

Nathan Bickerton

School of Thought 2022



This is my final submission for School of Thought 2022. Over the last three months I have lost my mind, sleep, and hair crafting these ideas. I also pitched from 6 cities across 2 countries, so I really hope what you see makes you say OMG, LOL, WTF, and everything in-between.

Jason's Great British Breadswap

Client: Jason's Sourdough
Audience: 28 - 45 year olds
Media: Integrated
The ask: Convince our target audience that Jason's sourdough should be their new everyday bread upgrade.

Proposition: A different dough that makes every day delicious
Idea: Hijack the next series of Great British Bake-off with Great British Bread Swap. Shoppers can swap any bread loaf for a loaf of Jason's Sourdough. Mary Cherry and Saul Hollywood (lookalikes) promote the health & taste benefits of swapping to sourdough.

OOH / AMBIENT:

The bread swap van tours UK regions during next series of bake-off and stop in supermarket car parks. As shoppers head to their cars with their shopping, Jason's Sourdough offer to swap any loaf of bread for a loaf of sourdough.



SOCIAL MEDIA VIDEO:

Mary Cherry and Saul Hollywood, lookalikes of the iconic bake-off duo, appear in a 20 second video clip promoting The Great British Bread Swap and the tastiness and health benefits of Jason's sourdough.

RADIO:

Mary Cherry and Saul Hollywood - Voice actors continue the character development and promote the vans whereabouts on local regional radio stations using geographically tailored versions of the radio ads.

DIGITAL PR:

Begin outreaching national, lifestyle, food, and retail publications with a holistic angle, including the van & its mission and journey around the country, the ties to GBBO and the lookalike content. Then outreach regional angles to the relevant regional publications at each stop along the vans journey. All pitches include a link to Jason's site and full range of campaign assets.

Open with bake-off theme. 🎵

MC: Big News [Place Name] Jason's Great British Bakeoff is coming to town!

SH: That's right Mary, this [Day, Date] Jason's sourdough are offering shoppers at [Supermarket Name] the chance to swap any loaf of bread for a fresh loaf of their famous sourdough bread.

MC: Oh that's tremendous news for the people of [Place Name]. If your bread life is feeling stale, make every day delicious by participating in the Great British Bread Swap.

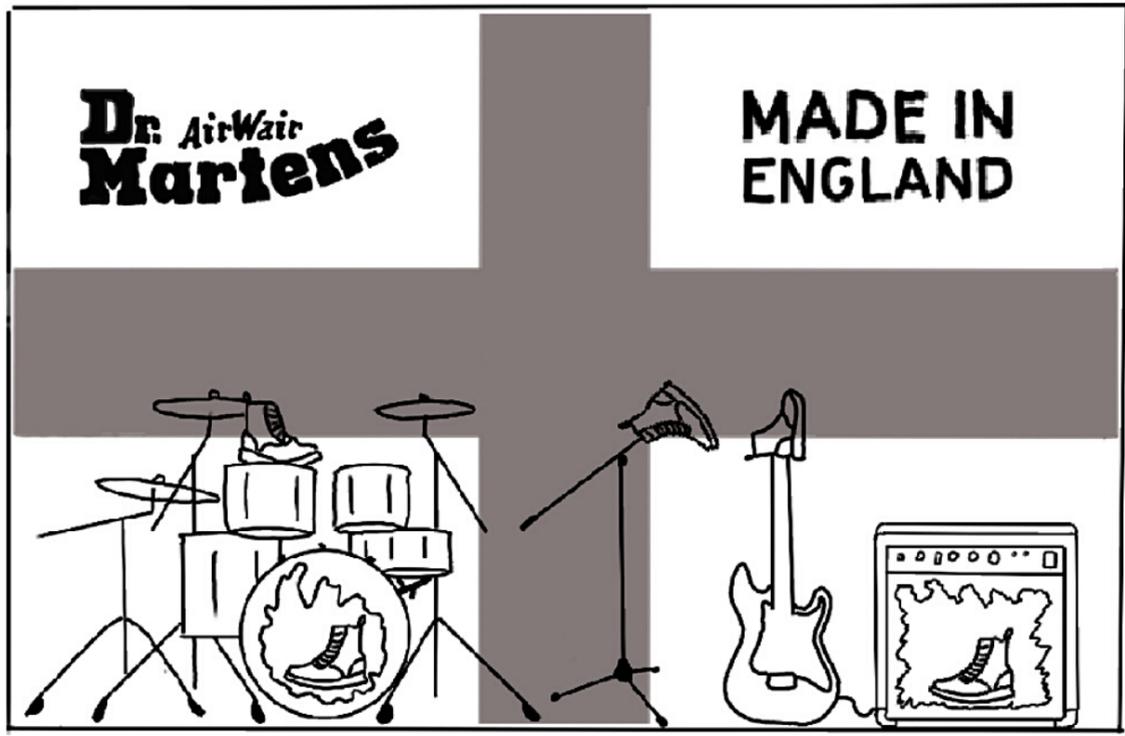
Made in England Distinguishable Worldwide

