

Sadie Straw

Like my
ideas,
real from
the off!



Week



Finn



"Jason's part of the family"

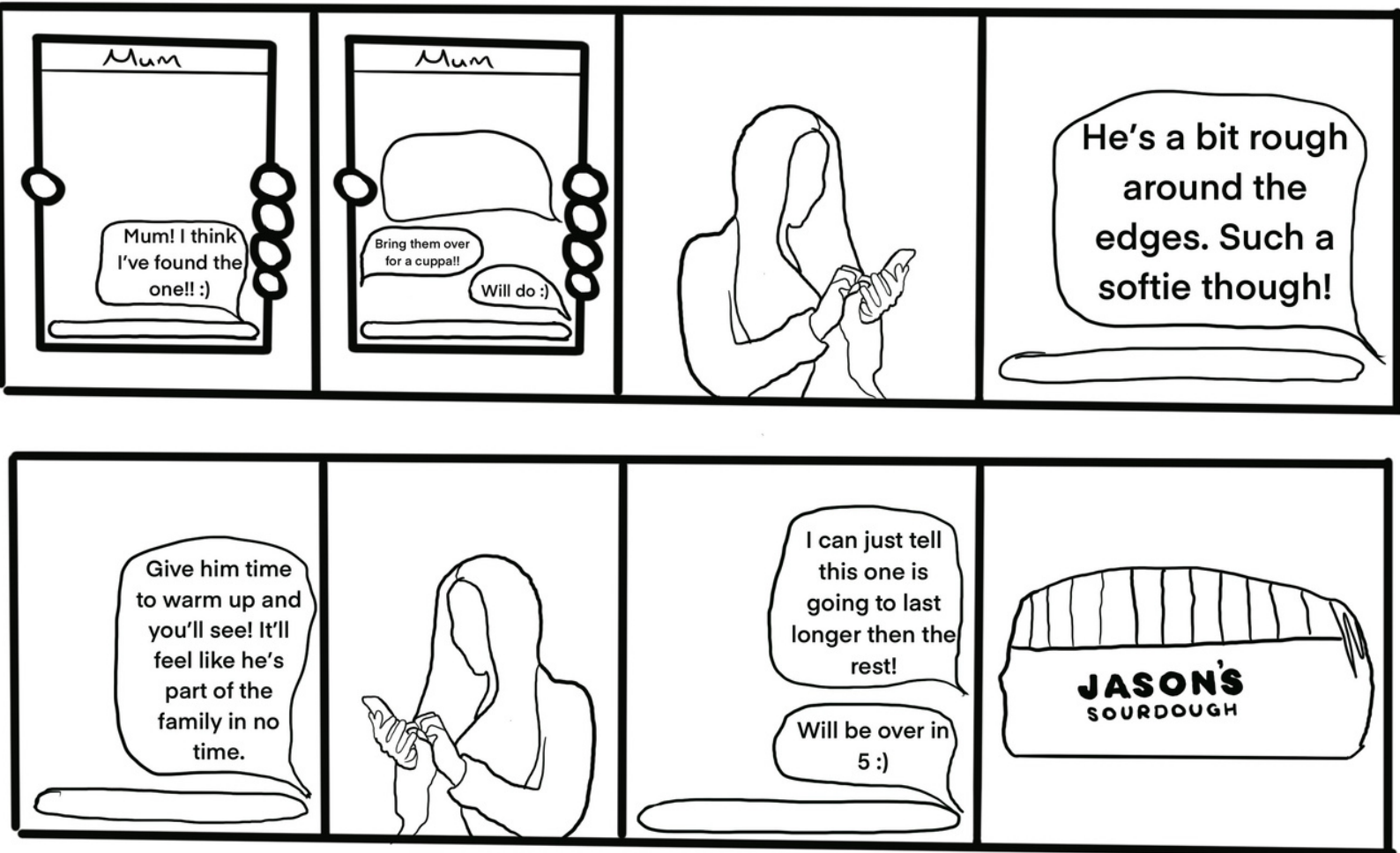
Insight

"50% of bread eaters/buyers say health reasons have motivated them to cut down on the amount of bread they eat" - Amy Price, Senior Food and Drink Analyst at Mintel

Idea

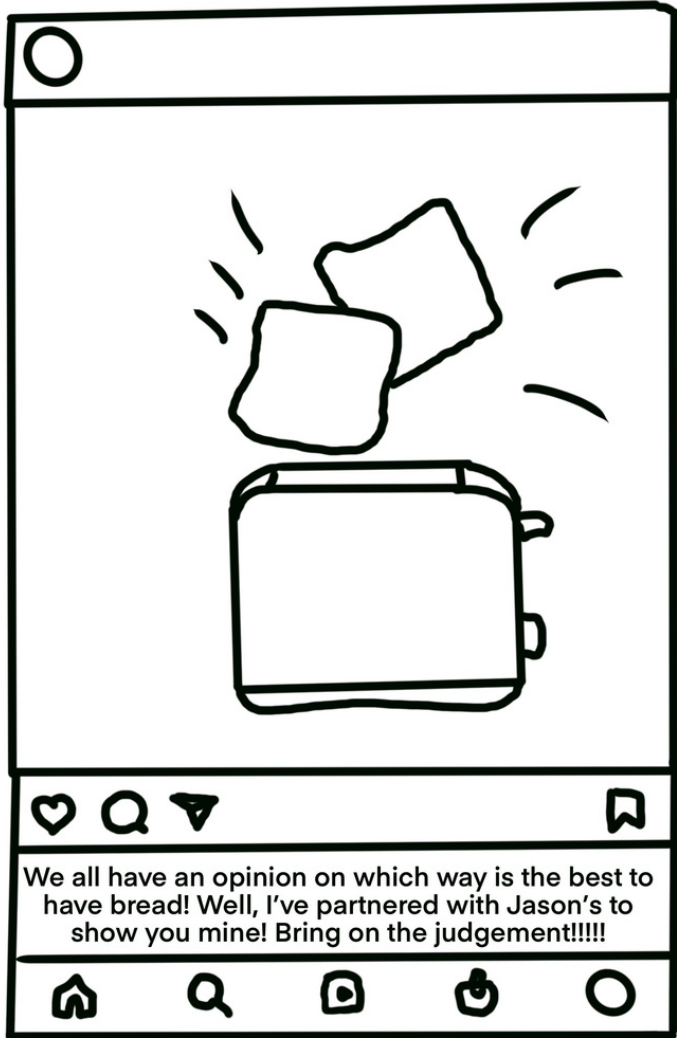
Tap into consumer emotions by personifying the bread into an extra family member. Therefore if bread supply in general decreases, people still turn to Jason's. This campaign is aiming to make people laugh as well highlight the key benefits

TV ad



A cheerful, light-hearted ad with upbeat music. The ad follows a mother and daughter going throughout their day. Texts lead us to believe that she is bringing a new boyfriend home to the family. Until the last frame when she turns up with a loaf of Jason's sourdough.

Influencer campaign



Challenging Influencers to share their best recipes with Jason's Sourdough.
@dishesbydaisie
daniel_johneats

OOH



Week



Syn



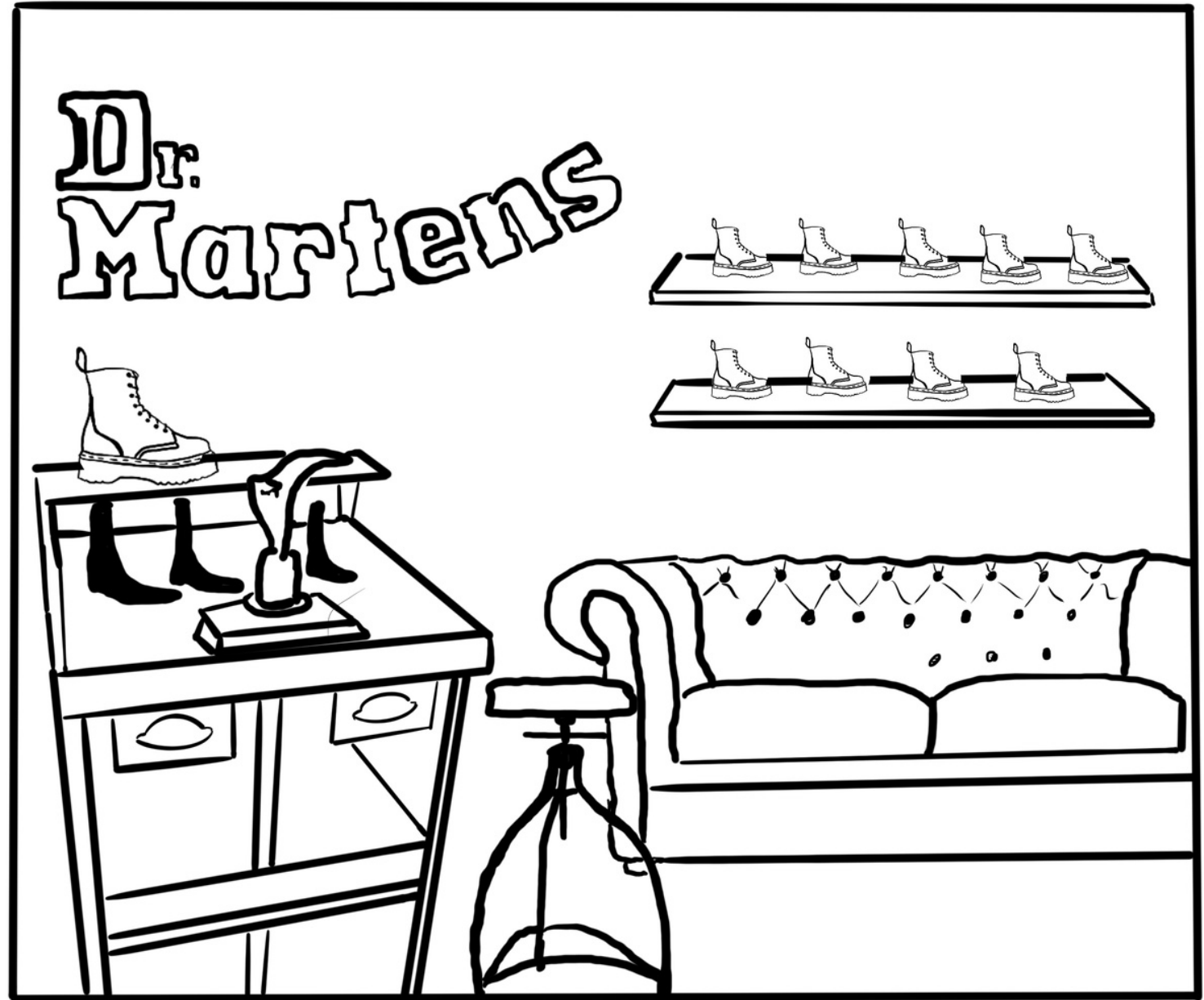
"Made In England, Crafted For You"

Insight

80% of consumers are more likely to make a purchase from a brand that offers personalised experiences.

