

Submission Date: 5th December 2022

Hi, I'm Faye Collings!

My one goal for this portfolio is that you can't immediately guess what I do as a full-time job.

If you thought "She's definitely in Client Services, no you didn't."



There's something romantic about tradition.

Client: Belton Farm

Audience: Cheese Lovers (50+).

Proposition: Discover Love at First Bite.

Media: Integrated.

The Idea:

There's something romantic about tradition.

Belton Farm have been making cheese for over 100 years. They like the traditional way of doing things. Rather than aim this campaign at a young demographic, I decided to target 50+ (as they have more disposable income, and appreciation for traditions). This idea focuses around taking out fun 'old school' personal ads for Belton Farm's best selling cheeses - to hopefully find them a match for Valentines Day!

Billboards: These would be strategically placed around supermarkets.

Print Ads: We take out half & quarter page ads, and disguise them as 'personals' ads. These are in publications such as Lancashire Life, Cheshire Life to align with our target audience.

Print Ads:

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PERSONAL ADS

WHITE FOX Traditional yet Bright, with a Zest for life. Can be a little sharp, but when paired correctly, I can really bring a little 'je ne sais quoi' to your dining experience.

LANCASHIRE Rugged, Tough yet Contemporary. Mature yet still wonderfully versatile. Smooth operator, looking for a lovely Pinot Noir or Pinot Grigio to enjoy long dates.

RED FOX wonderfully rugged red fox. mature, cultured and strong. seeking valentines companionship for nights in. enjoys a full bodied red. cheddar lovers need not apply.


THERE'S SOMETHING ROMANTIC ABOUT TRADITION.



Billboards:

Wonderfully rugged red fox. mature, cultured and strong. seeking valentines companionship for nights in. enjoys a full bodied red. cheddar lovers need not apply.

THERE'S SOMETHING ROMANTIC ABOUT TRADITION.



Radio Ad:

We would run a radio ad across stations such as Smooth FM, Classic FM + Heart 70's & 80's.

SFX: *soft sultry male voice with slow music behind*

wonderfully rugged red fox. mature, cultured and strong. seeking valentines companionship for nights in. enjoys a full bodied red. cheddar lovers need not apply.

Music cuts off - new - more brash voiceover appears

“Ah, There's something Romantic about tradition isn't there?”

Looking for the perfect partnership this valentines day?

Fall in love with our wonderfully cheesy range at Belton Farm.

Agency: Uniform

Fancy Your Odds?

Client: Durex

Target Audience: Over 50s Males.

Media: Integrated.

The Idea: Fancy Your Odds?

59% of sports watchers are above the age of 45. They're also 75% male. 45-64 year old males are also the highest share of gambling participants across sports.

We want to create a series of integrated ads themed around sports and betting, whilst also highlighting the statistics and facts around STIs in the over 50s male population. Positioning Durex as the Safe Bet.

Radio: We would run a radio ad across stations such as TalkSport with a predominantly older male demographic.

Experiential/Ambient: At a high profile race meet (Cheltenham/Royal Ascot) we would set up a 'false' betting stand hidden amongst the real ones.

Print: We take out half page ads in the sports section of national newspapers.

Beer mats:



Print:



Radio:

SFX: *Cheering, horses racing*

SFX: *(Irish Voiceover) Horse Racing Commentary:*

- It's a close call here at the Durex Racecourse -

- As odds on favourite Chlamydia blazes the trail here in this seven-furlong race,

- With Gonorrhoea here in the pink and yellow, coming a close second.

- We've got the outsider HPV on the left, alongside fan favourite Genital Warts, who isn't looking too clever.

- Oh and here's Syphilis - he's ran a brave race, but he's just pipped to the post by Rubber Johnny.

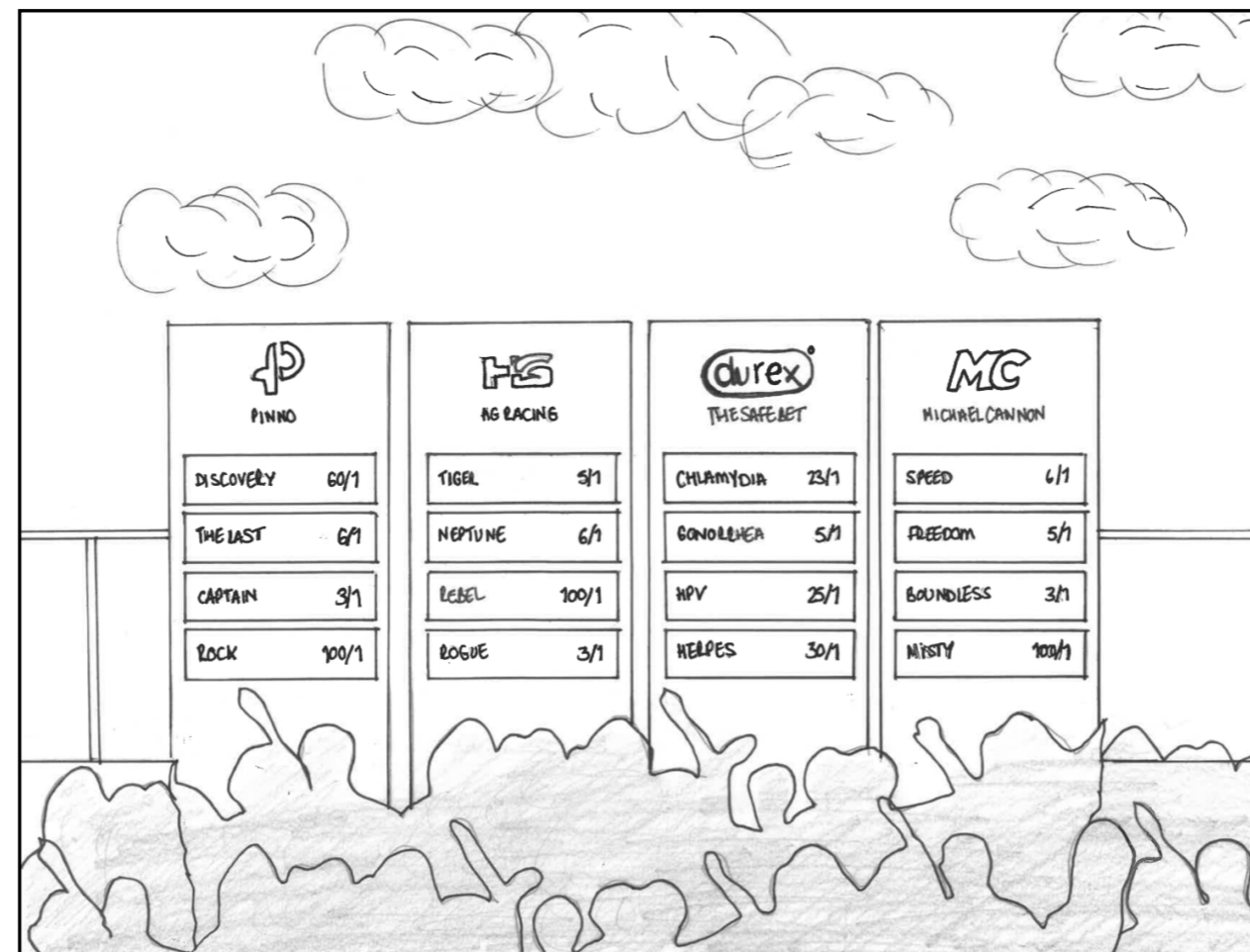
SFX: *Silence*

SFX: *Serious Voiceover*

1 in 50 men over the age of 50 will get an STI in their lifetime. Don't fancy those odds?

Durex. The Safe Bet.

Experiential/Ambient:



Agency: Behaviours Agency

An Everyday Icon

Client: Karndean

Audience: Homeowners.

Proposition: Designed for Life.

Media: Integrated.

Idea: Floor Couture. Meet Karn Dean, and his trusted sidekick, Smokey. Based on a cross between Miranda Priestley and Karl Lagerfeld. The thing is, he only smiles for Karndean Floors.