Client: Dr Martens - Made in England
Audience: Shoppers with a 'mature' sense of style
Media: Retail.. and beyond
The ask: Elevate M.I.E without degrading inline silhouettes

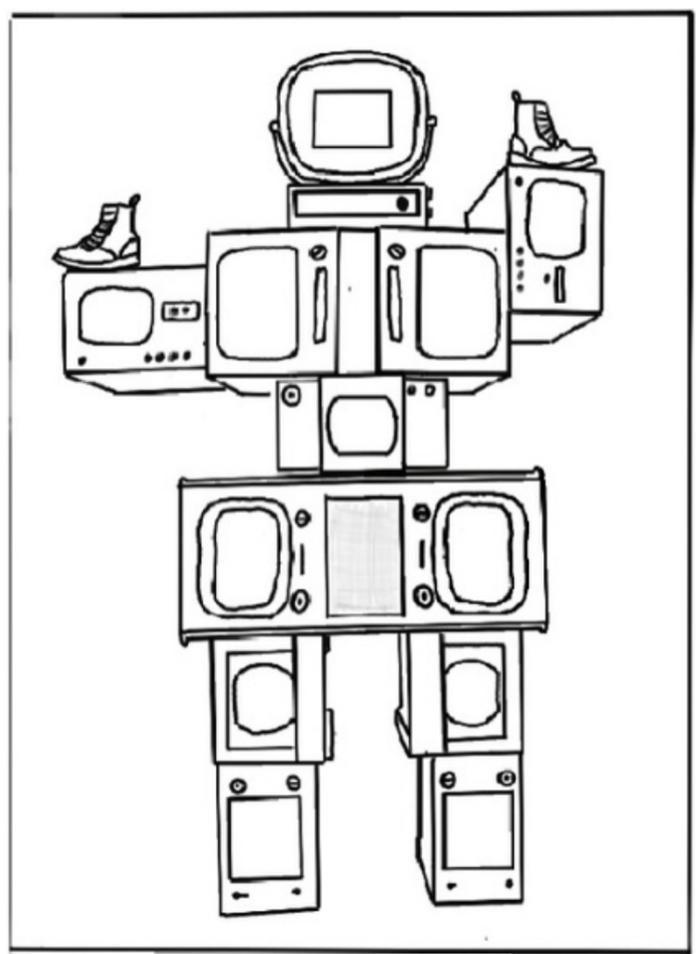
Proposition: Confidence of craft
Idea: Docs are made in England but their cultural impact is worldwide. Music, Art and TV are deeply embedded in the Dr Martens brand. We will celebrate the boot's English heritage using music, art and TV (literally).

WINDOW DISPLAY

Instruments with Docs on/in and England flag backdrop. The red in the England flag is made from Dr Martens signature Cherry Red leather.



INSTORE DISPLAY:
Amplifiers stacked 3x3 painted in St Georges flag with docs inside.



INSTORE EXPERIENTIAL
A robot made out of vintage TVs & Radios with docs in either hands. Inspired by Nam June Paik.



DISPLAY BOOT ACTIVATION:
Attach metal tags to each boot with a QR code on. When scanned, it takes the customer to a landing page detailing the boots heritage and showing the videos from the robot. The landing page also links to a Spotify playlist with songs loved by doc customers over the years.

Each TV shows a film about the heritage and craft of Docs over the years others with cutaways showing iconic & famous Doc wearers through history, e.g., punks, rockers, celebs.

This creates a moment instore and would appear at flagship stores. Great selfie & pic opportunity. Could also be ran as OOH.

Great Escapes, Simplified

Client: Jet2Holidays
Audience: Everyone who likes sunshine & holidays - primarily families and couples.
Media: 3x Print Ads
The ask: Slogan/Strapline/Big Idea

Proposition: Holidays you want to go on again and again and again
Intuition: People book a package holiday for simplicity, they want the most by doing the least.
Idea: Jet2's booking process is six simple steps. Let's emphasise the simplicity Jet2's booking process by comparing it to holiday activities.

PRINT:

Walk the Spanish Steps in 138 steps

Book a romantic weekend in Rome in 6 steps

Walk from the pool to the bar in 23 steps

Book a family week in Spain in 6 steps

Jet2holidays
Great escapes, simplified

**Escaping with Jet2
is so easy we're
banned from flying
to Alcatraz!**

We still operate all around Europe, though.

