

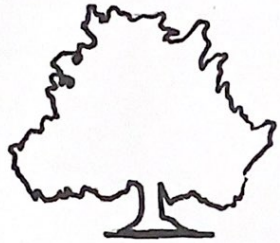
Lorenzo Schina

Hey there,

My name is Lorenzo and I am an SEO Strategist.

There is a little part of what I am in these ideas,
thoughts and choices. I hope you'll enjoy it.

WEEK 1 BGN



Belton Farm

GREAT BRITISH CHEESEMAKERS



THIS VALENTINE'S DAY DISCOVER YOUR HIDDEN LOVE

WHERE'S WALLY
X
BELTON FARM

St Valentine's Day is the celebration of love itself. Belton Farm does not want to focus on couples only, as love is within everyone, waiting to be found. Whether our consumers are in a couple, or single, the 14th of February is their time to discover your hidden love, which is the love for British cheese.

Idea: The campaign headline is "Discover your hidden love". It focuses on the moment of joy when someone tastes cheese from the Belton Farm range of products.

Execution n.1: OOH, Social (carousel). This execution could be expanded within short social ads.

- 1a) A woman is having a Valentine's date at home and ends up eating cheese in her kitchen while her date is waiting for her to be back in the living room
- 1b) A woman enjoys her snack at the desk of her office and forgets about everything else.
- 1c) A Chef is hiding in the kitchen on St. Valentine's Day dinner service, eating cheese.

Execution n.2: Bus/tube stop, Newspapers/Magazines.

This execution is thought along the lines of "Where's Wally?". The goal is to put this ad out there, where there is waiting time, hence tube stop, bus stop or magazines and newspapers (such as the free ones thought for commutes and short readings). People will have to find Wally having his moment of epiphany eating cheese within the ad, taking a picture of him, and sending it over to the Belton Farm's Instagram account to partake in a giveaway of Valentine's Day cheese boxes. "Wally's scenarios" can be also the same scenarios of the execution n.1 (busy kitchen/restaurant, busy office etc.)

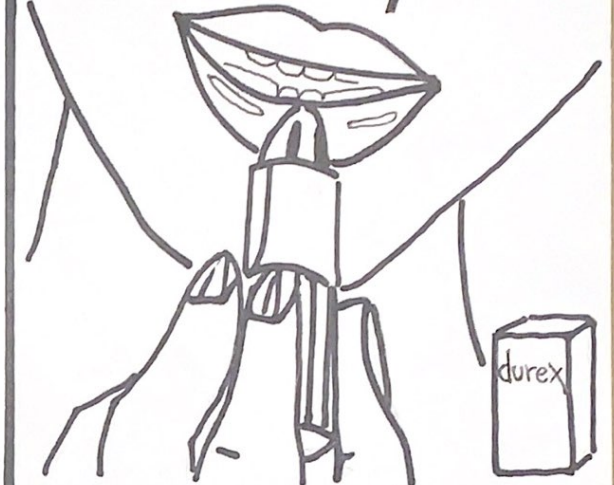


Enjoying it in bed

WEEK 2

CONTINUOUS

Always having one with you



GOOD HABITS DON'T GROW OLD

Insight:

The initial brief was targeting over-50 men having new sexual experiences. The over 50 generation has the steepest incline of STIs of the entire population.

The aim of the campaign is to target them through their son and daughters (millennials). Parents always listen to them and, more importantly, millennials are often more sensible and educated to sexual wellness than their parents. They are also more exposed to advertising than over 50 men.

Idea:

The "Good habits don't grow old" is the main copy of this campaign. The idea is to show that when millennials have the same age as their parents, they will still have the same pleasures (execution 1,3 and 4) or solving problems in the same way (execution 2). This should raise awareness about STIs among the over 50 generation and be an icebreaker in a conversation between millennials and their parents.

Execution:

OOH: Each execution is showing a double meaning related to sexual relationship and using a condom. The main copy "Good habits don't grow old" will have an "accent" (an O shaped as condom) on the O of "old" to emphasise the relationship between condoms and the older generations. Each execution will have an informational copy at the bottom saying:

"The over 50 generation has the steepest incline of STIs of the entire population."

Socials: This campaign will be supported by the hashtags #goodhabitsdontgrowold and #GHDGO when the same execution will be proposed on socials such as Instagram and Twitter by asking the users what they think are other habits that won't change in time.

