

ANNA CARLIN

Hiya, I'm Anna. This is what's been keeping my brain busy for the past 13 weeks. Enjoy!

'PERFECT PAIRING'



BGN

'Discover love at first bite' | Integrated | Anna Carlin

PRINT

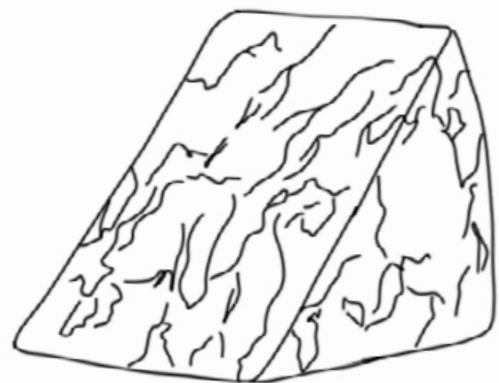
Client: Belton Farm Audience: Cheese Lovers

Belton Farm's cheeses have personality, you just have to find the right one for you.

IDEA: Belton farm will act as a matchmaker, connecting personalities with the cheeses that match them.

SOCIAL

Ads describing Belton Farm's 'personalities' will pop up on Bumble. People who swipe right on the same ads will be matched together.



Port Wine Derby
2km away

About
Just a cheese, board of the same old same old. Old fashioned lover, fond of a glass of rouge and classic literature.

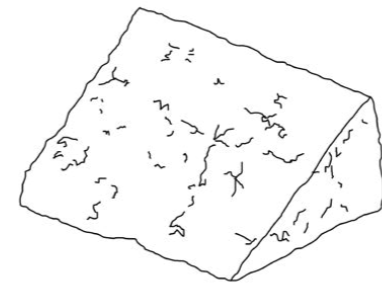
SEARCHING FOR A SWEET AND MELLOW SOUL YOU CAN TAKE HOME TO YOUR MOTHER?

OUR DOUBLE GLOUCESTER IS THE ONE FOR YOU.



LOOKING FOR A SHARP, CULTURED ALL ROUNDER WHO'LL IMPRESS YOUR HIGHBROW PARENTS ?

OUR BLUE STILTON IS THE PERFECT MATCH.



NEED A RUGGED AND RICH PLUS ONE TO YOUR MATE'S FANCY DINNER PARTY?

OUR AGED RED LEICESTER IS THE PERFECT ACCOMPANIMENT.



EXPERIENTIAL

Matches will be invited to Belton Farm's 'Love at First Bite' pop-up restaurant for their first date, giving them a chance to discover true love, in the form of a partner or Belton Farm's cheese.



'NOT SAFE FOR WORK'

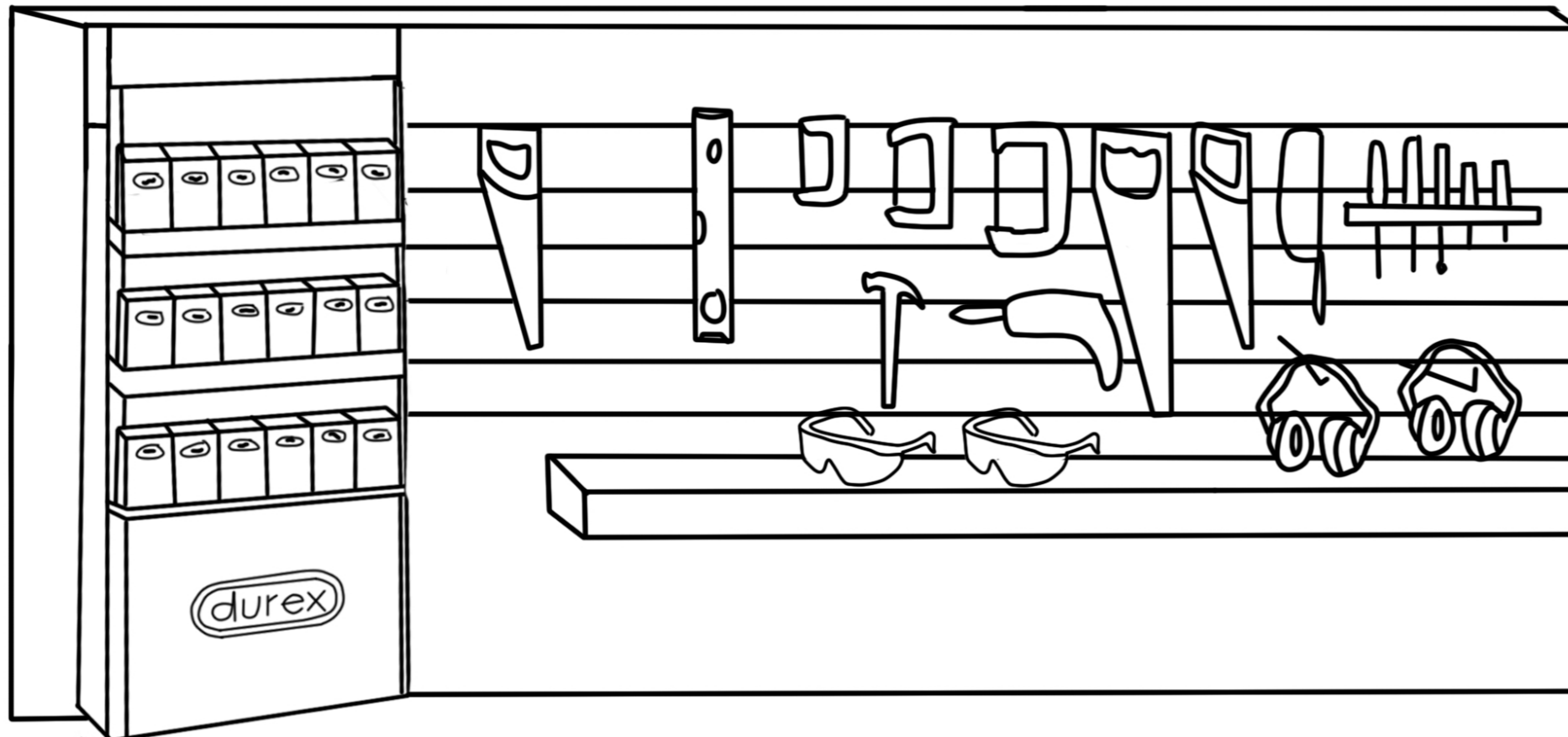
Client: Durex Audience: Over 50's men

Encouraging men to take their sexual health safety as seriously as they take their physical safety.