Idea

'Crafted for you' creates an authentic, craftsman style workshop display in store. With tooled leather craftsman attending larger retailers to be able to personalise the Made In England shoes with customer led designs.. This campaign takes the craft of leather art in fashion back to it's core and celebrates the craft that goes into making Docs .



Promotions

To promote the customer facing process of this campaign. We would partner with iconic artist @mrdoodle This would be filmed for social content and for display TV in larger retailers.

Experience

Not only does the original workshop style interior give a genuine vibe to the campaign, Craftsmen in store will personalise the Made In England shoes with tooled leather lettering or designs chosen by the customer. This elevates the Made In England brand to have a more personal touch, but still staying authentic to the craftsmanship that goes into the making of the product. The campaign will run on the lead up to Christmas starting from November. targeting Christmas gifting purchases. These personalised Made In England Docs will mean as much to the new owner as it does to the craftsman that made them in the factory.



Week

3

Ponderosa



"Oooo, Brew it over"

Insight

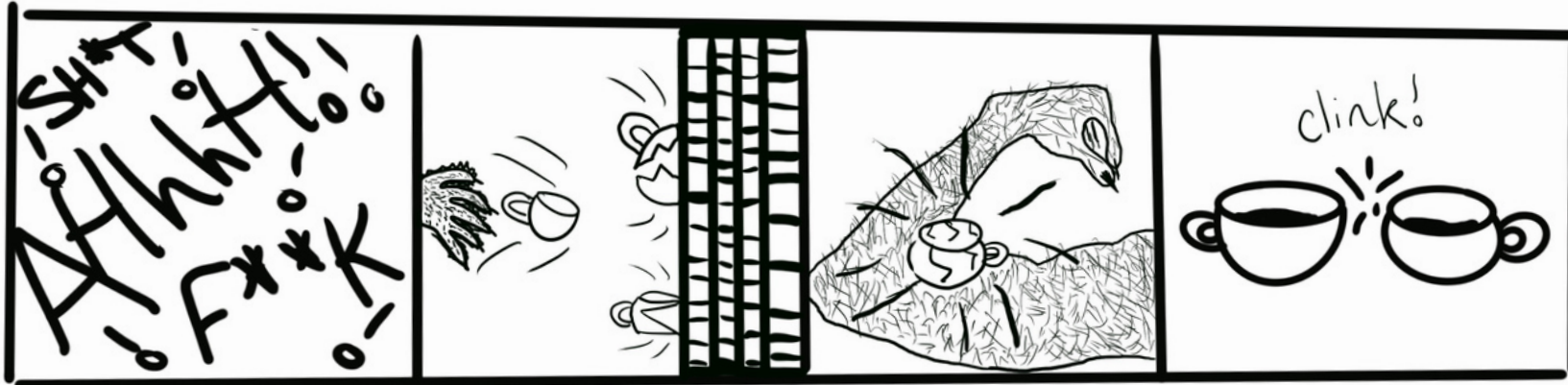
Gen Z are fast becoming the people to do the food shop whether that be in a student house or influencing the main bread winners who do.

Idea

To have audiences recognise drinking tea as a moment to reflect on mental health, promote talking to other people about their feelings. Using the recognisable 'ooo' from 'It's always an ooo with Typhoo.'

Campaign to be set in Typhoo's 120th year in 2023

TV ad



Using a [heavy metal cover of 'I can't get no satisfaction' by the Rolling Stones](#). This advert will start off with an angry monster character, throwing tea cups, crushing them in his muscles.

The monster remembers the clink of two cups of tea together and how soothing that is.

Social

Influencer campaign, partnering with young, relevant influencers to talk about their experiences with anxiety and mental health over a cup of tea. Influencers will be encouraged to talk to a friend, family member or to the camera about the importance of taking a step back from difficult situations and 'Brew it Over' Mentioning the importance of keeping the monster (anxiety) at bay.

OOH



A big "OooOooo" slows the music down and the monster goes to put the kettle on.

After a few cups of tea the monster is relaxed and shows himself as a furry loveable creature. This is to represent anxiety and how a deep a step back to 'brew it over' can make the world of difference.



Week



Home



"Just a Jet2 away"

Insight

Customers appreciate Jet2 for their straightforward approach to holidays, offering high quality holidays at low prices allows holidays to be accessible for all families

Idea

Simplicity to mirror the Jet2 ways of working, these posters emulate the feeling customers get whilst on a Jet2 holiday. Reminding them that this feeling is only 'a Jet2 away.'

Slogan = Just a Jet2 away

Strapline = We're ready for you!



Three poster executions



Week

5

Mediaworks



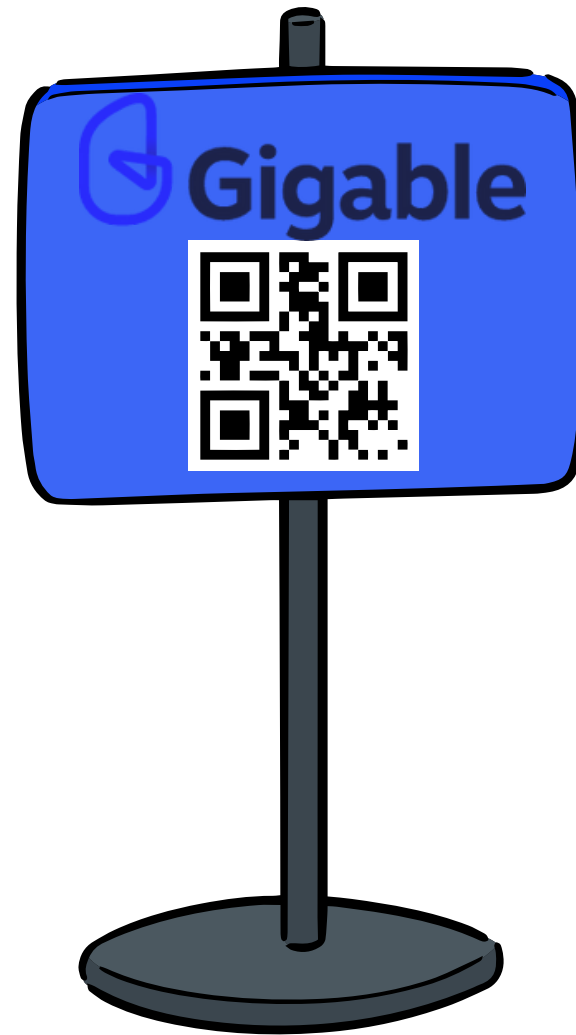
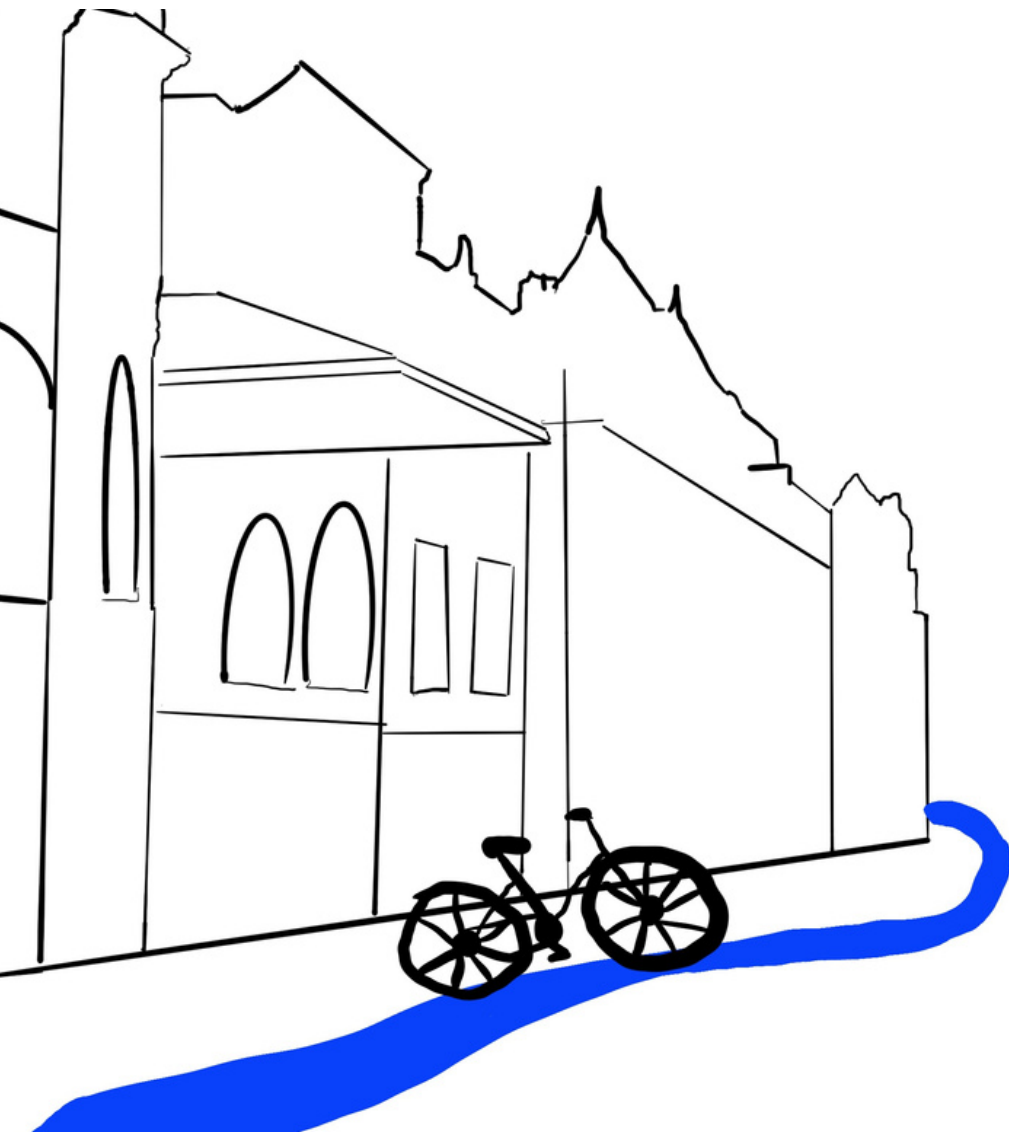
"Gigable - Gigs with Perks"

Insight

One of the most important parts of a recruitment drive is traceability and getting noticed amongst the other job offers.

