **Holiday Hustlers**

Proposition: **Sell Sleep**

Media: **Social**

### Insight

The holiday season is one of the most stressful times of the year, whilst being advertised as the most magical.

### Idea

We'll position sleep as the best way to get ready for a busy festive period, using the nation's favourite team of influencers – The Sidemen.

The stunt will take place in November, leading up to the busy holiday period. Messaging around adequate sleep making for an easier winter holiday will feature throughout.



## The Stunt



Each Sidemen member will have a sleepover in a different city centre across the UK - on a giant purple gummy bear bed.

They'll be using the gummies to help them sleep and raving about the benefits. Meanwhile, their transparent cuboid homes for the night will be flocked by their fans.

The whole stunt will be livestreamed for social media on the Sidemen's channels and elevated through fan UGC. People who visit the stunt will be sent free samples of the gummies by using #SidemenSleepover in their posts.

## H&B Channels

As well as repurposing the best bits from the Sidemen Sleepover, the science behind the product will also be slipped into content in-line with the account's social TOV.

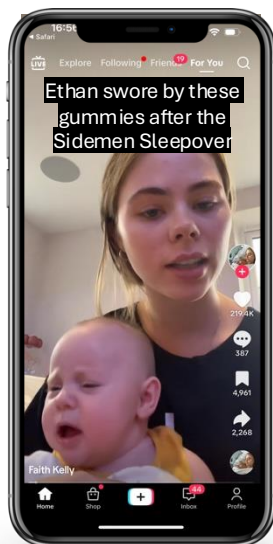
Expert advice from sleep therapists and H&B staff will focus on the importance of sleep during the winter and include other advice as well as the benefits of the gummies.

## Social Ads

We'll set-up Instagram and Tiktok ads to play during the night when people should be getting their 8 hours.

The Sidemen will talk directly to the camera calling the audience out on their lack of sleep and promoting the gummies. It'll be framed to look like a reel/Tiktok to keep the audience's attention for longer.

## Influencer Content



Influencers will continue the momentum after the challenge. Referencing funny moments and linking it back to how the gummies helped the Sidemen get through it.

ItalianBach and Faith Kelly would be ideal for this.

Social Clubs 25  
(SC25)

**Week 6**  
Agency: **Ear To The Ground**  
Product: **EA FC25**  
Audience: **Everyone who’s impacted by football**  
Proposition: **Sport can change the world for good**  
Media: **Any**

Insight

We’re losing a sense of community. Only **47%** of people in the UK feel like they belong to where they live.

Idea

We’ll rebuild communities across the country by incentivizing real life socialising for in-game rewards.

This campaign will target loneliness by encouraging social interaction.

It’ll also have a knock-on effect to non-gaming members of public as they feel the positive effects of the campaign.



The Social Clubs

Set up across the country, funded by EA but organised and run by the gamers themselves. FC25 gamers will receive in-game boosts to their players by attending.

In-game boosts will only last one week to encourage regular involvement.



**EA Running Club**

Encouraging fitness  
**+ pace boost**



**EA Coffee Club**

Socialise with likeminded gamers.  
**+ passing boost**



**EA Discord Club**

Allowing introverted gamers to connect virtually  
**+ chemistry boost**

**The options are *limitless*.**

Gamers can establish whatever clubs are of interest to their community. Allowing them to establish real life connections, whatever their interests are.

Gaming Clubs

EA will hire public spaces such as community halls every week and put on Gaming Clubs. Organised by the gamers themselves, they will bring consoles, board games and other activities to enjoy together.

EA will set-up weekly tournaments in FC25, putting social clubs across the country against each other. Gamers who play EAFC 25 at the gaming club will receive bonus FUT points and other in-game rewards.

The Faces of the Campaign

**The real-life players.**

They’ll make surprise appearances at their local social clubs and gamers who meet them will receive unique in-game cards of that player.

We’ll grow the campaign by tapping into the all-too-common fear of missing out. Gamers will see the rewards others are reaping and will want to get involved. Creating a snowball effect.



Non-Gaming Community Benefits



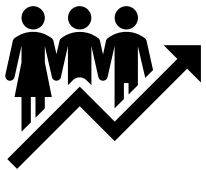
**Real life benefits**

People will see their communities thrive through the campaign.