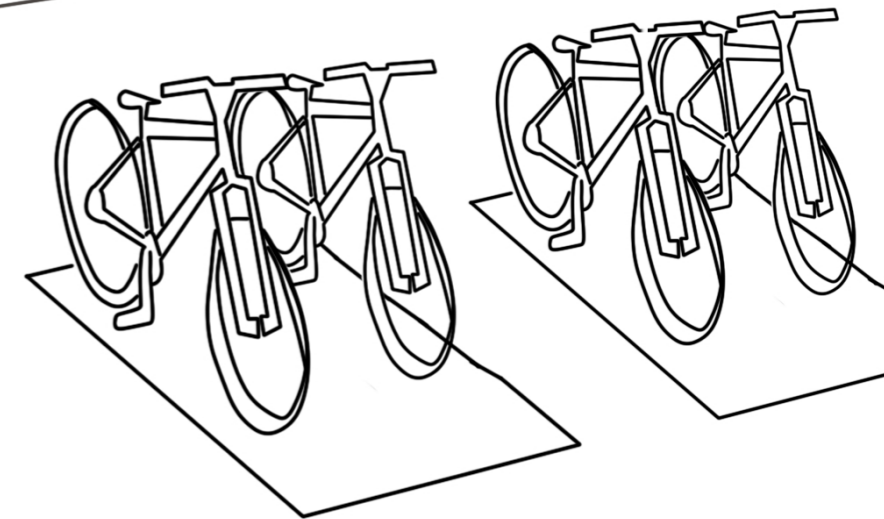
IDEA: Placing Durex amongst other forms of PPE, from workplace to sports.

DON'T FORGET
TO PROTECT
YOURSELF

In-store displays in hardware shops such as B&Q.



EVERYTHING YOU NEED
FOR A SAFER RIDE



In-store displays in sport shops such as Decathlon & Halfords.

'MESS WITHOUT THE STRESS'

Client: Karndean flooring Audience: Homeowners

When you're raising a family, you've got enough things to worry about, your flooring shouldn't be one.

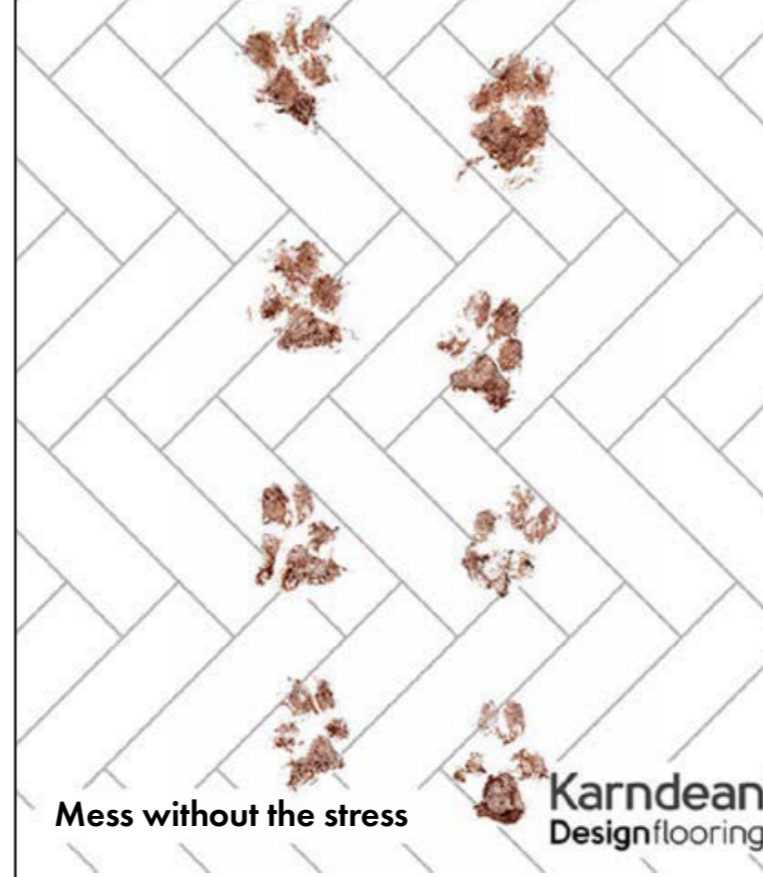
Because Karndean's flooring is easy to clean and durable, the cleaning up can be the least of your worries.

THE BEHAVIOURS AGENCY

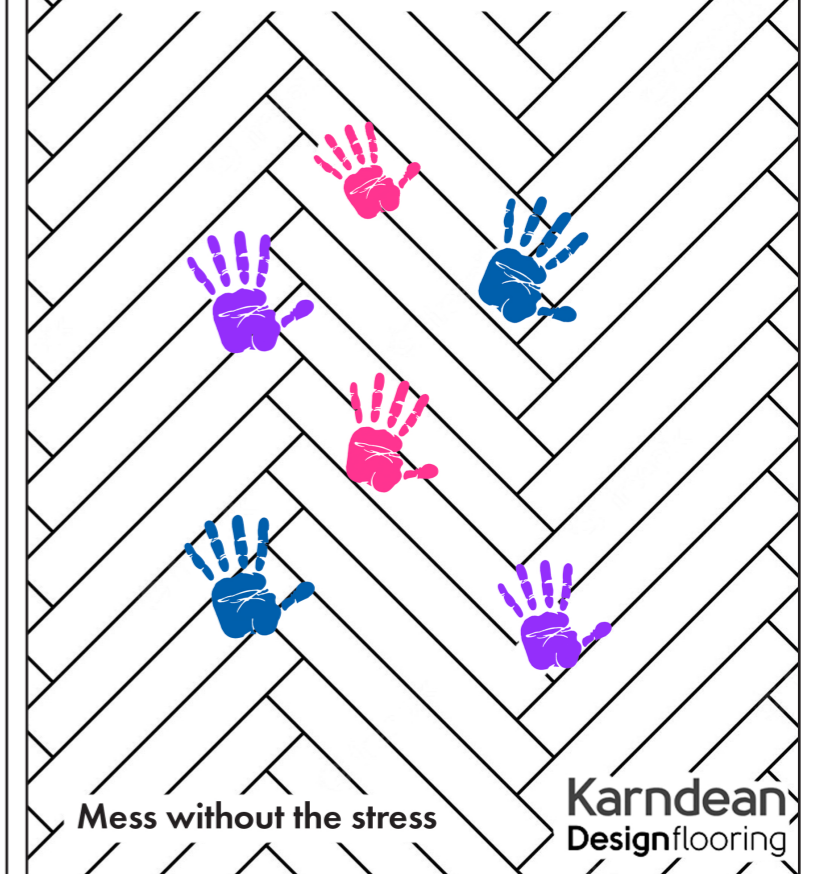
'Designed for life' | Integrated | Anna Carlin

