

# SCHOOL OF THOUGHT

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## FINAL SUBMISSION

**NAME**      **Abi Stones**

**SINGLE MINDED PROPOSITION**      Regain Confidence

**BACKGROUND**      Ideas based graphic designer,  
hot with copy, big ideas,  
simplifying complex briefs  
and providing creative solutions.

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**ADDITIONAL INFORMATION**      Special thank you to everyone who  
has given their time to this course,  
I have loved every week!

# Belton Farm – Endangered Cheese List

The brief called for Valentines Day to become the ultimate cheese 'holiday', with Belton Farm at the heart of it, but whilst I listened to the brief I felt there was an underlying issue we weren't addressing – the plight of regional cheese. Over 55% of cheese sales are of Cheddar alone, sales of regional cheeses are falling year upon year. So, I split my response into two parts - Part One - Awareness and Part Two - Valentines Campaign

## Part One

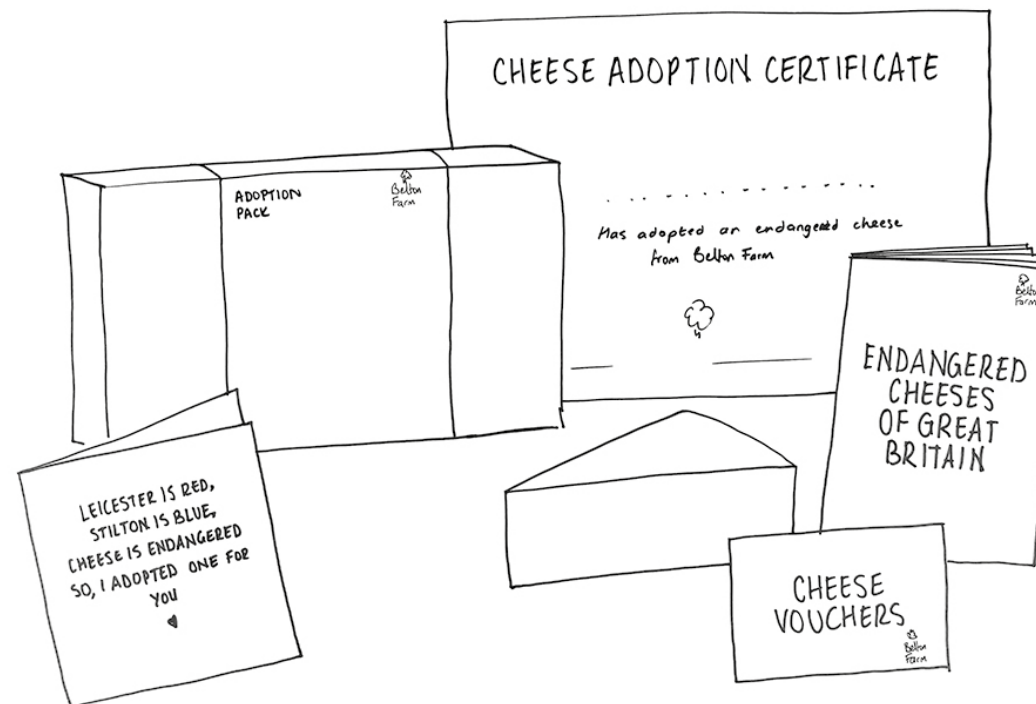
Build awareness about the fact that regional cheese is under real threat, these cheeses are now on the 'Endangered Cheese List', if we don't buy them, they won't make them - leaving them extinct.



**Protest March** A protest march to create interest and intrigue. This has the potential to go viral. Footage can be used for socials and picked up by news channels to raise awareness and start the conversations about regional cheese.

## Part Two

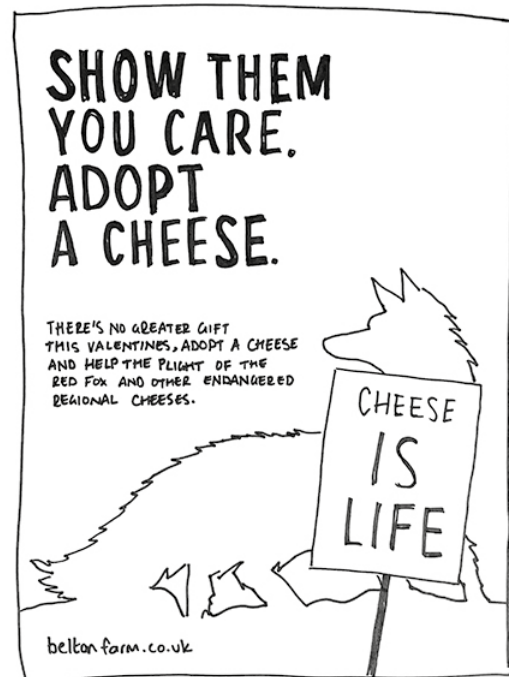
Adopt a Cheese - The perfect Valentines gift, support the plight of regional cheese and give them a gift they will love. Adopt a Cheese purchasers buy an Adopt a Cheese pack, this exposes customers to new cheeses they wouldn't have tried whilst raising awareness that if we don't buy it, it won't be made, therefore becoming extinct. Concept also has potential to work for other celebrations - It's your birthday - I adopted you a cheese! Anniversary? Christmas? The ultimate gift!



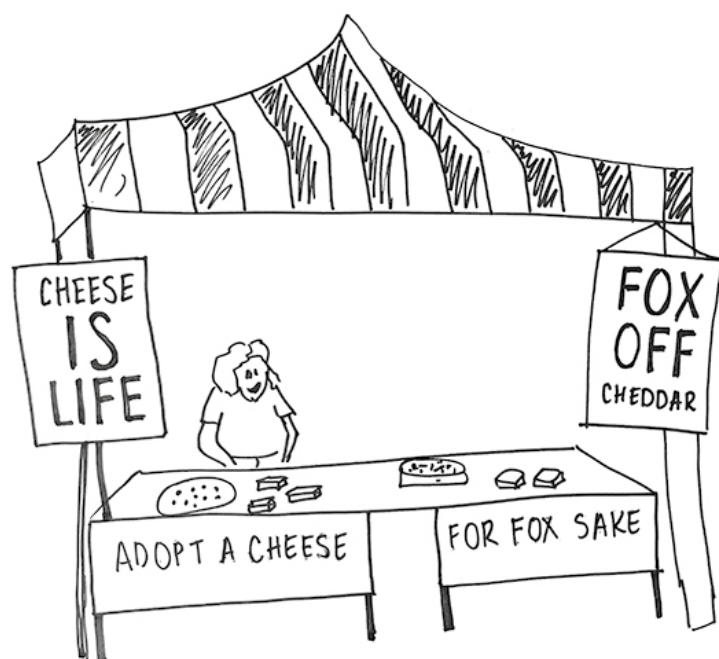
Radio Advert (Style of public service announcement)

This is a public service announcement. Time is running out to protect our regional cheese. Sales figures have dropped annually over the past 8 years, if we don't act now and start purchasing regional cheese, they will cease production and eventually become extinct. If you want to help the plight of the Great British Cheese, adopt a cheese today at [BeltonFarm.co.uk](http://BeltonFarm.co.uk)

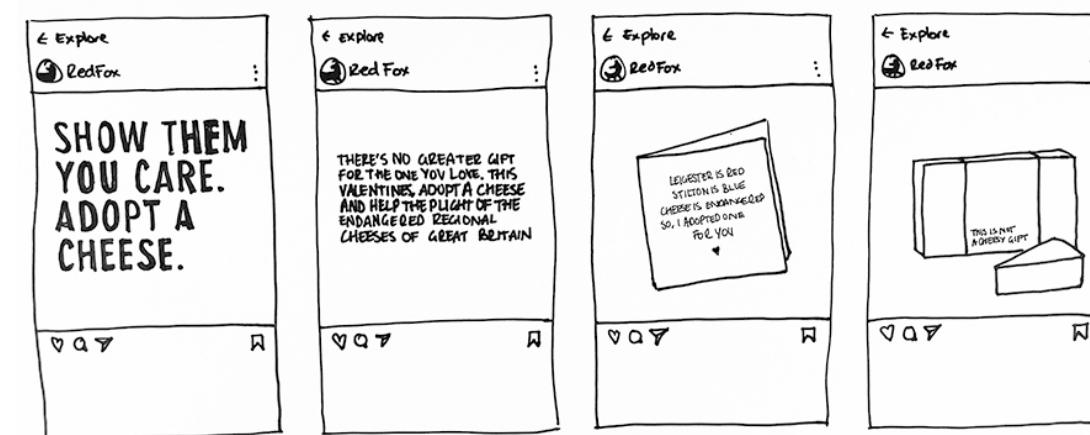
**Adopt a Cheese** Includes a Cheese Adoption Certificate, cheese, vouchers and a valentines card complete with 'cheesy' poem. 'Leicester is red, Stilton is blue, Cheese is endangered, so I adopted one for you'



**Print Ad / Flyer** Encouraging people to Adopt a Cheese



**Pop Up Stall** Encouraging people to Adopt a Cheese, high street, outside supermarkets and deli counters, food festivals



**Instagram Posts** Encouraging people to Adopt a Cheese this Valentines

# Durex – Avoid the Real Mid-life Crisis

There is a common belief at around 50 years of age, people are known to face inner turmoil about their identity, life choices and mortality. This leads to radical life choices such as relationship break ups, outlandish purchases such as sports cars and the uptake of new hobbies. This stage of life is also known as the mid-life-crisis. This route leverage's this thought to create THE REAL MID-LIFE CRISIS – the rise in STI's amongst the over 50s. This copy is centred around double meanings (dating/sex/hobbies) – positioning Durex as the ultimate 'active' wear to support their new lease of life – a refreshed sex life.

**On the rebound?**  
Would it surprise you to know sexually transmitted infections (STI's) are on the rise amongst sexually active people over 50?  
Smash some balls, but when you're on the rebound, avoid the true mid-life crisis with the ultimate 'active' wear – Durex Extra Safe.

**Back in the saddle?**  
Would it surprise you to know Sexually Transmitted Infections (STI's) are on the rise amongst sexually active people over 50?  
Ride hard, but when you actually get back in the saddle, avoid the true mid-life crisis with the ultimate 'active' wear – Durex Extra Safe.

**Into the swing?**  
Would it surprise you to know sexually transmitted infections (STI's) are on the rise amongst sexually active people over 50's.  
Keep it in the short stuff, but when you're ready to putt, avoid the true mid-life crisis with the ultimate 'active' wear – Durex Extra Safe.

**Got your rod out?**  
Would it surprise you to know sexually transmitted infections (STI's) are on the rise amongst sexually active people over 50?  
Reel them in but when you catch someone, don't catch 'something', avoid the true mid-life crisis with the ultimate 'active' wear – Durex Extra Safe.

**Print Ads** using new hobbies and double meanings to encourage people to think about the true mid-life crisis and use the ultimate 'active' wear – Durex Extra Safe Condoms. I've used multiple hobbies here to showcase the flexibility of the campaign, I have focussed the campaign extension around one hobby - cycling - think middle aged men in lycra!

**Back in the saddle?**  
Would it surprise you to know Sexually Transmitted Infections (STI's) are on the rise amongst sexually active over 50's?

**TOUR DE FRANCE**  
Sponsored by Durex  
The Ultimate 'active' wear

Ultimate 'active' wear by Durex

Get back in the saddle safely with Durex

**Back in the saddle?**  
Ride hard with the ultimate 'active' wear by Durex

The ultimate 'active' wear

Would it surprise you to know Sexually Transmitted Infections (STI's) are on the rise amongst sexually active people over 50?  
Avoid the true mid-life crisis with the ultimate 'active' wear – Durex Extra Safe.

**Tour de France Sponsorship** There is arguably no greater road cycling race than the Tour de France, I propose a sponsorship deal to encourage people to get back in the saddle safely with Durex.

**Local Ambient Advertising** Bike wheels are foil wrapped like giant condoms and fixed to local popular cycling routes around the UK.

Radio Advert

- (1) Steve's gone and got himself a new road bike - mid-life crisis right there! (laughter)
- (2) Nah mate, back in the saddle isn't he. His misses left him, got a new lease of life!
- (3) Would it surprise you to know that sexually transmitted infections are on the rise in sexually active people over 50?

Avoid the real mid-life crisis with the ultimate 'active' wear – Durex Extra Safe

- (1) Male
- (2) Male alt accent
- (3) Female

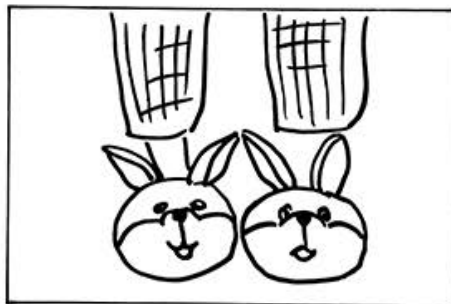
**Extra Labels to Traditional Active Wear** When starting a new hobby this age group go all out and buy all the kit - Durex would add additional clothing tags to active wear such as cycling bib shorts advertising 'The Ultimate 'Active' Wear', giving away a free condom inside the clothing tag.

