

Neve Kinnear

School of Thought 2024
Final Submission



Neve Kinnear



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The secret to success

Proposition: Better journeys lead to better business.

Insight: Businesses want their staff to do well, even with the added stress of business trips.

Idea: We are going to frame the Priority Pass as the secret your business needs to have a successful business trip, by finally letting business owners in on it. No more gatekeeping!

Digital Screens


Psst...
You can hustle
Without the bustle



Priority Pass - Standard Plus
Take calls undisturbed with unlimited WiFi

The secret to success

Psst...
You can hustle
Without the bustle



Priority Pass - Standard Plus
Take calls undisturbed with unlimited WiFi

The secret to success

Shhh...
Swap pre-flight panic
for a pre-pitch pamper



Priority Pass - Standard Plus
Enjoy pre-flight spa treatments in hundreds of our lounges

The secret to success

Shhh...
Swap pre-flight panic
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Priority Pass - Standard Plus
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The secret to success

Lenticular image
changing ads placed
around airports.

Gorilla

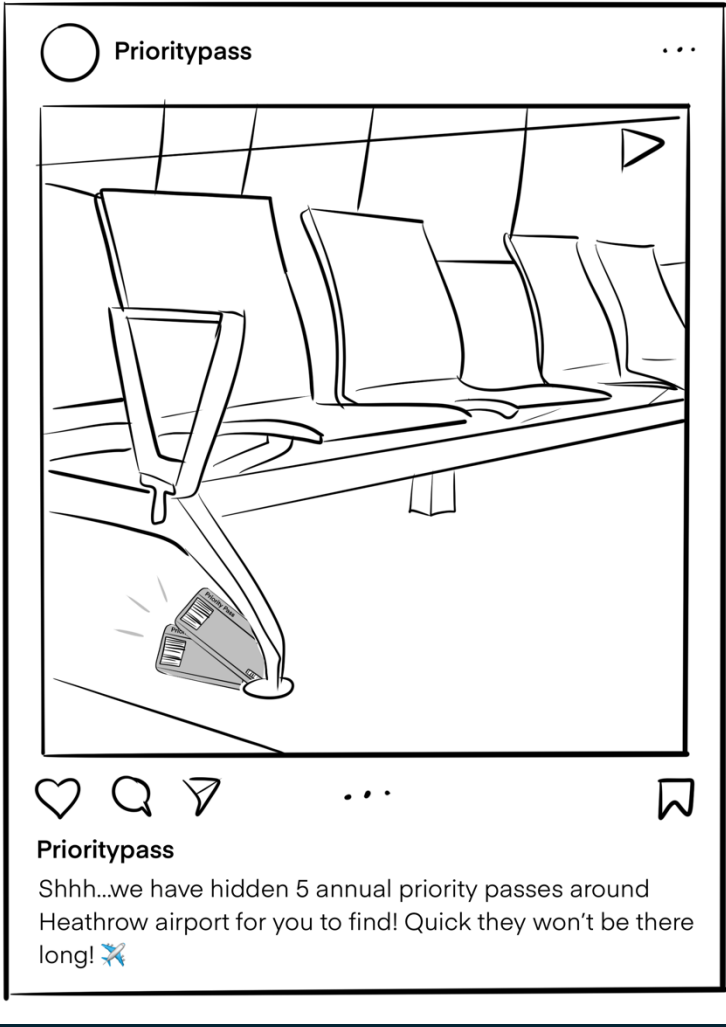
Scan to reveal QR codes

We will place QR code stickers around busy airport areas. When the user scans, they can shake to reveal a code for 15 minutes free lounge access to get a taster of success.



Social

On socials we will hide 5 annual access priority passes around the airport and share video hints at where they could be hidden for people to try find.



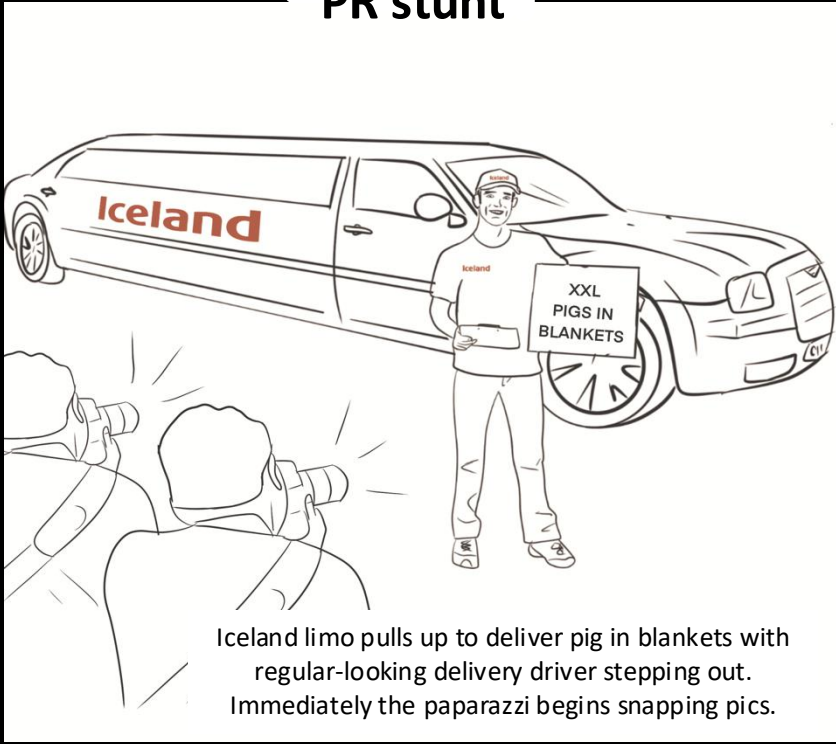
✦ The Icon of Christmas

Fact: Pigs in blankets are a staple of British Christmas dinner with people arguing it’s the best bit.