GOOD HABITS DON'T GROW OLD



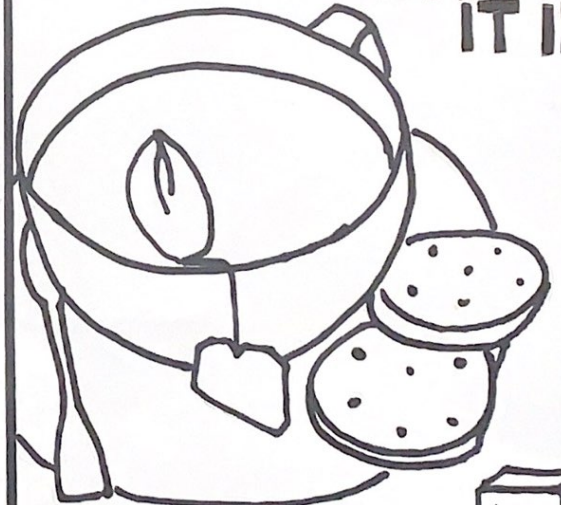
Wearing it



GOOD HABITS DON'T GROW OLD



GOOD HABITS DON'T GROW OLD DIPPING IT IN



GOOD HABITS DON'T GROW OLD



WEEK 3

THE BEHAVIOURS AGENCY

Karndeans Design flooring

Insight: Karndeans, being a luxury vinyl flooring brand, competes against high quality flooring such as wood or stone. However, the vinyl floor can be perceived as a lower quality. How could we fill this gap and make Karndeans vinyl floor stand out against their competitors?

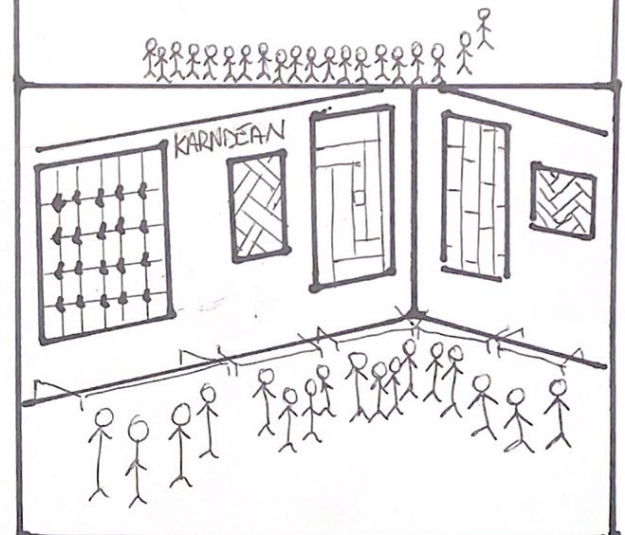
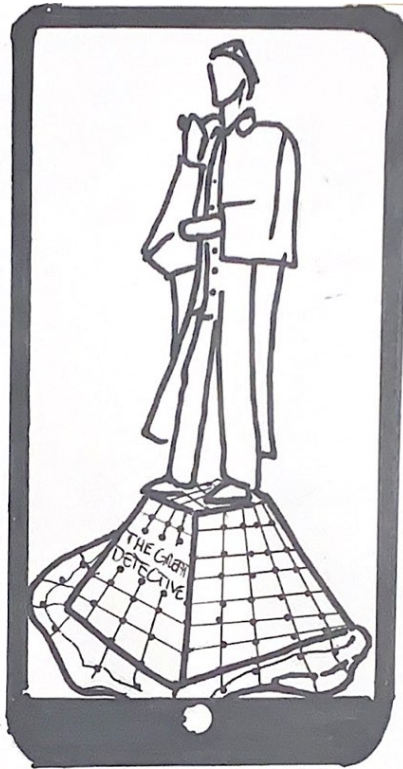
Idea: Karndeans design flooring is art. Art is an evergreen option for people that are trying to renew their house, buying their first one, or express their own identity. The big idea is to make Karndeans floorings the main attraction.

Execution

TV (right column): The first scene shows a long queue outside the TATE museum, but people are queuing for something else: it's a Karndeans flooring shop opening next to the TATE. People are attracted by the new wat to present flooring designs as paints within the shop. The final scene shows a statue of Karndeans's great Dane which stands on a Karndeans floor.

Print (bottom): A double page on an art and design magazine. People, at the Louvre, ignore the Monalisa to admire the Karndeans work, dated 2022.

Social: This execution implies some OOH activity. Karndeans will lay vinyl flooring at the base and nearby the most famous statues in the country (like running paint). Then, we will ask users to take a picture of these and to tag Karndeans accounts. Karndeans will share the most "artistic" ones and among these the picture with the most likes across different socials will win a free flooring by Karndeans.



CHEP X CHEPBUSTERS

When the chep pallets start accumulating across all the warehouses, factories, and supermarkets across the Earth, they start to make group and come alive, turning themselves into gigantic blue pallet monsters (ooh noo!).

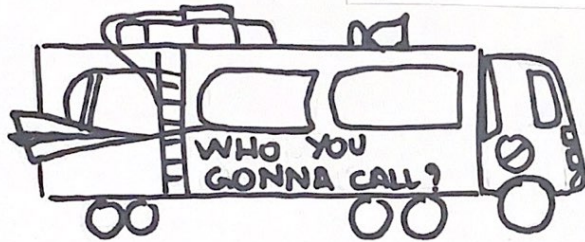
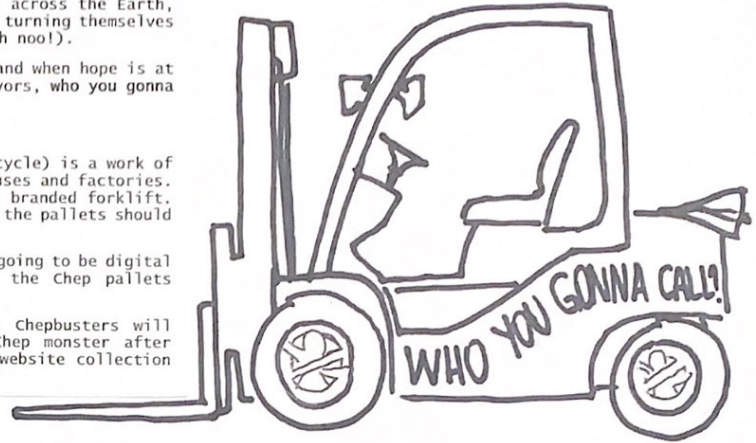
When they begin to take over the globe and when hope is at the all-time low across groups of survivors, who you gonna call? Chepbusters.