PRINT

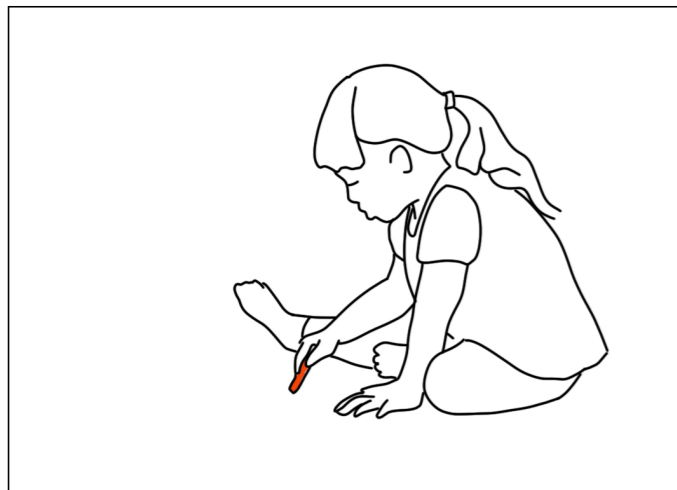
THE TRICKIEST BIT OF CLEANING UP IS THE DOG HIMSELF



THE HARDEST THING TO CLEAN IS YOUR TODDLER'S HANDS



TV



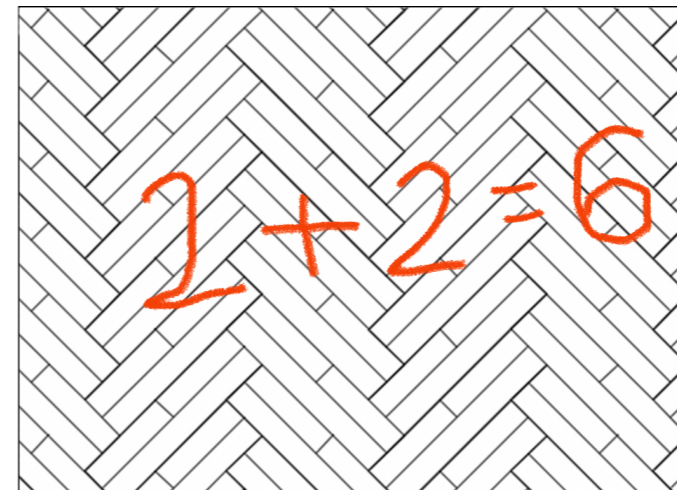
"Mummy! Look how good I am!"

[A young girl is sat practising maths using crayons directly on the floorboards, she calls in her mum to show her.]



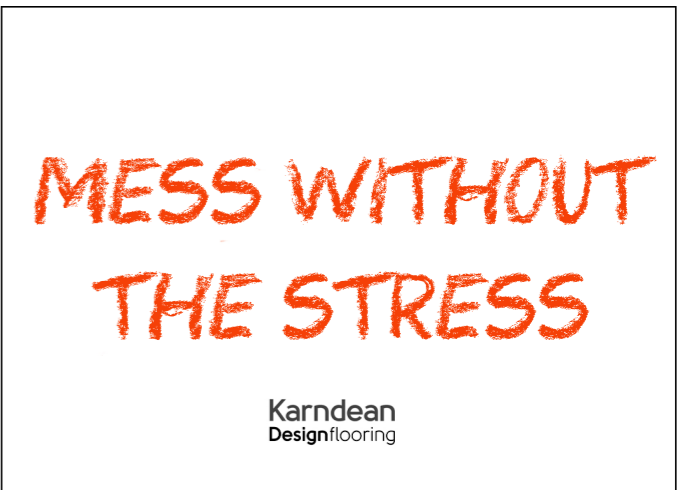
"Let's see- oh!"

[Camera pans to the mum, looking mortified.]



"Actually, darling, 2+2 equals 4"

[The mum looks past the mess, instead focusing on the additions.]