Insight: Pigs in blankets are the icons of Christmas dinner (especially XXL ones).

Idea: We are going to give footlong pigs in blankets the icon status they deserve this Christmas, by delivering them to stores in limousines (finally something long enough to fit them in).

PR stunt

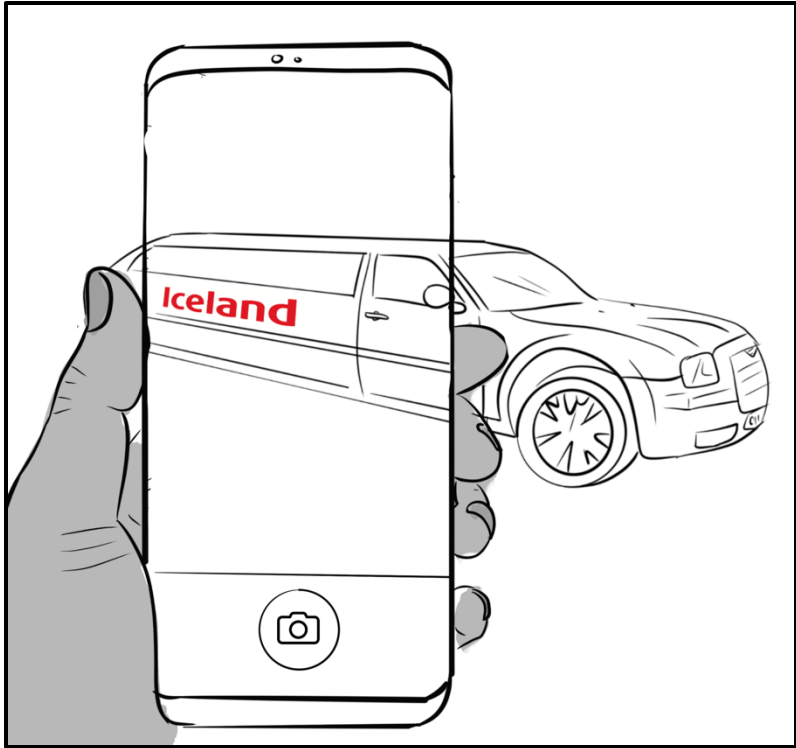


Social

‘Pap’ the Iceland limo in public and post to X tagging Iceland to receive free footlong pigs in blankets.



Instore Activation



Go with the Vibe

Fact: Young people prefer experience-based living over materialism and owning things.

Insight: Young people in big cities want to be carefree without commitments and live in the moment.

Idea: We want to get young people who like living in the moment to put their spontaneity to the test with the Toyota Vibe and its flexible renting plans. We went out asked 250 members of the public ‘to just go with the vibe’ and only 3 said yes. Here’s how it went...

Instagram reels/TikTok series



Internet personality Max Balegde will put members of the public on the spot by asking them to ‘Go with the vibe’ and offering them the keys to the car to take there and then on a spontaneous mystery trip.



“OMG! Park assist pulling into Starbucks is amazing!”

We will then follow the journeys of the 3 individuals on dashcams all the way up until the mystery location. The journeys will highlight elements of the car that they’re impressed by while each person goes with their vibe.

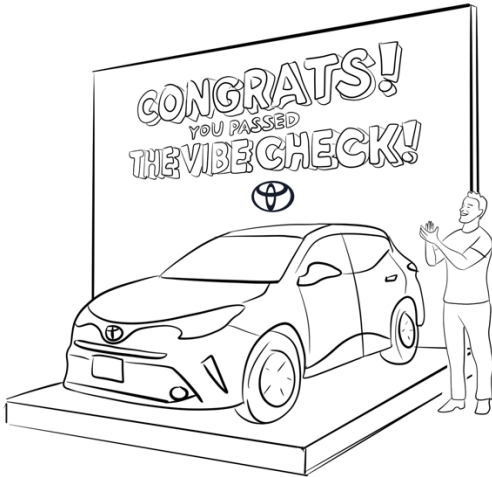


“No sorry, I have somewhere to be...”



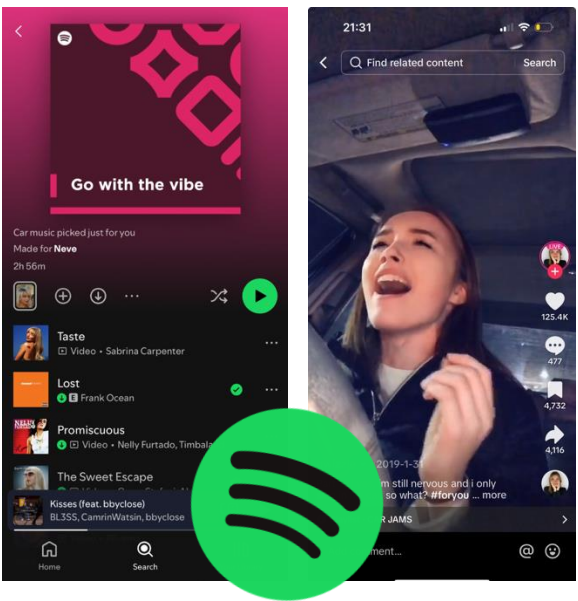
“Woo! Let’s go!”