Executions

The bottom execution (Chep pallet life cycle) is a work of graffiti to paint on the side of warehouses and factories. At the top right there is a Chepbusters branded forklift. And the van with which they will collect the pallets should be "Chepbusters" branded as well.

In proximity of supermarkets, there are going to be digital OOH videos showing the life cycle of the chep pallets during delivery times.

As physical evidence of this service, Chepbusters will leave a Funko Pop (representing the chep monster after being caught) with a QR code to their website collection page on the back of their head.



CHEP PALLET LIFE CYCLE WHO YOU GONNA CALL?



GIVE US WINGS

DONATE TODAY

Insight: With regards to the target audience, Gen Z are considered to be financially confident. 76% of them were positively impressed by the healthcare workers operated during the pandemic. 36% of Gen Z see themselves as creatives and 19% of them see themselves working in healthcare in future.

From the NWAA website: Most common patient age: 20; most frequented hospital: Manchester hospital; most common incident RTC.

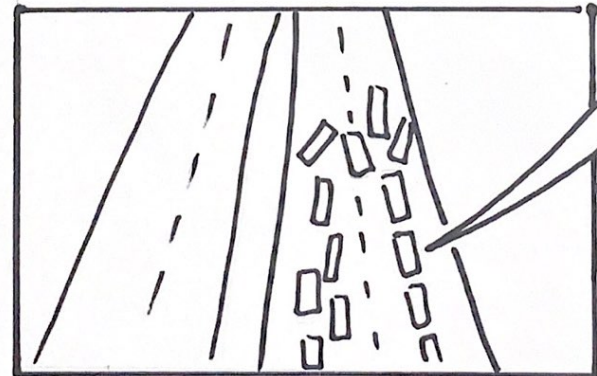
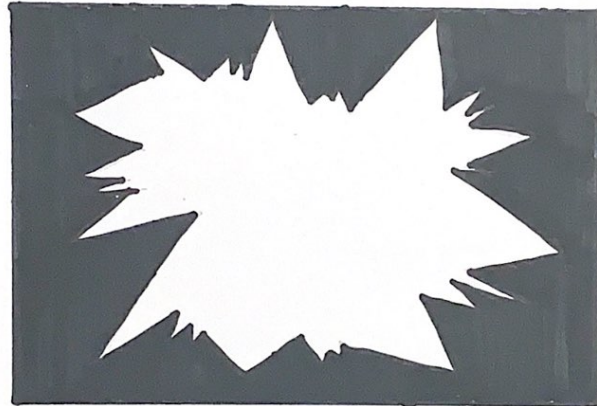
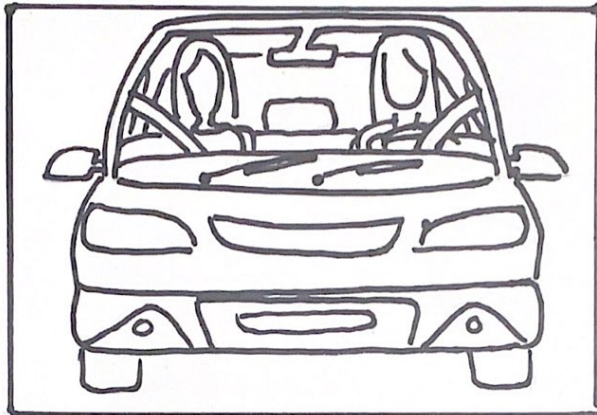
Idea: The campaign lies on the concept of the "Butterfly". First because of the "butterfly effect", where a small action generates a bigger change in future. Secondly, as the butterfly is a symbol of metamorphosis.

Execution

Video content (tv, social reel): there is a car crash on the M62, victims are Gen Z. On a car behind a girl folds a £5 note into a butterfly origami. The butterfly transforms into a helicopter to rescue the victims of the car crash. The final copy will be: "

Give us wings, donate today. A small action today can make a change tomorrow, or sooner."

TikTok challenge: with the campaign NWAA will run a 30-days origami challenge to raise awareness of the need of donation. Each origami will be having wings, starting with the butterfly of the video.