# Karndean DesignFlooring – Luxury is for Life

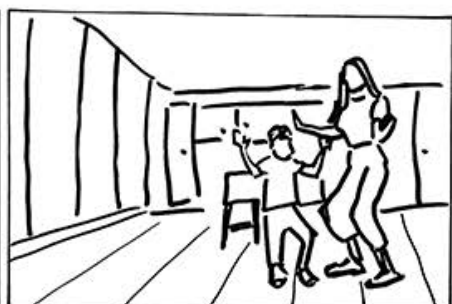
A campaign centred around the motivations of security and fulfilment. Typically luxury products don't get used much, people are scared to damage them. With such a high price point it is important for customers to know that whilst their purchase is luxurious, it is still practical and made for being lived on. 'Luxury is for Life' taps into emotional memorability, hints at longevity of the product and humanises the Karndean brand.



What if luxury didn't mean don't touch, fragile, be careful. What if luxury...



...wasn't so serious? Luxury isn't luxurious if you're too scared to use it!



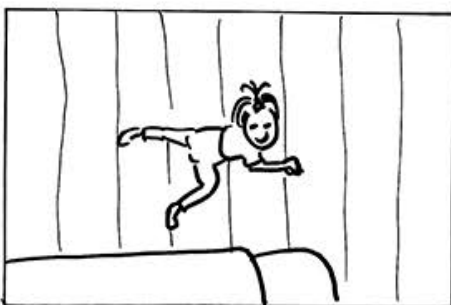
Luxury is for kitchen disco's;



For relaxing;



For making memories;



For crawling;



For exercise;



For pony rides;



For big ideas;



For thrill seeking;



Luxury is for life.



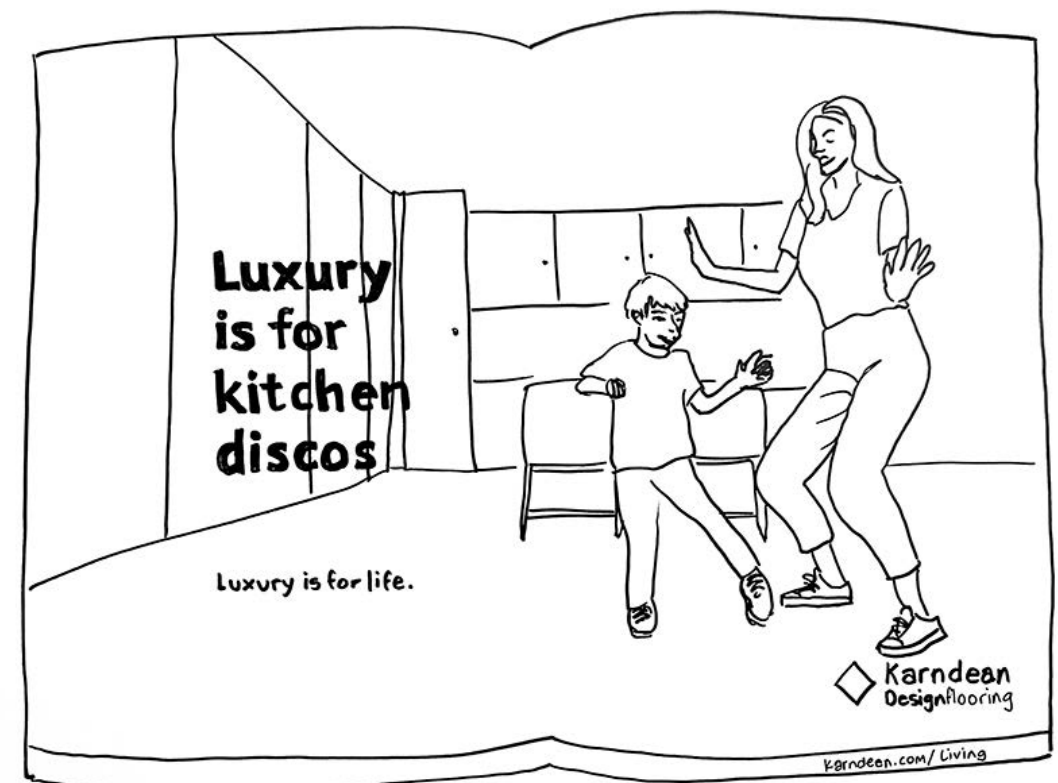
Karndean Design Flooring. Luxury is for life.



Luxury is for Life.



Karndean.com/Living



Luxury is for kitchen discos.

Luxury is for life.



Karndean.com/Living

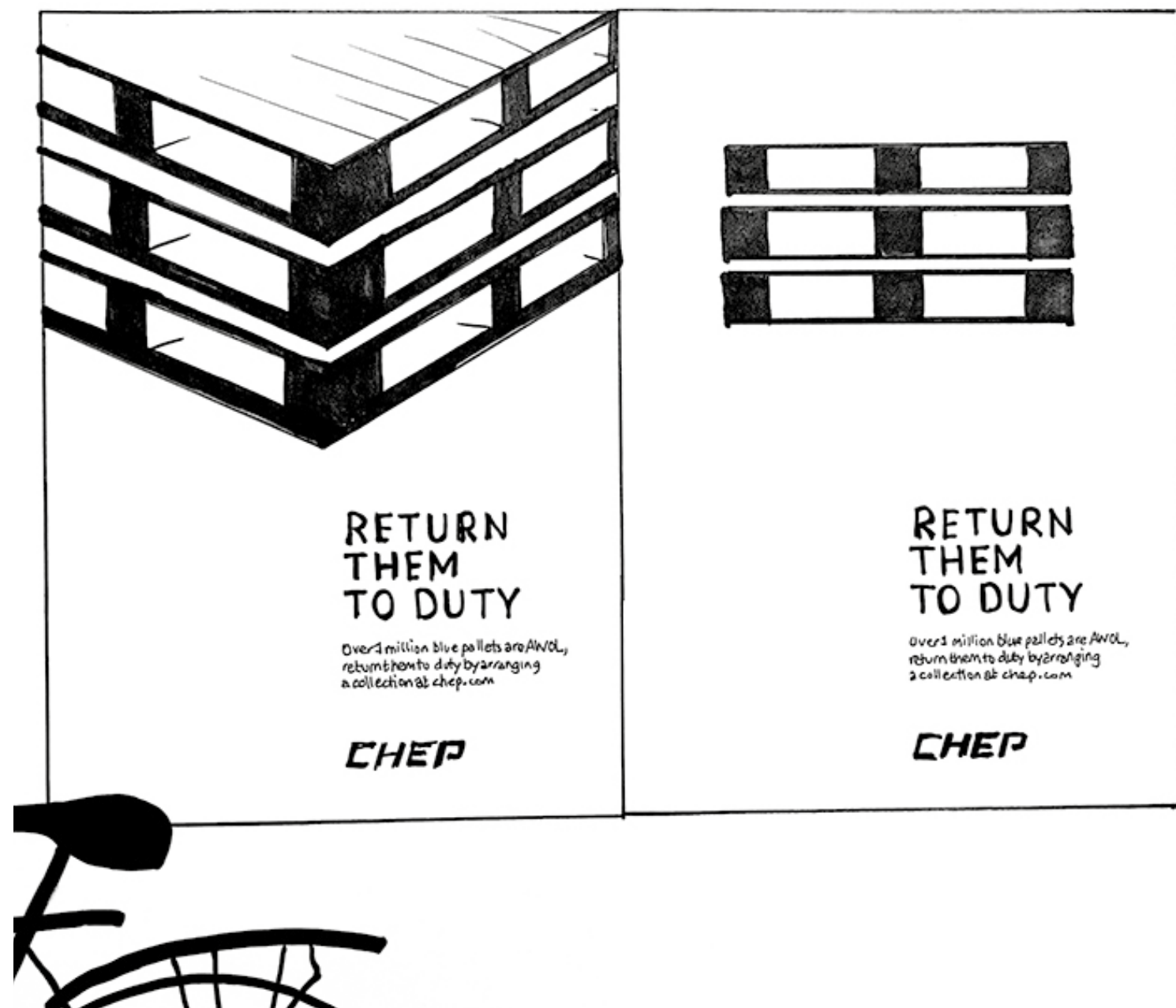
**TV Advert Storyboard (Above)** The frames show how the advert will tell the story that luxury shouldn't just be for the elite, unused and fragile. Luxury can be practical, luxury can be for life. The advert shows that luxury is for lots of things, kitchen discos, pony rides etc - touching on the emotional memorability customers have with either their own children or childhood. The floors and families change in each scene - demonstrating there is a Karndean choice for everyone. Ending on Smokey the dog as brand ambassador.

**Magazine Adverts (Above)** Example print adverts for premium homes magazine placement. Taking scenes from the TV advert to strengthen the message that Luxury is for Life.



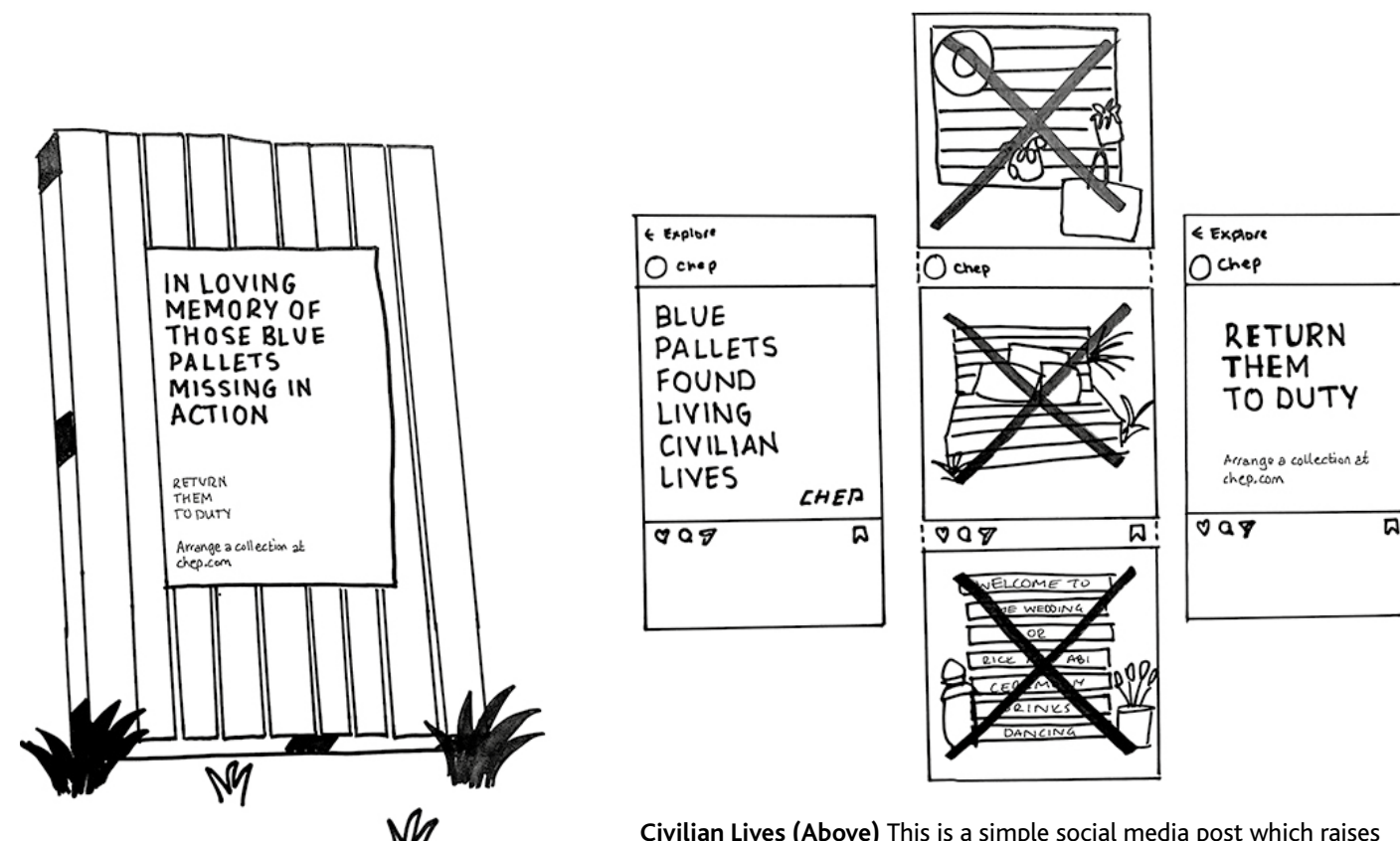
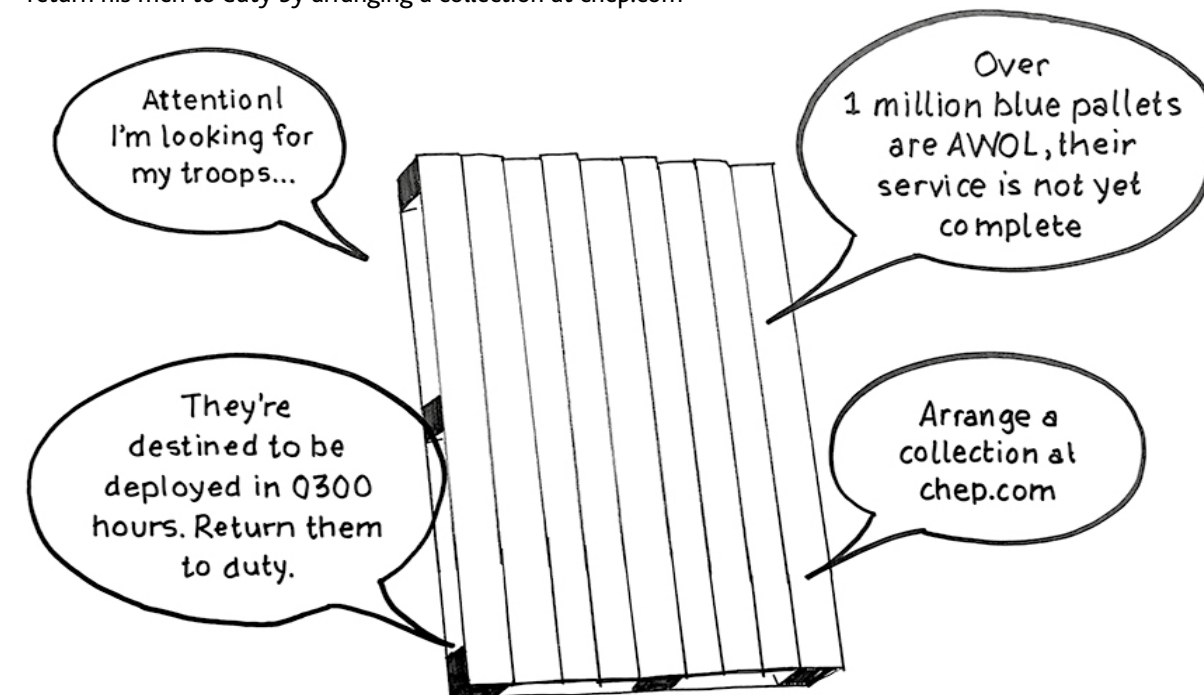
# CHEP – Return Them to Duty