We will show most people will turning down the opportunity due to other commitments/chickening out, apart from the 3 who ‘go with the vibe’.



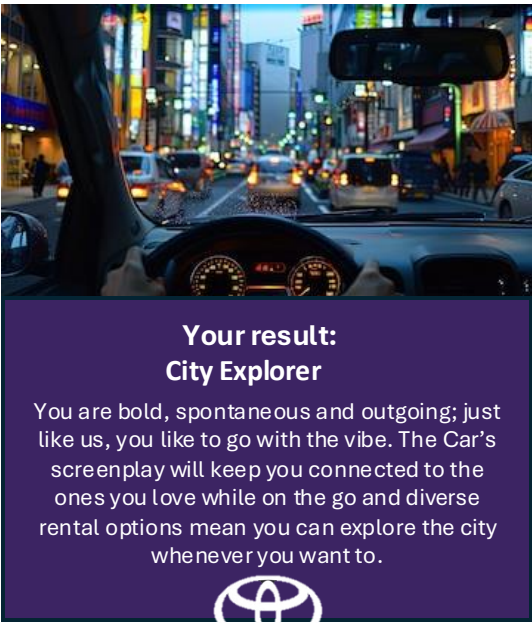
At the end of the trip, we will have the 3 participants pull into a mystery location, with a huge sign that says ‘Congrats, you passed the vibe check’ Max Balegde will greet them and let them keep the car for just going with the vibe.

Spotify



We will have a ‘Go with the vibe’ Spotify playlist playing in the car on the mystery journeys, this playlist can then be shareable on socials and used to create UGC of people singing and going with their vibe.

Web feature



On the website we will have a quiz that will tell you if you would go with the vibe. It will also tell you what type of city driver you are and how the cars features are suited to you. If you score 100% and go with the vibe you will receive a discount off your first Toyota Vibe rental.

Give us a Chance

- GNE xox

Fact: People between the ages 17-29 use buses the most. (younger audience)

Insight: 44% of people give their ex's a second chance so they should do the same for GNE buses.

Idea: We have all seen and heard of crazy ex's doing the most, like leaving notes on cars and emailing apology paragraphs to grovel for a second chance. But let's be real... GNE are reliable, on time and have your best interest at heart, so if you can give your toxic ex a second chance, then GNE deserves one too.

OOH

If your lost,
you can look
and you will find us
(on) time (Every) time



Give us a second chance

GoNorthEast

Cause you know
I'd drive a thousand miles
to just see you...
(home) tonight



Give us a second chance

GoNorthEast

OOH to look like note left by an ex using lyrics of love songs. Art direction: hand-written font on the back of crumpled bus ticket. We will place in areas of other modes of transport i.e. Train stations/taxi ranks.

Unsubscribe X

GoNorthEast
To: neve@gmail.com Thursday 18:55

Subject: I miss you... please give me a chance...

Don't worry,
we aren't a crazy ex,
but we do deserve a
second chance...

Show this message to your driver
for your first ride on us

GoNorthEast

Targeted email

We will send out targeted emails based off location that looks like a crazy ex is trying to contact you when you see the subject.

PR stunt



We will target people on other modes and transport by sending one of our bus drivers to serenade the public with love songs. He will then hand them a rose with a tag attached that says 'give us a second chance' – GNE and a voucher for a free ride.

Gorilla



We will also change all the bus destination signs to say things like “we want you back” or “Give us a chance”.

The Dream Diaries

Insight: Better quality of sleep creates better and more vivid dreams.

Idea: We are going to create a social series analysing the world of dreams using Novomins night-time gummies to get people to invest in better sleep and better dreams.

Instagram reels/TikTok series

We will create an online series on Holland and Barret's socials where we invite on celebs and influencers to talk about their dreams before and after using Novomins night-time gummies. Dream analyst Jane Teresa Anderson will talk to them about what their dreams mean in a fun and humorous way.



We will invite on influencers with a strong presence online and who have funny/entertaining personas.



Everyone on the series will be wearing lilac PJs and Novomins branded eye masks to relate back to the brand.

Social interaction

ChocolateTYRANT
@RissaExplainAll

Follow

I had a dream all my teeth were falling out again lol. What does this dream even mean 😭.