Idea

It is a satisfying feeling to be in the 'know' and work happy. This campaign is based around that feeling of working well and in a good environment. The feeling a rider get when working with Gigable.



Traceability Questionnaire

Playing off the fact that not many people know what Gigable is. The questionnaire will ask people simple questions to figure out if this organisation will be right for them. To access the answer the user will have to input their email which will then allow us to follow up with further marketing.

Digital Partnerships

Partnering with popular social pages such as LADbible and Decathlon, Gigable drivers can take their followers on 'a day in the life' via Instagram and LinkedIn.

Referral Scheme

Each rider will get more perks each time they refer someone, this would be in the form of rating perks and discount codes from partner retailers like Decathlon.

A smartphone displaying the Gigable questionnaire. The screen shows the Gigable logo, a question about fair working conditions, a question about picking work that suits you, and a question about building a reputation as a freelancer. There is an email address input field at the bottom.

Gigable

Is Gigable right for you?
Answer the questions below and we will let you know!

Do you believe we should all have fair working conditions?
Y. N.

Do you want to pick work that suits you?
Y. N.

Do you want to build a reputation as a freelancer?
Y. N.

Email Address



OOH/Ambient

We are going to paint Gigable bike lanes in city centres through hot spots for delivery drivers and popular delivery routes. These will be in Gigable brand colours leading to a sign post with a QR code leading to the questionnaire for the consumer to find out if Gigable is right for them!

Week



Tomorro



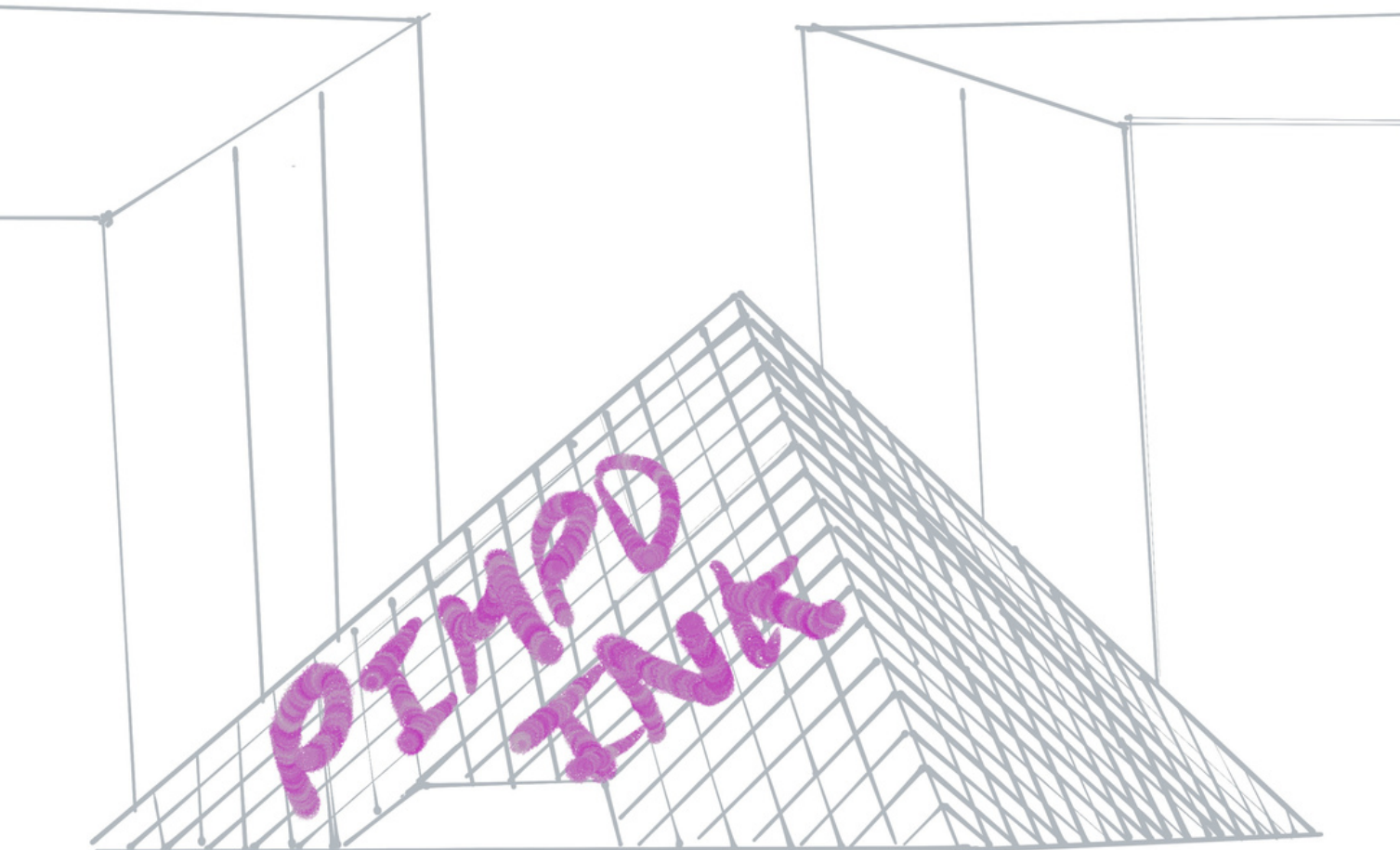
"Protect Your Art, Protect Your Artist"

Insight

People with tattoos see their tats as a work of art, with their body being the canvas. However, the tattoo industry faces issues with copying and stolen work which can make the industry an unpleasant place to work.

Idea

Protecting the art and the artists! Doing this by showing the effects of the products to the public, and raising awareness for the inequalities that artists face in the tattoo industry. This positions Pimpd INK as a caring and considerate brand.



OOH poster before ambient pop up

OOH poster after ambient pop up

Live in popular commuter spots

Ambient PR Stunt

Inspired by the famous Louvre art gallery, Pop ups in city centre will invite people to come see a 'Gallery of Masterpieces'. The masterpieces will be real people with real tattoos along with representatives showing live product demonstrations to the public.

PR

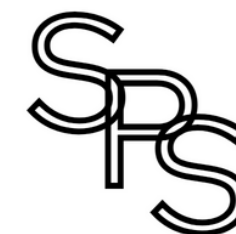
Pimpd INK will commission a white paper with a University with the intent to research the issues with copyright and stolen work in the Tattoo Industry. Focused on - 'How can emerging tattoo artists protect their work in a way that will encourage clients to choose the original artist and not someone copying their work'

Campaign Partner

[TatTrust](#) - Is a space which tattoo artists can come together and collaborate to have the space to share thoughts, ideas, dreams and passions.

Partnering with this platform to promote the campaign will help with industry credibility and provide an authentic channel to share their research and campaign content.

Client: PimpdINK.com **Brief:** Integrated **Proposition:** Ink. Fresh as the day it was done.



Week



McCann



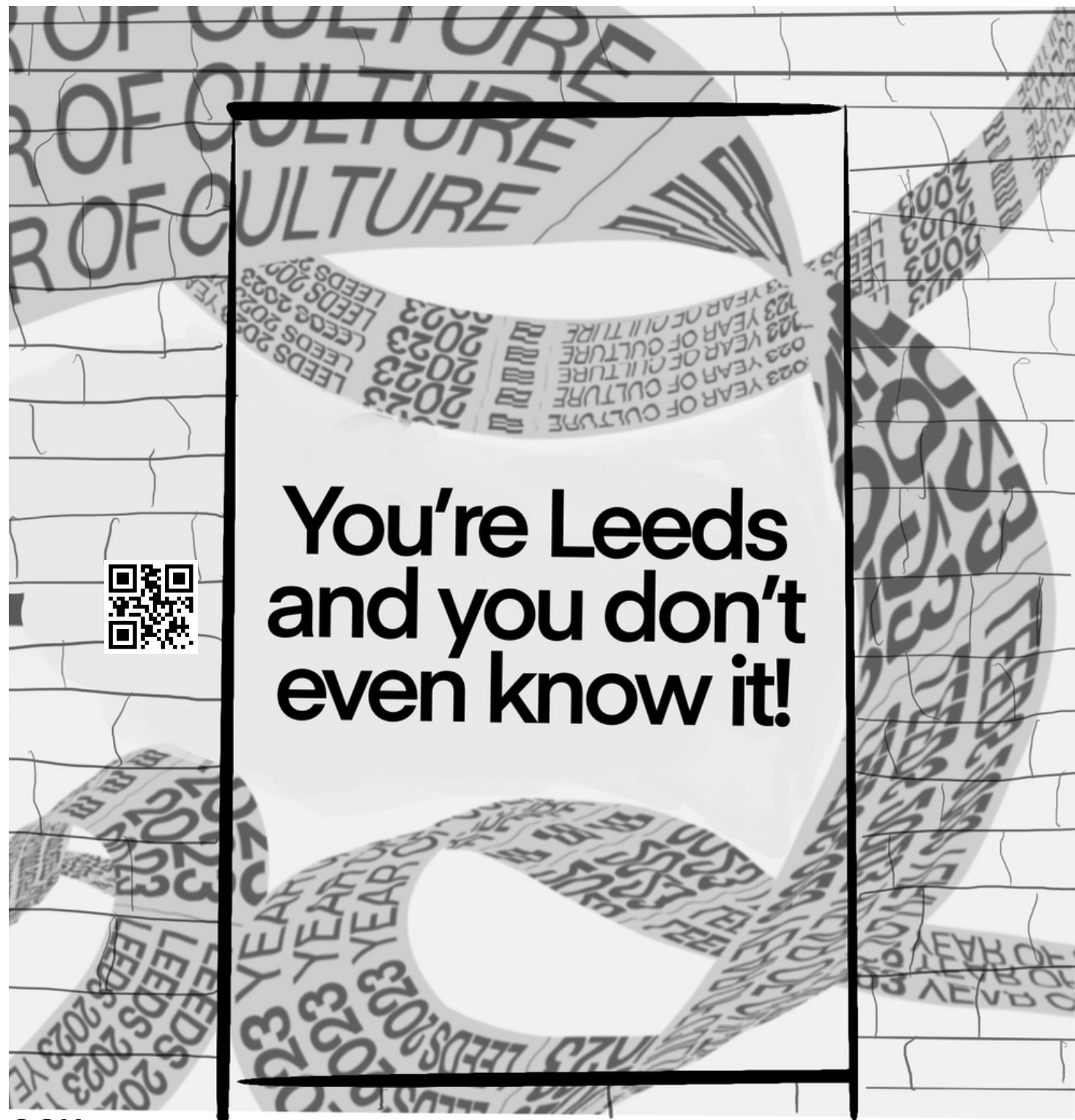
"You're Leeds, and you don't even know it!"