The brief called for a solution to get people to return CHEP pallets. My research showed CHEP began just after WW2, developed to handle military defence supplies. My campaign uses subtle military cues and language, using the strap line 'Return Them to Duty'. This positions the pallets as servicemen, enlisted to serve the logistics industry, whilst still honouring CHEPs military history.



**Fly Poster Campaign (Above)** The pallets would be shot to look like military insignia to create dress rank inspired posters. The corner of the CHEP pallet is shot to look like the arrows on a military uniform, and also shot on the side profile to look like military stripes. The call to action: Over 1 Million blue pallets are AWOL, Return Them to Duty by arranging a collection at chep.com. Located in the vicinity of large commercial yards.

**Motion Activated Pallet (Below)** This pallet would be subtly left in locations known to hoard pallets, it is motion activated and will talk to people as they walked past or try to take it. The voice over would be a high ranking military official asking for help to find his missing troops who are due to be deployed on their next mission, encouraging people to return his men to duty by arranging a collection at chep.com

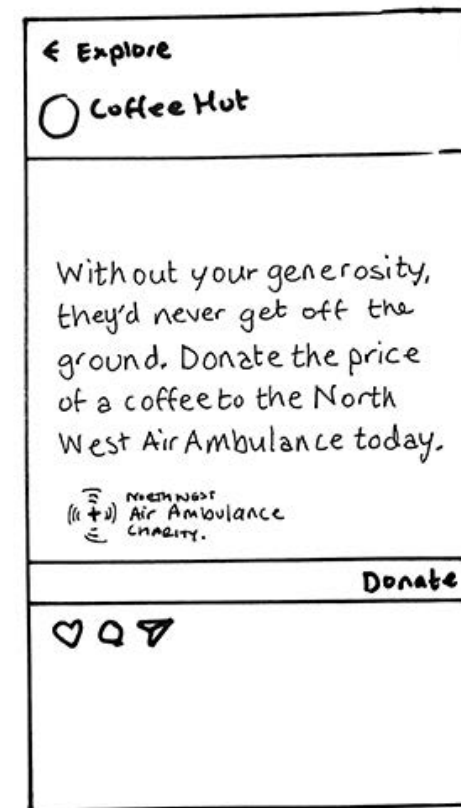
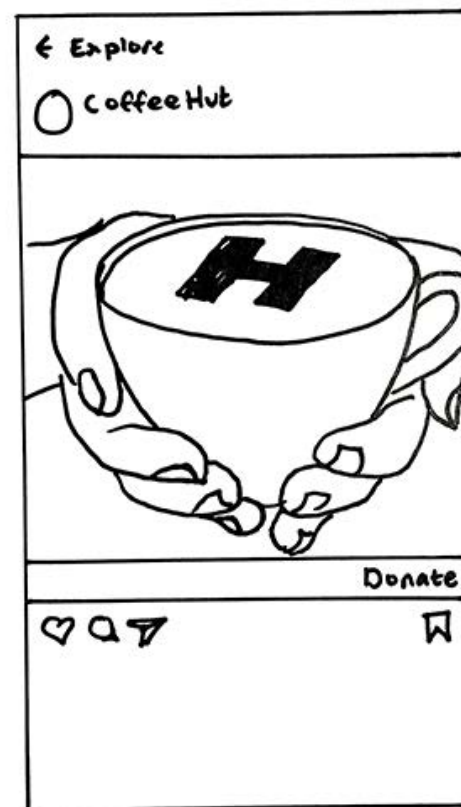


**Pallet Memorials (Above)** Pallet memorials would be placed to honour all the pallets lost in service or missing in action outside warehouses.

**Civilian Lives (Above)** This is a simple social media post which raises awareness that these pallets have a job to do, they shouldn't be being used as urban coat hangers, pallet sofas and wedding decorations. All blue pallets are committed to a lifetime of service in the logistics industry, they need to be returned to duty.

# Air Ambulance – Off the Ground

My research showed that the target audience - Millennial/GenZ - are the most likely generation to visit coffee shops, with some even visiting every single day, this insight coupled with a line from the website "Without your generosity, we'd never get off the ground", lead me to my campaign using the dual meaning of the word 'ground' (coffee) The campaign calls for people to donate the price of a coffee to the NW Air Ambulance with a simple QR code to donate instantly. A Helipad is created with cocoa on the top of the coffee mug.





# Co-op Honest Value – Honestly!

The campaign is based around the concept of the offer being too good to be true, disbelief and surprise. Using common positive phrases that mixes in the values of the products. Always finishing with a price. And then the word Honestly. This copy allows the customer to be impressed with the values AND the price. With the word 'Honestly' at the end of each price reinforces the range name – Honest Value. Sub Copy Line - Convenience without Compromise.



TV Stings (Right)  
2 x Short TV stings or social media advertising humour to captivate

Digital Billboards (Left)  
Mixing a fonts for the corporate message along with hand drawn type for the values, this creates an art direction which feels friendly and trustworthy whilst highlighting the values of the items.



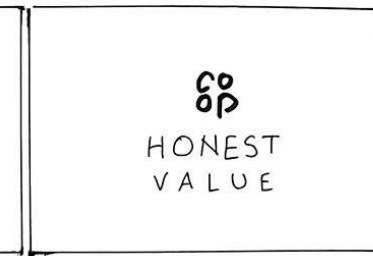
"Want to know the difference between coffee and Co-Op Honest Value Coffee?"



"About £2.75"



Wake up and smell the fairtrade coffee. £1.50. Honestly.



Co-Op Honest Value. Convenience without Compromise



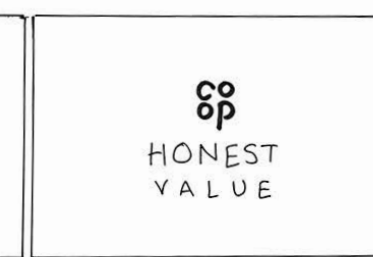
"Want to know the difference between the cookies in the red packet and the ones in the white packet?"



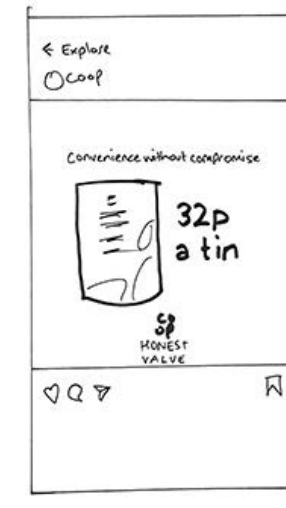
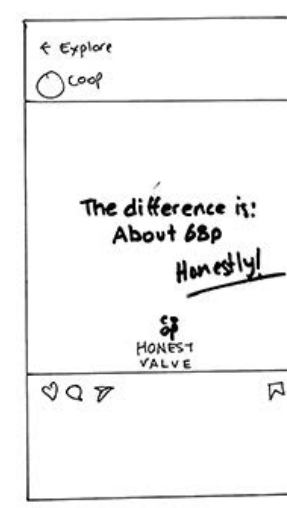
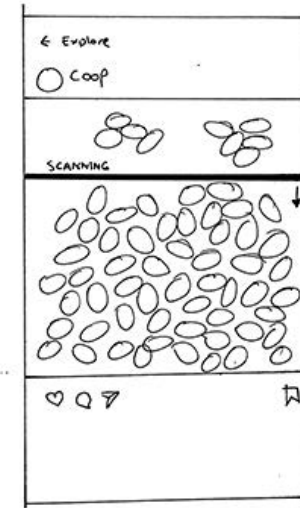
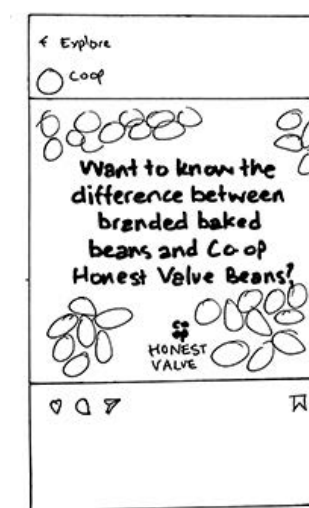
"Dad said about £1"



Be a smart fairtrade chocolate cookie. 59p. Honestly.



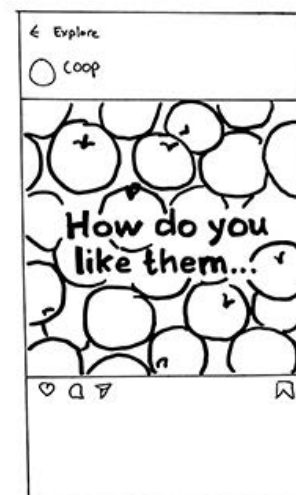
Co-Op Honest Value. Convenience without Compromise



Social Media (Left)  
Image of baked beans or any product out of packaging. Scanning line runs from top to bottom to try and identify the difference to a branded product.