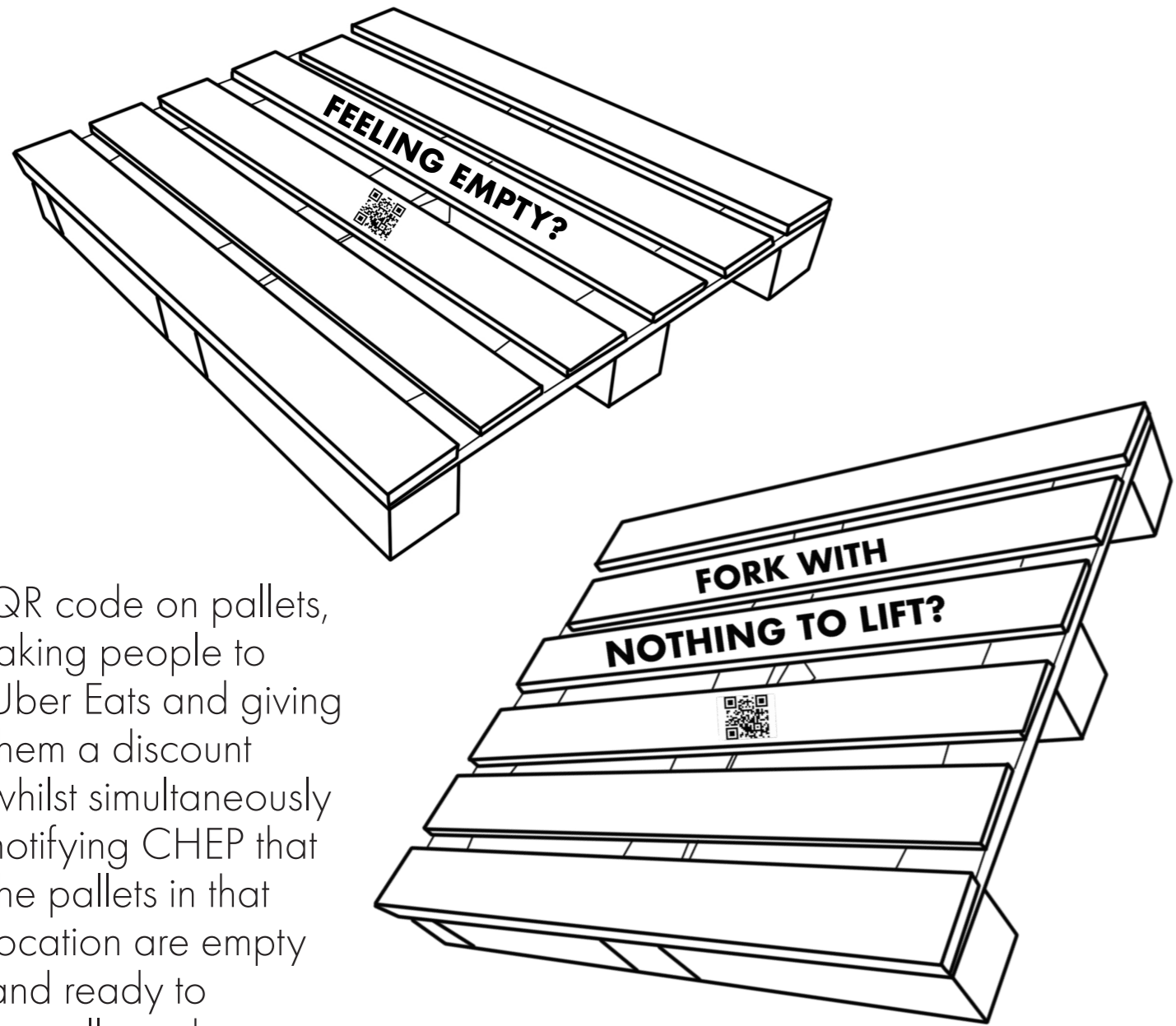
"Mess without the stress. With Karndean flooring, the cleaning up can be the least of your worries."

'PALLETS FOR PALATES'

Client: CHEP **Audience:** Businesses who receive CHEP pallets

People in charge already have lots to do, returning pallets is another thing to add to that list. What if CHEP could combine returning pallets with something they do everyday - ordering lunch.

IDEA: Making returning CHEP pallets as easy as ordering your lunch.



QR code on pallets, taking people to Uber Eats and giving them a discount whilst simultaneously notifying CHEP that the pallets in that location are empty and ready to be collected.



SOCIAL

BURGER AND CHEPS?



Get something for your pallet whilst giving CHEP theirs back.

FROM WASTE TO TASTE.



Get something for your pallet whilst giving CHEP theirs back.

Instagram ads and in-app pop ups on Uber Eats, in locations of warehouses and factories.

GEO-TARGETED NOTIFICATIONS



Pallets for your palate, get 20% off

Timed Uber Eats notifications at lunchtime.

'A DIFFERENT EMERGENCY'

Client: North West Air Ambulance **Audience:** Charity conscious Gen-Z

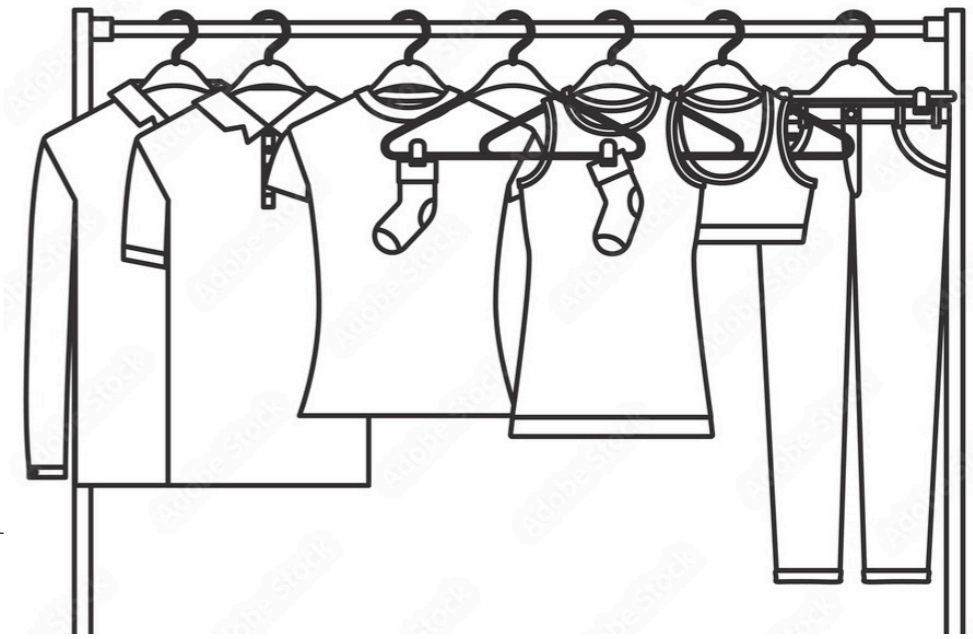
Lots of young people have never used North West Air Ambulance's services, so don't see it as something they need to donate towards. But with 12 charity shops across the North West, NWAA is there for people in not just medical emergencies, but fashion ones too.

IDEA: Showing that no matter what the emergency is, NWAA are there to help.