Insight

Leeds is home to over 160 different nationalities! That's 82% of all countries in the world!

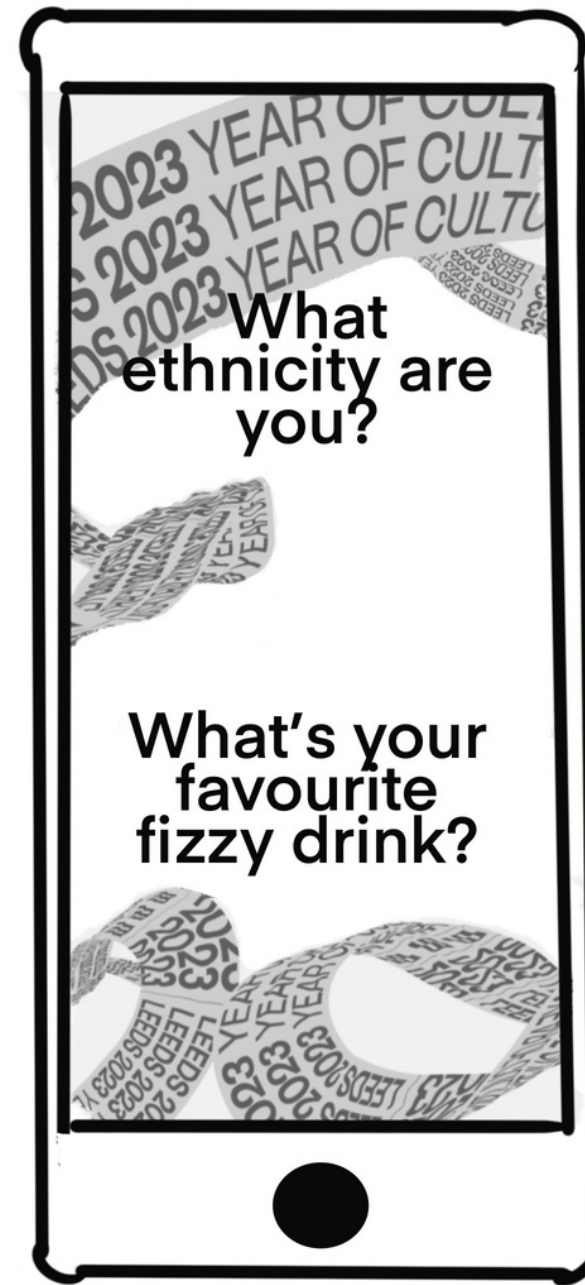
Idea

With such a wide range of nationalities and cultures, my idea is to show people how they are more likely to relate to Leeds than originally anticipated!



OOH

Ribbon going off the poster dimensions with QR code to the Leeds2023 Quiz.

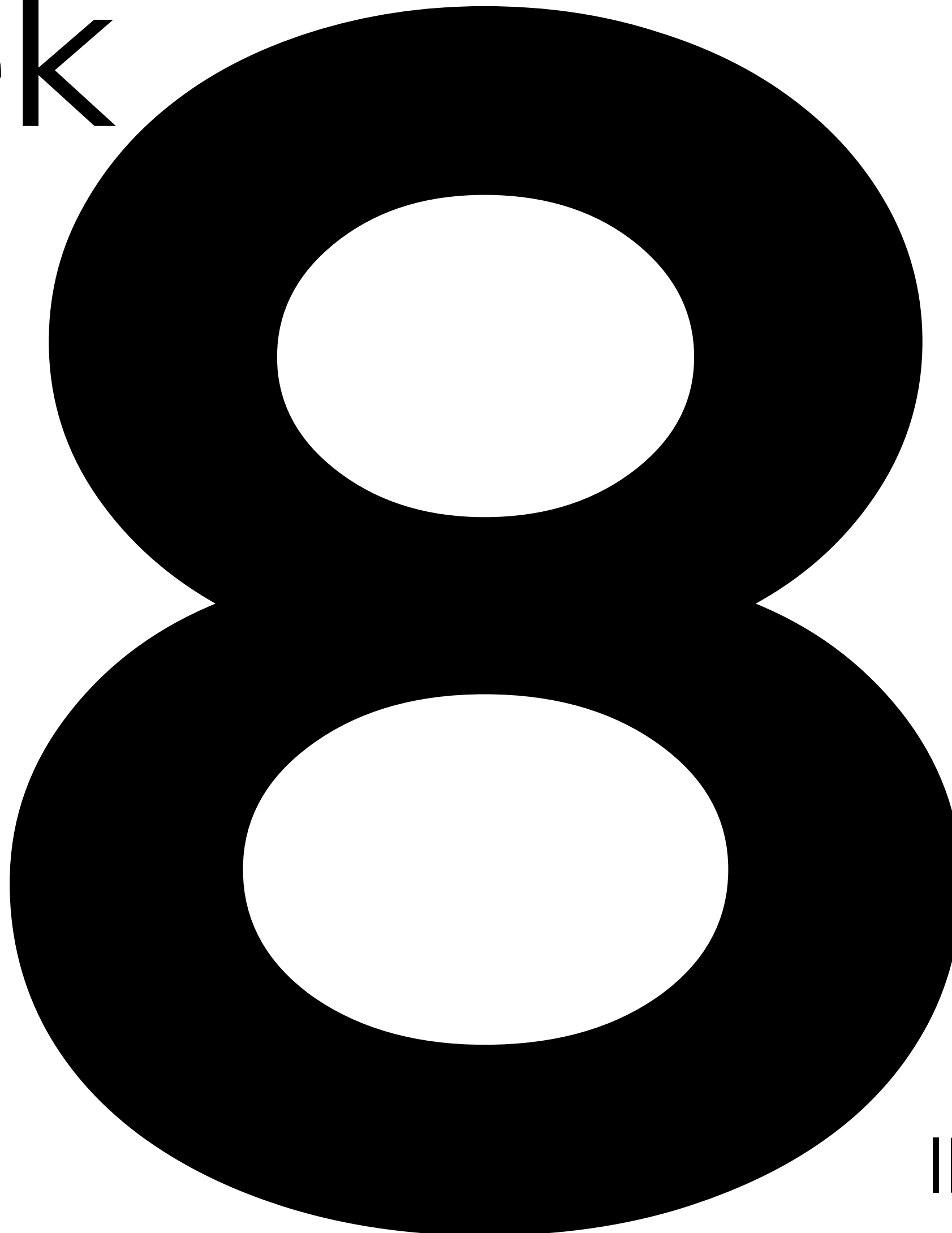


Stunt

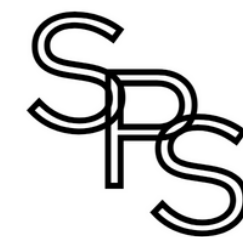
Fun and light-hearted quizzes on billboards will help people find out how 'Leeds' they are. Following that it will suggest an event held at Leeds 2023 that would be of interest to them.



Week



IMA



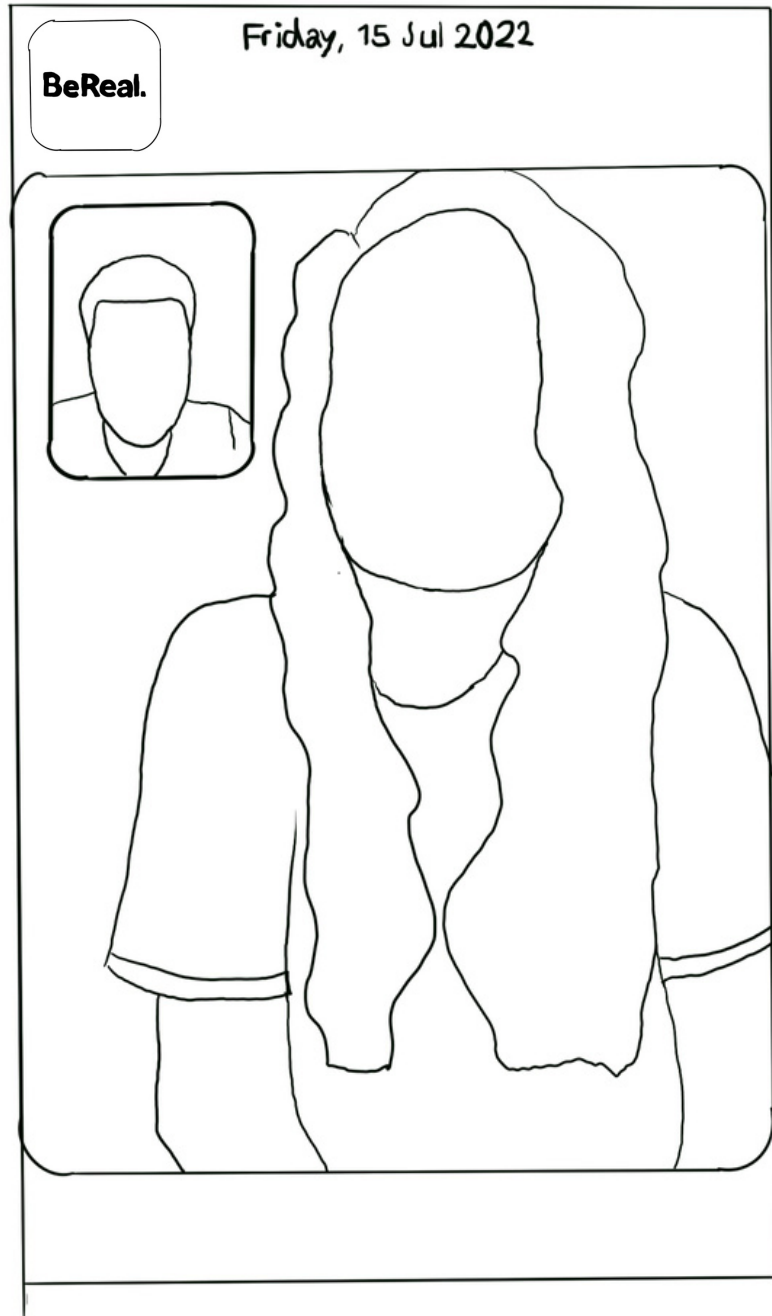
"Bumble - bee authentically you"

Insight

The more true you are to yourself, the easier it is to find the one!