Jet2holidays
Great escapes, simplified

Jet2holidays
Great escapes, simplified

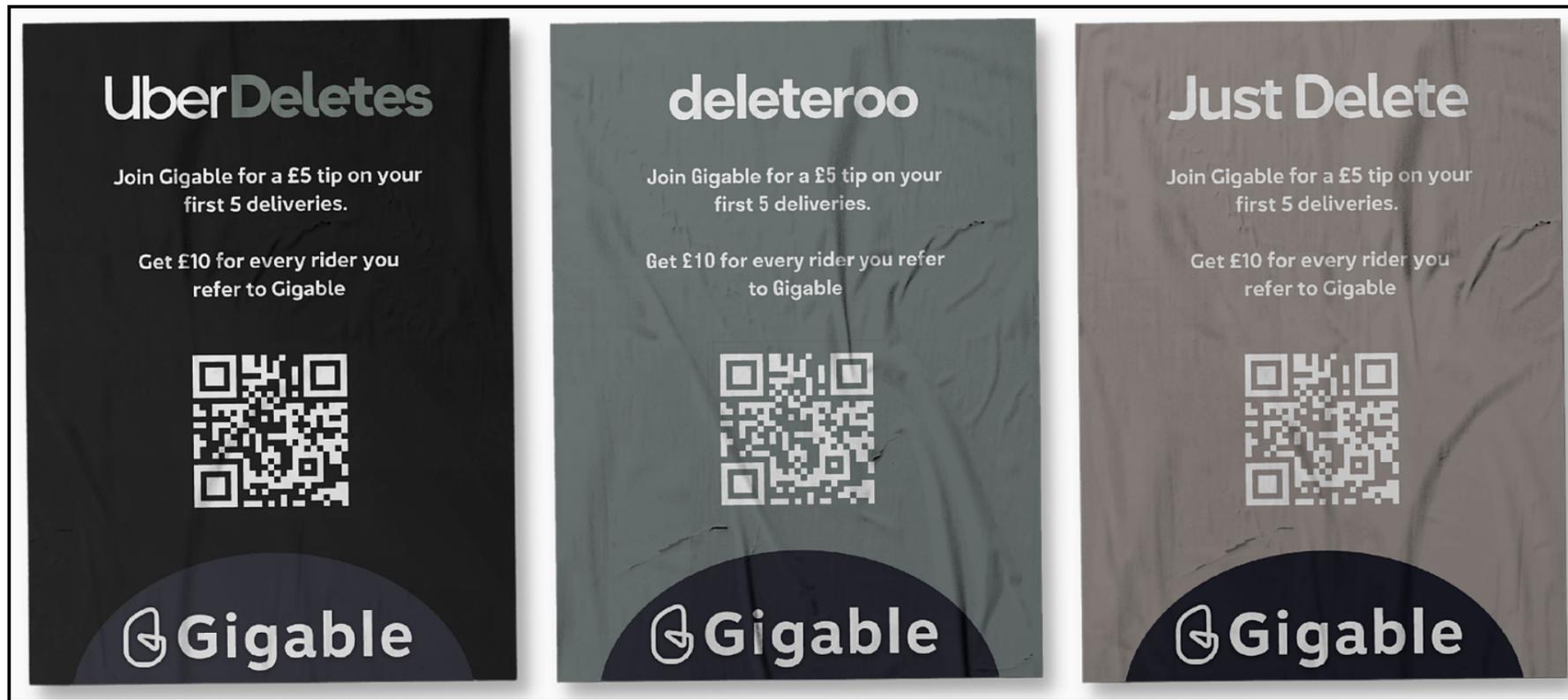
STRAPLINE

Delete the Competition

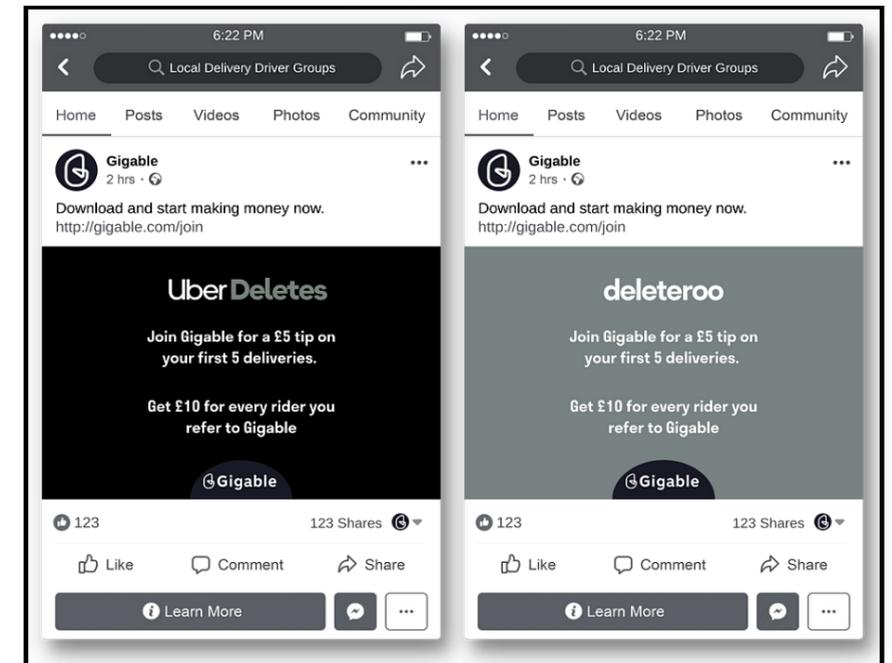
Client: Gigable
Audience: Frustrated OFD drivers / riders.
Media: 3x Posters, OOH & Social Media
The ask: Recruit an army of riders already riding for the competition.