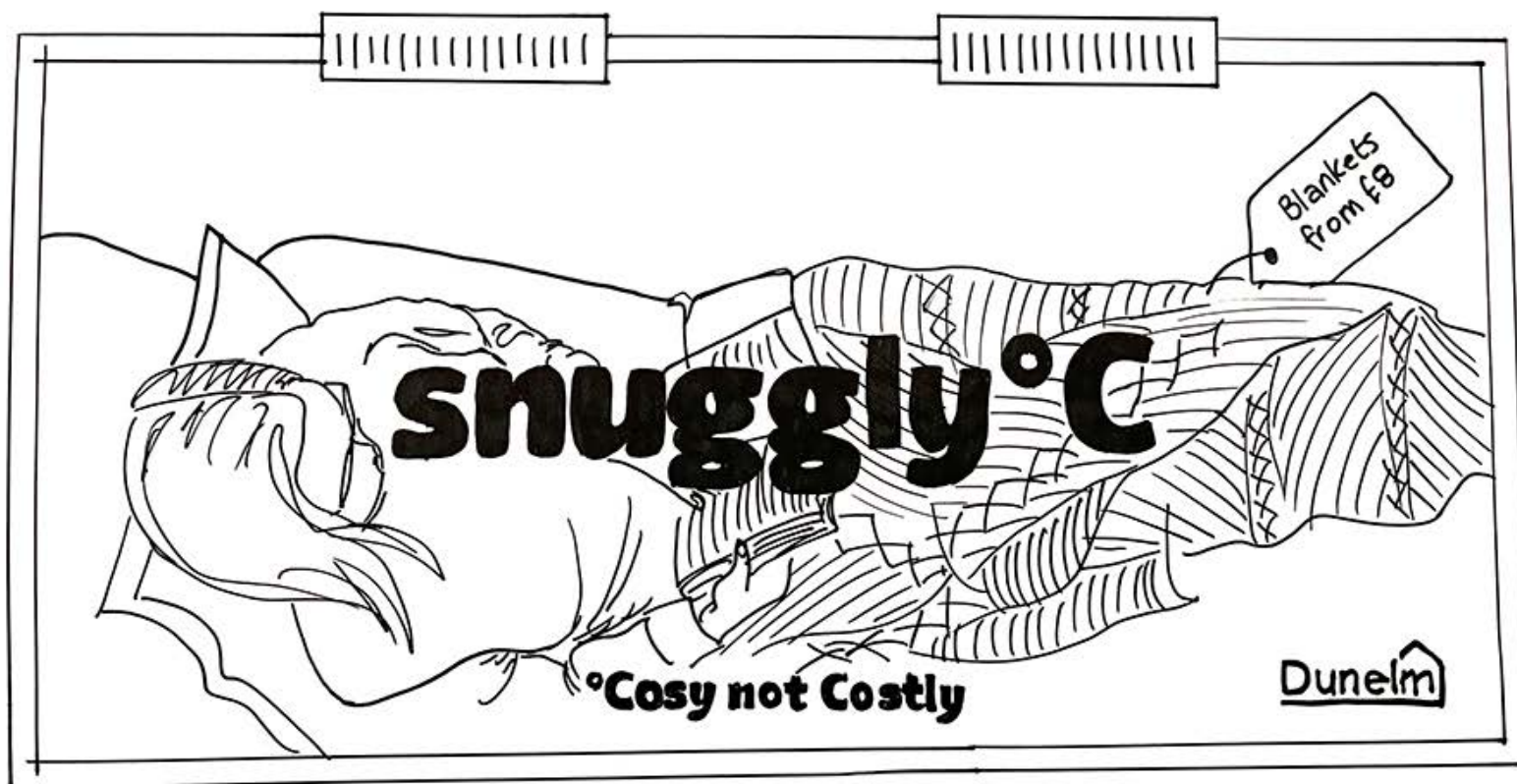
The difference - 68p - Honestly.

Social Media (Right)  
Social media adverts replicate the digital billboard style but utilise popular ASMR, such as the sound of apples falling onto hard surface to capture attention.



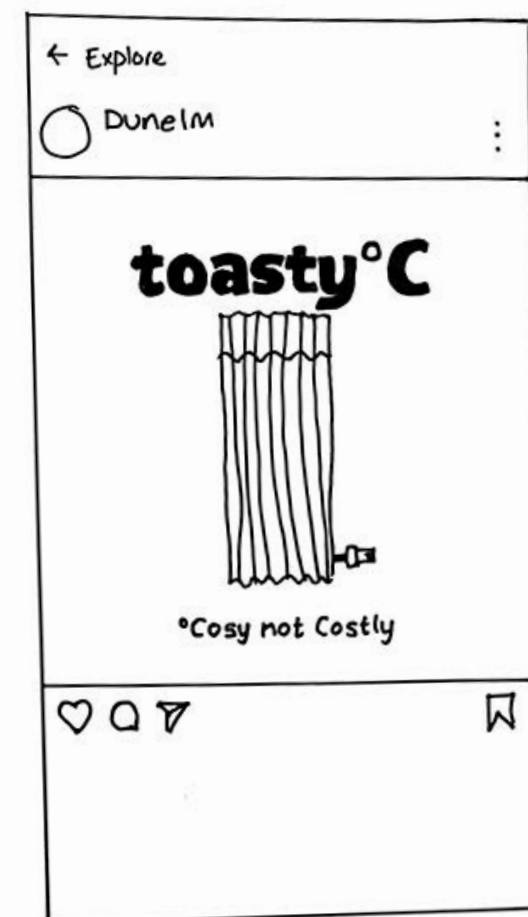
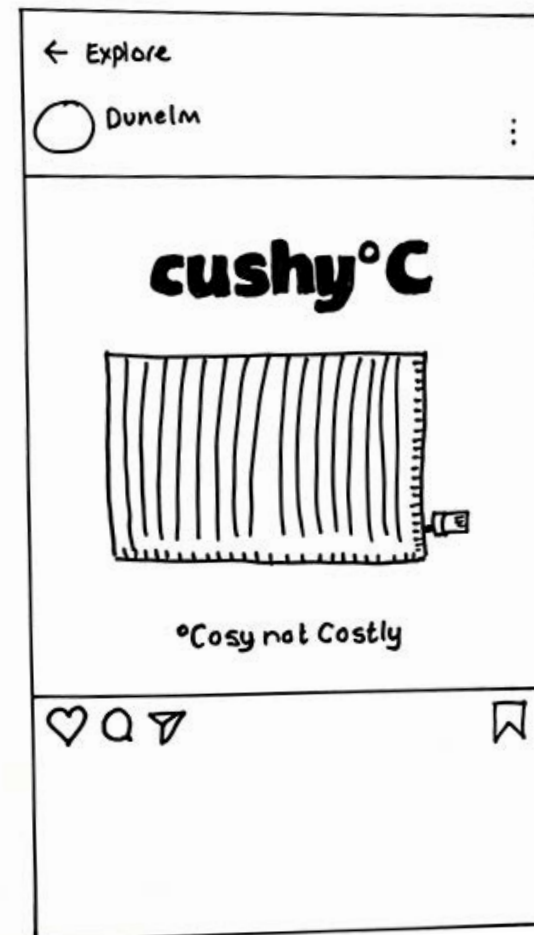
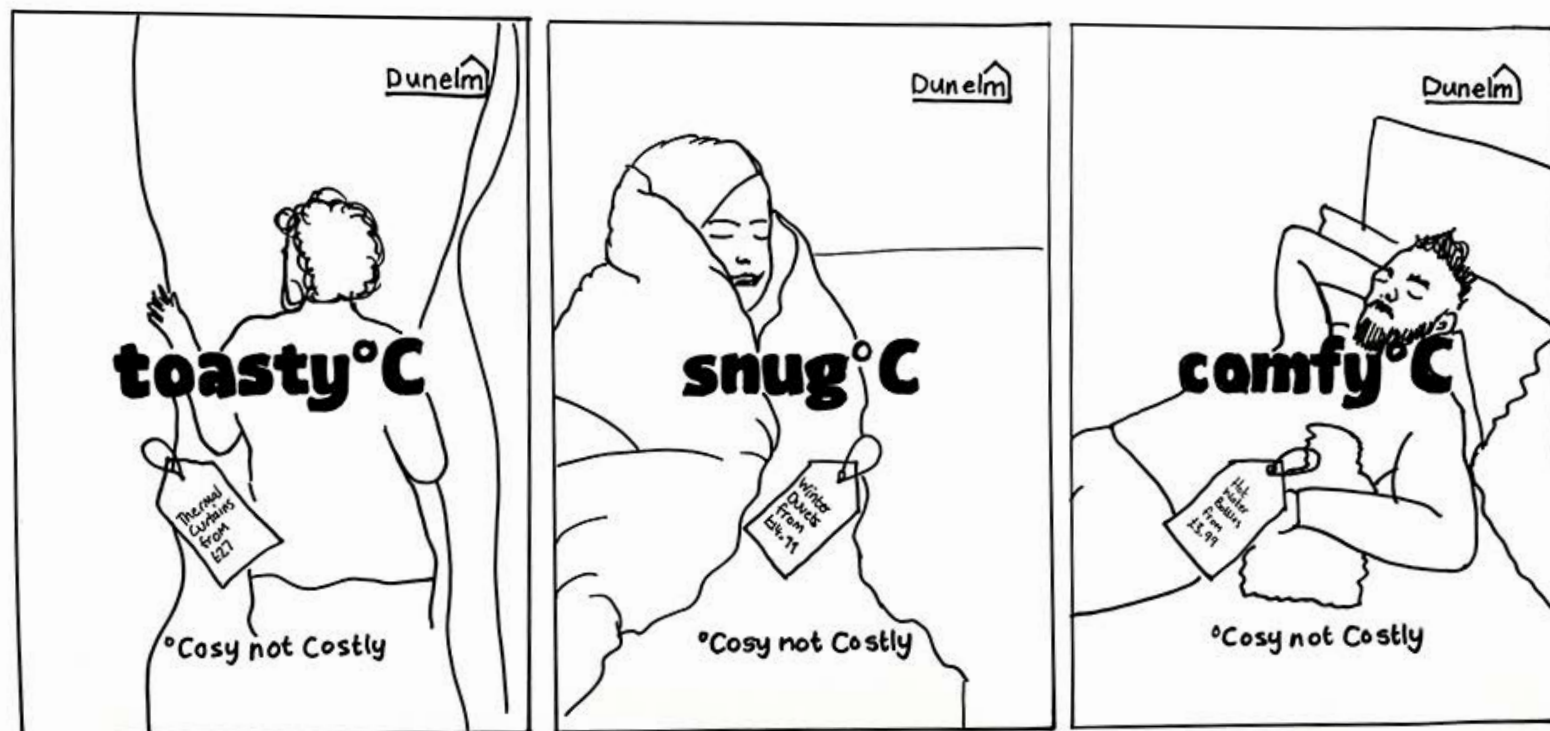
# Dunelm – °C - Cosy not Costly

Warmth is more than a figure on a thermostat. It's emotive, it's cosy, snuggly, squishy... Warmth is a feeling. This campaign uses words that evoke that warm, cosy feeling followed by °C. The °C acts as an asterisk, leading the viewer to the strap-line 'Cosy not Costly'. The line reminds the customer that you can get that warm cosy feeling in your home without turning on the heating by buying cost effective products from Dunelm.



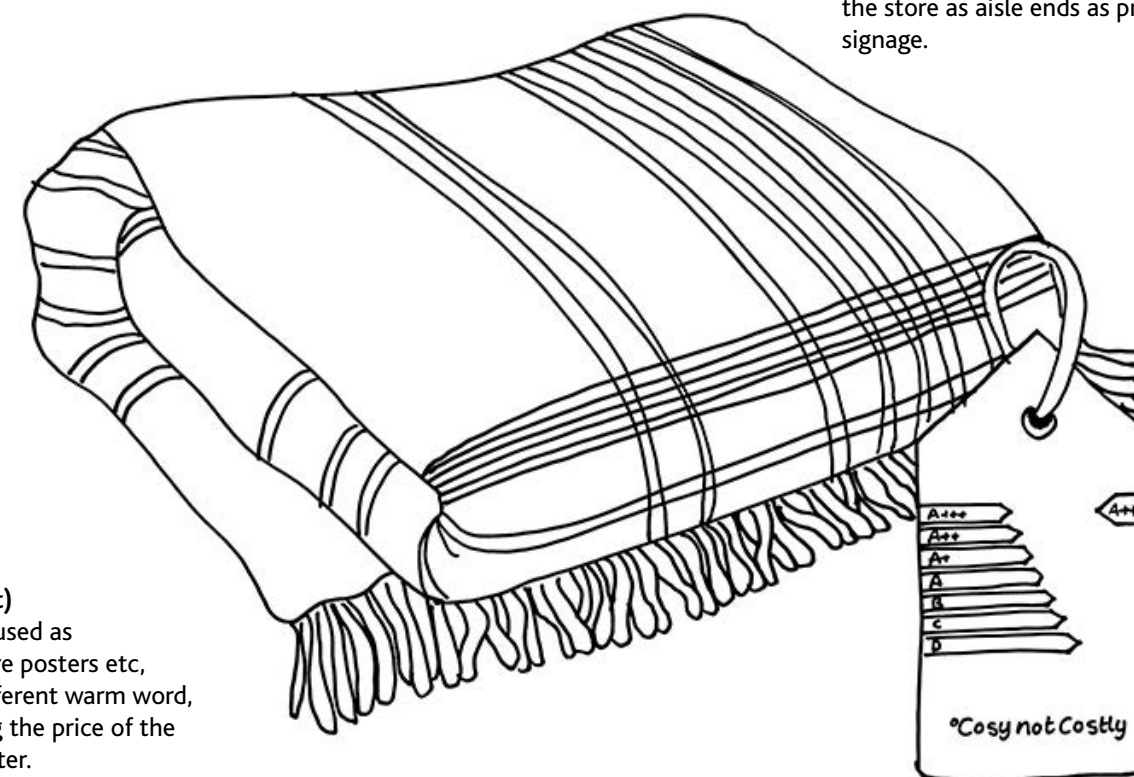
Heated Billboard (Above)

A billboard or bus shelter that is customer active, when someone walks past or waits near by heat lamps are activated to blast out warm air and give the viewer that warm feeling



Social Media (Above) A series of images shot to look like radiators but they're actually products from Dunelm, eg, throws and curtains

Energy Rating Labels (Below) Items from the Cosy not Costly campaign will feature oversized labels in the style of appliance energy ratings, these can also be used throughout the store as aisle ends as promotional signage.