CO
OP



- Choose a goal worth saving for.
- Choose to buy a big television.
- Choose washing machines, cars, a new phone, or the ultimate hair straightener.
- Choose to book that holiday you aren't sure you could afford.
- Choose concerts, restaurants, and independent cafes on Sunday mornings.
- Choose whether to have a night in and to cook for the whole family,
- or a big night out with your friends.

- Choose please and thank you.

- Choose good health, low cholesterol, and to chase your dreams.
- Choose your wedding dress, and a new house to raise a family in.
- Choose to recycle for a better planet and to support local and independent businesses.
- Choose your future. Choose to live the way you want, and not to compromise.
- How could you do all of this?
- Just choose Co-op. Choose the Honest Value range.

Idea: Choose Co-op. Choose Honest Value range. The main idea of the campaign is giving Co-op customers a reason to start saving. Along the lines of "Choose life" from Trainspotting, we want to motivate customers and tell them **not to compromise**, from daily pleasures to more important once. They can do so by start buying and using the Honest Value range of products by Co-op. By so doing, they will save money but not on the quality of the products and so of their lives.

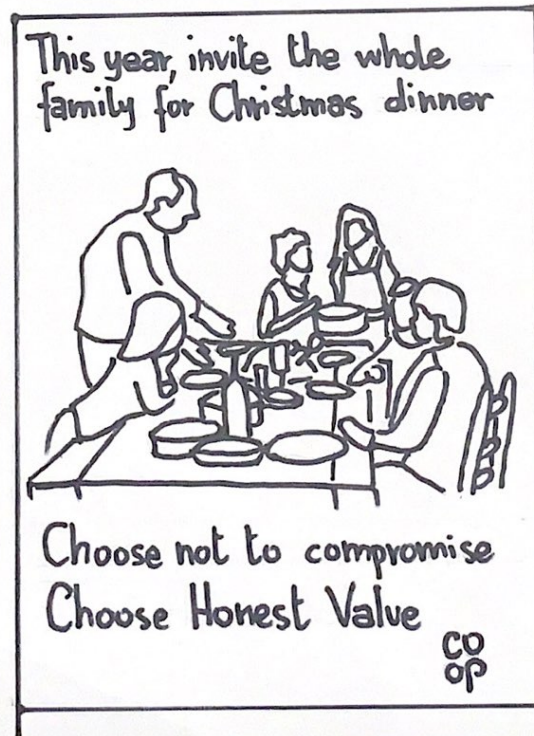
Execution

TV, Radio (down-left): The long copy of the ad is the manifesto of this campaign. The TV version will show a couple's normal day, from waking up together, going to work and stopping by Co-op before coming back home and enjoy each other company.

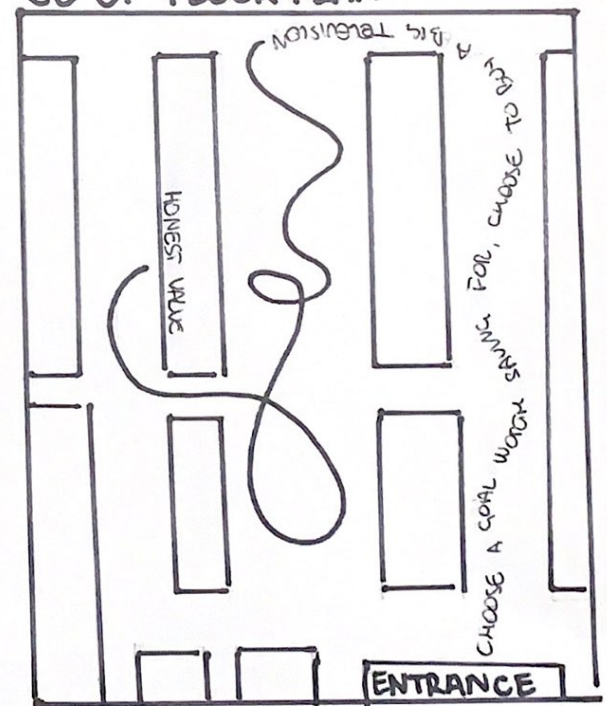
Digital OOH, Social (down-centre): following the trend of the main idea, we want to show the benefit of not compromising, and so being able to invite more people to a Christmas dinner by choosing Honest Value products.

Merchandise (top-centre): Tote bags with motivational lines from the copy will be sold in Co-op to support the sustainable choices of their consumers.

In-store (down-right): the long copy will be printed to the floor of the Co-op shops for two reasons: the first one is to remind them of the existence of the Honest Value range of products; the second one is because Honest Value products seem to be almost hidden on the shelves, in fact, the copy will end in front of the shelf with the Honest Value products.



CO-OP FLOOR PLAN



Dunelm

Insight: With regards to the millennials' media consumption, we could notice two focus points:

1. The most consumed media for 77% of them is Gaming.
2. The second most common media consumption is stream TV (36%).

Creative platform: *Heatmen. Spot the heat.*

With the above two considerations in mind, the idea will focus on interactivity and live streaming platforms.

Campaign summary: The idea is to gamify the experience consumers have with the Dunelm Cosy range of products. The goal is making them associate the concept of free warmth and Dunelm Cosy products, and to increase awareness of alternative ways to save on bills.