16:32 · 21/11/2024 · 31 Views

1

Holland and Barrett
@HollandandBarrett

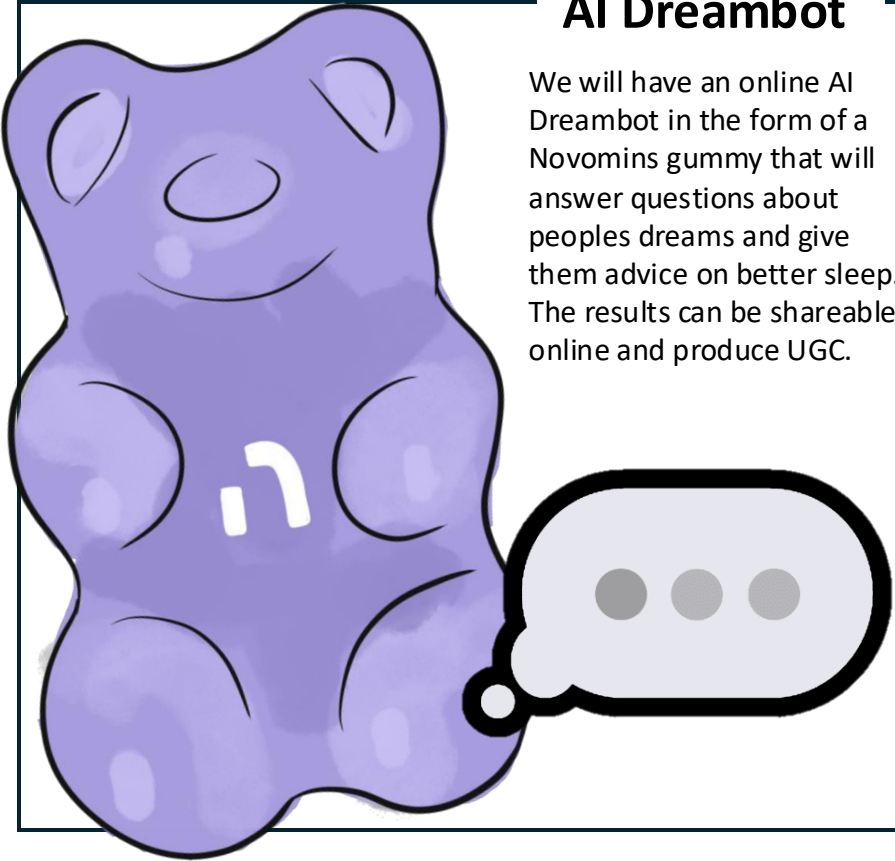
Dream diaries here, this type of dream can mean your stressed or anxious about something out of your control.

We also know that poor sleep can lead to bad dreams. click **here** to learn more from our Novomins dream bot.

We will interact with posts online that talk about dreams and give out dream readings with the link to our gummies and Dreambot to learn more.

AI Dreambot

We will have an online AI Dreambot in the form of a Novomins gummy that will answer questions about peoples dreams and give them advice on better sleep. The results can be shareable online and produce UGC.



Kick-off the conversation

With ANDYSMANCLUB

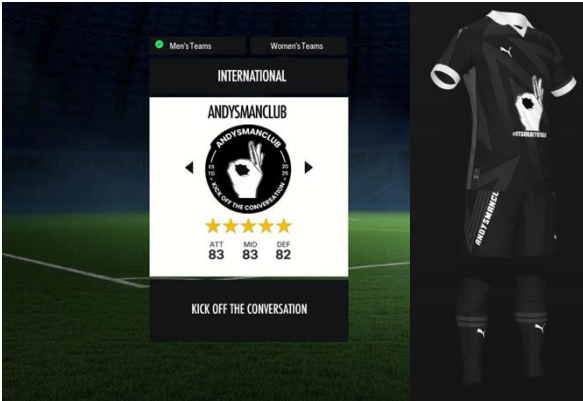
Fact: The core target audience of EAFC25 is men aged 18-34.

Insight: This same age range of men struggle to open-up the most about their mental health due to fear of looking ‘weak’.

Idea: EAFC25 and ANDYSMANCLUB both have something in common... They both have clubs. We are going to create our own club on EAFC25 in support of ANDYSMANCLUB and kick off the conversation on men’s mental health by releasing it on the 19th November (international men’s mental health day).

In-game

We will Kick off by creating our own In-game club supporting ANDYSMANCLUB, which players can select to play as. With the club you will unlock a ANDYSMANCLUB kit to play with across the game.



Our club will be made up of players who have all openly suffered with mental health struggles such as Jesse Lingard. When you load the team, a player will fade out and a message appears revealing that 1 player in every team will suffer with mental health.



Hero pack

We will release a limited-edition hero pack and swap out the stats for prompts from our players encouraging players to open-up.



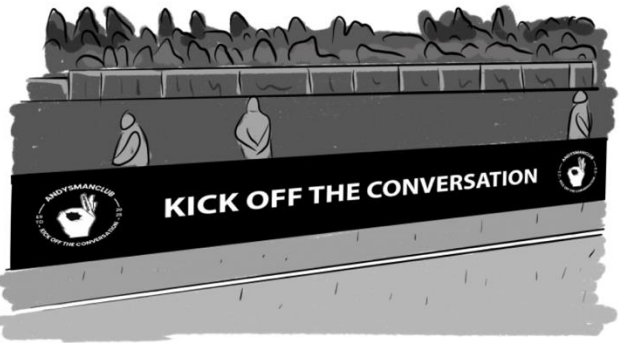
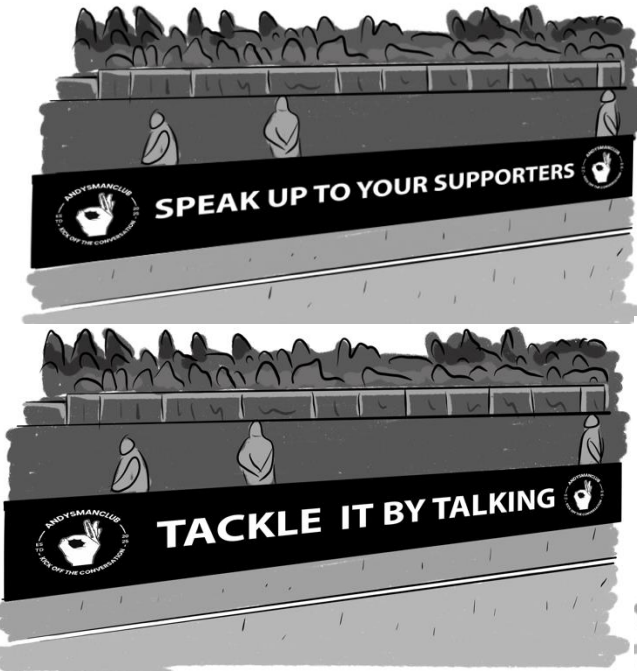
Celebration