**Partner with local councils**

Create volunteering opportunities for gamers to give back to their community



**Break negative stigmas**

Converting non-gamers into our next customers.

## Knect Oozes... Right Out The Bottle

### Week 7

Agency: **McCann**

Product: **Knect Lube**

Audience: **Menopausal Women**

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

Media: **Any (words only)**

### Insight

Everyone knows the practical role lube plays in the bedroom. But menopausal women face more obstacles on their path to a happy sex life.

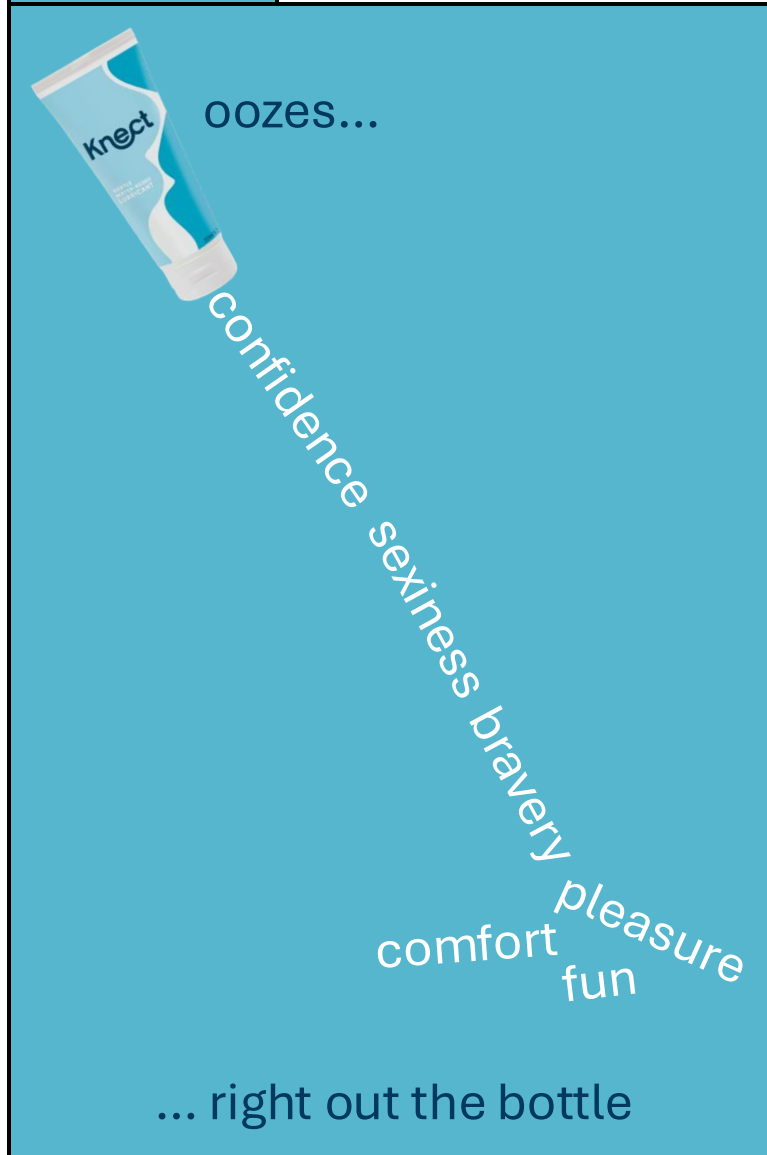
### Idea

We'll show how Knect lube does more than meets the eye. Giving women the confidence, sexiness, and bravery they need to navigate menopause.



# Knect

## The Design



## Newspaper Ad

Ad spots next stories about people showing confidence and bravery. Creating a subconscious connection to the story and product.

### Example:

'Wagatha Christie'

### Lube Copy:

*The confidence to publicly call someone out when they've done you dirty*

## OOH Special Build

A puddle of additional adjectives will be placed next to bus stop billboards with this design on.

## Online Ads

To target the right demographic, we'll take up ad space on online articles and forums about menopause. Presenting a solution as people are researching the problem.

## The Poem

When Our Menopauses Evolve Naturally,  
We All Notice Trouble  
Too Often.  
Obviously, Remedies Give A Soothing Moment.  
Try Ours Out.