HEATMEN

SPOT THE HEAT



Mini Channel Strategies

Experiential: As interactivity is a core focus of the campaign, we had to find a way to make consumers engage with the brand in a gamified way.

Tactic: Heatmen - A gaming experience.

Location: Shopping centres (Arndale) - living rooms set up within with actors making use of Dunelm Cosy range products: hot water bottles, thermal blankets, and cosy dressing gowns.

Outside we will ask couples to partake to our challenge.

1. Asking players which product consumes the most per hour (as Dunelm shows this data online on their product).
2. Players will compete for the products you will be able to get right (or very close to).
3. One player will wear a thermal camera on them and go into the mall. The goal is to find actors wearing hot water bottles under their clothes around the shopping centre or actors using other Dunelm products in the setup living rooms (10 minutes time).
4. **Outside:** only the second player can see the images of the thermal camera (but not real colours images) and will have to radio communicate with the inside player to spot sources of heat and get the most points.
5. Passed 10 minutes - if a certain score is obtained, they will win some Dunelm products.

OOH: A big screen outside the shopping centre will be used to show the images of inside to the second player and to people passing by.

Social: In order to keep consistency within the strategy, the whole experience will be shown on live platforms.

Tactic: Twitch and YouTube for live images of the game. Instagram live stories for a report each amount, of hours of the whole experience.

Instagram reels and TikTok for short cuts and funniest moments of the whole challenge.

Digital PR: The whole challenge is great content for digital PR campaigns.

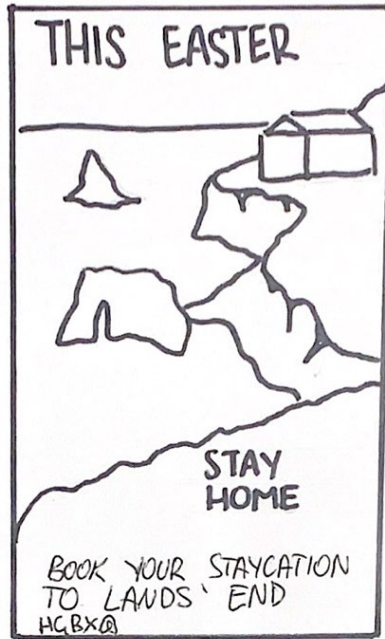
Reactive: the thermal camera view of hot water bottles below people's clothes could be used to reach to a variety of news, such as: a cosy Cristiano Ronaldo benching and not playing for Manchester United. Liz Truss who was "just trying to keep the seat warm". It could also be the platform for any sort of disagreement between two entities, as the Heatmen game would eventually generate some communication issues.



X



airbnb



Creative platform: This Bank Holiday stay home. This idea lies on the partnership of Heritage Great Britain and Airbnb. We want to tell people to enjoy a staycation in a comfy way, just like they were home.

Execution

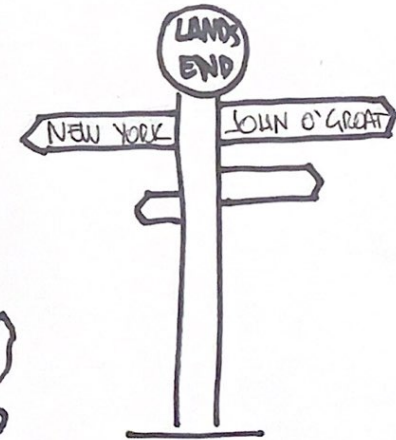
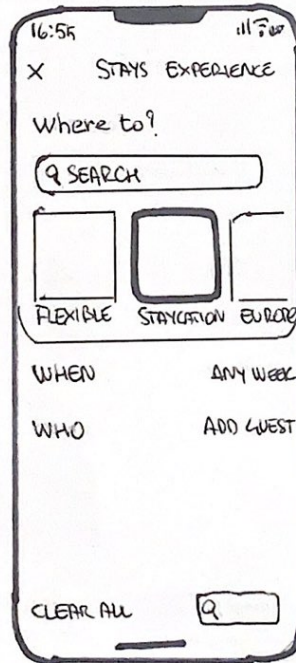
Dreaming: OOH, Socials (top). The ads are representing some British landmarks with a house (ideally like a terraced house) dropped by the sky and relocated on the very edge of each landmark. Showing that staying home looks quite good!

Planning: Partnership. This phase will be covered by a partnership with Airbnb. People should associate the Airbnb logo to the usual "holiday plan".

Booking: In-app. As it is possible to see from the screenshot of Airbnb main search page, we will add a staycation tab for the Heritage Great Britain locations.

Experience: Physical evidence. By booking, each user will receive home a 3D map to point to the wall in which they can in turn pin in the direction post of each of these locations (received after booking).

Advocacy: Social (UGC). The HGB customers will be automatically given a discount on Airbnb if they complete the 5 landmarks within a year by posting a video of their map filled with the 5 direction posts. Also, for each direction post collected they will be able to compete to a free weekend in these landmarks by sharing a video of them during their staycation.