In the game we will use the iconic ANDYSMANCLUB ‘ok’ hand sign as football celebration and as a symbol of support for the cause.



Stadium

When players are playing their match, they will notice chances to the stadium. The crowds will be holding up signs and the stadium ads will all have prompts encouraging people to open-up using football terminology.



In-game helpline

Finally, we will create an In-game server where gamers can play a match of EAFC online with a volunteer from ANDYSMANCLUB. On this they can open-up about their feelings if they don't feel comfortable enough to visit an in-person group.



MenoPlay

Fact: Menopause has many symptoms including vaginal dryness, making sex very uncomfortable for women.

Insight: This means women often press pause on their sex lives once menopause begins...

Idea: We are going to get women to press play again on their sex lives with Knect jelly.

OOH

Menopause
play again

Because sex shouldn't stop after menopause



Menopause
feel again

Because sex shouldn't stop after menopause



Menopause
date again

Because sex shouldn't stop after menopause




Menopause
experiment again

Because sex shouldn't stop after menopause





Because menopause has started doesn't mean women should stop having the positive sexual experiences they had before, we want to convey this message by taking the pause out of menopause.

Weather reactive billboard


Meno 

Because sex shouldn't stop after menopause










Meno 

Because sex shouldn't stop after menopause



When the billboard gets wet in the rain the pause turns into play.

Social

 <p>Menopausal women interviewed in-front of blue green screen. Producer asks; "how was sex after menopause started?"</p>	 <p>Snippets of different women saying what was wrong with their sex life. "it just stopped" "painful" "uncomfortable"</p>	 <p>Pause symbol comes on screen and tape rewinds</p>
 <p>Producer hands the women Knect lube and tells them to come back after trying.</p>	 <p>Play symbol comes on screen and tapes begin again</p>	 <p>Producer then asks the women "Now, how is sex when you menoPlay?"</p>
 <p>Snippets of the Women saying how it's now "erotic" "best sex of my life" "intimate" "Freeing"</p>	<div>Because sex shouldn't stop after menopause</div>	

Interview style social video with real women who have had difficulty adapting their sex life after menopause. We want it to feel authentic and show like-minded women they can take the pause out of menopause and press play on their sex lives again. The video will live on Facebook and YouTube to target our audience.

Don't scrimp on sunnies!



Fact: People cut corners by not investing in prescription sunglasses for the short summer we have in the UK and opt for regular sunglasses for a fraction of the price.

Insight: People don't see prescription sunglasses as a necessity.

Idea: We are going to create a series of “Oh Sh*t!” moments where people will have wished they didn't scrimp on their sunnies this summer.

Radio/Spotify script

Vision Express
Don't scrimp on sunnies

SFX: Distant waves crashing across the shore, and footsteps shuffling closer

Old lady: Do you mind rubbing some suncream on my back?

Man (sleepily): Urm.. yeh sure, honey.

SFX: Shuffling sound of him sitting up and squirting the cream

Old lady: ooh that's nice love...

Man (suggestively): shall we.. go back to the hotel room?

SFX: Footsteps approaching in the sand

Old lady (mischievously): yours or mi-

Woman (angrily interrupting): Eh! Tommy! What are you doing?!

SFX: Old lady chuckling

Man (confused): what?.. Stacey!?... I thought it was you who asked...

VO: Don't scrimp on sunnies this summer. Vision Express.
Prescription sunglasses tailored to you.

Vision Express
Don't scrimp on sunnies

SFX: Children playing, birds chirping and the BBQ grill sizzling.

Sam (calling out): Food is ready everyone!!

Aunt betty (chirpily): Gosh I'm starving, those sausages look delightful! Can you pass me one of those please Sam.

Clattering of serving spoon on dish

Aunt betty (chewing on a bite): Mmmm.. this tastes like the real deal, where did you get thee... Oh my gosh.. it IS meat!! You know I'm vegetarian!!

SFX: Crash of the plate dropping on the floor

VO: Don't scrimp on sunnies this summer. Vision Express.
Prescription sunglasses tailored to you.

Train/metro

We will take over the train and metro Tannoy to target people heading on days out during the summer. It will sound like a regular announcement at first.

SFX: Tannoy sound

Female train voice: The next station we will be arriving at is Bev-er-ly... oh... I mean Barnsley.

VO - Don't scrimp on sunnies this summer, at vision express we have hundreds of prescription sunglasses that can be tailored to you.

SFX: Tannoy sound

Female train voice: The next station we will be arriving at is linc... oh... erm Lindfield.