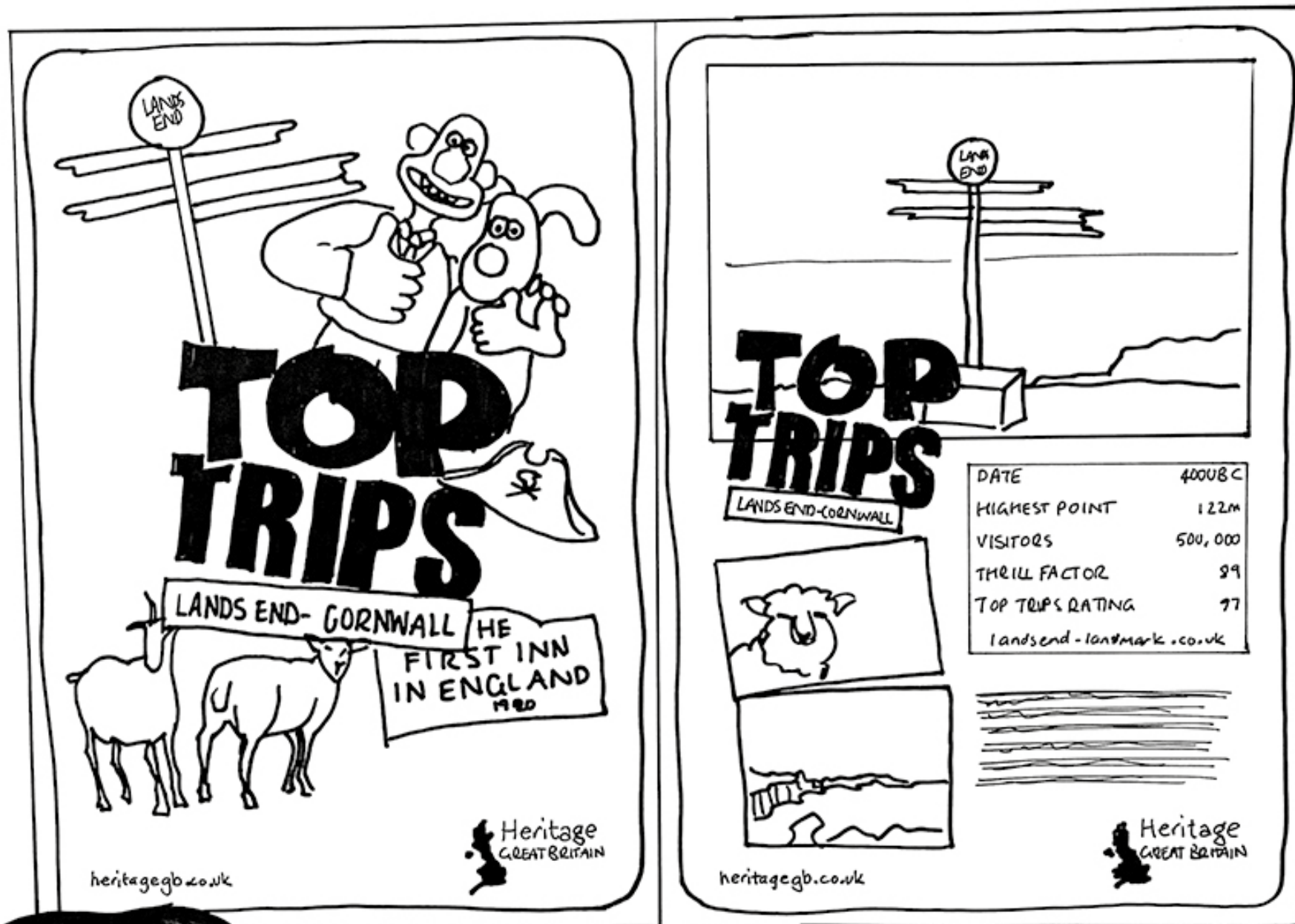
Ad Shells (Right)

These could be used as ad shells, in-store posters etc, each using a different warm word, always featuring the price of the item on the poster.



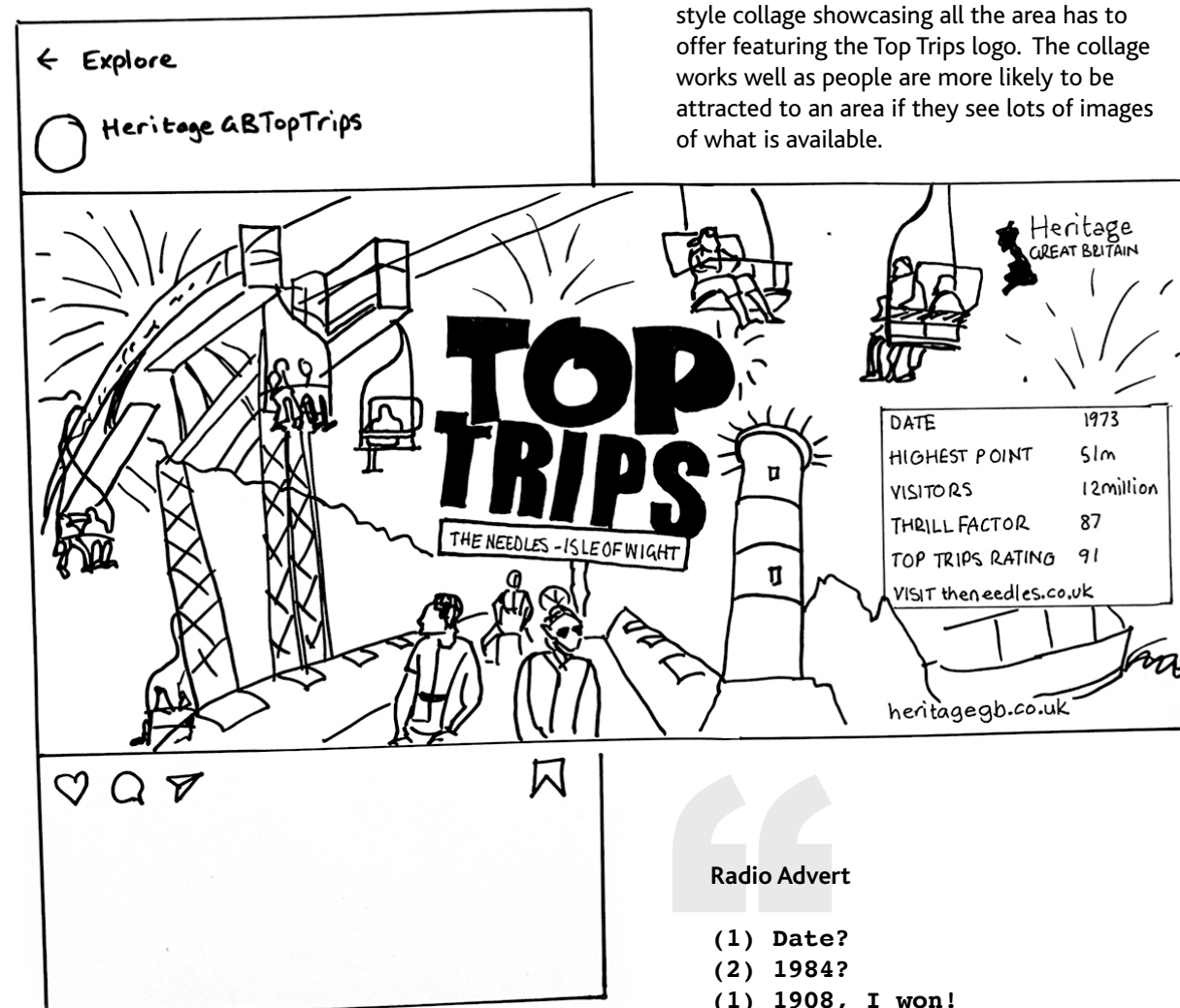
# Heritage GB – Top Trips

Choosing places to visit can be a guessing game, trying to find the best trip that will suit all the family takes lots of time and effort to compare attractions. But thankfully, the Heritage Great Britain sites appear to have it all. They all the ultimate Top Trips. The Top Trips campaign is a spin off of the popular card game Top Trumps – a game where you compare values and win cards. The concept would be nostalgic, with most millennials being aware of the game. The artwork would be in the style of retro posterised comics, helping to reinforce the history and nostalgia of these amazing landmarks.



Large Format Posters (Above) In the style of extra large playing cards. Each location would be given ratings on 5 things: Date, Highest Point, Visitors per year, Thrill Factor and Top Trips rating.

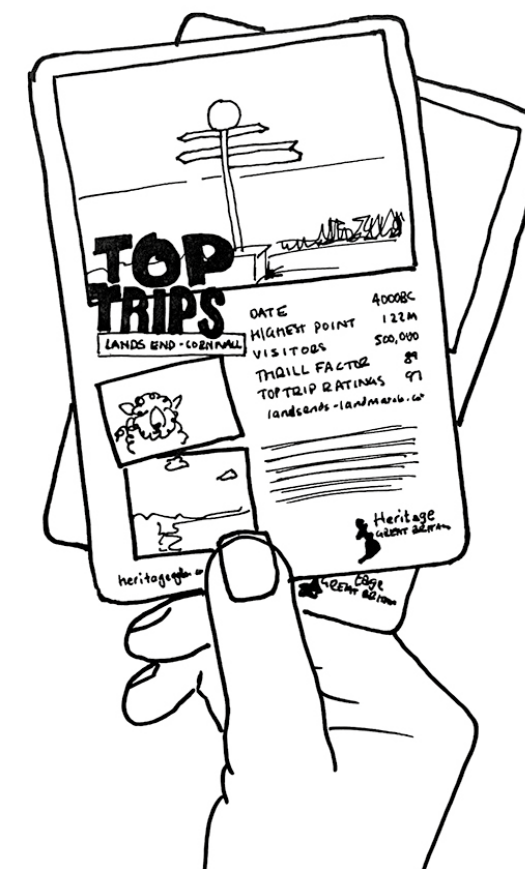
Scrollable Instagram Advert (Below) A retro style collage showcasing all the area has to offer featuring the Top Trips logo. The collage works well as people are more likely to be attracted to an area if they see lots of images of what is available.