Idea

Explore different types of communications to mirror how the user should feel whilst they are using the app; fun, playful, flirty!



Partnership

Partnering with BeReal, a live social media sharing platform, to share a Dating Journey offering. Inviting people to take a BeReal photo on their dates to share with friends and keep in a separate folder to track and remember their dating journey.

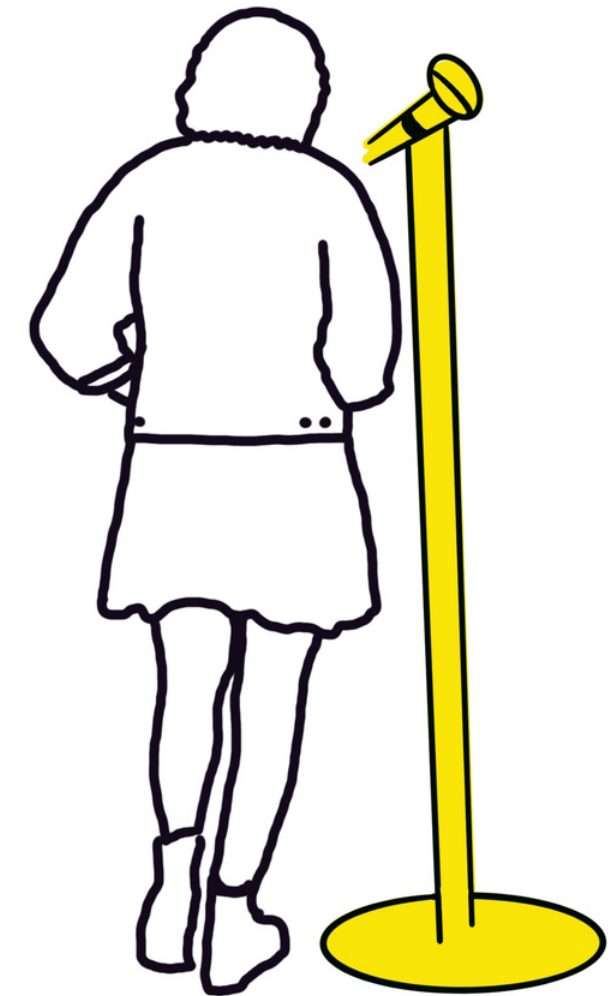
OOH



PR

We will organise a research story to find specific stats on 'How many people lie on their dating profile'

This will then be issued to media to raise awareness with the angle that Bumble is the most authentic dating app on the market, where people are their most authentic selves.

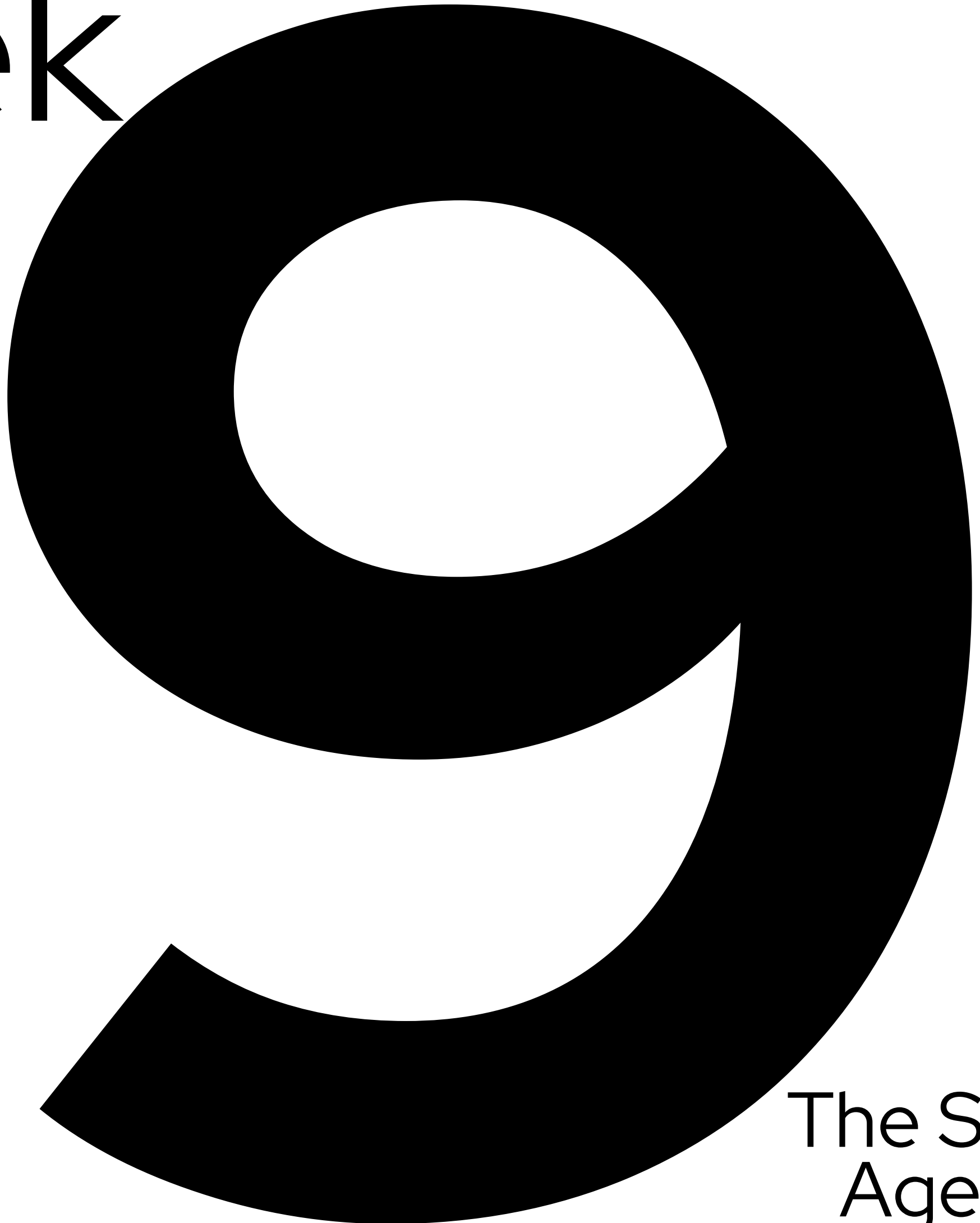


Stunt

Setting up microphones in city centres in the Bumble brand colours and inviting people to face their back to the camera and reveal their worst dating stories. Keeping it anonymous but giving the participant the option to turn around if they're comfortable. This will be filmed and used for social media.



Week



The Sharp
Agency



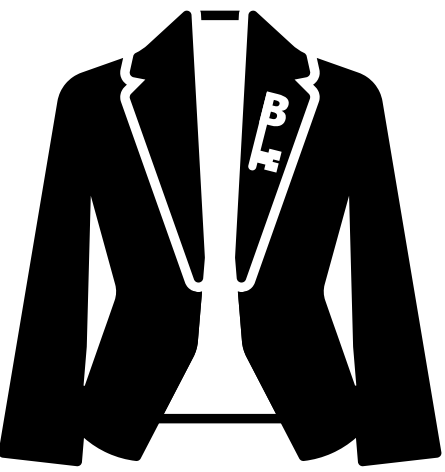
"Be the Key to another world"

Insight

The feeling when volunteering exceeds other benefits and will be the reason people come back to do it again and again.

Idea

Create a campaign to tap into audience emotions and make them feel hopeful and inspired to get involved.



Key Badges

As a symbol of completing the course, volunteers are gifted Key badges. Gold, Silver and Bronze to encourage coming back time and time again. A great talking point to keep the conversation flowing.

PR

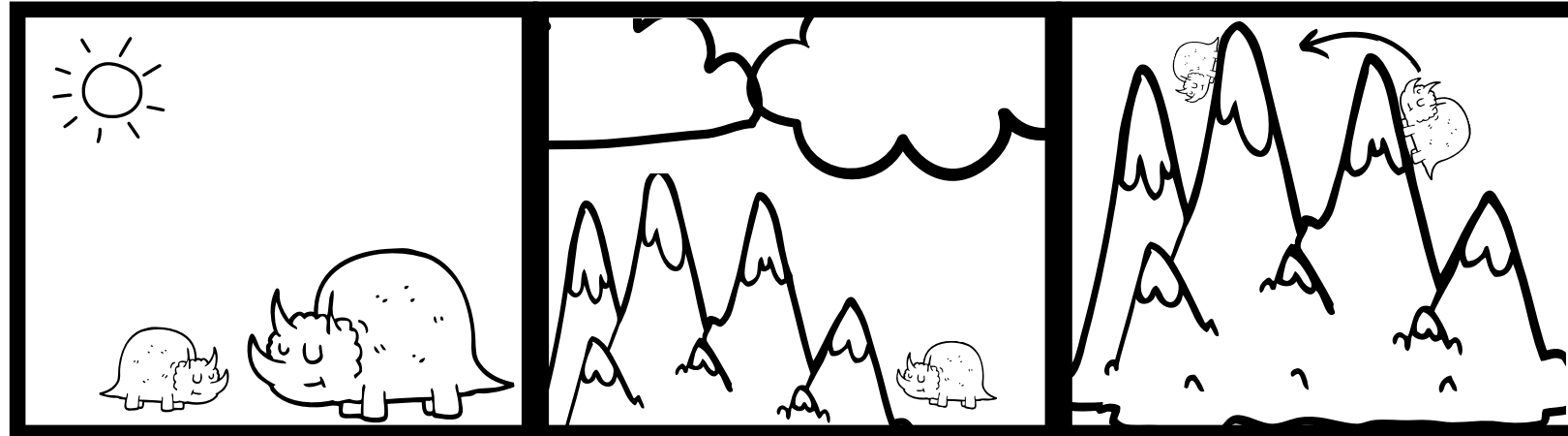
Commission a research story to figure out, how children spending more time on Youtube than reading is affecting them in later life and issue this to press.