TV Ad:

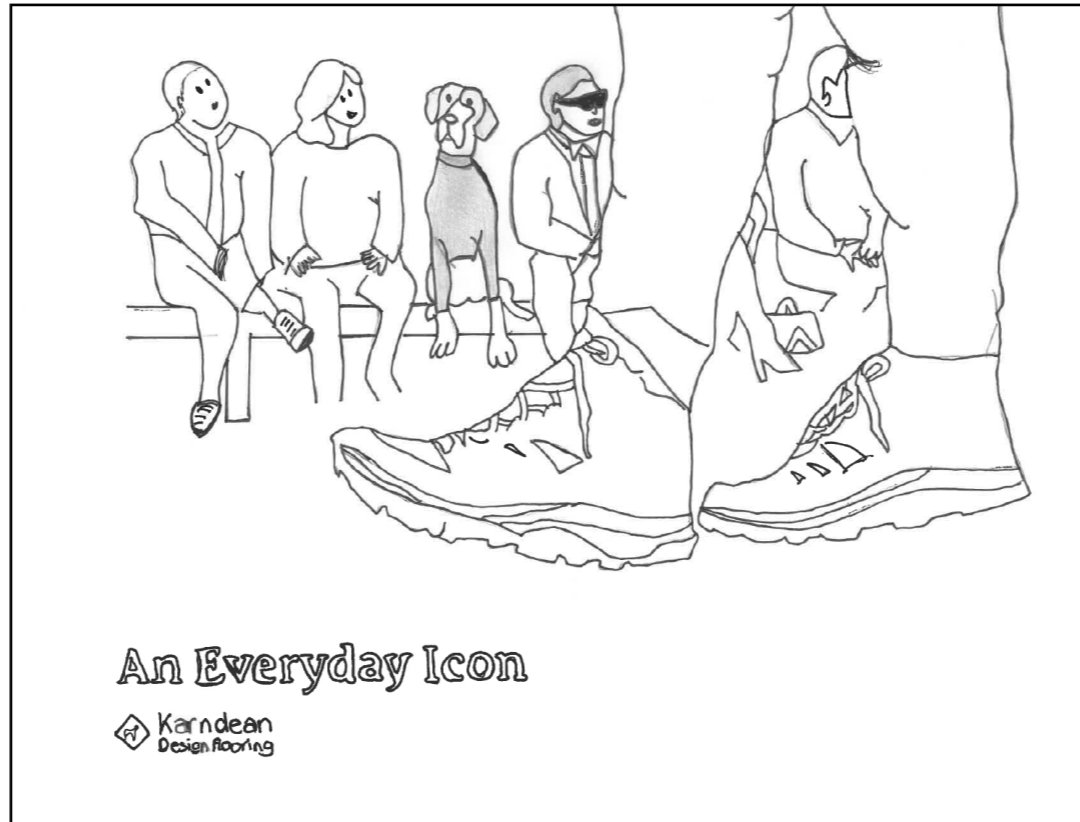
Background Music, Fashion, by David Bowie.

Karn and Smokey sit watching a TV screen - on screen there is a mixture of feet walking in shoes such as slippers, work boots, trainers, high heels and a kid rolling past on a bike - these are all in different homes with different styles of karndean flooring. Karn tips his sunglasses and smiles.

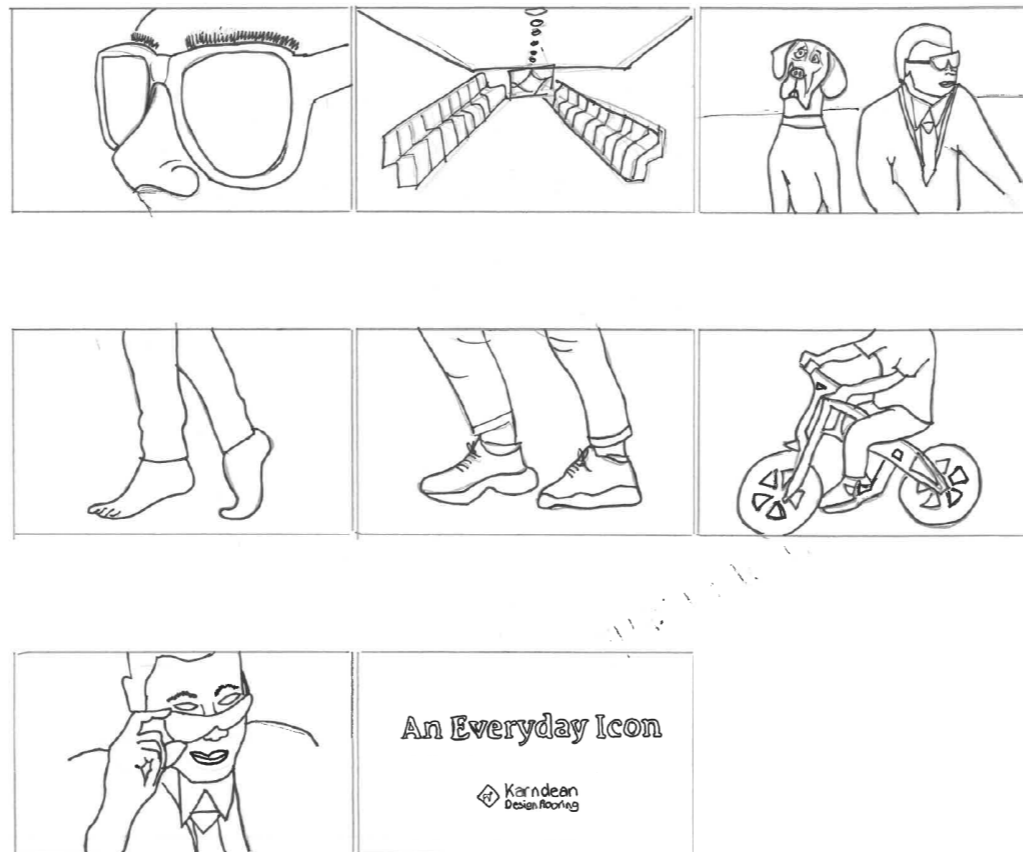
Print Ad: Shot from the floor, we see a karndean floor, with a pair of normal shoes walking down. In the background, we have a fashion front row.

Social Media: We partner with 10 key home influencers. We offer a new floor, but the content they produce in return must adhere to the idea. Stylish and fashionable, but still highlighting the fact that it's real life, and a real home.