## Radio Advert

- (1) Date?
  - (2) 1984?
  - (1) 1908, I won!
  - (1) Highest Point?
  - (2) 1085 meters?
  - (1) 51 meters, you won
  - (2) Top Trips rating?
  - (1) 99... fades out
- (3) Comparing trips out can seem a guessing game at time, but with all Heritage GB attractions you are guaranteed a trip to trump all others. Incredible experiences such as John O'Groats, The Needles and the Liver Building 360 await! 2023 is the year of truly top trips! Discover more at heritaggb.co.uk

- (1) Male child
- (2) Female child
- (3) Adult Female

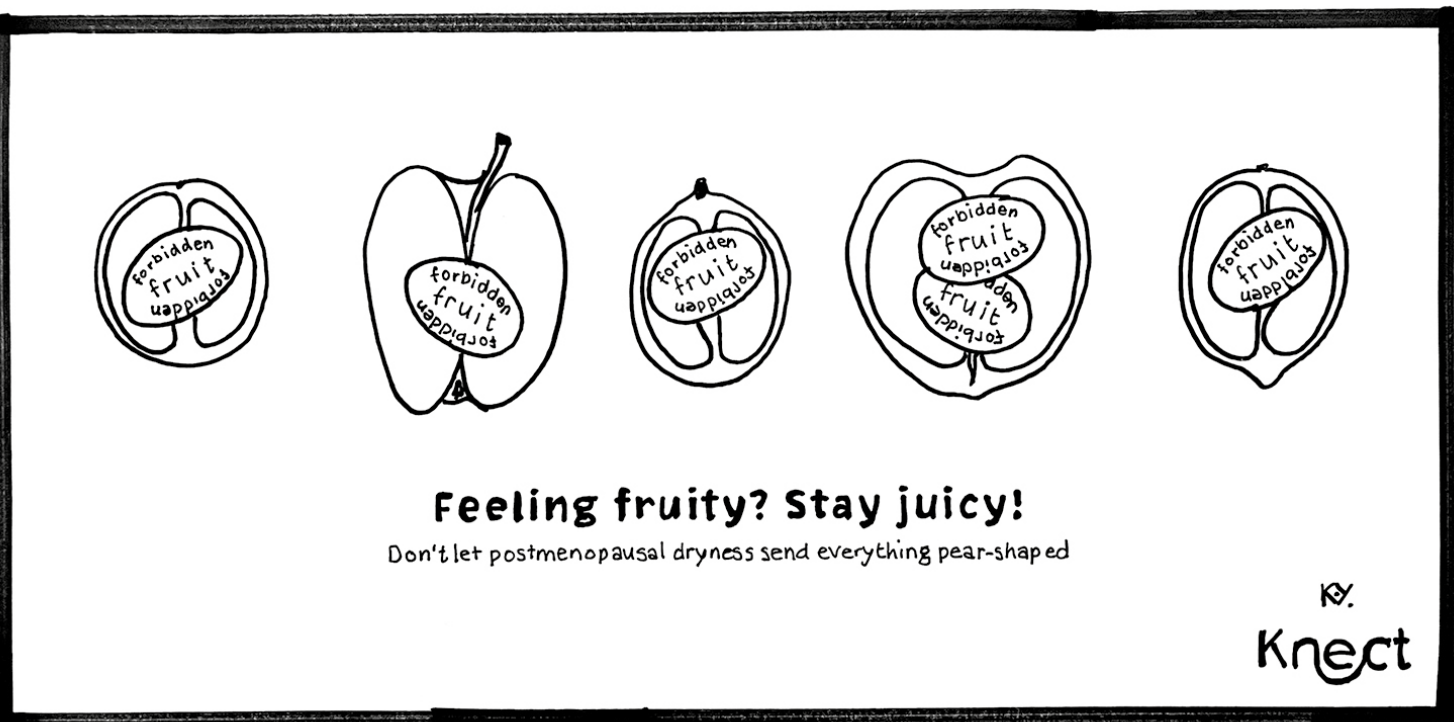
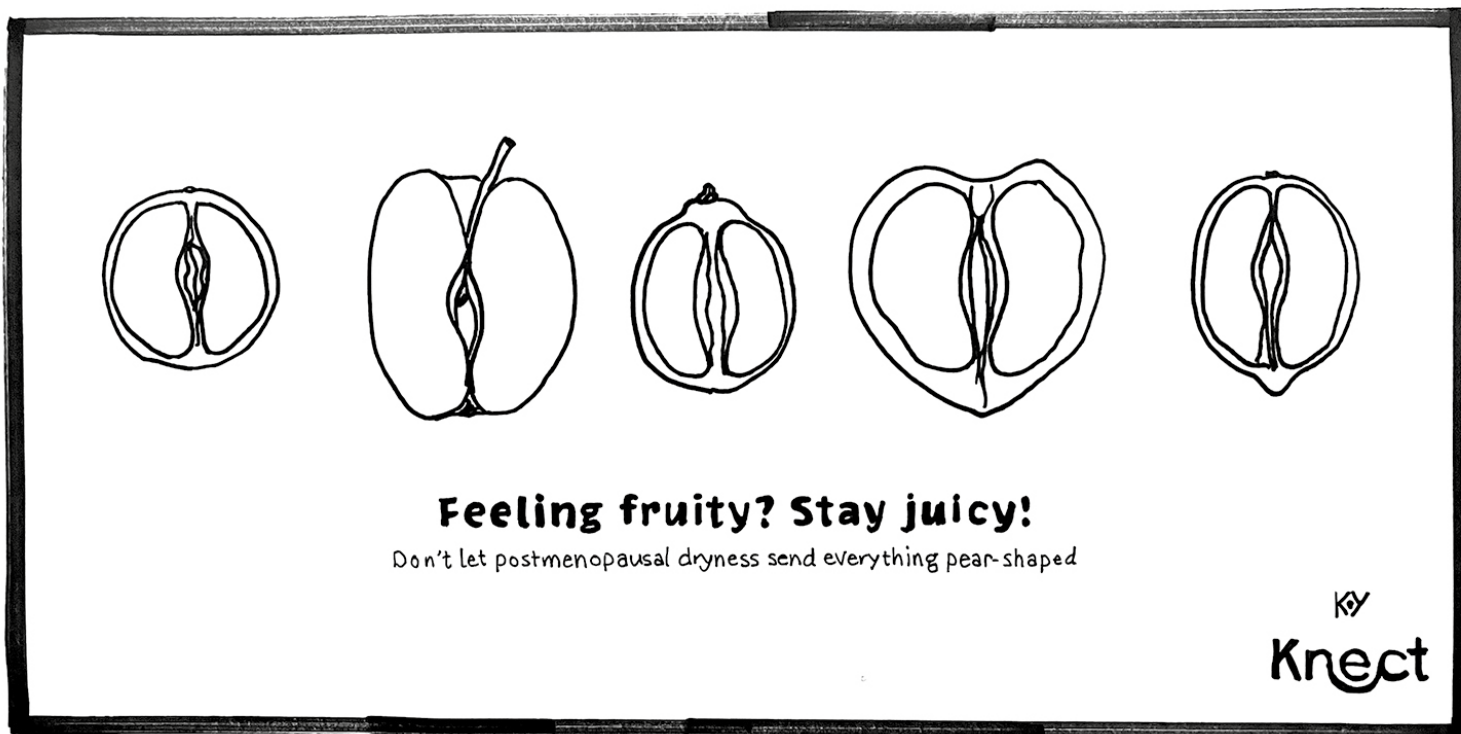


Playing Cards (Left) These would available at service stations and tourist information counters. Something families would take home and keep to play with, inspiring future Top Trips out.



# KY Knect – Stay Juicy

My campaign is designed purely with the intention to go viral including follow up tactics for when it does. The campaign features a series of images of halved fruit. Now whilst these are only halved fruits, I can foresee the adverts being banned or at least causing a stir!



**Billboards (Top)** Billboards featuring large images of halved fruit....

**Billboards (Bottom)** If these ads are banned by the ASA 'Forbidden Fruit' fruit labels would be applied over the offending area, keeping the conversation topical.

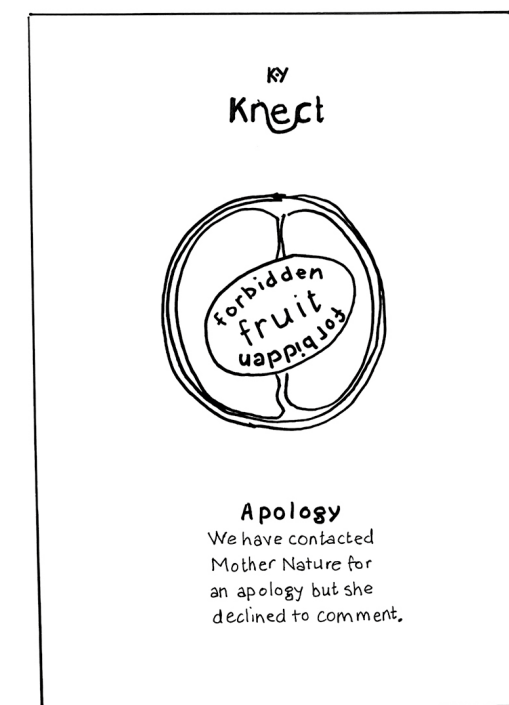


**Bus Shelter (Above)** Bus shelter are somewhere people stand to stay dry, the campaign asks the viewer if its 'dry in here' with a halved piece of fruit as a nod towards the original campaign.



**Exterior Bus Shelter (Left)** Encouraging people to get wet, why stay dry inside? This would be a custom build with a seat fitted to the outside to encourage people to get wet with Knect.

Seat fixed to bus shelter exterior



**Press Ads Apology (Above)** Finally, envisaging the uproar this campaign would cause, an apology will be issued. Clearly positioning Knect as unapologetic about providing a solution to a natural problem faced by thousands of women.



# Skin Proud X Mind

Filters and facial aesthetics are fuelling a mental health and anxiety epidemic. Instead of quick fixes people need to play the long game and invest in good skin care routines whilst protecting their mental health. My solution is a partnership with the charity Mind to help them question these 'beauty ideals' and really start to embrace themselves for who they are.

WE WANT LIPS BIG BUT WAISTS SMALL,  
 BOTTOMS PERT BUT LEGS TALL.  
 SKIN SMOOTH BUT CHEEKS PLUMP,  
 WE AREN'T HAPPY. WE ARE IN A SLUMP.

WE'RE INJECTING OUR FACES AT A RATE OF 66%,  
 MENTAL HEALTH IS SOARING, WE'RE NOT CONTENT.  
 ALL FOR "FLAWLESS SKIN", THAT "HEALTHY GLOW",  
 INSTA PERFECT - ALL FOR SHOW.

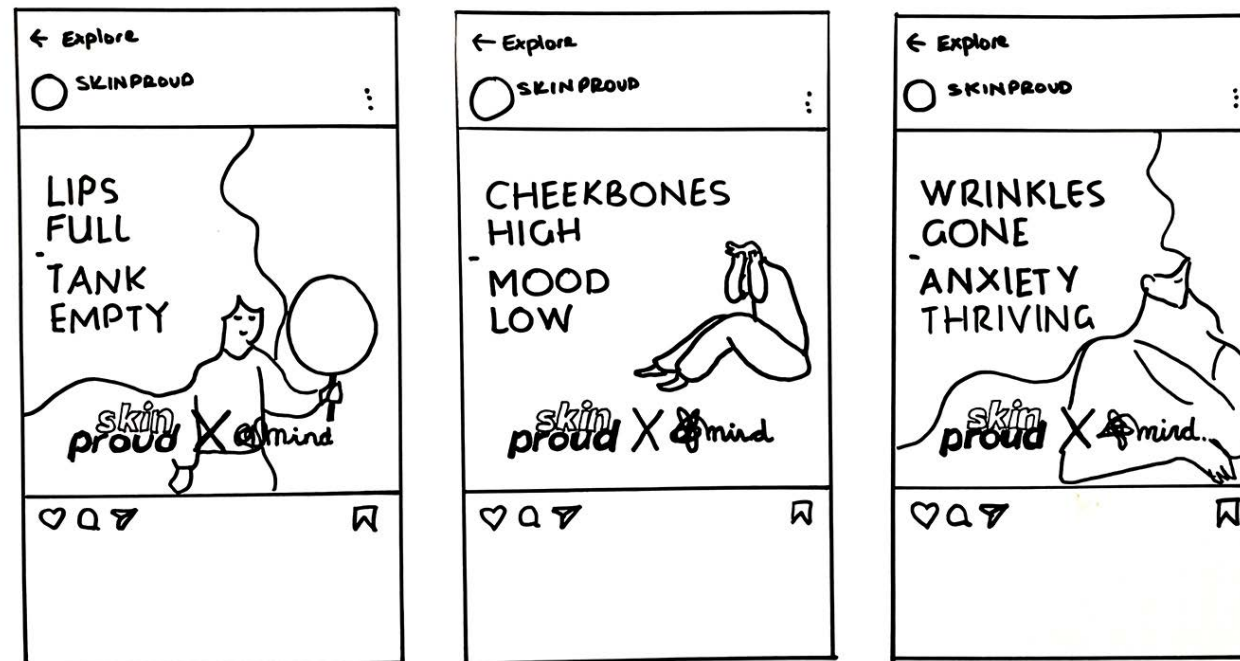
BOTOX, FILLERS, THEY'RE ALL A QUICK FIX,  
 NEVER ADDRESSING THAT INTERNAL CONFLICT.  
 HIDING THE THINGS THAT MAKE US UNIQUE,  
 FUELLING THE FIRE OF NEGATIVE SELF-SPEAK.

BEAUTY IS TRUTH AND YOU ALREADY KNOW,  
 ONLY SPEND TIME ON WHAT HELPS YOU GROW.  
 FILTER NEGATIVITY INSTEAD OF YOUR PICS,  
 IGNORE YOUR MIND, IT'S PLAYING TRICKS.

SKINCARE IS SIMPLE, EMBRACE YOUR OWN FACE,  
 HONOUR YOUR GENDER, SEXUALITY AND RACE.  
 WALK YOUR OWN PATH, DON'T FOLLOW THE CROWD,  
 LOVE THE BODY YOU'RE IN, BE SKIN PROUD.



**Manifesto Street Art (Left)** A permanent manifesto, a piece of art created by local artists on the side of a large building, something that lasts for years and becomes an iconic photo background.



**Social Media (Above)**  
 Posts to remind people that your mood can be really low if you are filtering your photos for social media all the time. To be proud of the skin they are in and to wear it with pride.