Knect

Insight: We have found a collection of comments online of women on menopause anonymously commenting their sexual life. What we found is that at the same age, answers can still be the opposite.

Idea: We want to re-collect these comments before the campaign and ask women if they also use lube, and then compare the comments of women using lube and women not using it.

The main idea is to give importance to sexual life in menopausal women. "Grasp the importance" is our way to open the eyes of women that are just giving up on sex as they can't find the way to enjoy it. They will be able to do so by "grasping" the difference between the two comments.

Execution

OOH: the below execution works as OOH and digital OOH. We would like to show different couples of comments that we collected.

We also want to give the chance to add more comments. With anonymous submission of their sexual lives in menopause, women will increase the awareness of the cause.

Print: given the nature of the idea (a comparison of a positive menopausal sexual life vs a negative one), this execution would work perfectly in a double page print ad in magazines targeting the same audience.

For a better understanding of the scalability of this campaign, these are other comments that we found interesting that could work for the same purpose:

"My period turned off like a faucet at age 44, and I was thrilled. What I did not realize was that with menopause would come awful." Age 49

"Sex is so much better than in my 20s. I am able to orgasm, I'm not afraid to ask for what I want and I look after my body. I am finally putting myself before my kids." Age: 49

"I have sex about five times a week with my hubby. Quickies and everyone ends up happy." Age: 50

"I now have the sex I want instead of thinking how I (it) looks. My partner is thrilled AF about it." Age: 50

"I have great, mind-blowing sex at 51! Maybe not every day, but every week." Age: 51

"Done with it." Age: 51

"I love sex! Thing is, I have no one to have it with, except myself." Age: 53

"I have it. A lot." Age: 53

"I wish I had more sex!" Age: 55

"Sex is fun! Unfortunately, it's been too long since I've had it." Age: 55

"Desire has left the building." Age: 56

"It was fun while it lasted." Age: 57

"Sex is so much better with age and body acceptance." Age: 57

"My husband completely understands that sex just isn't going to happen cause this old lady is dried up and it's painful." Age: 58

"Do we have sex a lot? No, but I must say when we do, it is still very good. I'm faced with the ongoing challenge of dryness (it's ridiculous) but do my best to grease up!" Age 65

We asked menopausal women to talk about their sex life*

"I'm not having it because it is a nightmare. I miss it."

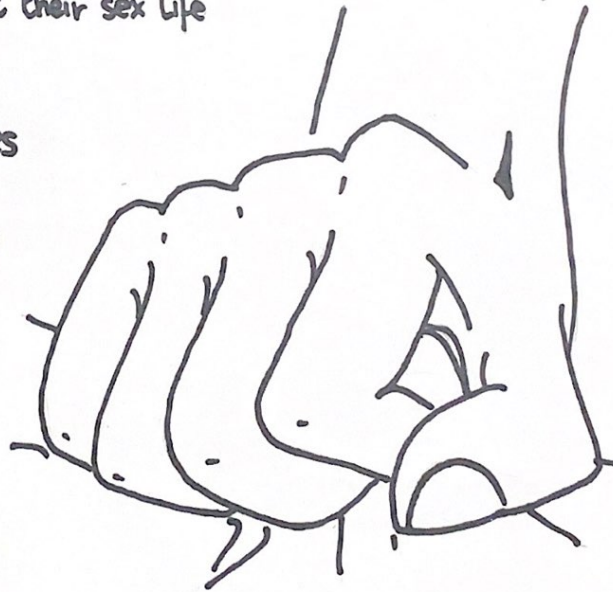
Age 57



"My husband takes me on his business trips. He calls me his 'road sugar.'"

Age 57

GRASP THE IMPORTANCE



*Add yours

skin proud

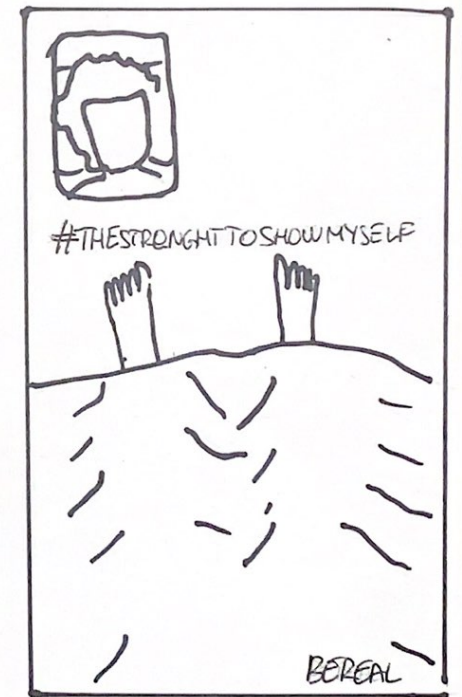
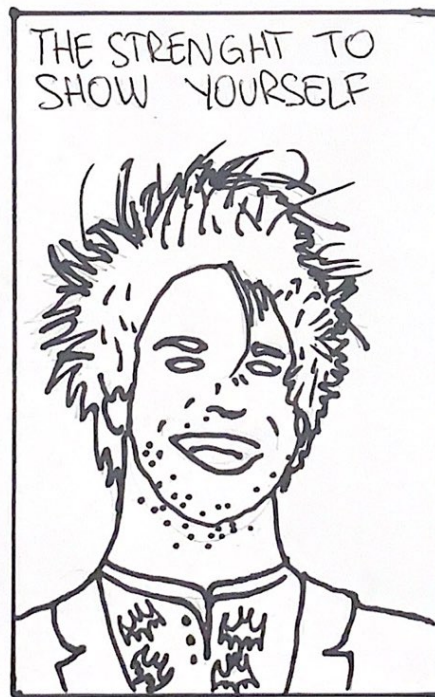
Idea: "The strength to show yourself". There are moments in which we definitely feel "not presentable" for the way we look. Chances are that is because we haven't been hiding our little imperfections, which make us unique. The campaign will show moments in which we should not feel afraid to show ourselves and to be proud of the way we look despite each situation.