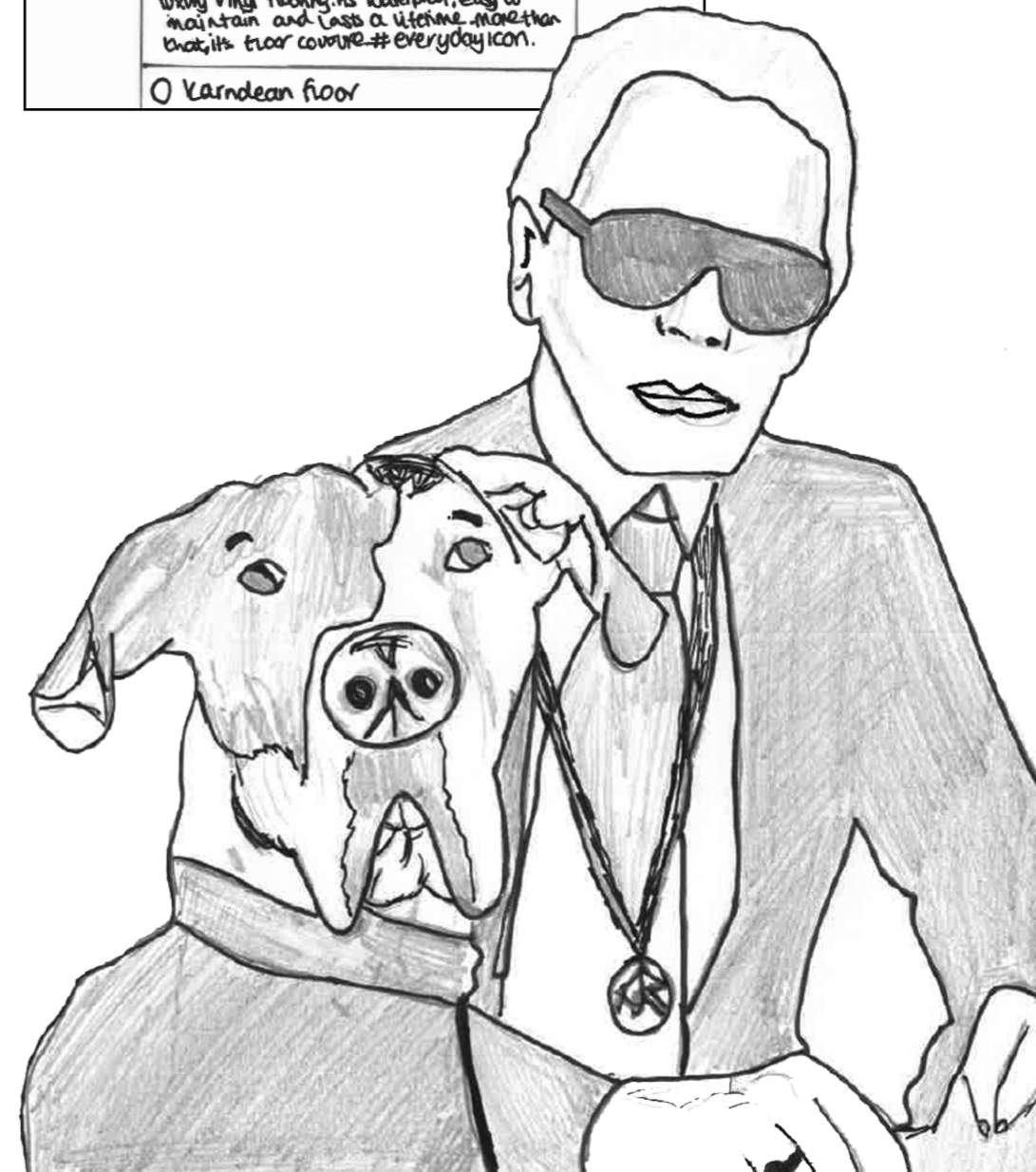
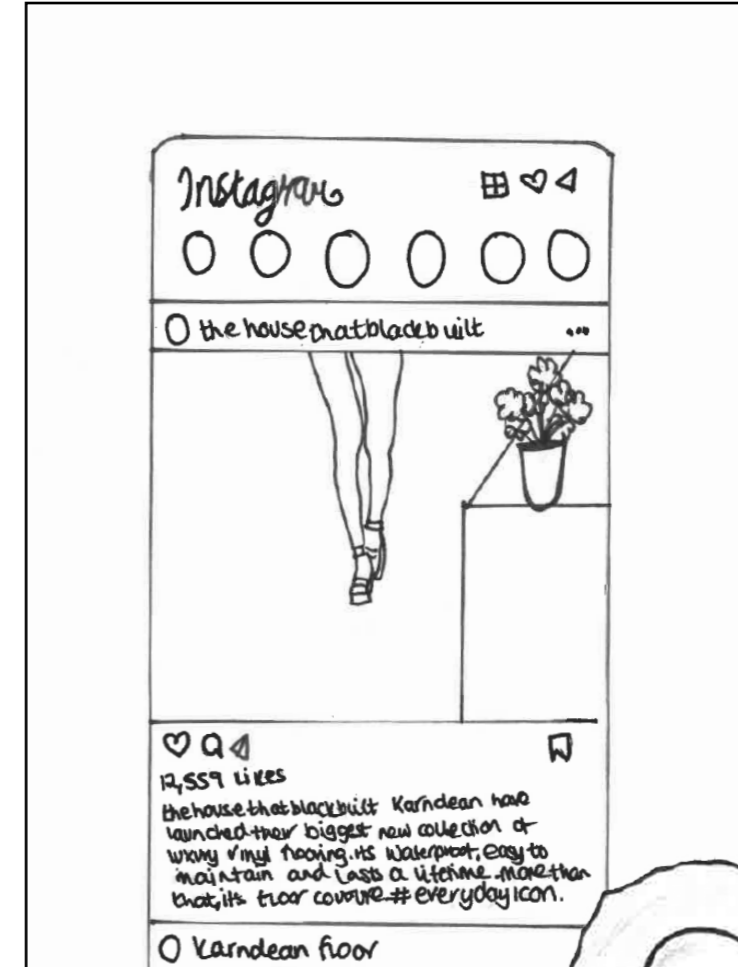
Print Ad:



TV Ad: Background Music, Fashion, by David Bowie.



Social Media:



Agency: UPP B2B

The Boys in Blue

Client: Chep

Audience: Anyone who receives orders on Chep Pallets.

Proposition: Help us get our blue pallets back.

Media: Integrated.

Idea: The Boys in Blue.

Focusing on the iconic 'blue' pallets, and the theft angle of people not returning pallets from a pallet pool. I created a SWAT team (called CHEP) the Constabulary for Hidden and Embezzled Pallets. Using prison / crime style executions and the messaging 'Take it from us, it'll cost you'.

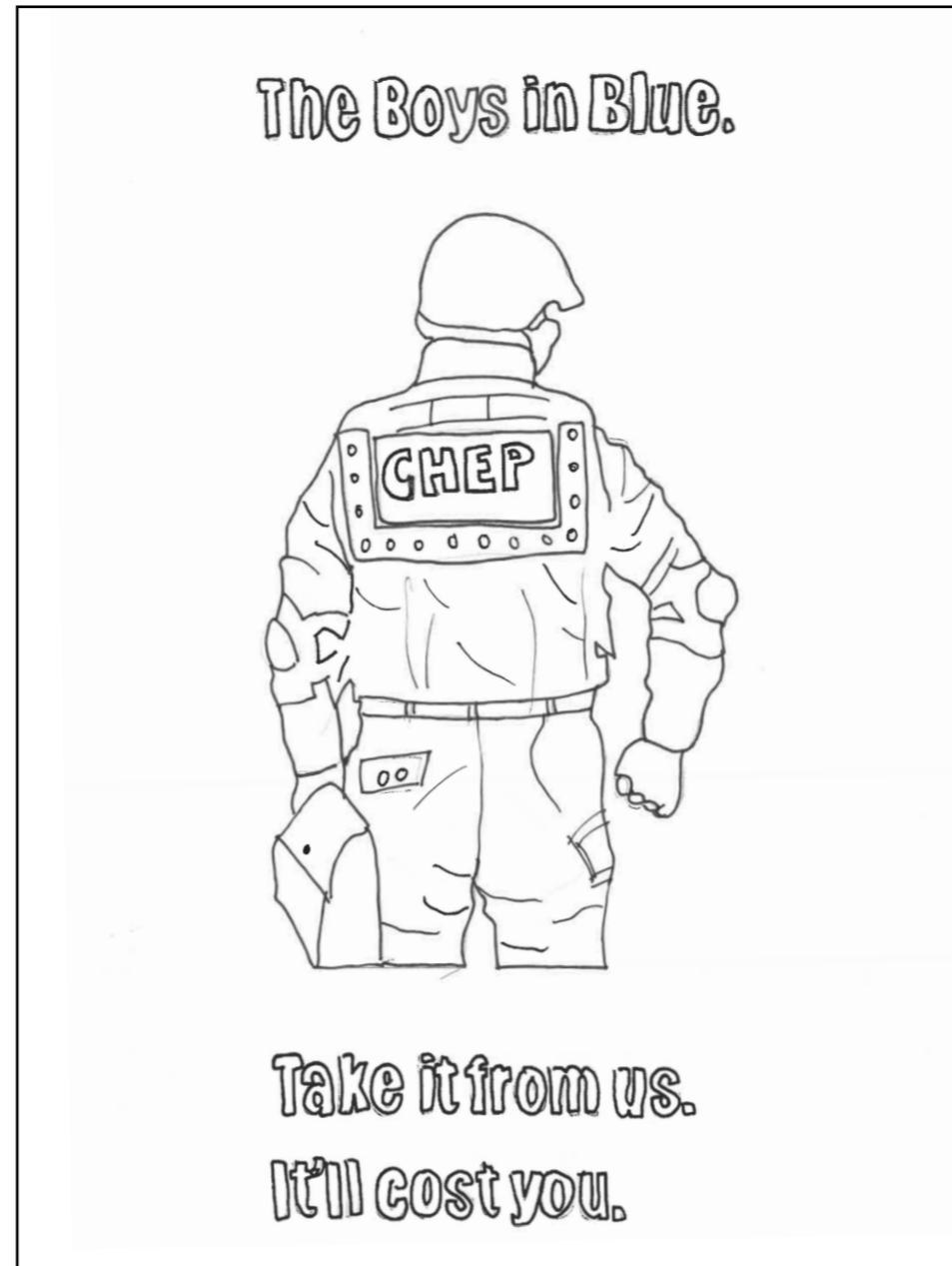
Wanted/Missing Posters: These will be flyposted around warehouses/supermarkets that are known for hoarding CHEP pallets.