Proposition: Delete your current OFD app and download Gigable.
Insight: Gig workers are motivated by financial returns and flexibility.
Idea: Hijack competitors branding for awareness. Question employee satisfaction. Present an opportunity for greater working flexibility with a financial incentive.

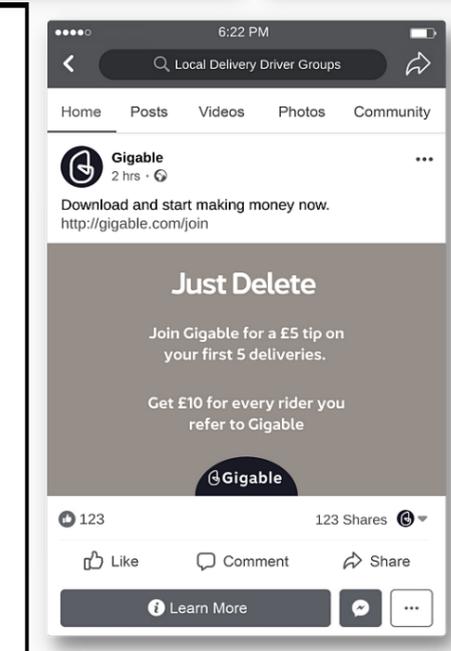
POSTERS: Placed outside restaurants and driver hotspots tempting frustrated OFD drivers to try out Gigable for a financial incentive.



SOCIAL: Seed the offer in local delivery driver facebook groups. Run paid promotions targeting drivers in the specified area.



DIGITAL OOH: Take over the night by driving digital screen vans around delivery restaurant hotspots at peak times.