Website Content

A testimonial base on the website will house blog post diary entries from volunteers.

Digital+Social

Voiceover narrative from a volunteer sessions with children's story book style visuals.



"Today's session started off really well! We were ready and raring to go!"

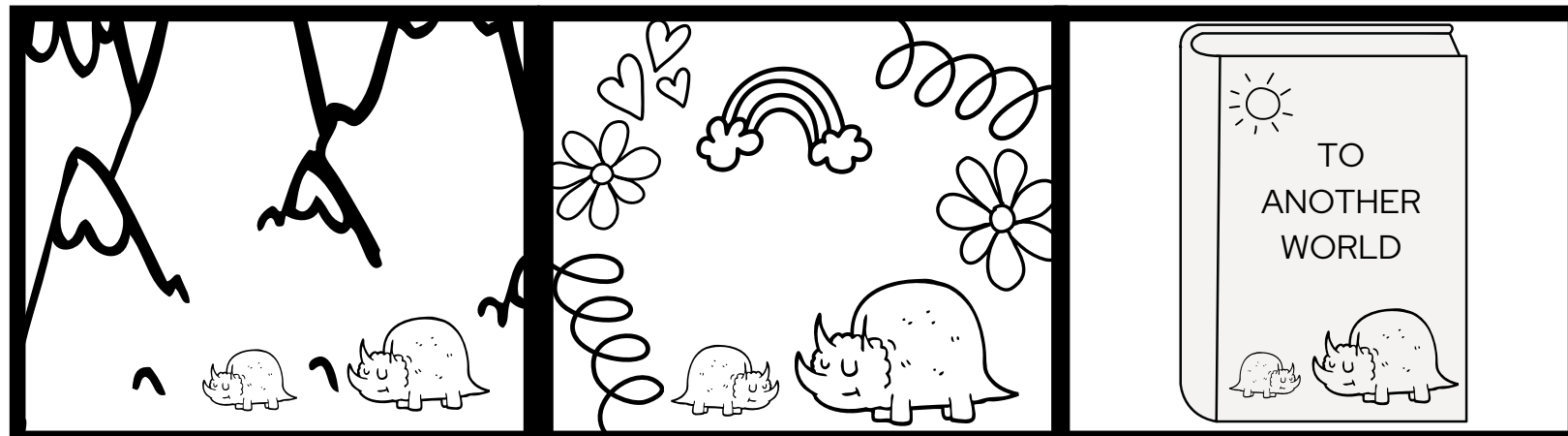
"Then, out of nowhere, we hit a wall. What I saw as a mole hill must have felt like a mountain to the kiddo."

"We tackled each hurdle together, taking it slowly and making sure to climb up and over each letter."



Stunt

We will have multiple classes of primary school children of all abilities, let loose in city centres (with adult supervision). They will be tasked to give as many of the Bookmark Keys out to the public. This key will have a QR code leading to the Bookmark website.



"And soon enough we were on a roll! They have come on leaps and bounds, these hurdles are becoming smaller and smaller!"

"All of a sudden, our adventure is over. I couldn't be more proud of this little one and the journey they have taken. They are now able to make their own adventures into other worlds, they don't need me anymore! But I'm so glad I've been able to see what this child can achieve."

Narrated by Ben Fogle, supporter of the Bookmark Charity.



Week

10

Journey Further



"Celebration of Colour"

Insight

Up to 90% of a first impression is based on how someone is recognising colour in the situation. The more colour we see, the more excited our brains. Colour means a lot more than we think!

Idea

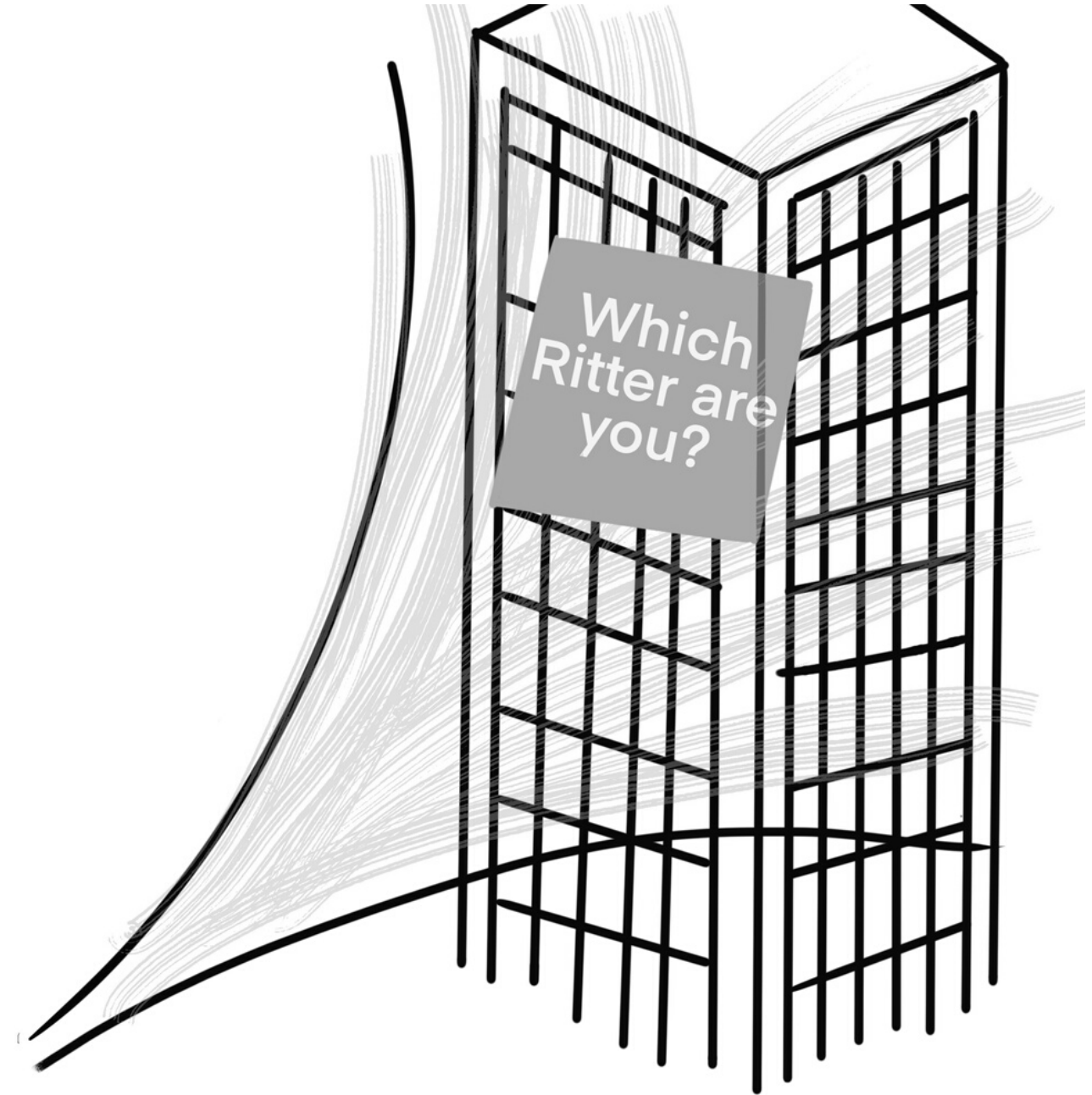
Expanding on the fact that colour makes us feel things and give these elements of Ritter a personality.