EXPERIENTIAL

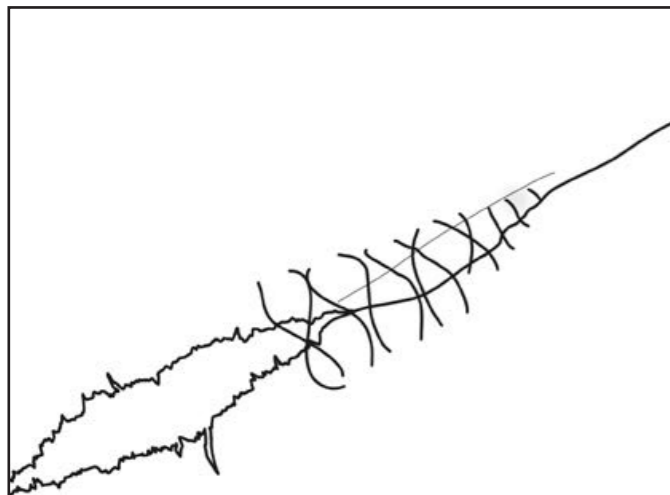
Replicating NWAA's response time, each charity shop will run a challenge encouraging people to find an outfit in under two minutes.

The challenge will be filmed for TikTok content, inspiring others to join in.



PRINT

Prints showing clothing 'accidents' (ripped seam, red wine stain) imitating medical accidents.



**GIVE CLOTHES A SECOND LIFE
AND SAVE ANOTHER ONE IN
THE PROCESS**

Visit one of our 12 stores today



**GIVE CLOTHES A SECOND LIFE
AND SAVE ANOTHER ONE IN
THE PROCESS**

Visit one of our 12 stores today



SPOTIFY ADVERT

* Phone beep *

Operator: "Hello, what's your emergency?"

Girl: "I've got a night out tonight, absolutely nothing to wear and about £14 in my bank account."

Operator: "Right, stay calm, I'm locating your nearest NWAA charity shop for you now, yep there's one just down the road."

Girl: "Ah nice one you're a lifesaver."

Narrator: North West Air Ambulance, here for any emergency.

'THE FORGOTTEN INGREDIENT'

Client: Co-op **Audience:** Shoppers on a budget

Co-op is the go-to for the items people often forget from their big shop.

The co-op has their missing ingredients, with some of their own as well - their value range has no artificial colours, preservatives or flavourings. But the biggest missing ingredient is the mark up prices.

OOH

'Reduced' stickers on Co-op's delivery lorries, with facts about their value range and their climate change policies.



PRINT

UNFORGETTABLE FAJITAS

- 0g Artificial colours, preservatives or flavourings
- 2 CO-OP value chicken breasts
- 1 red onion
- 8 CO-OP value tortillas

Co-op recipes in newspapers, showing off their lack of artificial stuff in the Value range.

RADIO

"Forgetting things is annoying.

Like forgetting to return that phone call, or forgetting to take mince out of the freezer,

Or forgetting to buy the spaghetti for your spaghetti bolognese.

But forgetting things isn't always a bad thing.

We've forgotten to put big prices on our honest value range, meaning you can get the basics even if you forget your purse."

[Sound of woman rummaging in pocket and counting coins]

"30....32....36p! There you go!"

"Prices you won't be able to forget. Shop our value range at your local Co-op today."

'BETTER WAYS TO KEEP WARM'

Client: Dunelm **Audience:** Millennial homeowners

With rising energy bills, people are having to get creative with ways to keep warm, but Dunelm's range of 'central heating free warmth' products means you don't have to try and think outside the box.

IDEA: Show that there's easier ways to keep warm, all you have to do is go to your nearest Dunelm.



'Home - Dun your way' | Integrated | Anna Carlin

RADIO

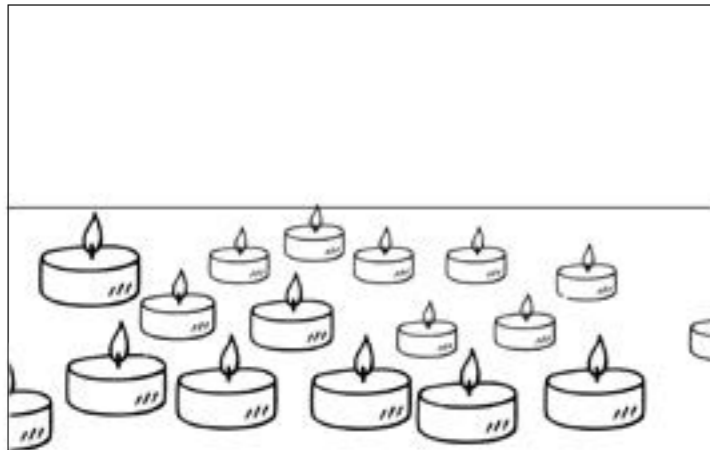
Spoof of government 'advice' regarding staying warm during cost of living crisis, we hear a man who sounds like Boris Johnson.

"Well, er to stay warm, they could er, put jumpers! Yes! Keep layering on the jumpers... coats... er, long johns... that should do it!"

[Volume buzzes and turns off]

Narrator: "With Dunelm's central heating free warmth range, there's more practical ways to keep warm this winter, and a lot more stylish too."

TV



* Sounds of shivering & sharp breaths throughout*

[We see a group of housemates lighting a large amount of tealights one by one.]



* Sounds of teeth chattering*

[Camera cuts to a man rubbing his hands over his cup of tea.]



"BRRR"

[We see another woman pacing her kitchen, wearing dozens of coats.]



"With Dunelm's central heating free warmth range, there's easier ways to keep warm this winter."

'TO KNOW, YOU HAVE TO GO'

Client: Heritage Great Britain **Audience:** Gen Z & Millennials

Photos of Heritage GB's attractions and landmarks only tell half the story, to get a full sense of these places, you have to go and see them for yourself.

IDEA: Showing that you can't 'sum up' culture, to really experience it, you have to go.

SPOTIFY AD

[Quiz show intro music]

Host: "Question number one, how many birds are on the Liver building?"

Contestant: "Dunno, don't pigeons move all the time?"

Host: "How many needles are in the sea?"

Contestant: "Depends whereabouts you go to be honest."

[Buzzer sound]

[Cuts to narrator]

Narrator: "To be in the know, you just have to go. Find your nearest heritage site at Heritage GB."