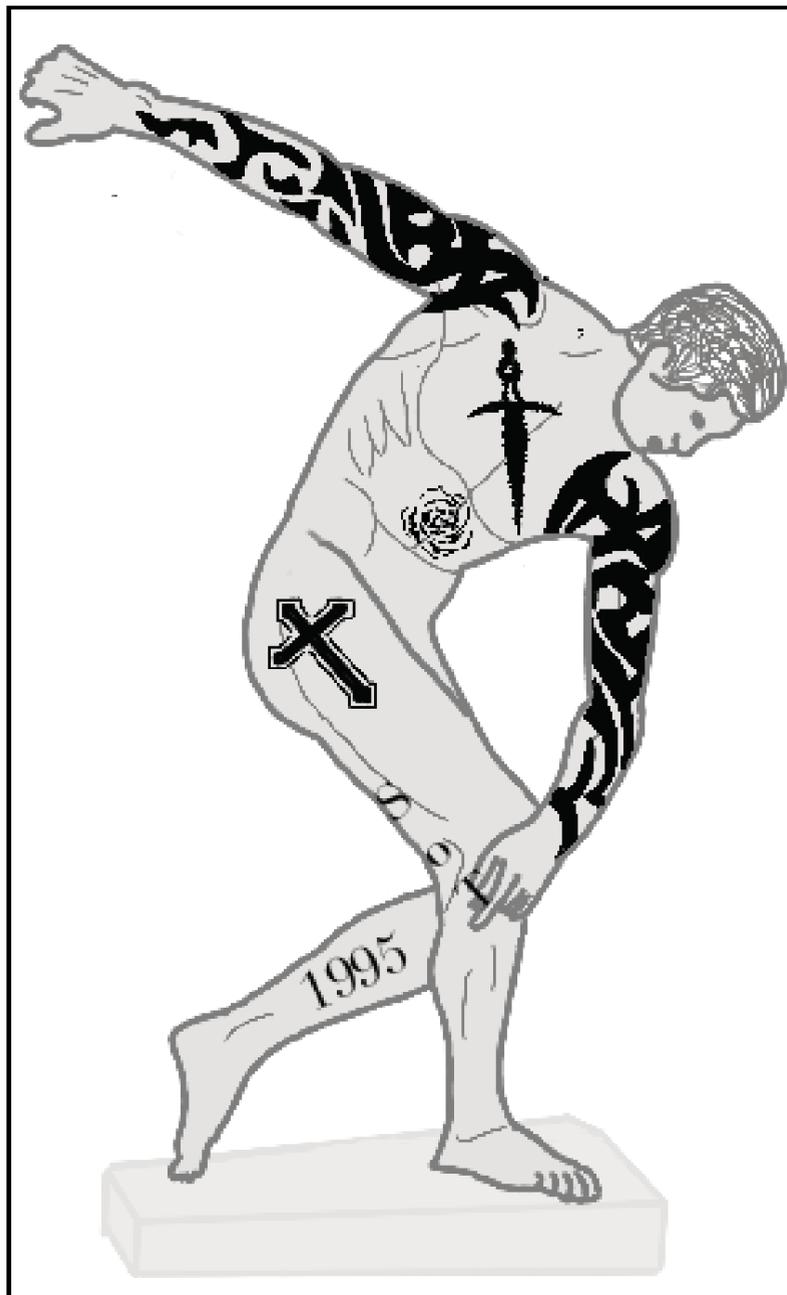


STATTOO

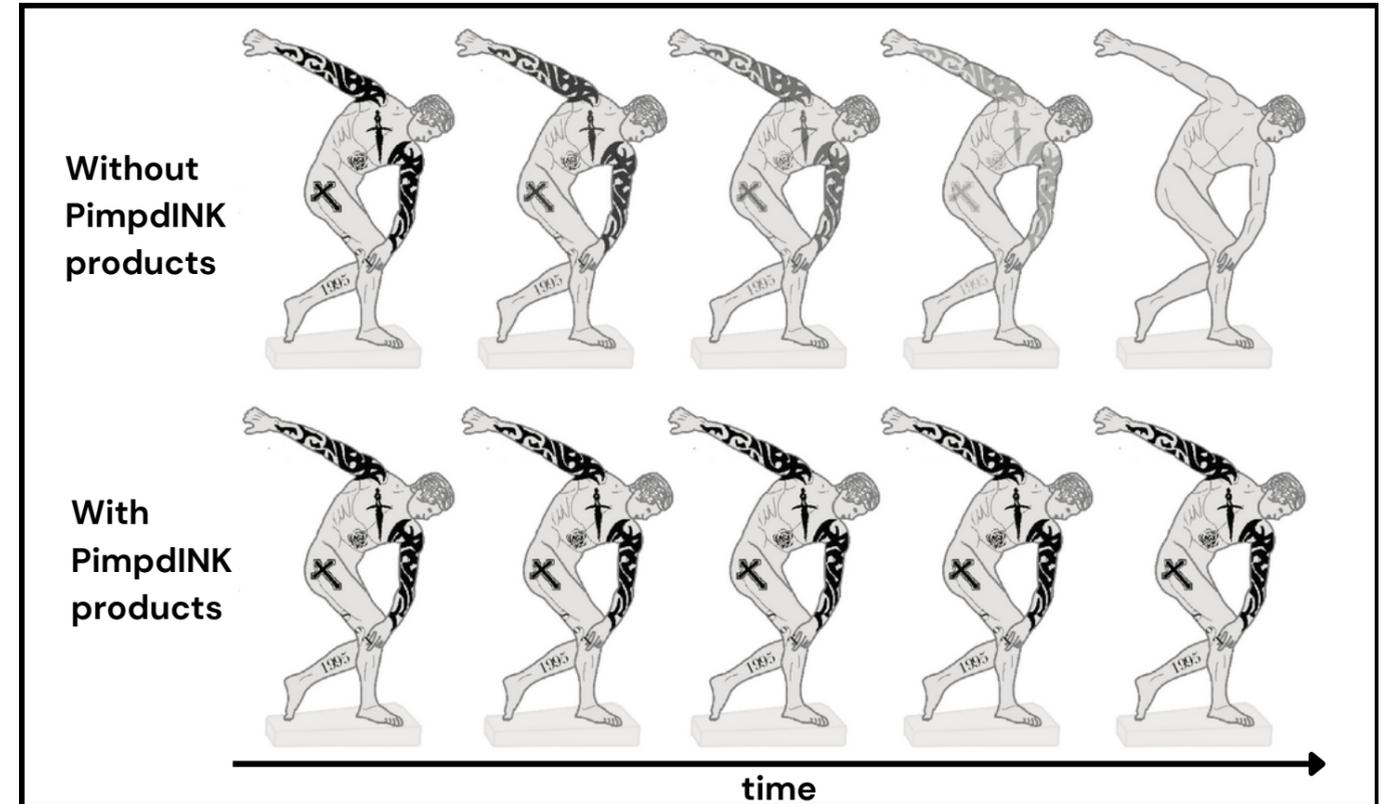
Client: PimpdINK.com
Audience: Anyone with a tattoo
Media: Integrated
The ask: Convince tattoo lovers that they need PimpdINK products to maintain their precious ink.

Proposition: Ink. Fresh as the day it was done.
Idea: Not many things stand the test of time as well as statues. We stick tattoos on famous statues around UK / World to show neglected ink fades while cared for ink lasts.

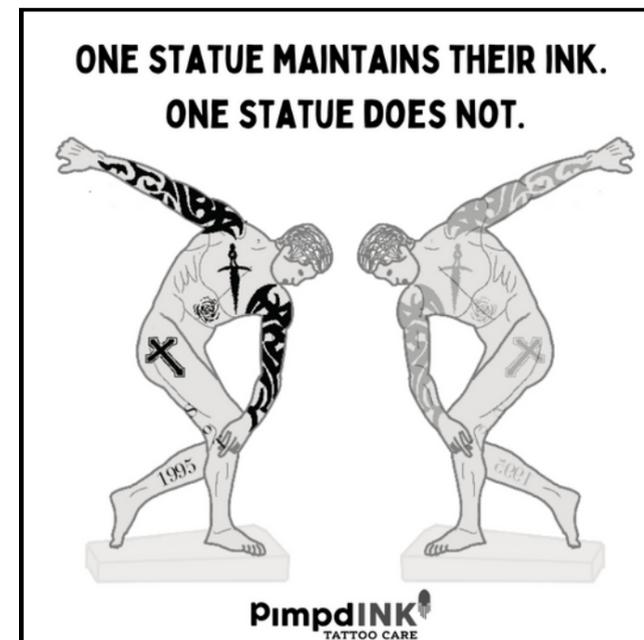
OOH: Put tattoo stickers on famous statues and sculptures around the UK / Europe. Create content of tattooing the statues guerilla style. Have brand ambassadors standing around the bottom of the statues giving out free samples of the products to tatted passers by.