Execution

OOH, Print: The first three portraits below showing some stereotypical moments in which people can show their true self. For instance, when we forgot to take our rolls off our hair, or maybe we forgot to brush it completely before going to work. Another extreme situation could be when we forget our pjs below our suits. The third one is showing a nurse taking off her face mask, not being afraid to show her true self, despite the

skin imperfections due to the skin. In all this cases we have the only choice to be proud of our skin.

Socials: With regards to the social platform, we thought that BeReal is the perfect medium to expand our thought. Through a cross channel campaign, users will be invited to show their BeReal on Instagram or other socials with the hashtag #thestrengthtoshowmyself.



Idea

When we were kids, we did not have any bad sleep, we weren't concerned about waking up tired either. The best way to remember this past time is having your mom telling you to go to bed.

The idea is also to give a heavy northern accent to the characters with Peter Kay acting for the voiceover, as the north is considered friendlier than the south. By doing so we would associate Calm to a mom of the north concerned about your sleep.



Week 11 – Audio Always

Execution

40 seconds radio ad. Play the ad by clicking here:



Or use a WeTransfer link: <https://we.tl/t-IHNsi2jAeJ>

Kid voice	One sheep, two sheep, three sheep...
<i>ASMR</i>	<i>Soft snoring of the kid in the background</i>
Mom	You're going to get a good quality night sleep, luv? I can tell you're paggered, you have been mudding all day! You know, 36%of adults in the UK struggle to fall asleep at least once a week. This will affect your mental and physical health.
Voiceover	We all know moms are always right. Not getting enough good quality sleep affects your mood and reduces your focus. Calm – The app – helps you improving your sleep and to be the better version of yourself. And, as mom used to tell you:
Mom	Go to bed son!
Voiceover	Calm – Get it downloaded

COFFEE

4 Craig

Idea. The campaign is based on the idea of **selling hope**, and so we focused on showing a simple example of hope (How to hope 101). It was important to us to show how hope is an endless force that despite sometimes we give up on the best intentions, there is always hope. This is because the target audience is described as **sofa supporters**, meaning that they just need a reminder of how good they can do even if they haven't been proactive recently, and **active fundraisers** that will eventually find more inspiration in the ad.