## Additional execution

The forums mentioned above will also feature this poem. After some time, the lube bottle will remove all but the first letter of each word.

I'll let you put the pieces together...



## Shades of the Summer

### Week 8

Agency: **Audio Always**

Product: **Prescription sunglasses**

Audience: **Glasses wearers**

Proposition: **See the summer in style**

Media: **Audio**

### Insight

The ‘Song of the Summer’ debate is synonymous with that time of the year. People go to extreme lengths defending their favourite summer anthems, but do they spend that much time considering their eye health?

### Idea

We’ll turn the ‘Song of the Summer’ debate into the vehicle for our radio and streaming service ads.

Hijacking the season’s famous songs with alternative lyrics about eye health.

Recognisable songs will be used to subvert audience expectations and grab their attention when they hear the change in lyrics. Turning them from passive to active listeners.

We’ll keep listeners on their toes by frequently updating the songs.



VisionExpress

## Heart Radio

Ad spots on the Breakfast and Drive Time shows

We’ll target these shows specifically because of high audience numbers. The ads will also run when the sun is at their lowest and people are most affected by sun glare.

Pre-dominantly charting songs that are commonly heard on the station.

## Sunglasses Symphonies

Amanda and Jamie will run a new segment on their morning show asking listeners to phone in with their own lyric changes of popular summer songs.

This will act as a competition with the winner (chosen by the show’s hosts) receiving a free eye test, pair of sunglasses, and a UK summer break.



### Example Script

To the tune of Sabrina Carpenter’s ‘Espresso’

**Say you can’t see? Baby I know,  
Are you wearing shades, no?  
Take them out the case, put them on your face.  
Switch up the style, Nintendo.**

**If you can’t relate to protecting your eyes from the sun, you  
could use some prescription sunglasses. Walk into your local  
Vision Express store and we’ll dream-came-true it for ya.  
Frames start at £7.50 with prescription lenses included.  
Too bad your ex-opticians don’t do it for ya.  
That’s that me Vision Express.**

## Streaming Services

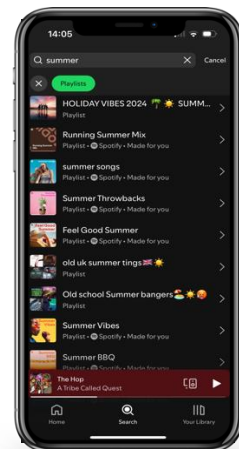
Ad spots on Spotify’s summer playlists.

Pre-dominantly Gen Z popular songs to match the audience demographic.

## TikTok Trend

Playing on the evergreen trend of contrasting visual aesthetics with humorous sounds, we’ll turn the alternate songs into their own sounds in-app.

Users will play them alongside photos/videos of their summer holidays.



Life Doesn't Come  
With a Guide

**Week 9**  
Agency: **Behaviour Agency**  
Product: **Fitted furniture**  
Audience: **Aspiring homemakers**  
Proposition: **Fittingly helps you conquer your home**  
Media: **TV campaign & roll out**

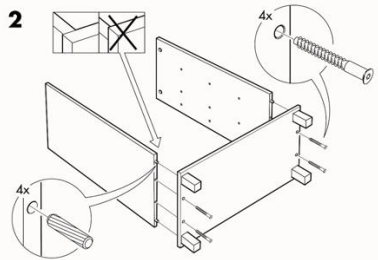
**Insight**

Putting together fitted furniture may be stressful, but those in a position to afford it have already conquered some of life's most stressful moments.

Oftentimes without a step-by-step guide to help them.

**Idea**

We'll champion the guides that come with all flatpack kits. Taking them out of the context of furniture and into some of life's biggest moments.