**Radio (Unseen)**  
 The manifesto would be read by a trendy spoken word artist and used as a radio advert.

**Animation/Film (Left)**  
 The spoken word voiceover would also be used for a film/animation, this would be a mix of real people and animation, emphasising that mixed reality between real life and what we see on social media



# Calm – Stop Counting Sheep

There isn't enough humour in the world, especially for stressed professionals! The aesthetic of the Calm app is very tranquil but to hook people in we should use humour to prick their ears, give them a laugh and make them think about their sleep problems. The concept focusses on a radio advert where the sheep gets shot, motorway lorry signage in sheep-ridden fields, interactive ad shells and some spray painted sheep...!



## Radio Advert

(Scene – sheep in field)

SFX – Baaaaaaa

VO – 3,287

SFX – Baaaaaaa

VO – 3,288

SFX – Baaaaaaa

VO – 3,289

SFX – Baaaaaaa



Listen Here!

SFX – BANG BANG

(Shotgun fires, signalling the sheep has been shot)

PAUSE

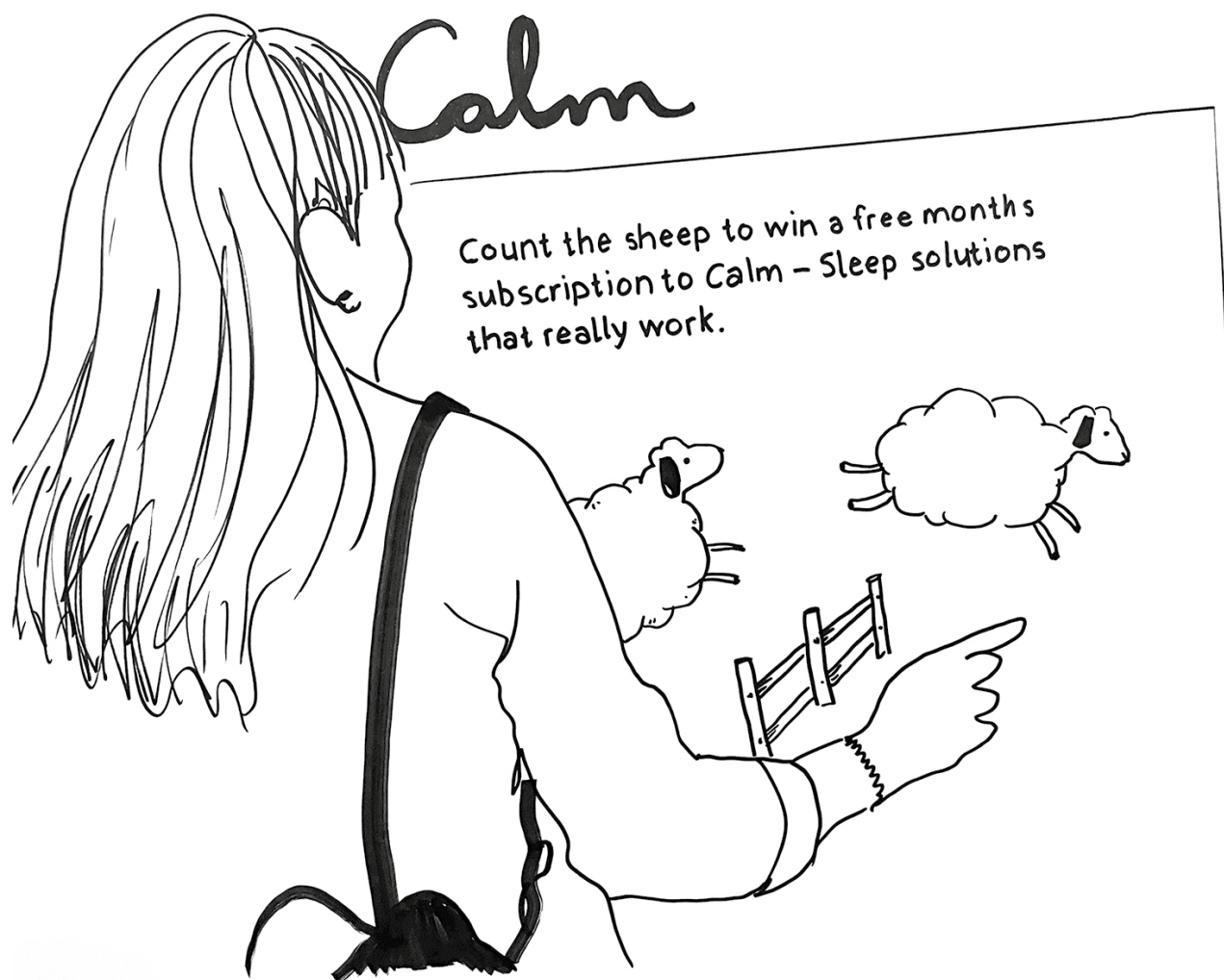
Forget counting sheep  
Invest in sleep solutions  
that really work.  
Download the Calm App today.

SFX – Baaaa

SFX – BANG

(ends)

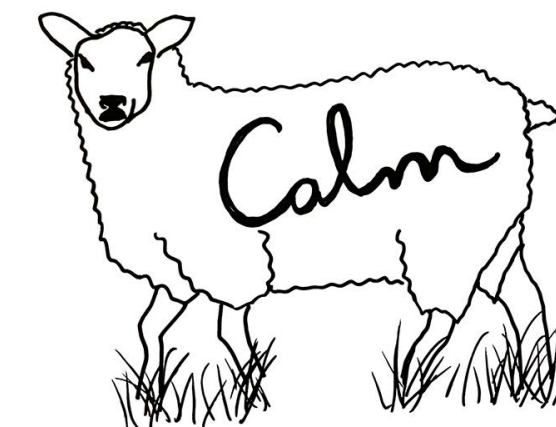
Radio Advert (Above) The campaign is centred around the humour of the radio advert where a sheep gets shot due to the frustration of not being able to get to sleep.



Motorway Lorry Advertising (Top) Lorry adverts would be placed in farmers fields with lots of sheep in, reinforcing the message from the radio advert.

Spray Painted Sheep (Bottom Right) We could spray paint the Calm logo onto the sheep in the field to cause a stir before the lorries were placed.

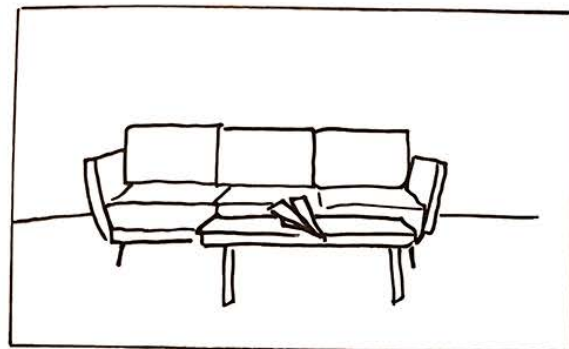
Interactive Ad Shell (Bottom Left) Interactive adverts would encourage people at places they are idle such as rail stations so play a game of counting sheep, the sheep would appear at record pace, you guess how many you think you saw and enter your details. Participants receive free subscriptions and discounts. (Could also work as 'Shoot the Sheep' where you tap to shoot them as they whizz past'!)



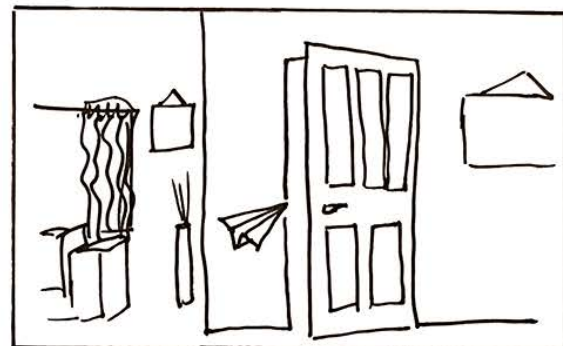


# Coffee4Craig – Real: Not Rubbish

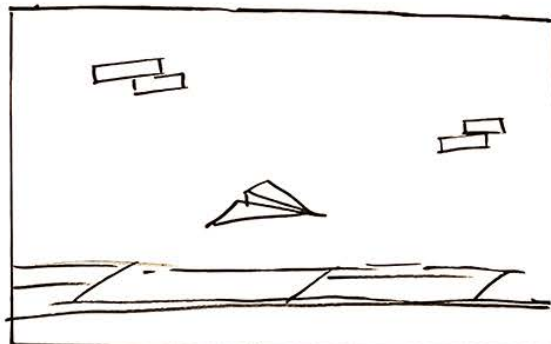
Homeless people are treated like rubbish, dehumanised and ignored by the majority of the British public. Viewed as waste on the street, dirt on your shoes and never seen as real people. This short advert/film sees a paper plane leaving a home and finding itself on the streets. It is stood on, kicked around, mistreated and ignored, it finally ends up a ball of rubbish in the Coffee4Craig doorway where it is finally taken inside, the rubbish is opened to reveal a photo of man. The viewer realises the ball of rubbish was a metaphor all along and only when he is inside Coffee4Craig is he finally treated like a person.



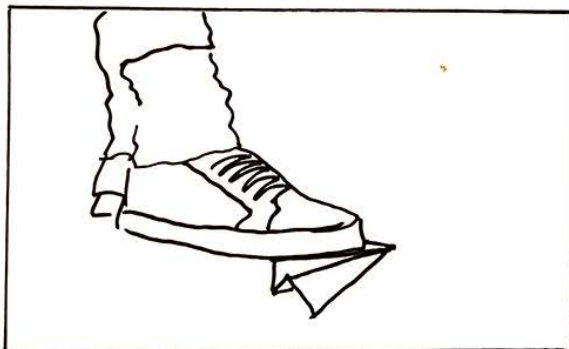
A paper plane sits on a table in a modest home.



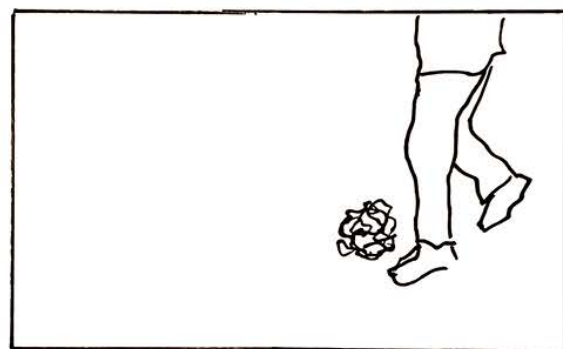
It leaves the home through an open doorway.



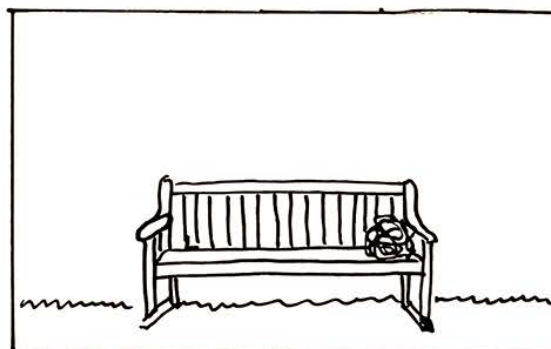
Flies down the streets.



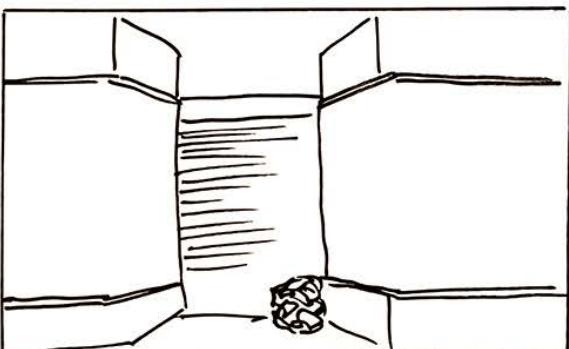
It lands on the street and it quickly stood on.



It is kicked around and mistreated.



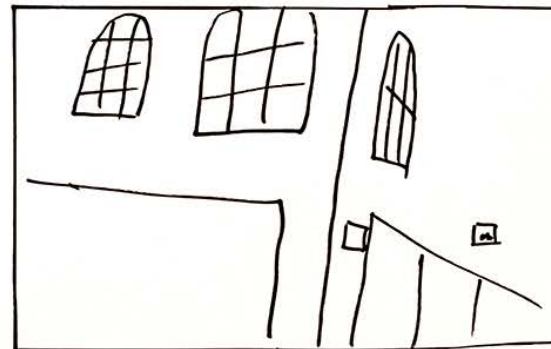
Rests on park benches, gets wet.