VIDEO: Time-lapse of two tatted statues side by side. One statues tattoos fade while the others stay fresh. The narrator talks about looking after your ink.



SOCIAL: Simple ads showing the tatted statues with some on-brand copy. Use paid to promote these to tattoo fans

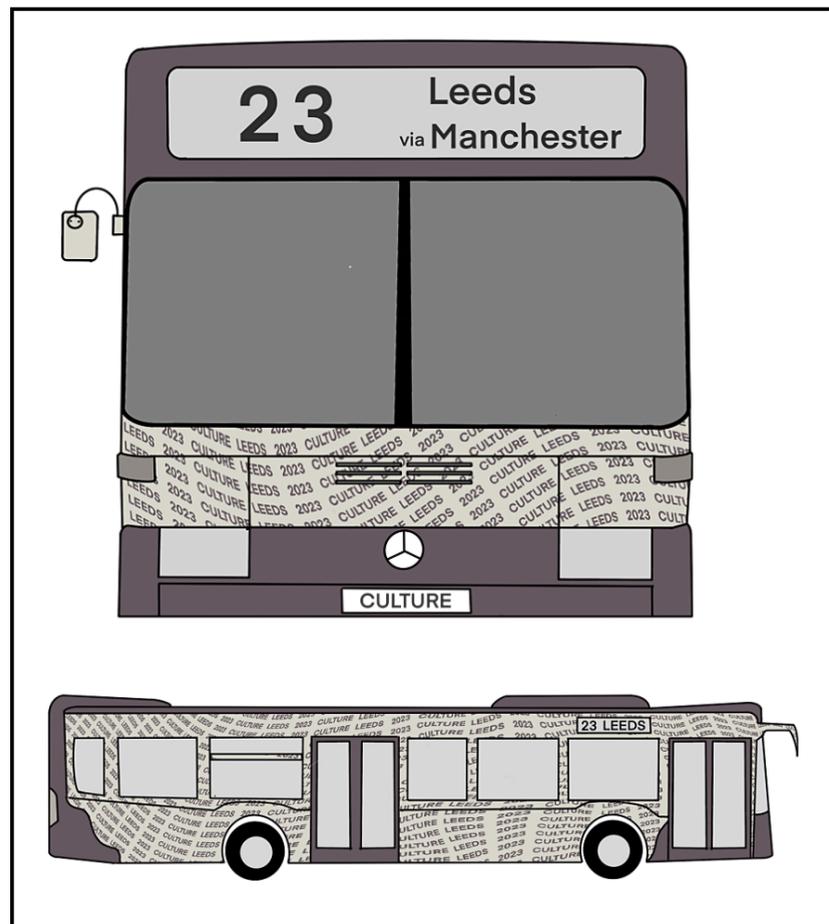


Leeds 23p

Client: Leeds 2023
Audience: Price sensitive consumers living in big cities.
Media: OOH + Stunts + Geo-targeted social
The ask: Plan an eye-catching, inviting campaign in other big cities tempting locals to put Leeds on their agenda

Proposition: Letting Culture Loose In 2023

Idea: Many people enjoy travelling for culture but not many people can afford it - this creates an inclusivity issue. So, let's offer travel to Leeds, entry into events and experiences, and other things like pints and tea-bags all for 23p.



EXPERIENTIAL: Create and wrapt our own number 23 busses to ferry people from big cities directly Leeds. These busses will be stationed at major travel hubs, train stations and bus stations. These could also be parked at high footfall areas in each major city, e.g., Picadilly Gardens, Manchester. Bullring, Birmingham. Liverpool ONE, Liverpool.



OOH: Purchase ad space in travel hubs, like at bus stations and on the barriers at train stations. Plaster these in the iconic yellow and pink branding with a QR code leading to a landing page where consumers can find out more info about the festival & tickets. Also localise the copy.



SOCIAL: Simple localised ads promoting the cheap tickets and festival with a swipe up CTA leading to the landing page with festival and ticket info.

One flick is all it takes

Client: Bumble
Audience: 18 to 36 year old women and men
Media: Integrated
The ask: Get people to understand what makes Bumble relevant and make it their preferred dating app.

Proposition: Love your journey, not their expectation
Insight: On all dating apps, people must flick through many users before finding someone compatible.
Idea: Bumble's user journey involves lot's of thumb flicking. Lot's of couples connect over music taste. Let's weave flick into famous song lyrics.