Stunt



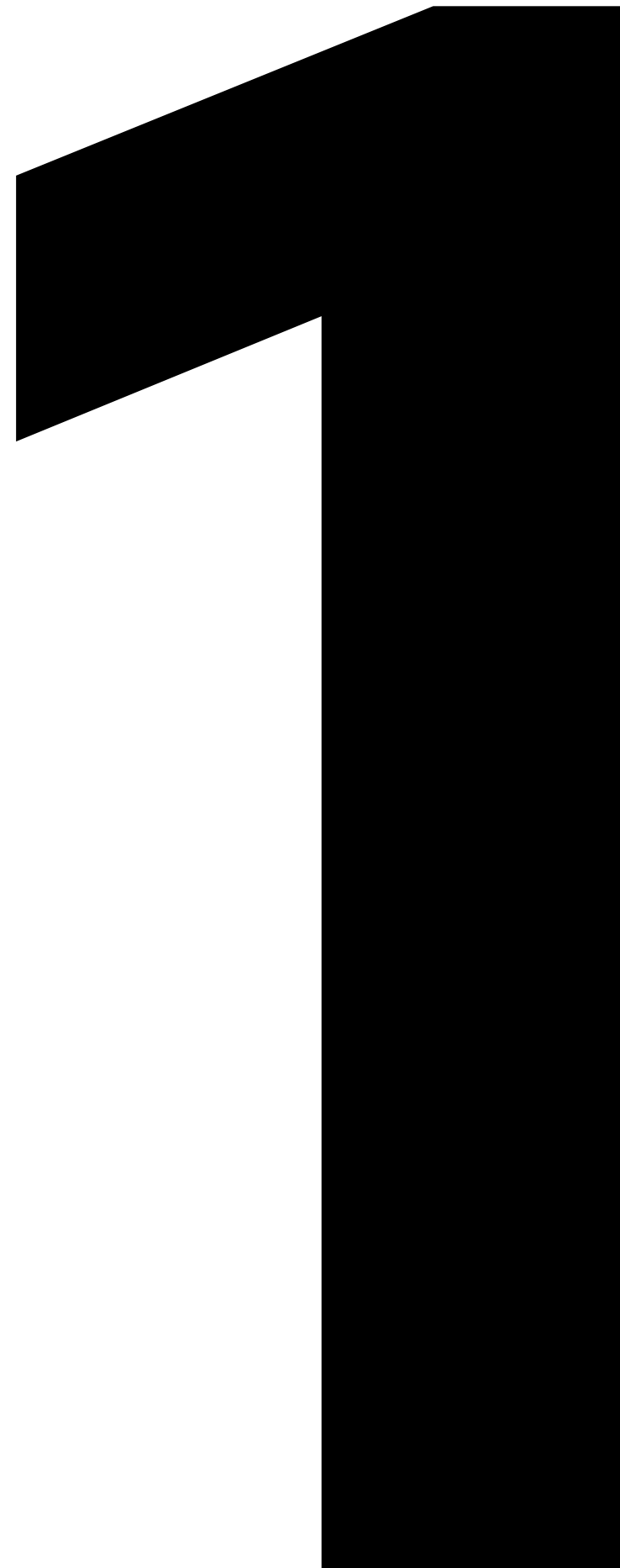
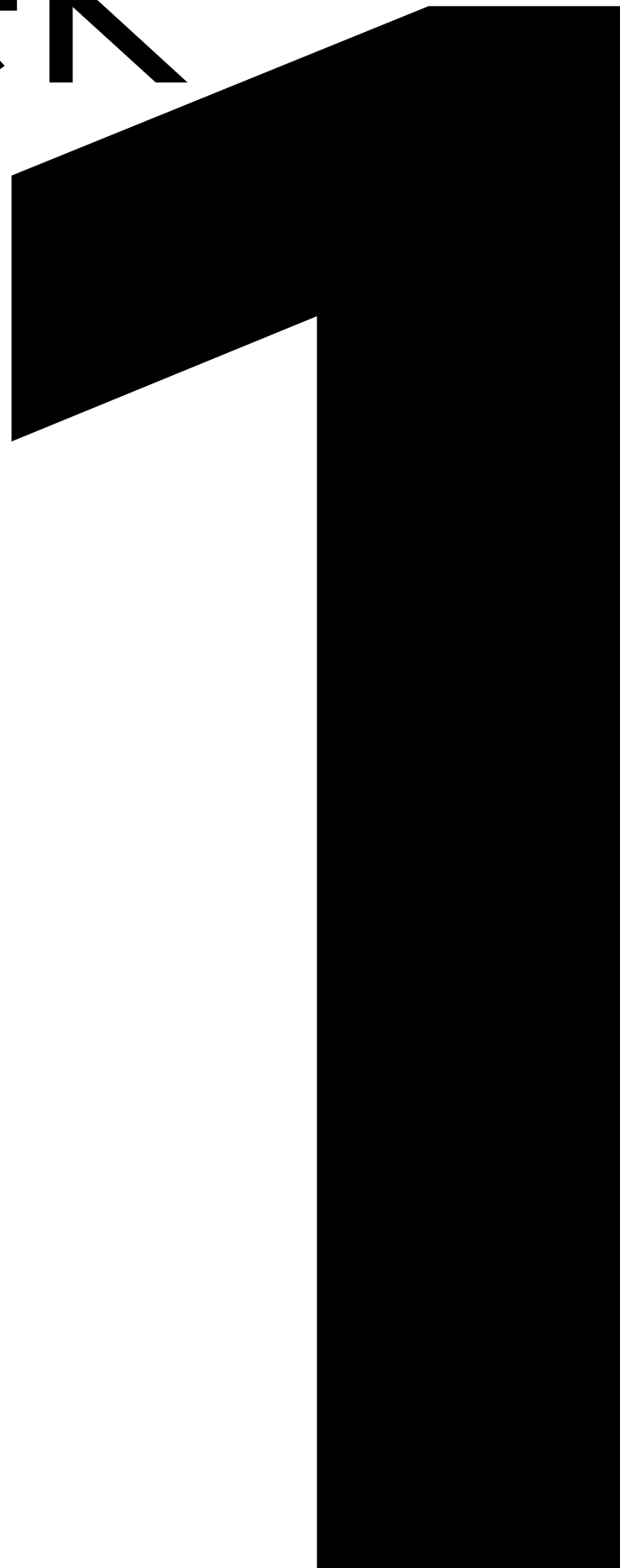
In Partnership with the Ghana Rainforest Trust, an urban jungle takeover style PR stunt to bring lots of colour to the grey areas of city centres. This will be using colourful rubbish and Ritter Sport wrappers to promote sustainability using University art students for their expertise. The process will be filmed and photographed to be used for social media content.

OOH



Using projectors we will shine colourful lights up on to grey building to transform them into colours of Ritter Sport flavours.

Week



Propaganda 

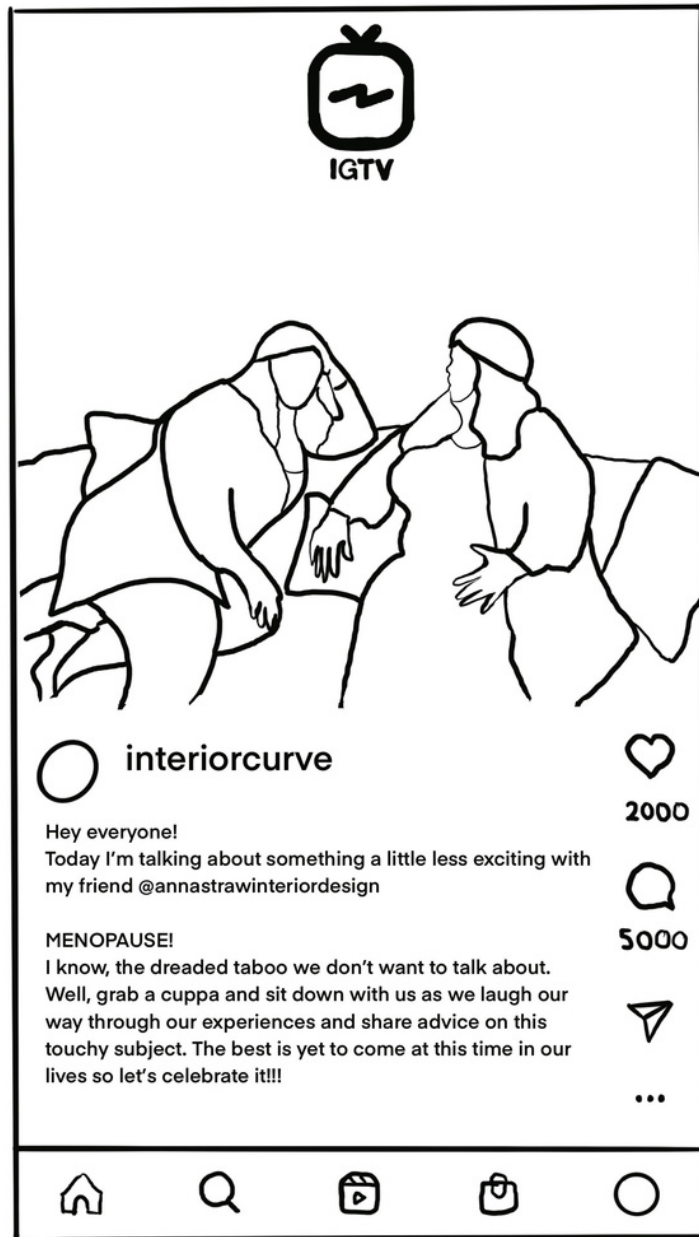
"The Best Is Yet To Come"

Insight

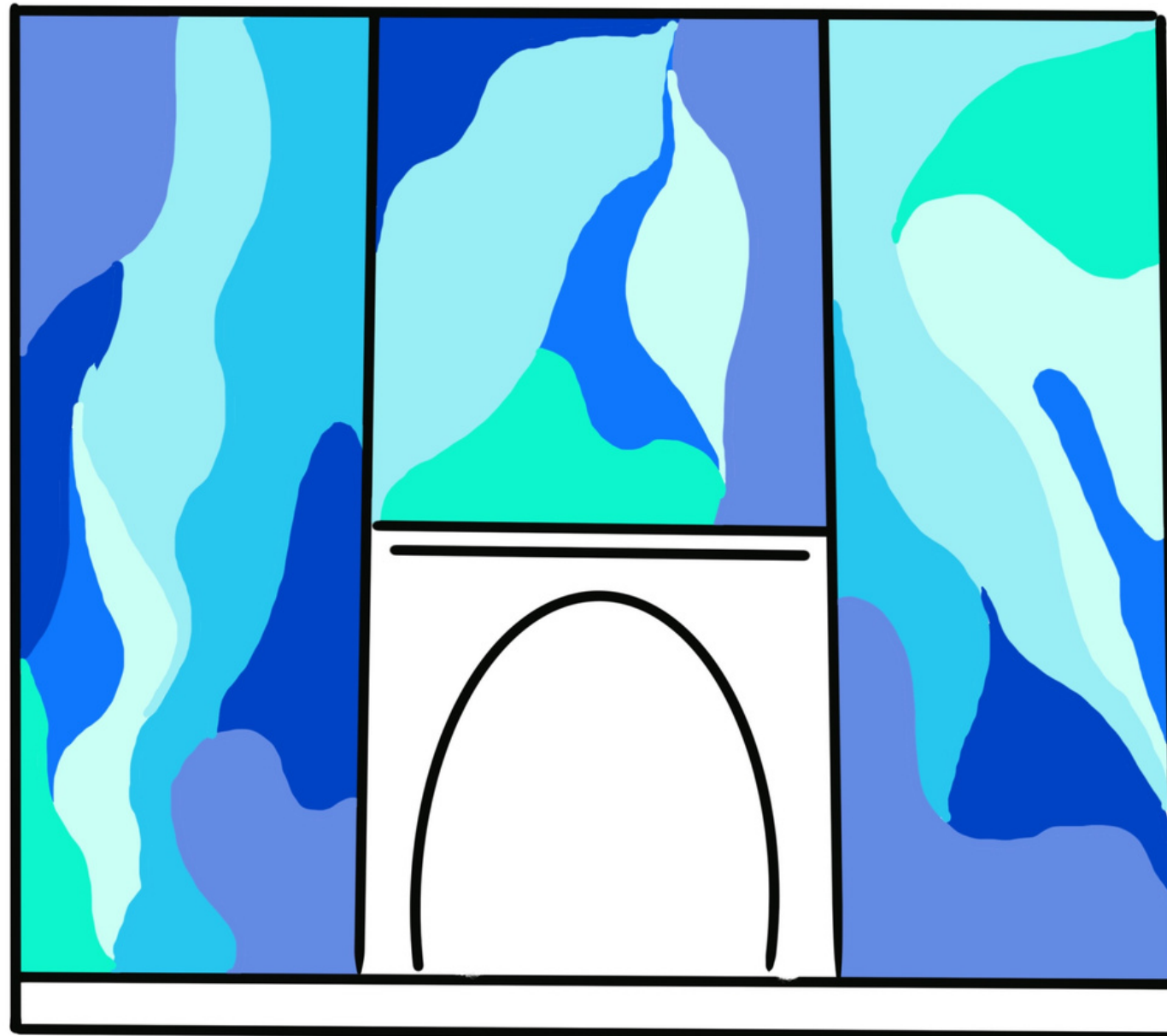
Three in four older people describe themselves as lonely - Prima
"I wish I had more knowledge of menopause when I was going through it" -
My Mum

Idea

Empowering women with a vibrant campaign to remove the taboo from
Menopause!