PRINT

**A SIGNPOST
POINTING TO
AMERICA AND
SCOTLAND.**

**Culture can't be described.
To know, you have to go.**



**BIG BIRDS ON
A BUILDING.**

**Culture can't be described.
To know, you have to go.**



**A FEW NEEDLES
IN SOME WATER.**

**Culture can't be described.
To know, you have to go.**



Prints with vague descriptions of Heritage GB's attractions (Lands End, the Liver Building & the Needles) encouraging the reader to scan the QR, taking them to a page with directions & more info about each attraction.

'SIDE EFFECTS MAY INCLUDE..'

Client: KY jelly (Knect) Audience: Menopausal

Both the menopause and KY jelly produce side effects, but KY jelly's are more enjoyable.

IDEA: Showing the shared side effects of the menopause and KY jelly.

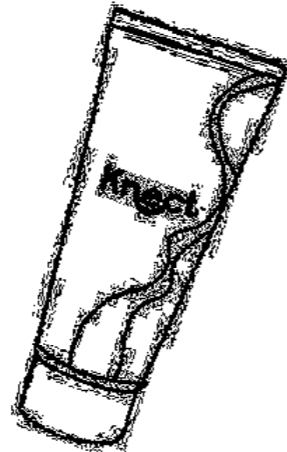
OOH



Temperature/weather activated billboards containing the different side effects.

PRINT

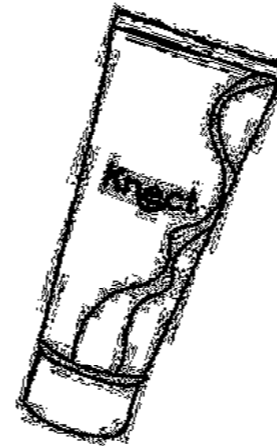
SWEATY, SLEEPLESS NIGHTS DON'T ALWAYS HAVE TO BE A BAD THING.



Making the menopause smoother

Knect

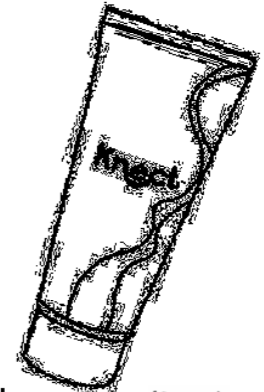
FOR HOT FLUSHES YOU CAN CONTROL.



Making the menopause smoother

Knect

SIDE EFFECTS MAY INCLUDE: HOT FLUSHES, MUSCLE ACHES, CHILLS AND SLEEPLESS NIGHTS



Making the menopause smoother

Knect

'REAL SKIN'

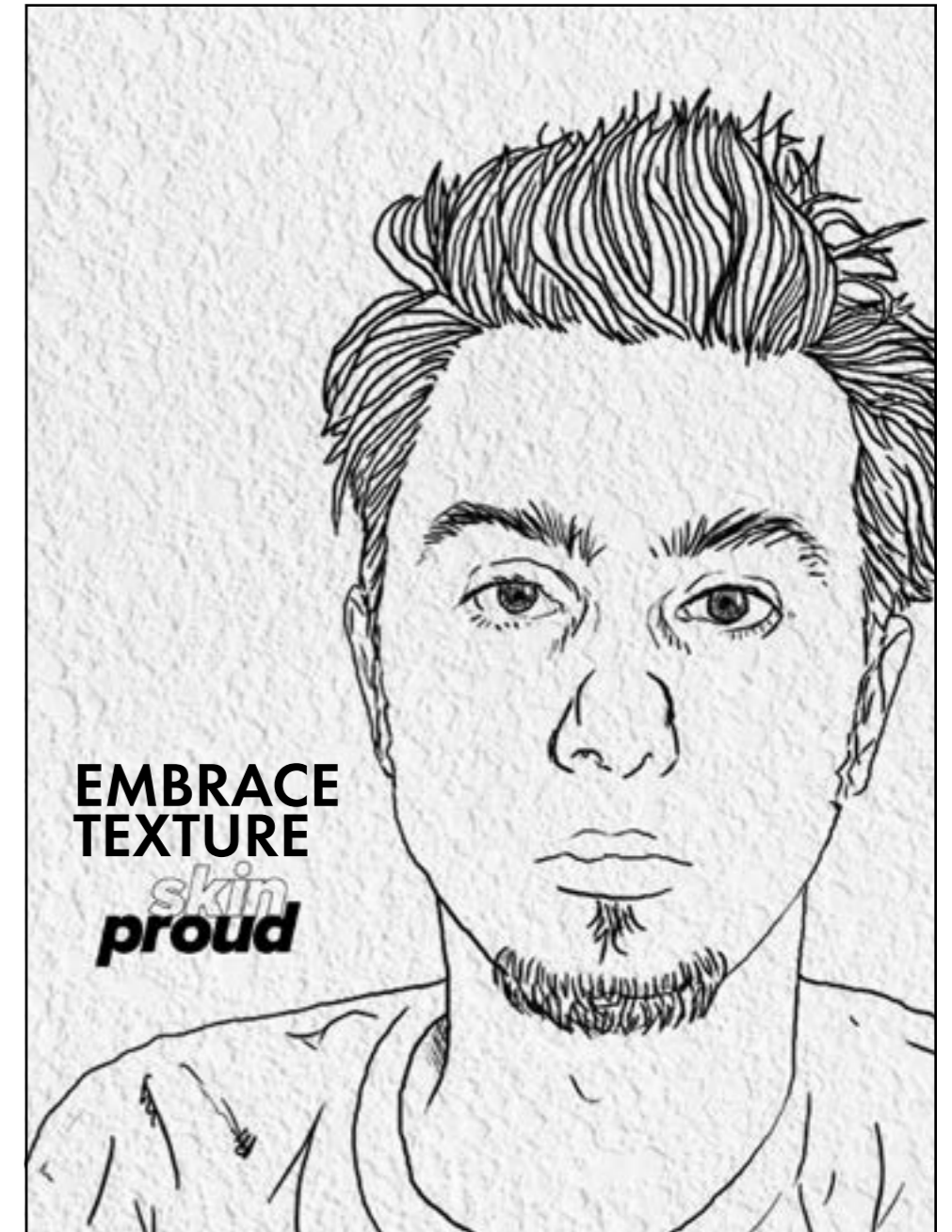
Client: Skin Proud **Audience:** Millennials & Gen Z

Everybody's skin has texture, and Skin Proud doesn't shy away from it, in fact they encourage people to embrace it.