Print Ad: We take out double page spreads in all supply chain print publications.

Ambient/Disruptive: We build 'Pallet Prisons' built from discarded CHEP pallets. We place these strategically outside of our worst offenders offices. Here, you can take part in a pallet amnesty where we won't charge you for returning your missing pallets.

Experiential: We set up 'Pallet Prison' Trucks at well known supply chain events & exhibitions around the world (where we know our clients will be) From the outside, it's a normal looking CHEP HGV, but in the back - it's set up to look like a prison cell. Again, here you can take part in the pallet amnesty.

Posters:



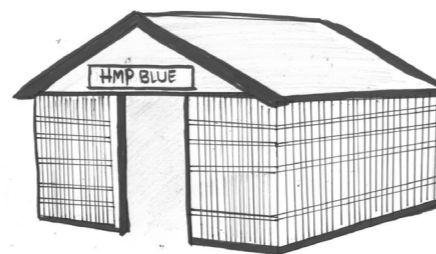
Print Ad:



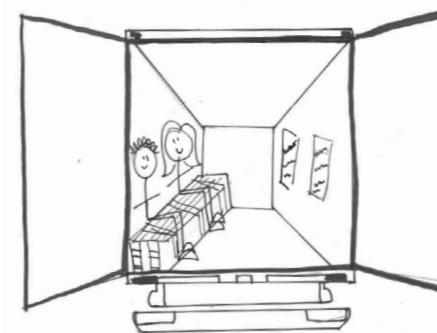
Wanted/Missing Posters:



Ambient/Disruptive:

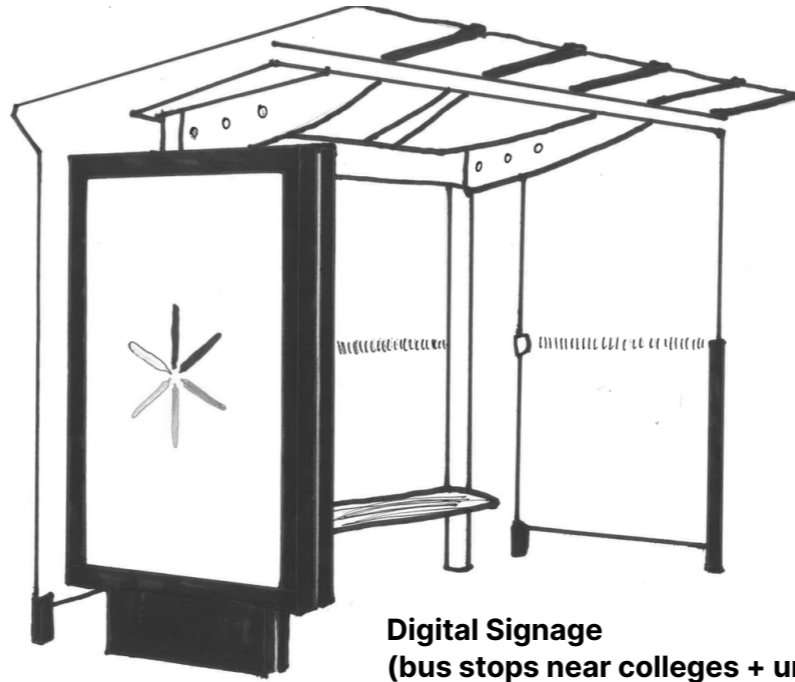


Experiential:



Don't wait, Donate.

Client: North West Air Ambulance



Digital Signage
(bus stops near colleges + universities):

Spotify Unskippable Ad (30 seconds):

Please wait, your call will be answered shortly.
Please wait, your call will be answered shortly.
Please wait, your call will be answered shortly.
The North West Air Ambulance Service relies solely on donations.
We receive no funding from the government or the NHS.
Hopefully you, or your friends and family will never need one, but if you do...
Imagine having to wait for it because we're out of resources.
Text DONTWAIT to 7445 to Donate £5 now.

Target Audience: Gen Z.

Media: Integrated.

Single Minded Proposition: Be there for us today, so we can be there for you tomorrow.

Idea: Don't Wait, Donate.

Gen Z and Millennials are renowned for their short attention span. They hate to wait, especially for websites/videos to load. So playing on that idea, I've created a disruptive campaign which makes them wait. Highlighting the idea, that you wouldn't want to wait for an air ambulance, if you ever needed it. The idea has its own identifier, a loading icon, which when it stops loading, becomes helicopter blades. This is used throughout the visual executions. All of the executions are made to look like something is loading, making you wait for the final CTA.

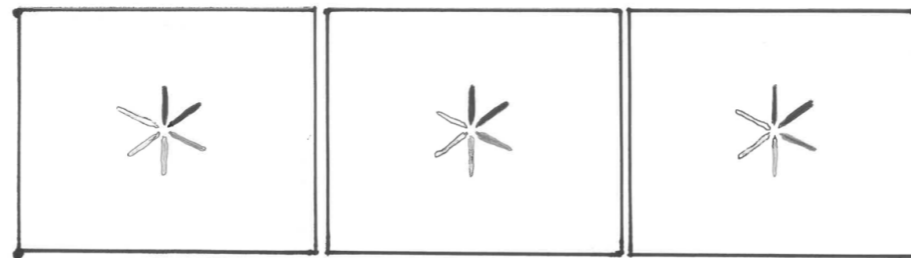
YouTube Unskippable Ad (15 Seconds):

See Story Board.

Digital Signage (bus stops near colleges + universities):

These look like they are loading, which would make people stop and think it was potentially broken. The blades would stop spinning, which it then becomes apparent they are helicopter blades. Logo comes in, and text with CTA (to text to donate.)

YouTube Unskippable Ad (15 Seconds):



5 Second Buffering

V/O comes in

Blades stop Spinning



Logo Fades in

CTA

In App Display Ads:

Disruptive in-app advertising stops users with a loading screen, before revealing the helicopter blades and CTA.

Experiential - Trafford Centre:

PLEASE WAIT HERE signs to be projected onto the floor at the entrances to the Trafford Centre, it then starts buffering.

Voiceover states calmly 'Please Wait Here' It alternates between PLEASE WAIT HERE + Buffering icon for 20 seconds.

V/O Comes over speakers

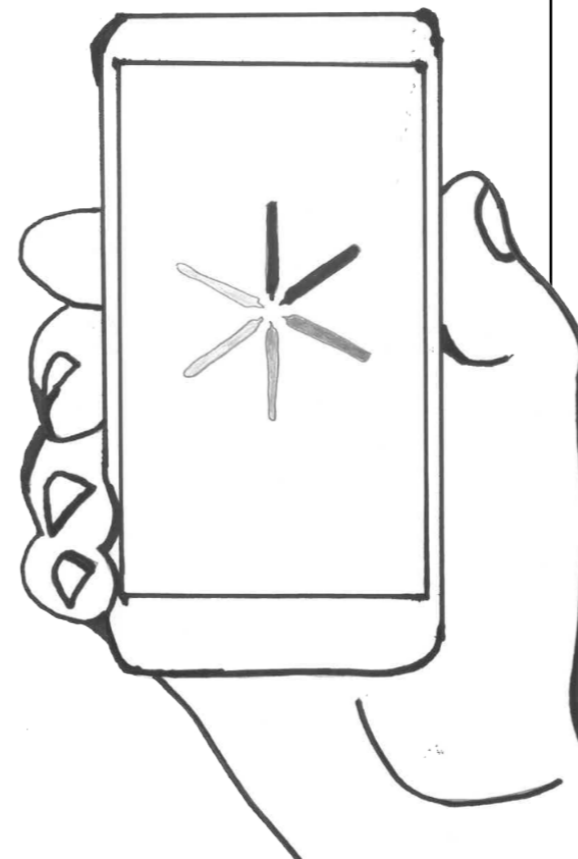
The Buffer icon turns to the static helicopter blades.

"The North West Air Ambulance Service relies solely on donations. We receive no funding from the government or the NHS.