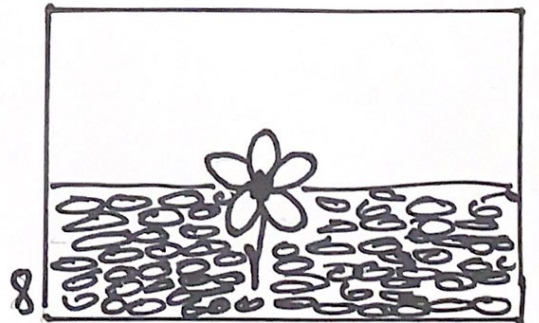
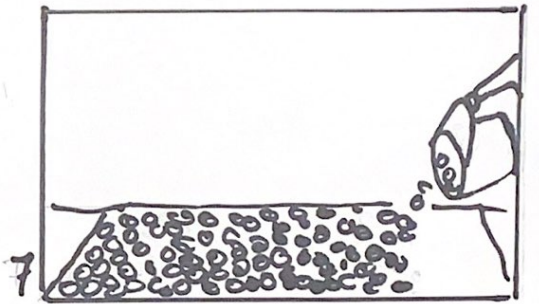
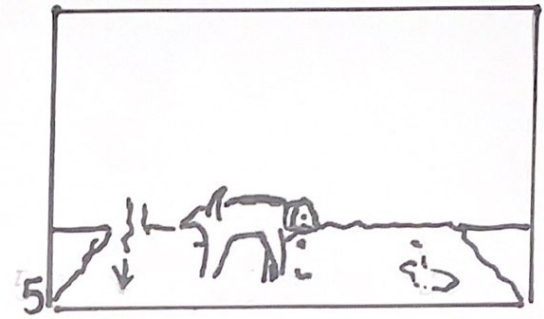
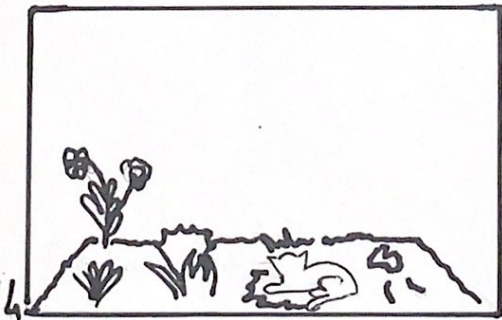
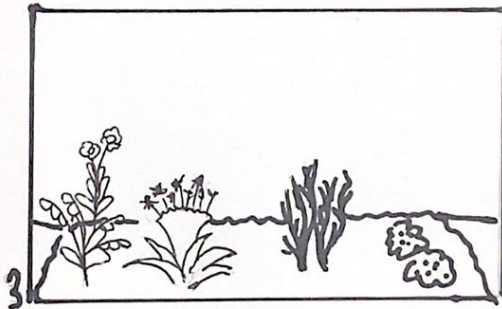
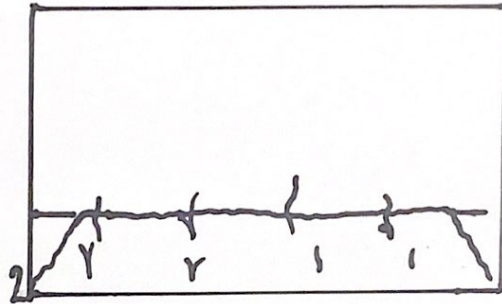
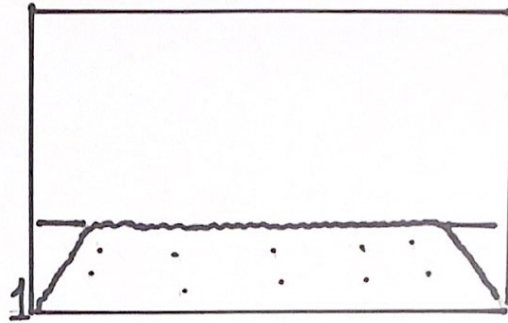
Execution

Video: The 30 seconds social spot shows the life of a back garden, like many of us we tried to grow our own and often without much success. Nature, however, is the ultimate source of hope, and with the final copy "there is always hope in life" we invite people to donate hope to Manchester, our city, often neglected like a back garden. The final flower is meant to be a forget me not flower.

Full copy:

1. Hope is the feeling of expectation and desire of a particular thing to happen.
2. It gives us a comforting feeling of being proud of ourselves.
3. Especially when these expectations come to life.
4. Even if there are moments in which we feel hopeless.
5. And we think that changing our ideas will make us feel better.
6. At the end, adversities in life only make our hope last longer.
7. And we can't simply let bygones be bygones.
8. Why? Because there is always hope in life.

Donate to Coffe4craig - Donate hope to Manchester



cinch

Insight: Targeting new buyers, meaning people that haven't done (more than once) it in the past are more likely to use an online service. Younger generations are also more inclined to use online services.

We thought to target ITV1 as it covers a large audience of family, new family among these.

These people might be busier as they are first experiencing new houses, new family etc.

We want to make their life easier.

Idea: Cinch - A piece of cake.

ITV partnership with: Gordon, Gino & Fred.

The bond between the three characters is undeniable. The constant banter between them accompanies their adventures back and forth around the world, tasting the best food and showing how the simplest things are the best and the most enjoyable ones.

Execution

TV:

Gordon Gino and Fred are in Gordon Ramsey family castle. Gordon Ramsey is cooking a beef wellington.

Gordon: Great things in life do not have to be as hard as a beef wellington.

Gino: Just like pizza, it's great as it is, no need for pineapple on it

Fred: or like a BBQ on the beach, Gordon, right? No need for some extra sand as a topping!

Gordon: Yes, not exactly what I meant, but I must admit that those make my point.

Gino: What did you mean then? A fish and chips?

Fred interrupts

Fred: buying a car it's complicated for instance, just like Gordon's menu in his restaurants.

Gordon: Well, now you can buy a car online and get it delivered in 3 days to your doorstep. They delivery it like pizza mate. If Gino, our pizza boy, can do it then everyone can.

Gino: If I am your pizza boy, I will put pineapple on yours Gordon. And I make sure they'll send you a carriage.

Fred: Yes Gordon, they will send you a pizza you paid for the price of a car, simple things are hard to find, that's why they are so good.

Gino and Fred are Laughing

Gordon: Not quite lads, they will drive it to your house and if you are not happy with it, you'll have your money back in 14 days - guaranteed.

Gino: What are you talking about? Seriously?

Gordon: Of course, literally, they cinch it. A piece of cake.

Gino: I am buying a car now and I will get it delivered here - just so you know, I'm spending three more days here in your castle. Done.

Fred and Gino keep Laughing while Gordon Looks Like giving up on those two.

Voiceover: Cinch cars - A piece of cake.

Socials:

Gino and Fred are taking over social accounts and pranking Gordon for three days until the car arrives.

To ask on Instagram stories (in a split view) what pranks they should play on Gordon in order to win a car delivered to their house in the next 3 days.