IDEA: Portraying real skin on OOH prints, placed on different textured surfaces.

Each print will be placed on outdoor surfaces e.g. brick, trees, flooring.

OOH



'DREAM COME TRUE'

Client: Calm **Audience:** Stressed professionals

All dreams start with a good nights sleep. Whether it's aspirational career goals or counting sheep, the only way to achieve them is through some quality shut-eye.

IDEA: Showing no matter what your dreams are, the CALM app can help them come true.

RADIO

"Dreams, we all have them,

The good, the bad and the weird.

From dreams of counting sheep, to dreaming of getting more sleep.

Dreaming of getting that dream job, to daydreams of being anywhere but your current one.

Some seem impossible, but with CALM, achieving dreams is made easier, in fact, it's so simple you can do it with your eyes shut.

Download CALM and turn your dreams into reality."

[Sound of alarm clock ringing]

'IN YOUR HANDS'

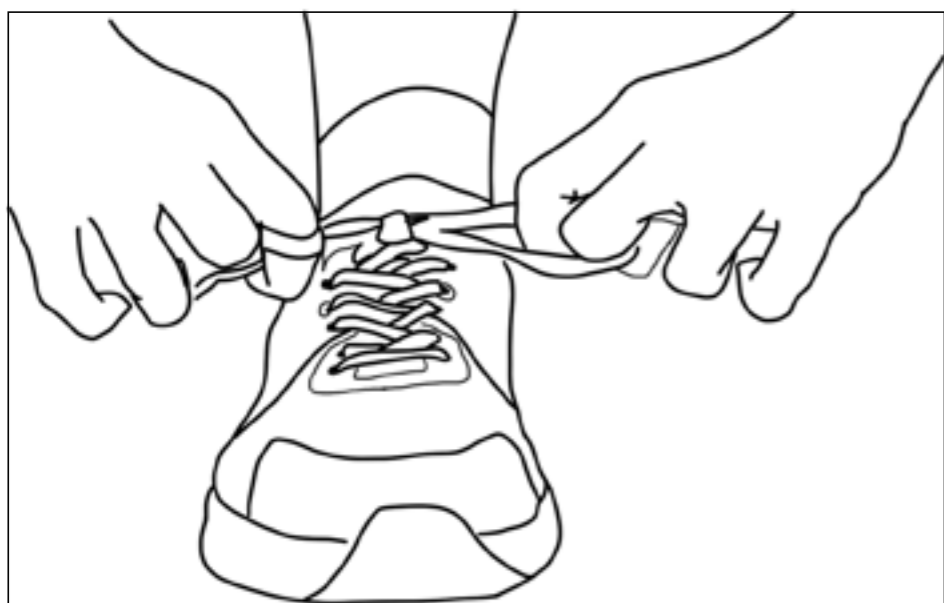
Meanwhile...

'You have the power to give someone hope' | TV | Anna Carlin

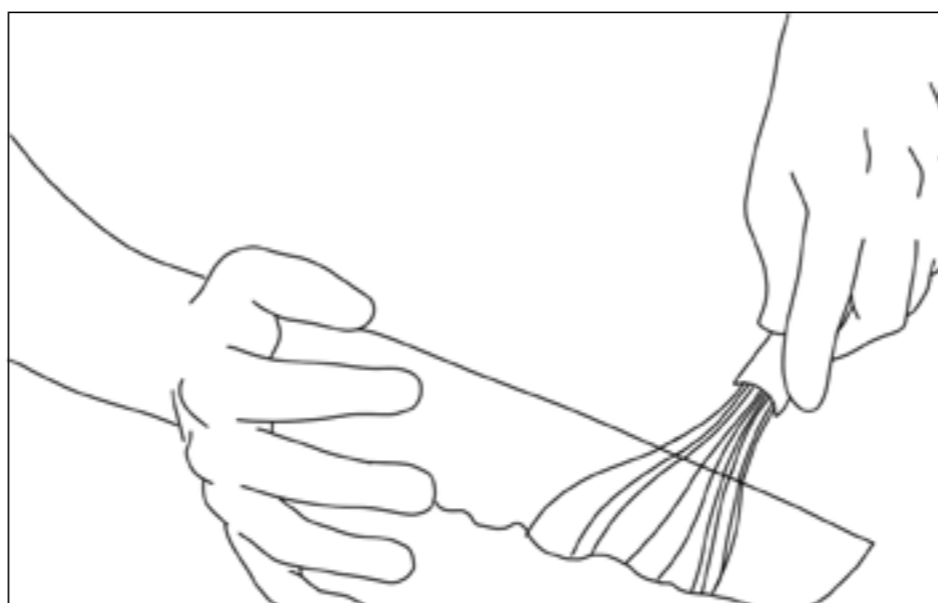
Client: Coffee4Craig **Audience:** Charity organisers & donators

With hundreds of ways to fundraise and multiple ways to donate, raising money for Coffee4Craig is something anyone can do.

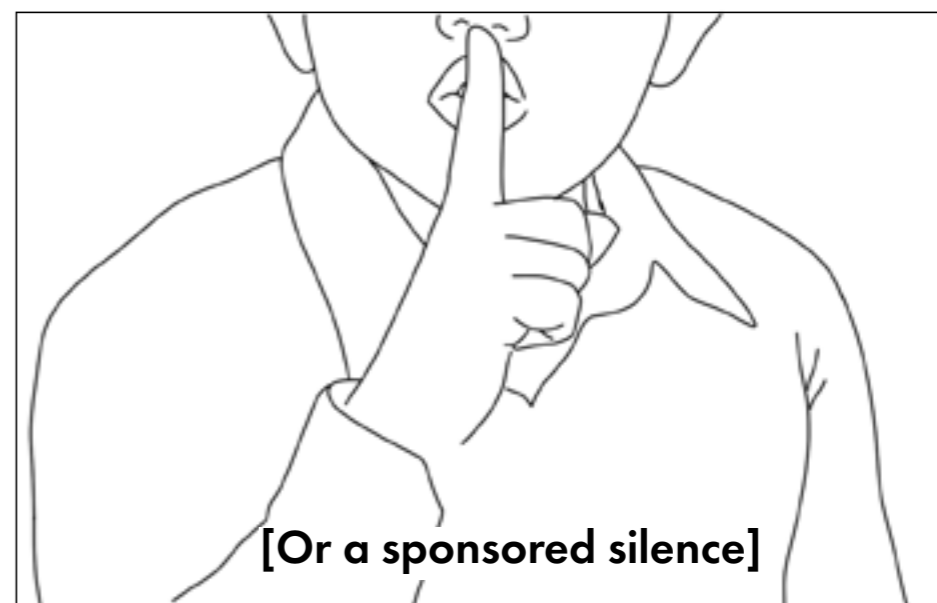
IDEA: Showing that it doesn't matter how you do it, the power to give hope is in everyone's hands.