VO - Don't scrimp on sunnies this summer, at vision express we have hundreds of prescription sunglasses that can be tailored to you.

Script 1 – 30 second radio ad appearing on Heart FM for older audience.
Script 2 – 15 second Spotify ad for younger audience.

Furniture that just... fits

Fact: There’s nothing more frustrating that furniture that doesn’t fit into your space.
Insight: Which is why it is SO satisfying when you get furniture that fits perfectly.
Idea: We are going to create a cinematic Wes Anderson style world where everything fits perfectly into place. This reflects the way Fittingly fits perfectly into any space no matter what and gives you that satisfaction you deserve.

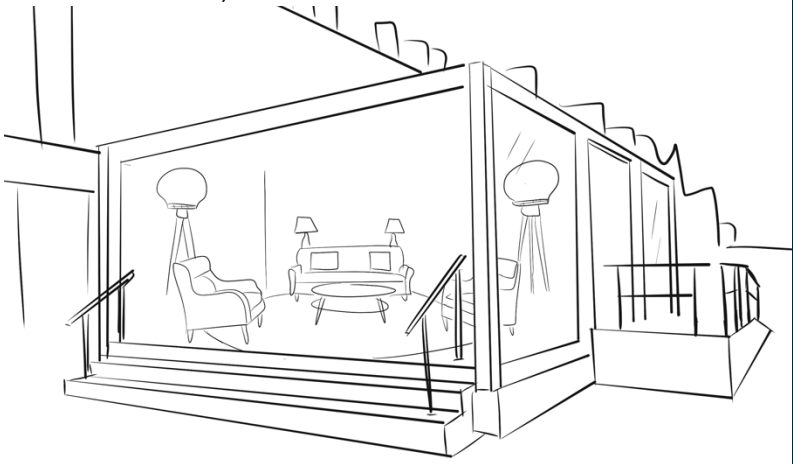
TV spot



The look and feel for the TV spot will take inspiration from Wes Anderson’s style, and will be maximal, bold and retro. It lends itself nicely to the Fittingly purple colour which we can use for the interiors of the rooms. The Ad will be centred around the idea of ‘if Fittingly was in charge of the world, this is what it would look like’. Everything would fit perfectly into place with perfect symmetry etc.

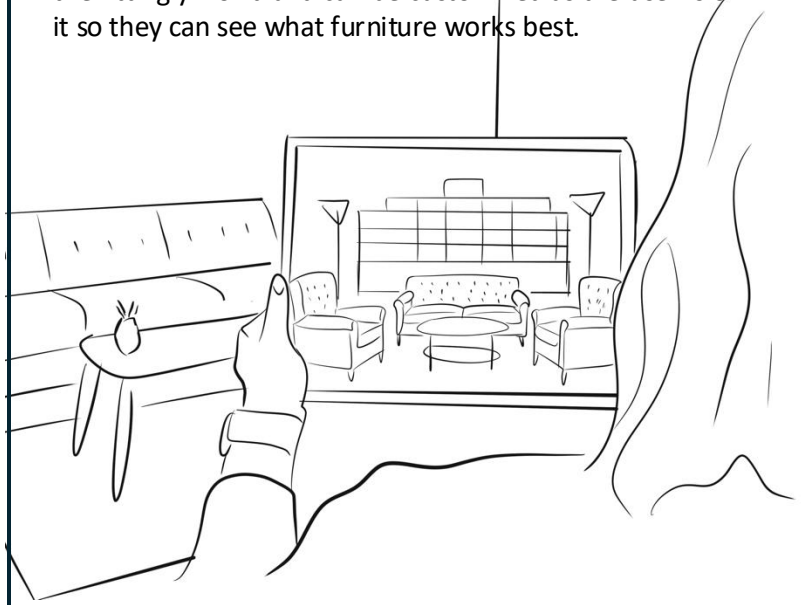
Experiential

We will pop up show rooms around city centres in collaboration with different quirky interior designers creating our own fittingly worlds in real life, to showcase their furniture.



AR online feature

Online AR feature where it will read your space when you hold your device up. It will turn it into your own version of the fittingly world and can be customized as the user is on it so they can see what furniture works best.



VO: imagine a world where everything just fits...
Zooming in through the peep hole into the fittingly world every time a door is opened a different frame appears.
Backing track: Devendra Banhart, Carmensita



Hotel reception man dings the bell with 2 alcoves behind filled with storage.

VO: Well now you can...



Family sat in perfect symmetry with storage around their TV

Fittingly

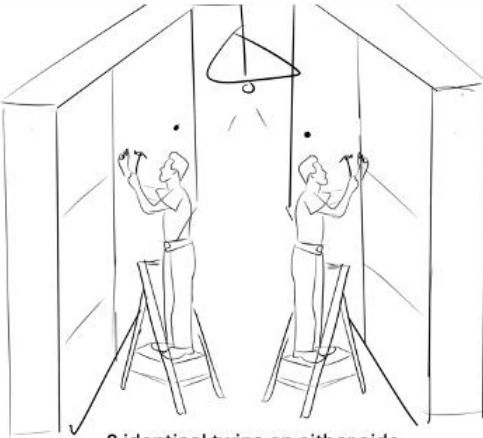
Furniture that just... fits



Zoom out of peep hole and 2 delivery trucks arrive at the same time to 2 identical houses



A lady with her cats perched on her bed with the fitted over head bed storage around.