Hopefully you, or your friends and family will never need one, but if you do,

Imagine having to wait for it because we're out of resources"

Projection changes: Text DONTWAIT to 7445 to donate £5



Agency: Kin + Carta

Print Ad:

Fairly Cheap

Client: Co-op

Audience: Millennials on a budget wanting to make sustainable choices.

Proposition: Value with Values.


The Idea: Fairly Cheap

The Co-op isn't renowned for being the cheapest supermarket, because let's be honest, they aren't. My idea tackles that head on, highlighting that the Co-op isn't willing to compromise their values, for the sake of a few pence in a supermarket price war. They'd rather their suppliers and farmers were paid fairly. So they're not cheap, but they're **Fairly Cheap**.

Billboards: These highlight the cost of the Honest Value range, and also the fact that they aren't the cheapest, but they're fair.


Print Ad: We advertise in all national newspapers letting our customers know we won't be joining the supermarket price war, and why.

Open Letter (Print Ad): This is an honest letter to our customers, explaining that the Co-op will do all they can to keep prices low on the value range, whilst not compromising on their values.



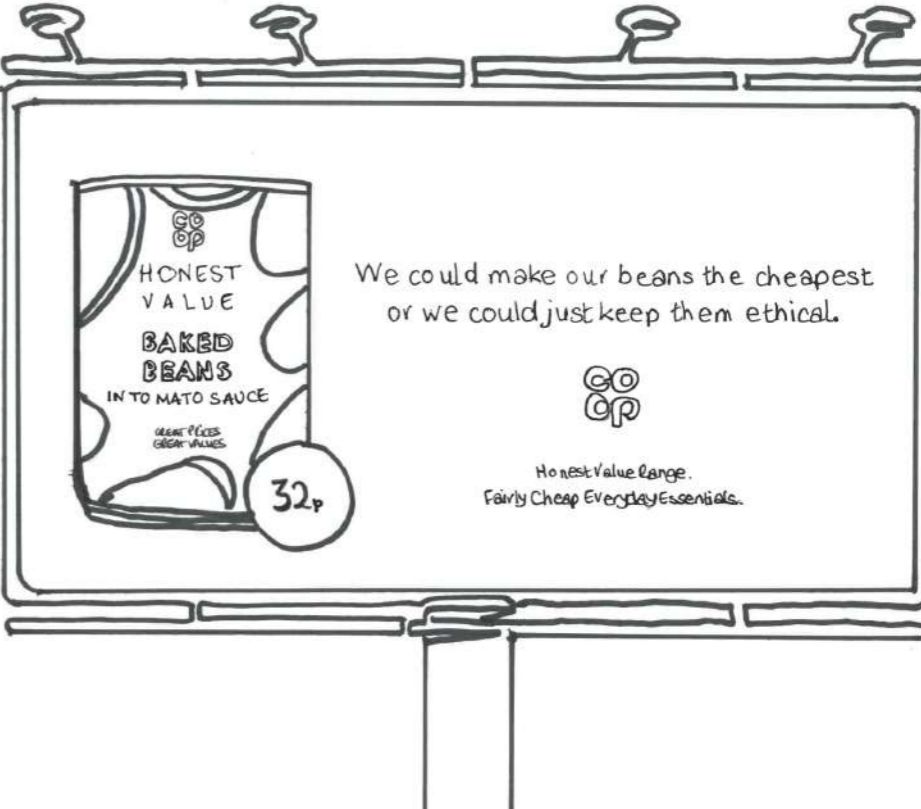
£7.67

We could join in the supermarket price war,
But we'd rather our farmers got paid fairly.



Fairly Cheap.
Everyday Essentials


Billboards:



Honest Value
BAKED BEANS
IN TOMATO SAUCE

32p

We could make our beans the cheapest
or we could just keep them ethical.



Honest Value Range.
Fairly Cheap Everyday Essentials.

Open Letter (Print Ad):



Honest Value
FAIRTRADE INSTANT COFFEE

£1.50

We know that life isn't fair at the moment, the cost of everything
is rising and there's not much any of us can do about it.

We thought about joining in the big supermarket price war, but
that would mean paying our suppliers less. And for us at the
co-op there's something that just doesn't quite feel right about
that.

So, we've developed a value range that doesn't compromise our
values.

We don't think it's fair that anyone should have to pay the price.
Not you, nor our suppliers, nor the planet.

We can't promise that it's cheaper than other value ranges, but
we can promise that it's fair.

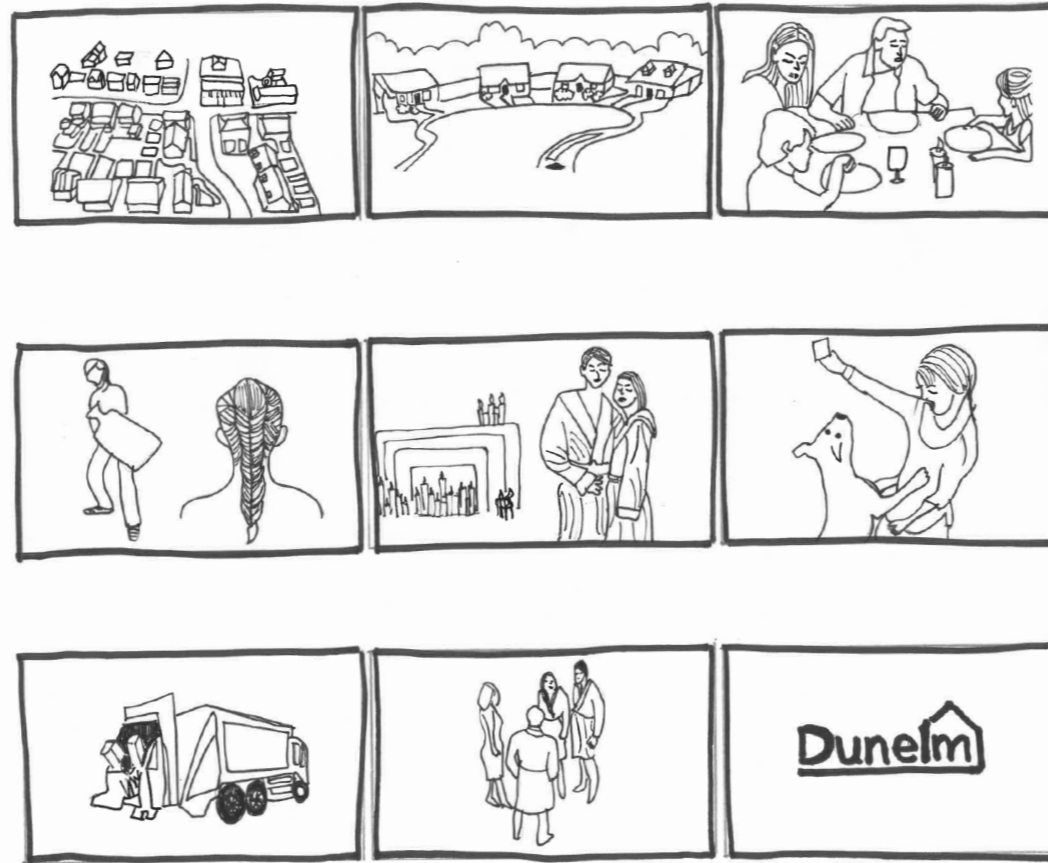


Honest Value Range
Fairly Cheap Everyday Essentials.

Agency: Tangerine

Battle of Winter

Client: Dunelm



TV Ad

Dramatic GOT Music

Drone flyover of a standard British Housing Estate
Camera pans into a cul-de-sac (Castle Crescent)
We see 4 houses in a semicircle

Camera pans into House 1 Decor is all white/cream - Young blonde couple stood in living room next to an open fire, the fireplace is covered in candles - wearing white throws around their shoulders, holding goblets of white wine, whispering in hushed tones, they look dramatically towards the window.

Camera pans into House 2 Pandemonium. Decor is all reds - Mum & Dad + kids all have red fleece dressing gowns - mum and dad stood at the window peeping through the blinds, kids behind them in shot.

Camera pans into House 3 Mum & son in black oversized teddy hoody with a giant black german shephard - Hoods up. Candles everywhere, kid has a hot water bottle and is holding like a shield, whilst mum holds a draft excluder menacingly. Both dramatically look to the window.

Camera pans into House 4 A family sit at a table in candlelight, heads down - all dressed with Blue throws around their shoulders, table is elaborately decorated with blue plates, goblets, centrepieces - eating chicken nuggets and chips. All dramatically look to the window.