One flick is all it takes

Fallin' in love with me

OOH: Replacing kiss with flick in famous song lyrics about the journey through different relationship stages:

- Dua Lipa (top) is aimed at the single stage.
- Souja Boy (bottom) aimed at the speaking / loving up stage.
- The Killers (right) is aimed at the break up stage.

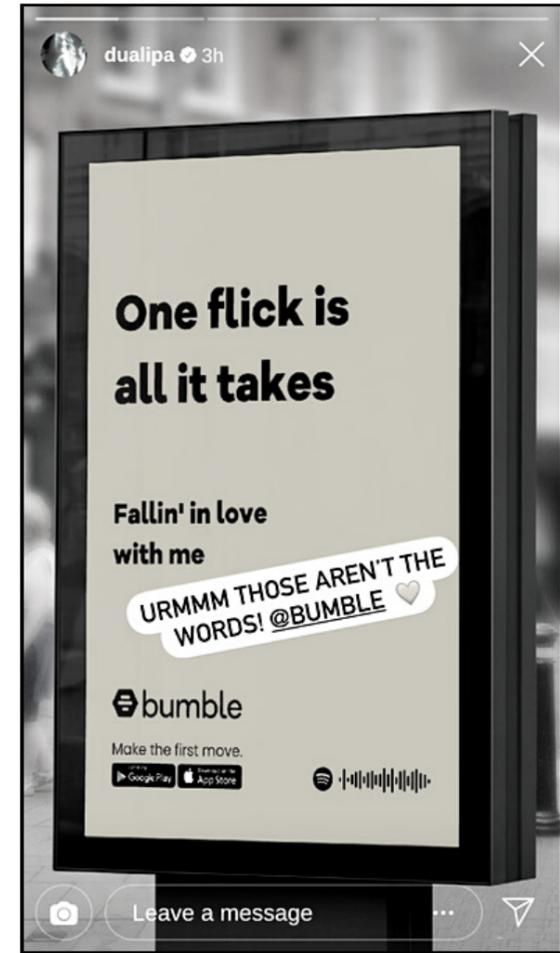
It started out with a flick; how did it end up like this?

It was only a flick; it was only a flick

So, baby, flick me through the phone

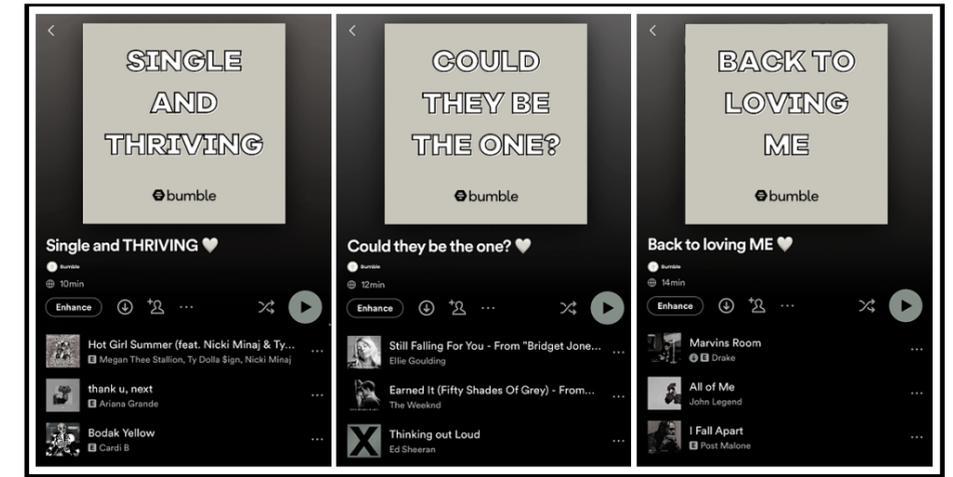
(Flick me through the phone)

I'll see you later on (later on)



INFLUENCER: Get the artists from songs we've used to comment on the campaign via Instagram stories. Using Dua Lipa as an example above. The celebrities comments could then be PR'd to relevant UK publications - tabloids, gossip, showbiz, etc. Example headline:

Dua Lipa shocked by dating app campaign stealing lyrics!



SPOTIFY PLAYLISTS: One playlist for each stage of the dating journey: single, speaking, break-up. The playlists are hosted on Bumble's Spotify account for anyone to access and linked to the OOH by Spotify code.

Are you on the market?
 Searching for a real connection?
 Or searching for a real good time?

Whoever, whatever, you're looking for, it's just one flick away on Bumble.

One flick is all it takes,
 Fallin' in love with me,
 Possibilities,
 Bumble is all you need.

SPOTIFY NON PREMIUM ADS
 15 second advert with a clean female VO and the one kiss instrumental playing low in the background. The instrumental rises in time to catch the beginning of the "one flick is all it takes" jingle. Jingle made to the tune of one kiss. Ad targeted to people listening to single songs.

Word Games

Client: BOOKMARK (Charity)
Audience: Anyone who can volunteer to teach a child to read.
Media: Posters, Direct Mail, Social.
The ask: Low budget, big imagination. Demonstrate how quick and easy changing a child's life can be.