2 identical twins on either side fitting their wardrobes

Sing their Praise

Fact: Working over the Christmas period is extremely difficult for healthcare workers with it being the busiest and loneliest time of year for them.

Insight: Healthcare workers mood’s drop drastically at Christmas, even though it’s supposed to be a joyful time.

Idea: The best way to spread Christmas cheer is singing loud for all to hear, so that’s what we will do by creating a Christmas No.1 in praise of all the healthcare workers to lift their spirits when working over this time.

The song

We will create a modern choir with real healthcare workers and record a song in attempts be the new Christmas number 1. The song will upbeat and be sang in a pop/rock style.

Thank You, This Christmas
(Adaptation of "Thank God It's Christmas" by Queen)

The year’s been long and weary,
But hope shines ever bright,
‘Cause heroes keep on caring,
Through every endless night.

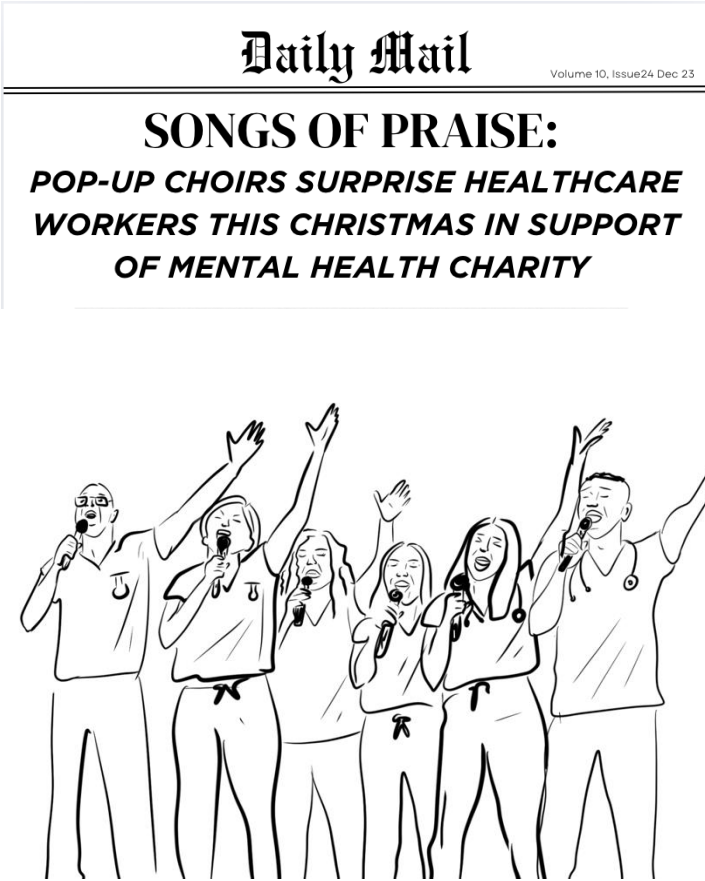
So let’s give them thanks, warm and true,
For all they give and all they do—
Thank you, this Christmas,
Thank you, this Christmas,
Our hearts are full for you.

They heal our hearts, they ease our fears,
Through every trial, through every tear.
They carry on, they stand so strong,
They’ve been our strength all along.

So this Christmas Eve, in every home,
We send them love so they know—
Thank you, this Christmas,
Thank you, this Christmas,
You’re never alone.

PR stunt

Shortly after the release of the song we will have pop-up choirs serenading healthcare workers across the Christmas period at the key times they clock on and off shift (8am and 8pm) to boost their morale.



Partnership



To reach a wider audience we will partner with the Songs of Praise on BBC and appear as a guest performance to sing our praises to the healthcare professionals.



We can also appear at the Christmas big sing performance.

Giving back



People can pay a donation and send a personalised video (cameo) from our choir to a healthcare worker they know on Christmas day, to say thank you and boost their spirits on shift.

All proceeds will go to help doctors in distress.

BUCKET LIST GIFTS

Fact: Young people prefer experiences over materialist things.

Insight: Young people love nostalgic things especially at Christmas.

Idea: We can get our 25-35 year-olds to gift travel instead of materialist things this Christmas, by using nostalgia to cut through to them. We all used to love going through the Argos catalogue to create our Christmas Wishlist back in the day, so we will create our own noughties style catalogue of bucket list 'gifts' to get people to give the gift of travel.

The Catalogue

We will launch a catalogue of all the bucket list things people want to do on our city breaks using toys to represent each place, in a 90s/2000s Argos style. At first glance it will look like a regular Christmas catalogue of retro toys but when shoppers see the prices, they will realise it's for holidays.



Special build

Activated around busy shopping centres and target people Christmas shopping.



Catalogues stuck onto billboard for people to take off.



When all the catalogues are gone it reveals they're for Travel Supermarket.

CRANK UP THE COMMUTE

Fact: Commutes are so monotonous that they create an ‘autopilot’ state, making people feel even more tired.