All families stand up and run to the door - 2 of the women and 2 of the men run to the front out of their front doors

Dramatic music stops

Camera pans to bin wagon

Grab their bins and run to the middle,

'Morning Robert'

'Alright Deb'

'Not so warm is it eh?'

'No, can tell Winters coming'

'Woman shouts to her kid, hold the door!'

Dunelm. CAMPAIGN LINE - Prepare your house for winter

Audience: Millennial homeowners looking to keep warm and cosy during the cost of living crisis.

Proposition: Home- Dun Your Way.

The Idea: The Battle of Winter

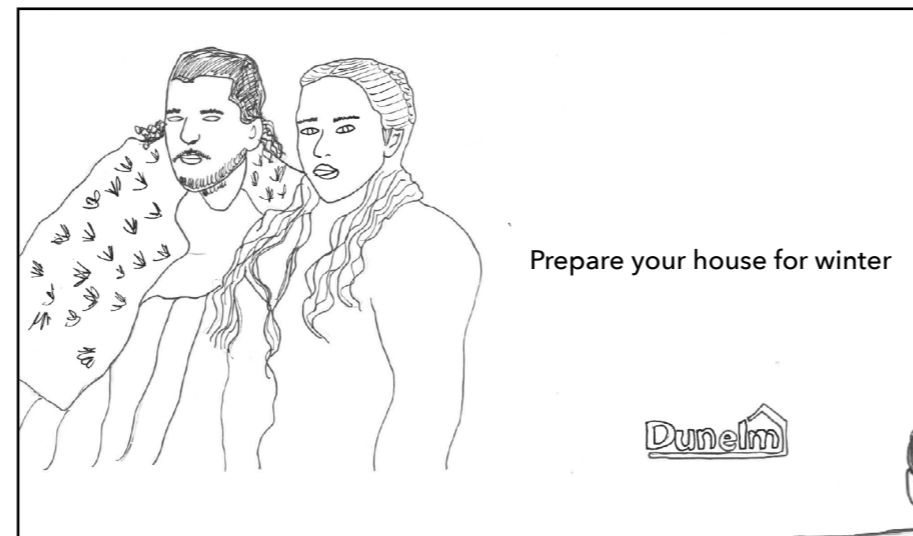
House of the Dragon (and Game of Thrones) is the most watched TV show in the UK. Its main audience is millennials, followed closely by GenX & GenZ.

Pulling on that insight, the idea is set in medieval times - pre-electricity. So we're battening down the hatches, and preparing our homes - because winter is coming.

Print Ads: These are art directed to look like House of the Dragon style promo shots. But these are really normal people (Sue & Dave) and they are wearing throws/blankets and holding hot water bottles and candles (all from Dunelm).

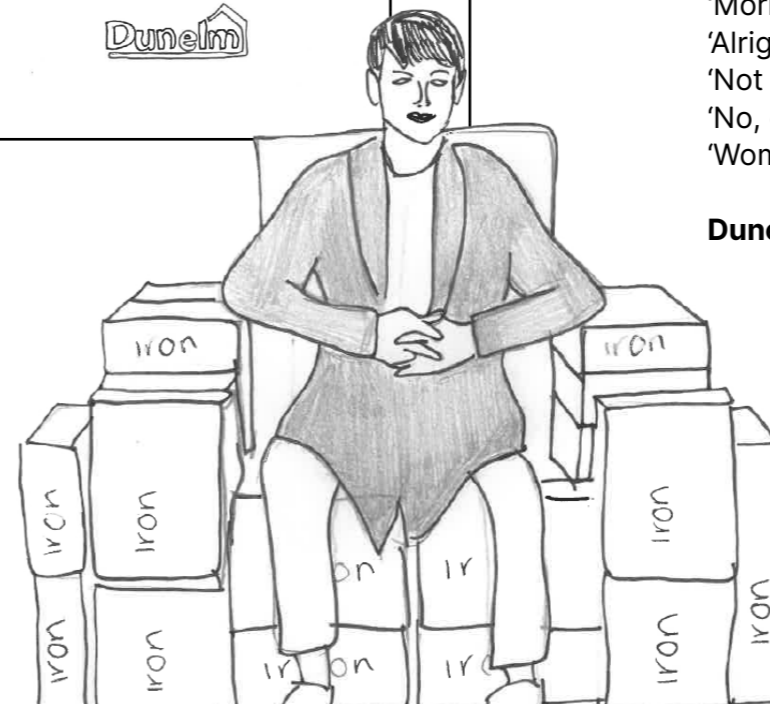
TikTok: We ask staff across Dunelm Stores to create battle ready outfits using products from the store using the hashtag #thebattleofwinter - We then challenge our customers to create their own content at home. We could also get influencers to do this using gifted products.

Print Ad:



InStore POS:

We arrange the stores by 'House' aisles. The red aisle has all red throws, blankets, cushions, candles (and we have a white aisle, blue aisle, green aisle etc) we have a map on the floor to find your 'House' - and we also have an Iron Throne (made of Irons) which people can sit on and take pictures of.



Agency: VivID

The Bigger Picture

Client: Heritage Great Britain

Audience: Gen Z & Millennials.

Single Minded Proposition: Legendary landmarks and awesome attractions await.

Idea: The Bigger Picture

We see people visiting beautiful locations all day every day from the comfort of our home on our small screens. We see their beautiful pictures, but what we don't see is the bigger picture. This isn't an anti-social media campaign, but it's about taking a step back and releasing that **Views** are better than views.

Sublines: Views over Views / Stop Scrolling, Start Strolling.

Billboards: These will be places on heavy traffic routes, city centre based - You see an image on a phone of John O Groats - but what you can't see from the phone image, are the beautiful Northern Lights surrounding it. Or you may see a nice picture of the summit of Snowdon, but you don't see the amazing 360 degree views.

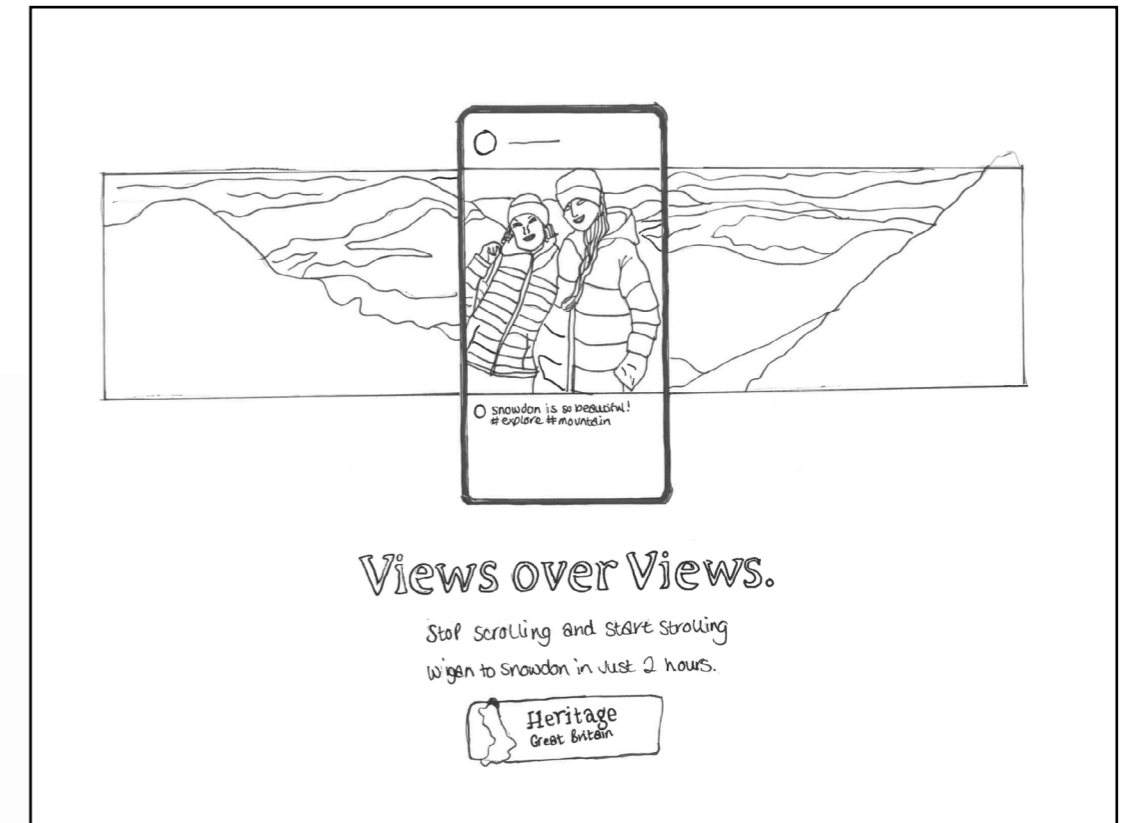
Influencers: We organise a press trip for high profile travel bloggers to go to one of our locations (summit of Snowdonia for example) and they all need to take a different image of the view, and then we piece together their images to make the 'bigger picture' - highlighting that you never get the full view on social media, you need to see it for yourself.