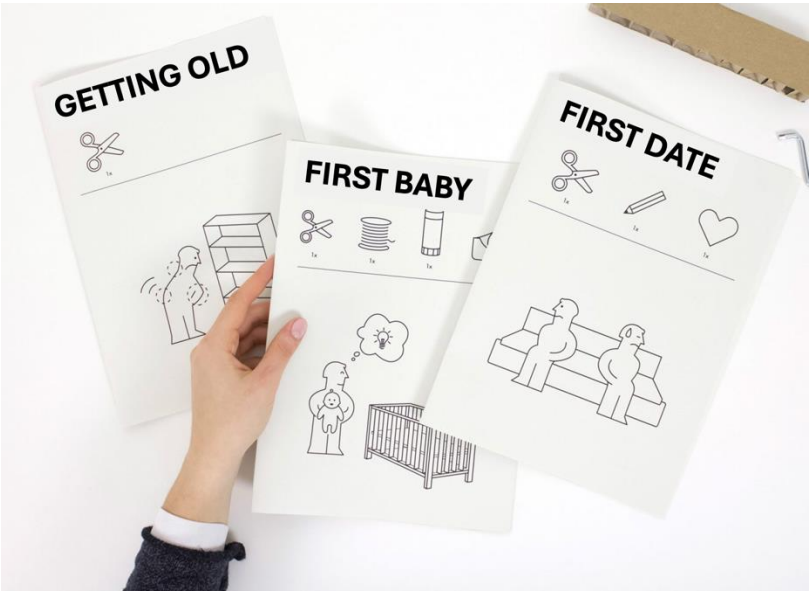
Storyboard

The ad opens with two people nervous on a first date.  The woman consults a guide that looks like a flatpack manual to help her through the evening.	The couple are now on the beach and the man is about to propose.  He looks at his trusty manual for tips on how to get down on one knee.	Now happily married, the couple are reading a manual on how to have a child.  The audience can only see the title of the guide and the couple's shocked reactions.	The couple now settle down to put together some Fittingly furniture for their new house.  They're seen completing the task effortlessly using the guide.	The ad ends with the finished furniture. The only line of dialogue is narrated by a soothing voice who says <b>'Do it yourself with Fittingly Furniture, Because you've already conquered life's biggest challenges.'</b>

Life Guides

To bring the concept of the ad to life even further, we'll create a range of guides for people to buy.

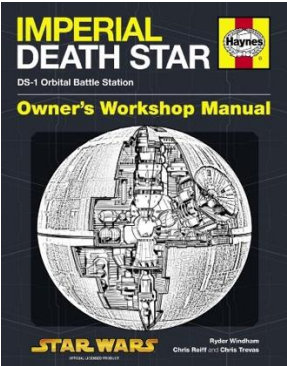
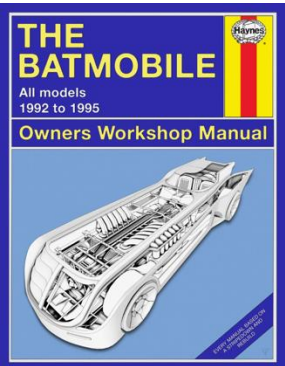
Covering major life moments like first dates, having a child, and getting old, they'll be designed like a flatpack furniture guide with a light-hearted and comical tone.



Haynes Partnership

To help with the rollout of the life guides, Fittingly will partner with Haynes who are known worldwide not only for their iconic manuals but also their brand partnerships.

They'll produce the versions of the manuals in their recognizable style and copies will be included in all Fittingly packages as well as for sale on the both brand's websites.





## Dear Doctor

### Week 10

Agency: **Havas Lynx**

Product: **Mental Health Charity**

Audience: **General Public**

Proposition: **Give gift of praise to doctors in distress this Christmas**

Media: **Any (think big)**

### Insight

Campaigns like ‘clap for carers’ do nothing but patronise the already underappreciated healthcare sector.

### Idea

We’ll create a campaign with substance.

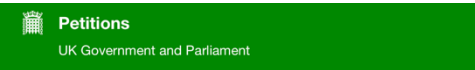
A message to healthcare workers that the public want to do more than just say thank you.

Focused around a pledge (centre), this campaign will promote quantifiable change that improves the healthcare sector for good.

## Doctors in Distress Website

The vehicle for the campaign. Patients can find healthcare workers they know, send them a Christmas card, gift them a coffee, and sign petitions that are important to them.

This aims to do more than just say thank you, providing tangible change to the NHS.



Petition

**Sit with governing bodies of the NHS to strike up a better, fairer deal for NHS staff**

NHS staff are understaffed, underpaid and overworked. This Christmas they deserve the gift of better working conditions so they can get back to doing what they do best – looking after us.

As a part of the ‘Dear Doctor’ initiative, we believe NHS staff deserve adequate working conditions, a rigorous recruitment plan, and a proportionate pay rise.