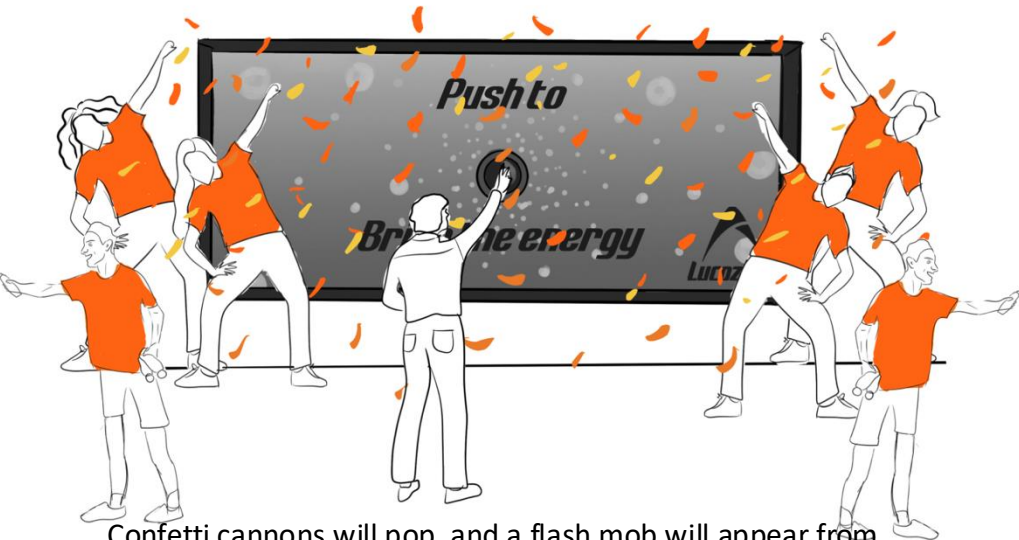
Insight: Commutes are boring.

Idea: We are going to target commuters and get them out of ‘autopilot’ by bringing the energy to their normally boring routes.

Special build

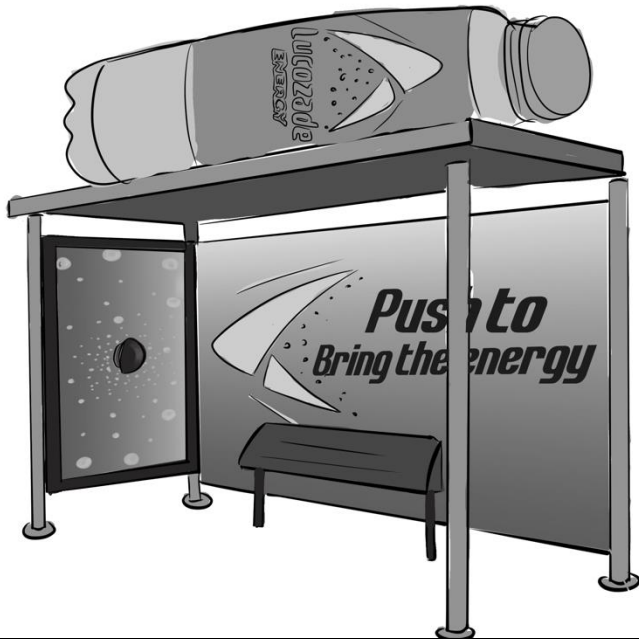


We will place on a busy walk route and art direction will use the fizzy bubbles to drive people towards the button.



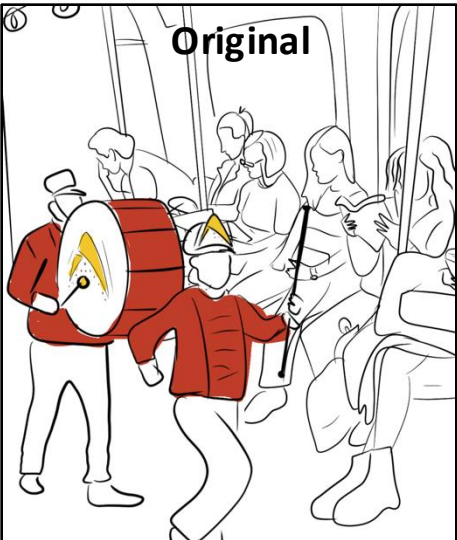
Confetti cannons will pop, and a flash mob will appear from behind singing and dancing as well as handing out free samples.

Bus shelter takeover



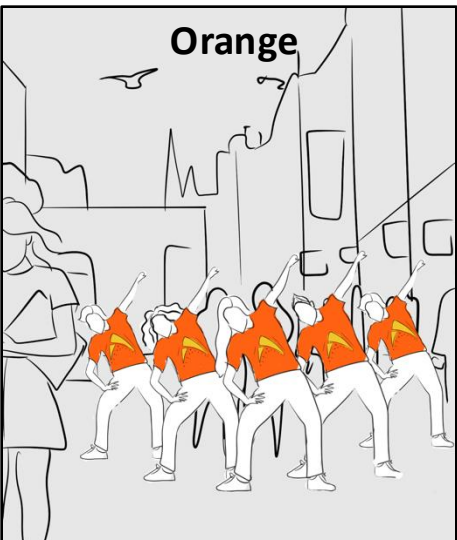
PR stunt

Targeting people on their commutes in the AM and PM and surprising them with a series of high energy stunts themed around the different flavours. We can film people’s reaction and share on social.



Original

Marching band appears on busy tube performing and handing out bottles



Orange

Zingy high energy flash mob dance on busy surprises people in train stations.



Pink lemonade

Drag queen disguised at back of the bus reveals herself and makes jokes/sings at commuters handing out bottles.