Interactive Digital Signage (Bus Stop):

Motion activated, big beautiful image of one of the locations, then asks you to hold your phone up to it and the the background disappears leaving just a small square of the image. The line then comes on to say - The Bigger Picture is only a 2 hour drive away (geo targeted)



Billboards



Agency: McCann

The Change is Coming

Client: KY Jelly (now known as Knect)

Audience: Menopausal.

Proposition: Wetter is better with Knect.

Media: Billboard (special build).

The Idea: The Change, is coming.

50% of menopausal people say that the menopause has negatively affected their sex life, with vaginal dryness being the main culprit. I wanted to communicate to the demographic in a non-stereotypical & playful tone of voice, and also in a way which got straight to the point. People should feel sexy whatever their age, and with Knect, they can.

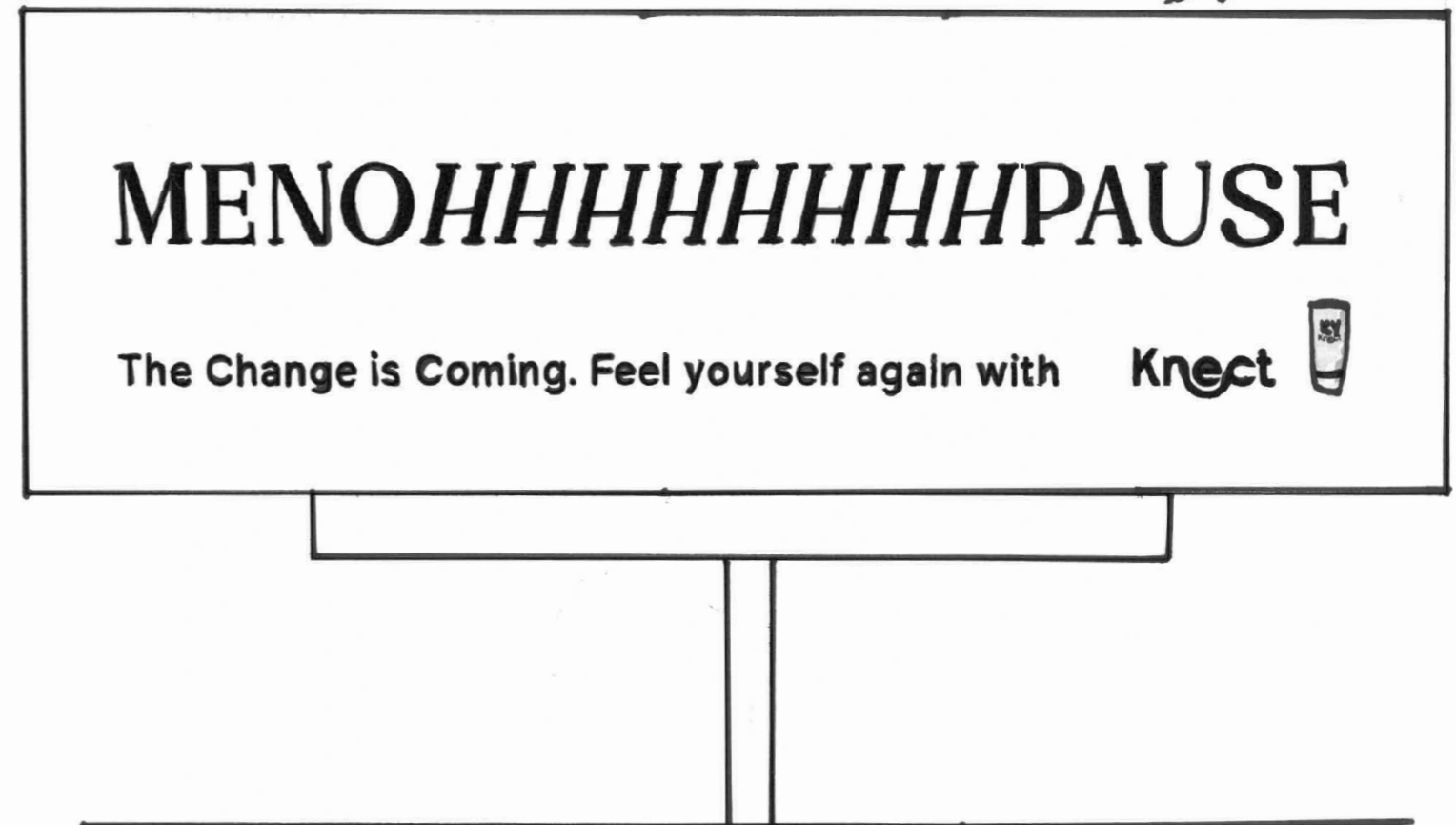
Billboards (Special Build): A straight to the point and cheeky billboard, which plays an 'OHHH' sound in a provocative way as you walk past.

Print Ad: A double page spread advert which follows on from the billboard, eye catching and straight to the point.

Print Ad:



Billboards (Special Build):



Agency: Manifest

Lucky Scars

Client: Skin Proud

Audience: ABC1 Millennials and Gen Z with disposable income.

Proposition: I am Proud.

Idea: Lucky Scars

Each year in the developed world 100 million patients acquire scars, some of which cause considerable problems, as a result of 55 million elective operations and 25 million operations after trauma. On top of that, about 95% of people aged 11 to 30 are affected by acne to some extent.

"We all have scars, some you can see, some you can't. I'm lucky you can see mine."

-Adu Mornyang

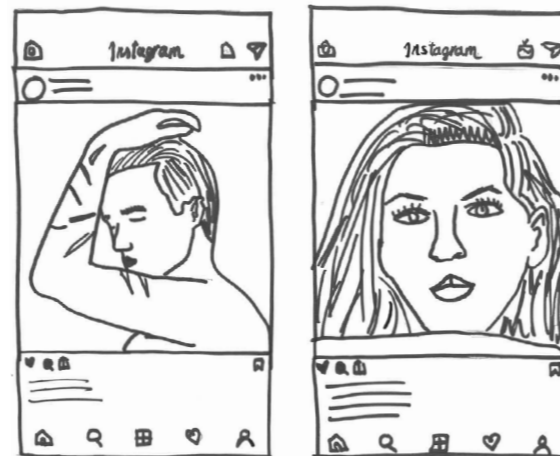
The idea centres on living loud and being proud of the skin you are in.

The Zine: The zine is a quarterly publication, where we champion women, skincare, being proud. Using photography, real life interviews / user generated stories etc. This is also available to buy in Boots (with the range). The Zine is designed to be 100% Instagrammable. With a 90s aesthetic and cool illustrations from female illustrators, which should spill over into user generated content.

The Zine:



User Generated Social Content:



Brand Ambassador:

Florence Given (@florencegiven)

Author, Illustrator, Activist.
Age: 24

Florence becomes our ambassador for the campaign. She becomes the host of our podcast, and the main illustrator for the Zine.



Video Podcast:

We make our guests take their makeup off (on the podcast) using our products, whilst they talk all things beauty, social issues, societal pressure to be 'beautiful,' scars, and the interesting history of our guests. We develop this podcast to chat to lots of different people (ideally people who don't LOOK like certain beauty ideals)

Examples:

- Winnie Harlow
- Katie Piper
- Felicity Hayward
- Alicia Keys
- Em Ford

User Generated Social Content:

The captions on these are interview style. Taking inspiration from the @humansofny IG account. We run an ad campaign asking people to submit their stories, and we repost.