[Sign this petition](#)

**308,566 Signatures**

[Show on a map](#)

100,000

## Christmas Cards

Inside the Christmas cards will be the pledge (right) as well as a personal message. With the goal being to flood healthcare workers with positive, meaningful praise in a festive way.



## The Pledge

Dear Doctor,

Firstly, I want to thank you for always looking out for me and the people I care about. I know you work tirelessly - especially at this time of year. Understaffed and working long, unsociable hours in high-pressure situations during what’s supposed to be the season of joy.

I’m not going to pretend it’s okay.

But I want to tell you I care.

I care about your wellbeing.

Words will never be enough to express my appreciation for the pivotal role you play in keeping our communities cared for, healthy, and safe.

From the day-to-day check-ups to saving our lives, I know you will always be there and I want to return that dedication to you.

Let this Christmas card be a token of that.

Because this is more than a simple ‘thank you’.

This is a pledge to always support what is best for the healthcare system and it’s staff because I understand that everything you do is for the benefit of me and those around me. I want you to know that you are seen. Please look after yourself so you can do what you do best – look after us.

Thank you,

## OOH and Social



## Podcast Ad

We’ll read out the pledge in ad spaces on podcasts about healthcare professionals leaving the industry. Targeting healthcare workers that need to hear it most.



Socks or Chaussettes?

Week 11  
Agency: **Meanwhile**  
Product: **Short City Breaks for Christmas**  
Audience: **Adults 25-35**  
Proposition: **Experiences are better than things**  
Media: **Posters and Stunts**

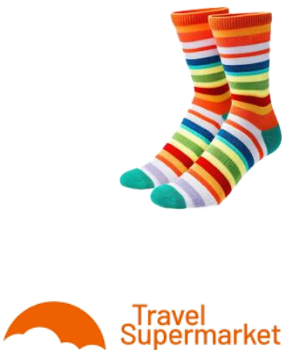
Insight

What seems like the mundane at home suddenly becomes fascinating when you're on holiday.

Idea

We'll show how the boring gifts you normally get for Christmas but how exciting the same items can be when you're on holiday.

Encouraging our audience to book a city break by playing on that popular feeling of getting excited by the ordinary when abroad.



Digital Billboards

The options are limitless with this execution with a seemingly endless amount of boring presents and European cities to choose from.

These will act as digital billboards that cycle between the two images – creating intrigue with the initial image before the reveal.



Bus stop ad space

To tap into the sentiment of Christmas beyond the presents, we'll also create billboards that look like receipts for Christmas at Home VS in Rome.

These will be placed at bus stops and other locations where people are waiting for something, giving them time to read them and take in the messaging.





## Step Up With Lucozade

### Week 12

Agency: **Zeal Creative**

Product: **Lucozade Energy**

Audience: **25-40 year olds**

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

Media: **OOH special build**

### Insight

The global average for steps per day is 4,921. People who often find themselves in the city are always on their feet. For them, life is tiring enough.

### Idea

Isn't it about time we put those steps to good use?

We'll establish a connection between people's subconscious use of energy and their need for a boost like Lucozade.

The billboard and steps-tracking activation will serve as a visual reminder for the energy we put into everyday life and the need for a boost to help with that.

Meanwhile the competitive nature of the campaign and links to social will make this both PR-able and shareable.

**SUNTORY**  
BEVERAGE & FOOD GB&I

## Special Build



1. Pressurised mats track footfall and fills the bottle on the billboard.
2. Each city will have a unique billboard and the campaign will be a race to fill their bottle first.
3. Copy will feature regional dialects to create an 'us against them' dynamic
4. The city who fills their bottle fastest will have staff on location handing out free bottles of the drink.
5. QR code will take passersby to a ranking to see how they stack up compared to the other cities taking part. They'll also have access to Lucozade's socials where the momentum will continue...

## Social



Following the QR code takes users to shareable social posts to encourage their followers to visit the billboard.

They can also compare their city's progress to others. Building on the competitive element of the campaign.



Partnership with Strava where users can track their personal steps.

They can fill their own personal bottles with their steps, share results to socials, and reap the rewards of free Lucozade.

Helps expand campaign beyond the city centres.