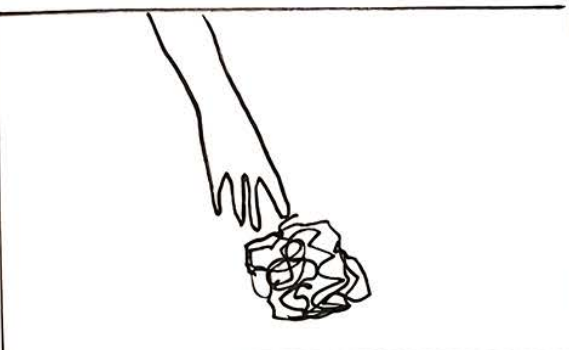
Sleeps in shop doorways.



It is ignored by everyone as it works its way through the city centre



It eventually arrives at Coffee4Craig and rests in the doorway



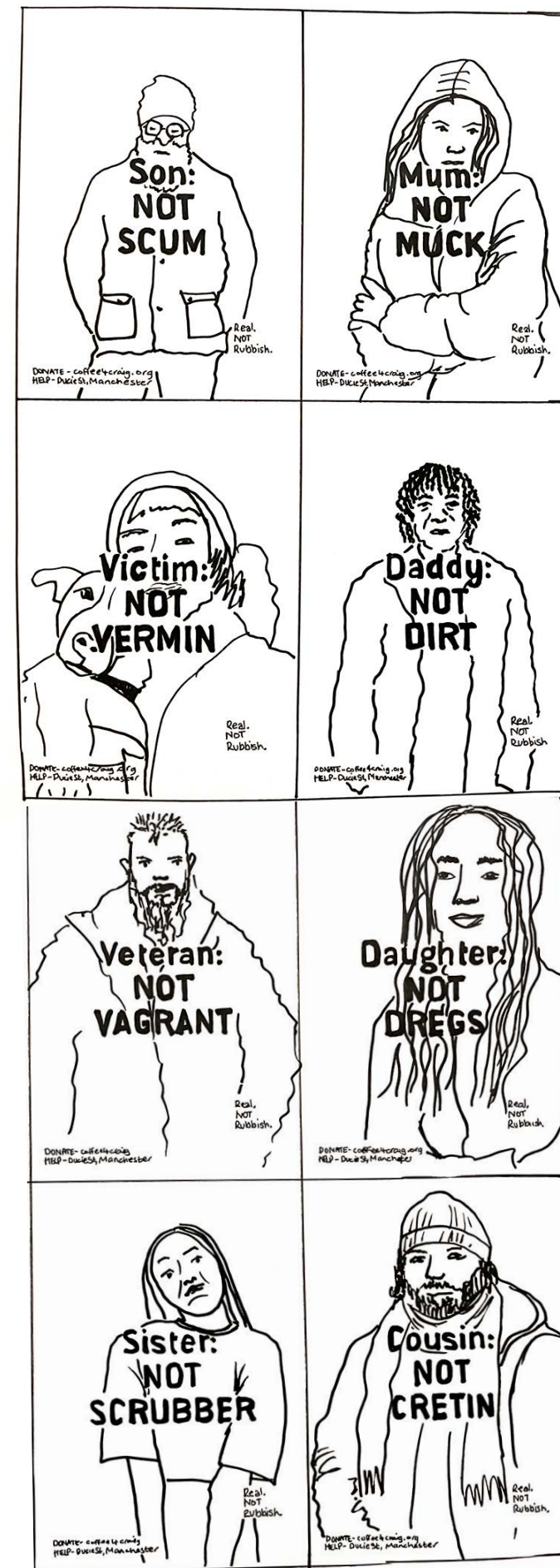
The door opens and the ball of rubbish is picked up and taken inside



The rubbish is smoothed out to reveal a photo of a man.



The man then smiles at the camera – the only time he is treated like a real person is at coffee4Craig. The scene ends with the line, Real Not Rubbish, Homeless Not Hopeless along with a call to action to volunteer or donate.

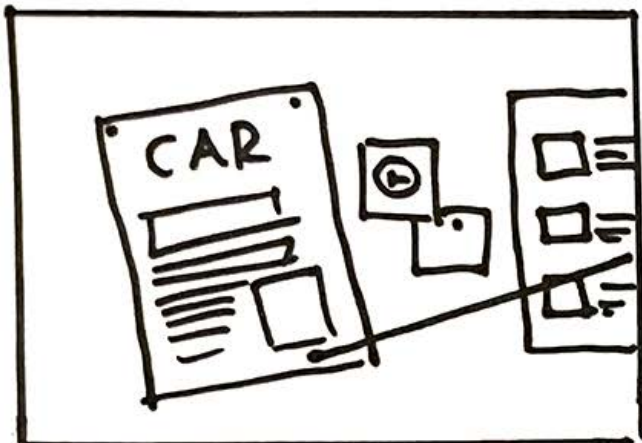


Fly Posters (Above) Gritty portrait photography of C4C service users to create fly posters in the Northern Quarter reminding the public these people are Real Not Rubbish. Extending the language construct to make people review about how they talk/think about homeless people.

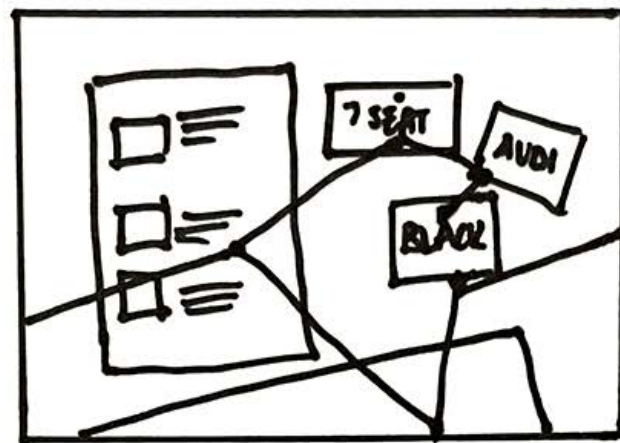


# Cinch – No Drama

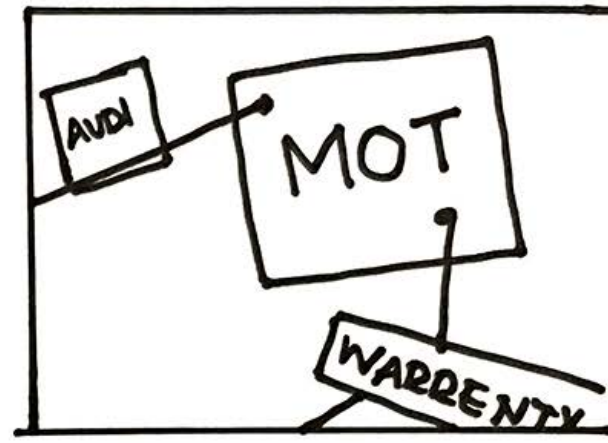
Cinch will create a partnership with ITV Drama, the main TV commercial (below) will feature a crime scene evidence board, the camera will pan around the scene with each element linking together to create a whole picture of the evidence board. The evidence suggest the benefits of buying from Cinch, the wide choice of cars, the MOT, guarantee, warranty, delivery. The voice over talks through the evidence we see in a formal tone. Finally ending up on, Buy Online - No Drama. Cinch sponsors ITV Drama, the only drama you need.



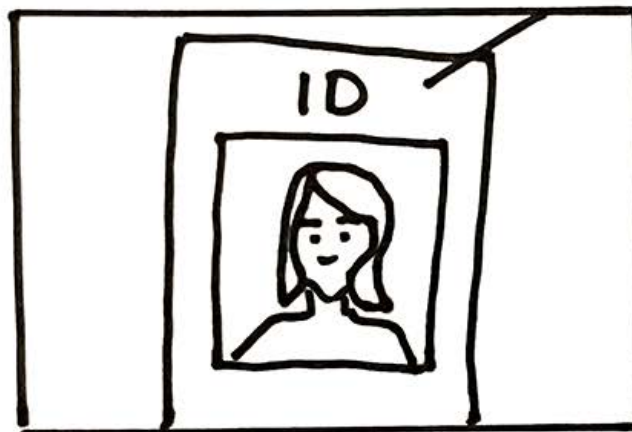
We are looking for a new car



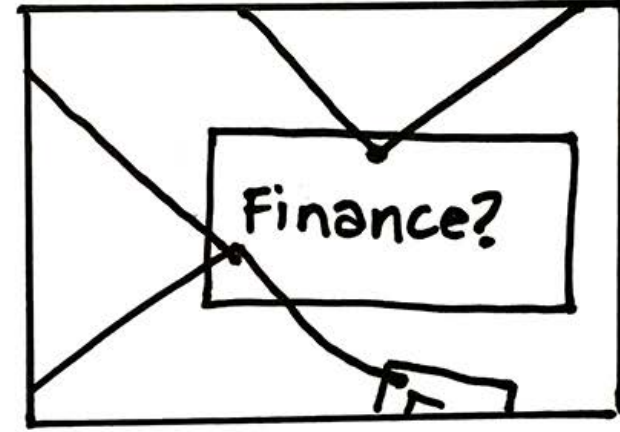
7 Seats, black Audi



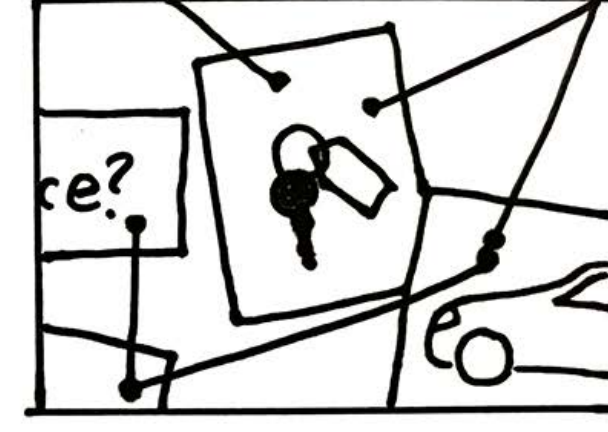
Must have a 6 month MOT and warranty



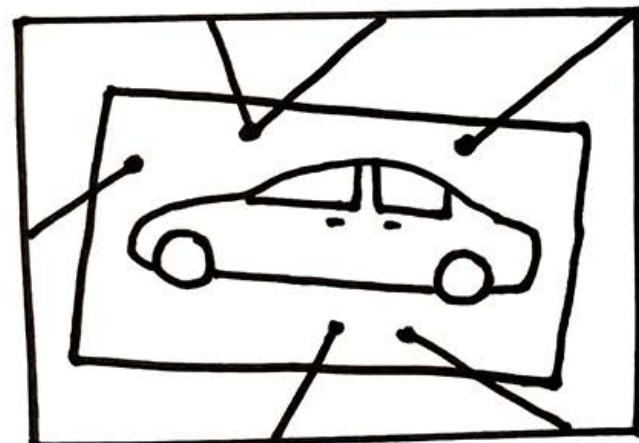
We've got ID on the purchaser



We can offer finance if needed



The car will be delivered to the drop off point at 16:00



That's all done Madam.



Buy online with Cinch, No Drama



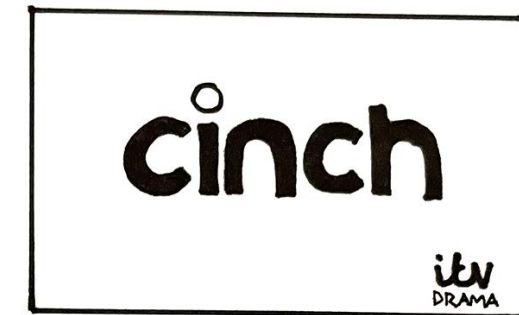
Cinch sponsors ITV Drama. The only drama you need.

Pre Roll Ads x 2 (Below) Short 10 second pre roll adverts for all ITV Drama series

1.



Officer: "We've got a female, approx age 35, driving a gorgeous Black Honda..."  
 Dispatch: What seems to be the problem?  
 Officer: "Nothing. It's exactly what she wanted, delivered to her door."



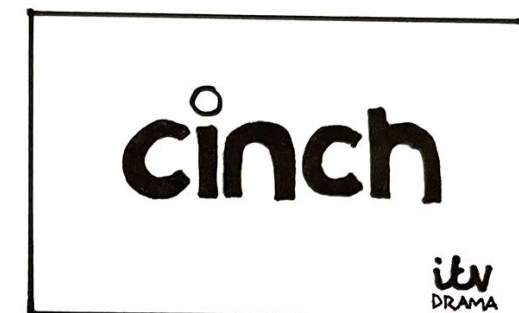
VO: No drama here. Hassle free car buying online. Visit [cinch.co.uk](http://cinch.co.uk)

Cinch sponsors ITV Drama.

2.



Investigator: "I've got eyes on the goods, it's incredible! I can't believe he bought this online!"



VO: No drama here. Hassle free car buying online. Visit [cinch.co.uk](http://cinch.co.uk)

Cinch sponsors ITV Drama.