We put ads out there looking for everyday skincare heroes. With characteristics that could be considered 'imperfect' such as scars/spots/skin conditions etc - we ask them to submit the reason why they are 'Proud' of it - using the hashtag #LuckyScars



Video Podcast:

Goodnight Brain

Client: Calm

Audience: Stressed Professionals.

Proposition: Drift off with ease.

Media: Audio.

The Idea: Goodnight Brain

Reading a bedtime story is the best way to get little ones to calm down before bedtime. The bestselling kids bedtime story is a book called 'Goodnight Moon'. A really simple rhyme, which sees a bunny say goodnight to the objects in his bedroom before going to sleep.

This idea centres around saying 'Goodnight' to the thoughts in your brain which are keeping you awake.

30 Second Spotify Ad to be played between 6pm-11pm:

Voice would be a female hushed voice, as if reading a bedtime story, in the background would be some really simple and slow soft piano notes

There once was a brain so full of stuff,
It could never drift off when it'd had enough.

There were meetings, calls and overdue
deadlines

The brain was always so busy at bedtime.

Until that was, they opened the app.
Calm was made, to combat that.

So goodnight emails, calls and deadlines,
It's time to doze off into night time.

Good night schedules, goodnight meetings,
Time for those notions to become fleeting.

Goodnight thoughts, goodnight brain.
Download calm, and sleep well again.



Agency: Meanwhile

Can you see me now?

Client: Coffee4Craig

Audience: Active organisers / sofa supporters.

Single Minded Proposition: You have the power to give someone hope.

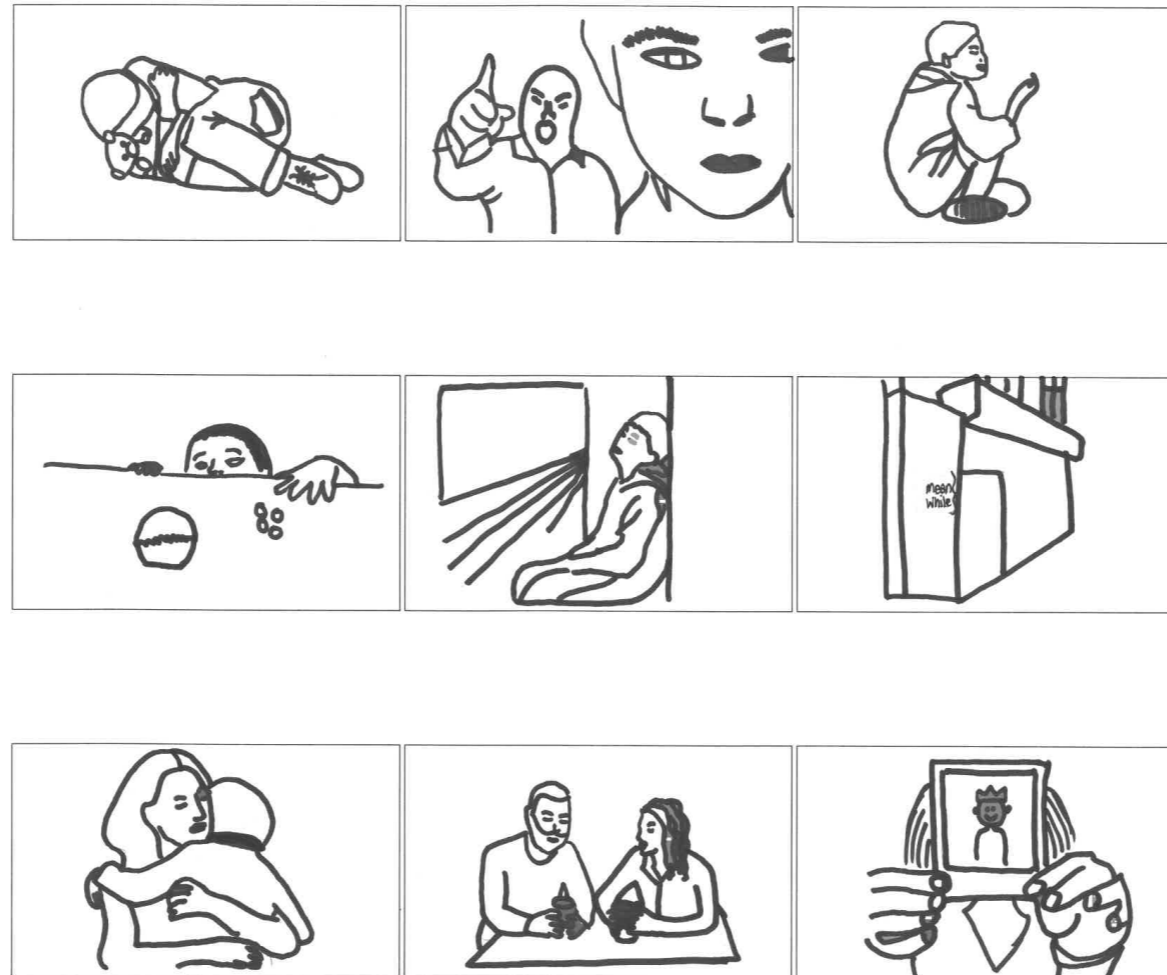
Media: 60 Second TV/Social Film.

The Idea: Can you see me now?

We walk past homeless people every day in the street, a lot of the time, without even acknowledging that they exist. Would it be so easy to do that if the person you saw struggling were a child?

Craig died alone and homeless. But at some point in his life, he was someone's happy and playful child. The point of the film is to show that everyone is someone's child, and it's often easy to forget that.

Storyboard:



Music:
Something in the air,
Jamie Webster.

60 Second TV/Social Film:

Opening Scene:

Child (aged 6) dressed as a homeless person walking down a quiet street (around 6am)
(Child is in adult sized homeless clothing)

Goes to Mcdonald's to use the toilet
(shooed out by staff)

Child sat on the side of the street until someone throws change.

Goes to shop for food
(reaching on tiptoes to pay in change)

Sat at the side of the street (market street) twiddling thumbs and playing with hands whilst people walk past and ignore him.

As it's going dark, child walks into The Meanwhile (it's all bright and warm looking)

Someone picks them up and hugs them.

Gives them a meal and a drink.

Camera pans back to them; where they now appear as an adult (in the same clothes) talking and drinking coffee with the same person who hugged them as they walked in - This would be Risha (Craig's sister + charity founder)

End Scene:

Risha holding up a picture of Craig as a happy child -
Text overlay: Visit Coffee4craig.co.uk

V/O to be played over the end scene - "There are almost 7,000 homeless people on the streets of Manchester, and every single one of them is someone's child. Visit coffee4craig.co.uk to fundraise or donate"

Agency: ITV

More Horsepower, Less Faff.

Client: Cinch

Product: ITV Partnership.

Single Minded Proposition: Cars without the Faff.

Demographic: Hesitant online car buyers.

The Idea: More Horsepower, Less faff.

Insight: Horse racing has an older demographic, predominantly male, who we know are typically the car purchaser of the household. I've chosen Chris Hughes as he brings a younger element so as not to alienate the existing customer demographic - whilst still being a recognisable face to the older horse racing fans.

My idea focuses around a partnership between Cinch & ITV Racing (predominantly shown on ITV4 - but also around the major horse racing events which are shown on ITV) Chris Hughes (Love island) is the face of the campaign as he is a presenter on ITV Racing.

The style of the TV ad is dramatic and fast paced. The aim of the ad is to show the 72 hour window you can get a car in, using the 4 day Cheltenham festival as the timescale.



TV AD

Opening Scene:

Chris is at home, getting dressed ready to present ITV Racing at Cheltenham Festival. He's watching the ITV Weather, forecast says 'Tornado Warning for Hertfordshire'

Chris looks out of the window whilst he's doing up his tie.

At that moment, a tornado flies past the window, swoops up Chris' car and also brings a telephone pole down on his house (rendering him trapped in the house)

Cut to Chris sat on the sofa on his laptop ordering a car from Cinch (whilst someone in the background fixes his windows/moves the telephone pole)

Doorbell Rings - Cinch arrives with the Keys,

Chris gets in the car and drives

Arrives at Cheltenham for the start of the Gold Cup and joins his ITV colleagues.

End Scene - Straightens his tie, and says - Cinched it.

Pre Roll - 10 Second - (before the show)

Car flying away in a tornado, cuts to Chris on cinch website, car gets delivered, runs on screen to join other presenters. More Horsepower, Less Faff.