"Whether it's a 'fun' run,"
[Narrator sounding out of breath]

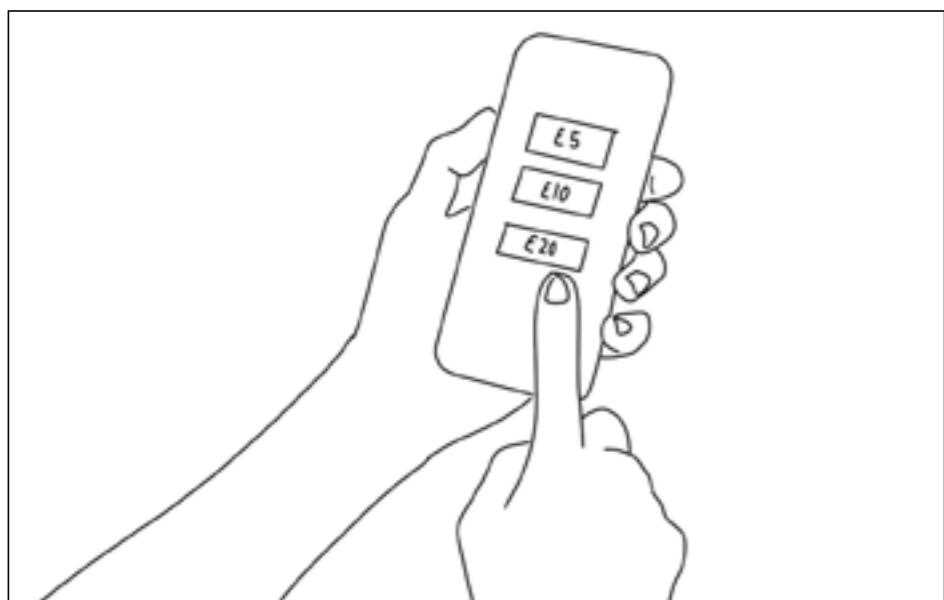


"Or giving Paul Hollywood a run for his money."



[Or a sponsored silence]

"...."
[Subtitles on screen]



"Clicking a button on a screen"



"Or just making someone feel seen."



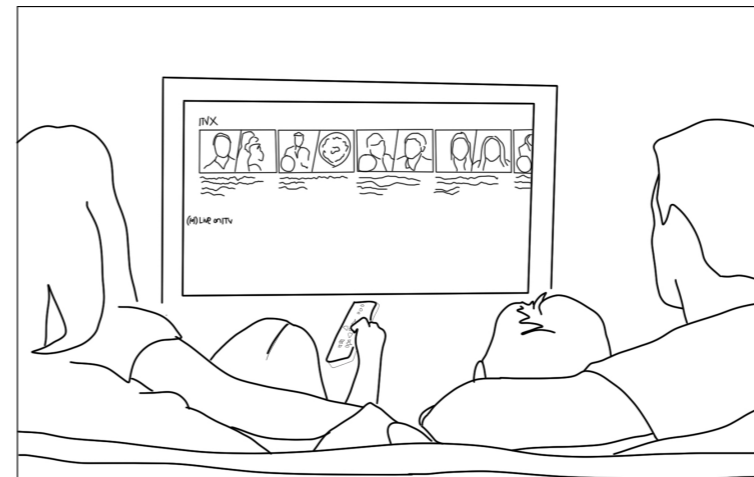
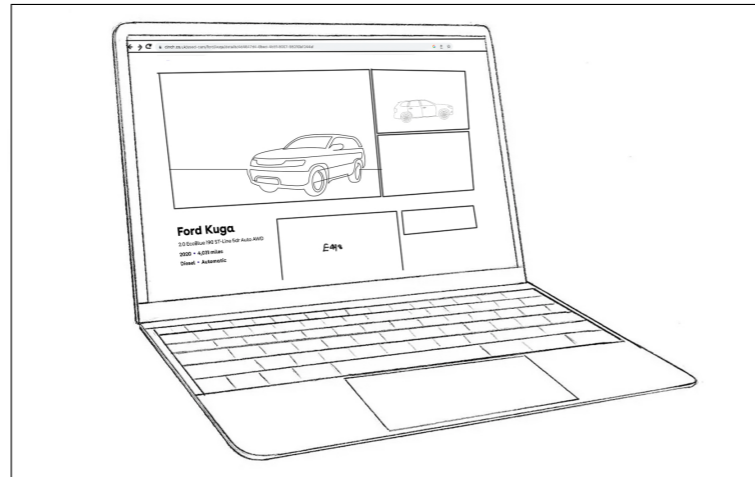
"No matter how you do it, the power to give hope to someone without a house is in your hands. Search Coffee4Craig and discover ways to help "

'A CLICK AWAY'

Client: ITV **Audience:** Hesitant online car buyers

With thousands of options to choose from, both ITVX and cinch have something for everyone, at the click of a button.

IDEA: Through idents, cinch will sponsor ITVX, showing that deciding what to watch on television is harder than using cinch.



"Nothing beats finally settling on something the whole family will enjoy."

[We see a family, sat looking excited, appearing to be watching television, faces illuminated by a screen.]

[Camera reveals what the family are actually looking at, their new car on the cinch website.]

"Now just to decide what to watch on the telly."

[Camera pans up from laptop to television with ITVX on behind it,.]

"Whatever you're looking for, at the click of a button. cinch, sponsors of ITVX"