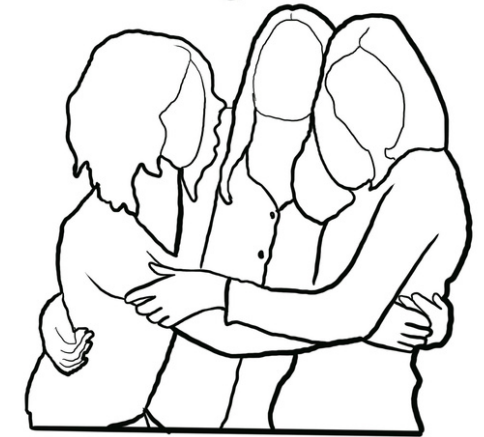


Boots have launched a soothing Menopause Wallpaper to help with hot flushes!



PR stunt ^

The best is yet to come



So let's bring our best selves

OOH

This poster will have striking amounts of maximalist style patterns and colours to juxtapose the classic beauty posters seen in Boots.

IGTV series

Influencer lead social takeovers will break down the taboo around menopause. This will be with funny anecdotes and helpful advice in a genuine, conversational tone.



Week

1

2

Creode



"Inflate Your Knowledge"

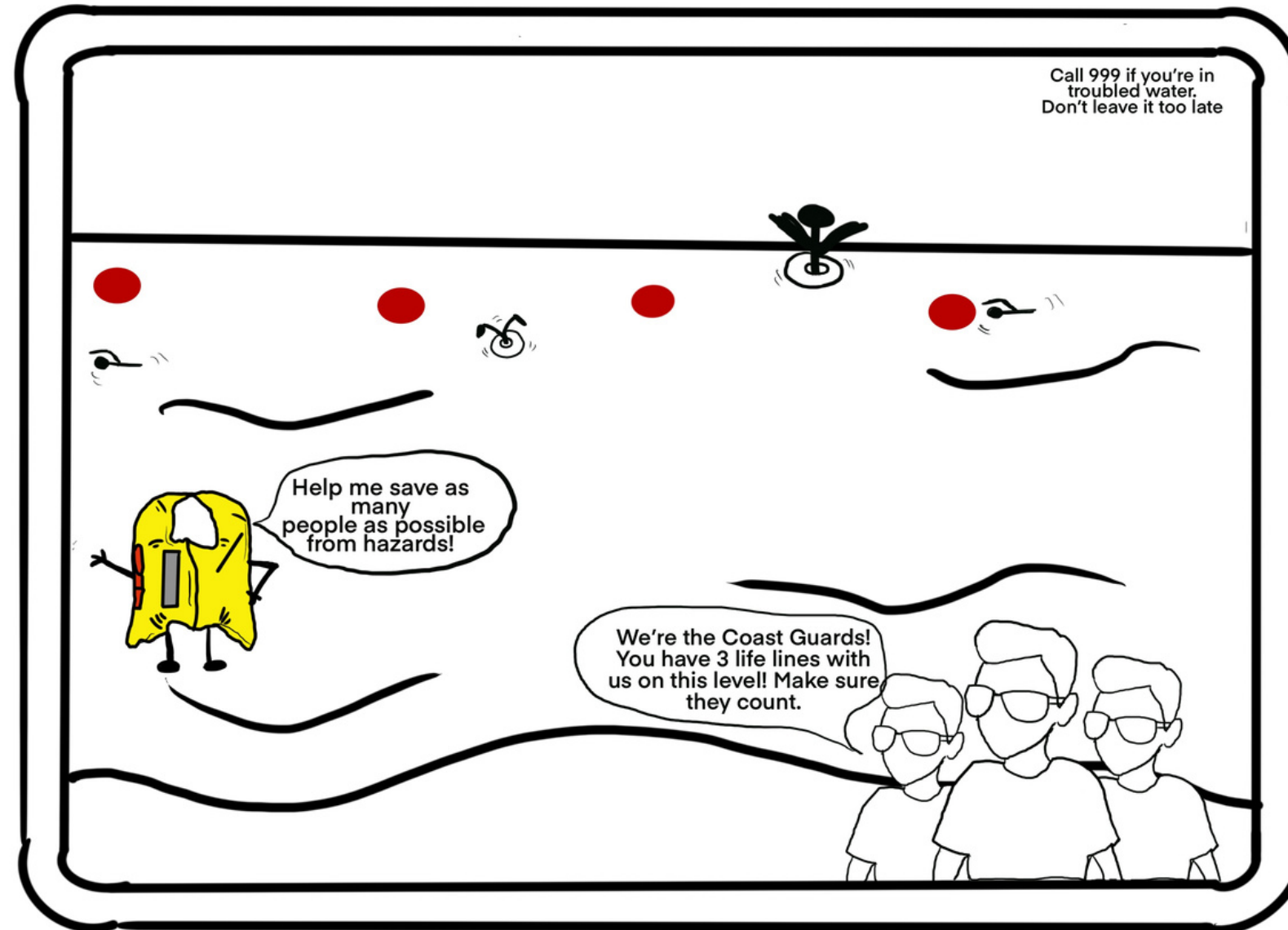
Insight

400 people die in UK water each year. Some of these people are young and this could have been avoided with proper safety.

Idea

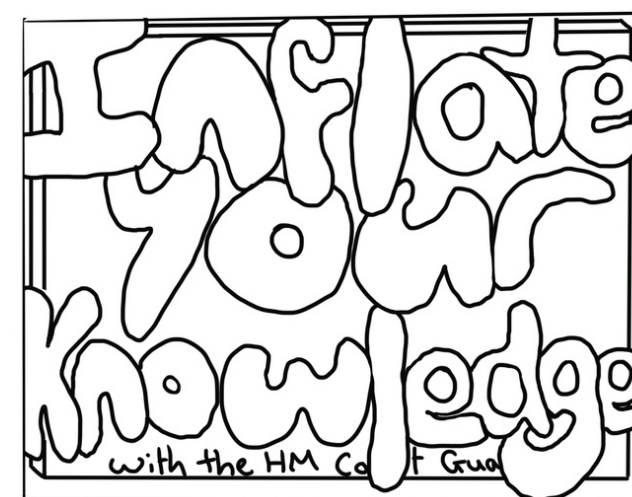
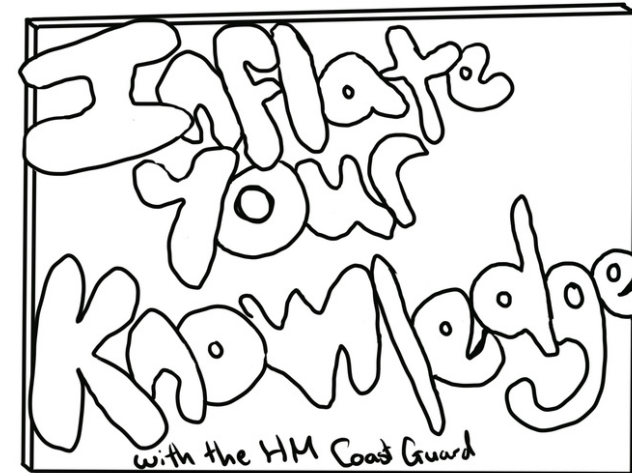
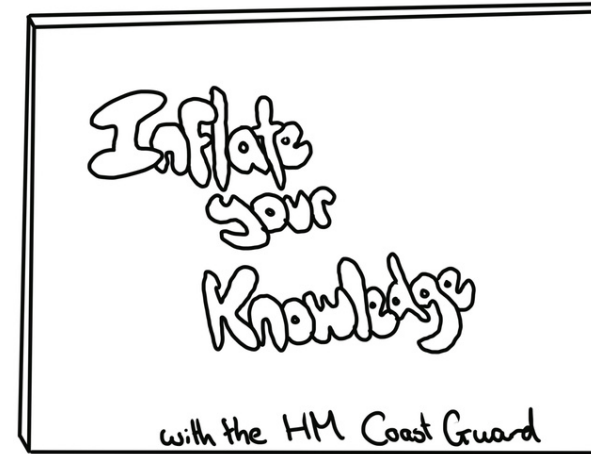
Teaching the public on the hazards of swimming in the sea through fun and engaging learning games. This majorly differentiates the Coast Guard from the other government services in a creative and brave way.

Game



A bright, colourful, cartoon style mobile game will invite kids to learn and play. The main character being a life jacket who needs to save as many people in trouble as possible. This will make the hazards on coasts, beaches and the sea recognisable to the player along with the way to prevent them. As they're levelling up and getting into troubled water, the Coast Guard are on hand to help! This is to engrain the 'Call 999 for the Coast Guard' messaging as it is a commonly unknown fact.

OOH



Posters in popular coastal routes that inflate with the message getting bigger and bigger every week!

Social

The game will be used as a snapchat filter game to tap into another, slightly older audience. Coast Guard cartoon characters will also appear on social pages as testimonials from Coast Guards, giving them more relatability.