Proposition: Six hours for you. A lifetime for a child.
Idea: Use famous word games to illustrate the statistic that 1 in 4 children leave school unable to read well. All 3 designs ran across all 3 mediums.

POSTERS: Placed in high footfall public areas.

DIRECT MAIL: Posted out to houses in relatively well off areas. QR on the back back and info about signing up.

SOCIAL: Promoted as stories on Instagram and ads on Facebook.

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 O **EVERY** Y
FOUR XAL
 COTNIUE

children leave school
 unable to read well

volunteer 1 hour a week to teach a
 child to read

Bookmark

ONE
 VEE
 FOUR

children leave school
 unable to read well

volunteer 1 hour a week to teach a
 child to read

Bookmark

HELPS STOP
 OPENS KIDS
 DOORS MISSES
 EVERY RING
 OUTS
 FOUR

children leave school
 unable to read well

volunteer 1 hour a week to teach a
 child to read

Bookmark

Ritter Cube

Client: Ritter
Audience: Hedonistic conscious consumers
Media: Integrated
The ask: Come up with a disruptive campaign idea that can cut through the UK chocolate industry.

Proposition: Fair and square.
Insight: Ritter is the only square chocolate bar on the market.
Idea: Boost brand fame by hijacking the worlds most iconic square toy. Make branded Ritter cubes and the worlds first edible Rubiks cube using Ritter Chocolate.

STUNT PRODUCT:

- Ritter branded Rubiks cube.
- Ritter cube - world's first branded edible Rubiks cube.

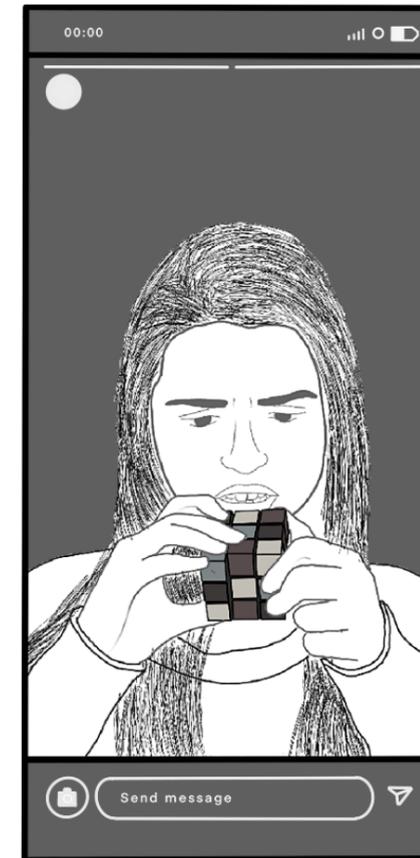
The branded version is available to consumers.
 The edible version is sent to influencers and journalists.

JOURNALIST & INFLUENCER:

Gift a box Journalists at national, lifestyle, and foodie publications. Also gift a box (+fee) to foodie, gaming, and lifestyle influencers, in return for an Instagram Reel shared to grid and/or Tiktok.

Box includes:

- The Ritter Cube - a Ritter branded Rubiks Cube.
- Chocolate Ritter Cube.
- Stop clock built into the lid for filmed solving challenges.
- Multicolour selection of Ritter biscuits.



INFLUENCER:

Have the influencers make video content timing themselves trying to complete the cube puzzle, eating the cube, or having fun with the cube using their own special ways, like VFX, etc.

PR:

Have the selected gifted Journalists at run stories about the world first product and ritter brand.

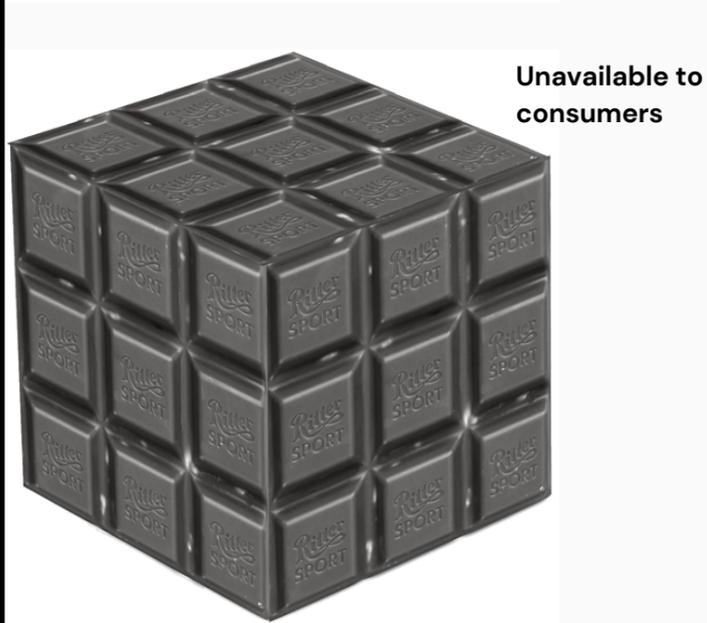
You can now get a chocolate Rubiks cube!

Ritter reveal a Rubiks cube you can eat!

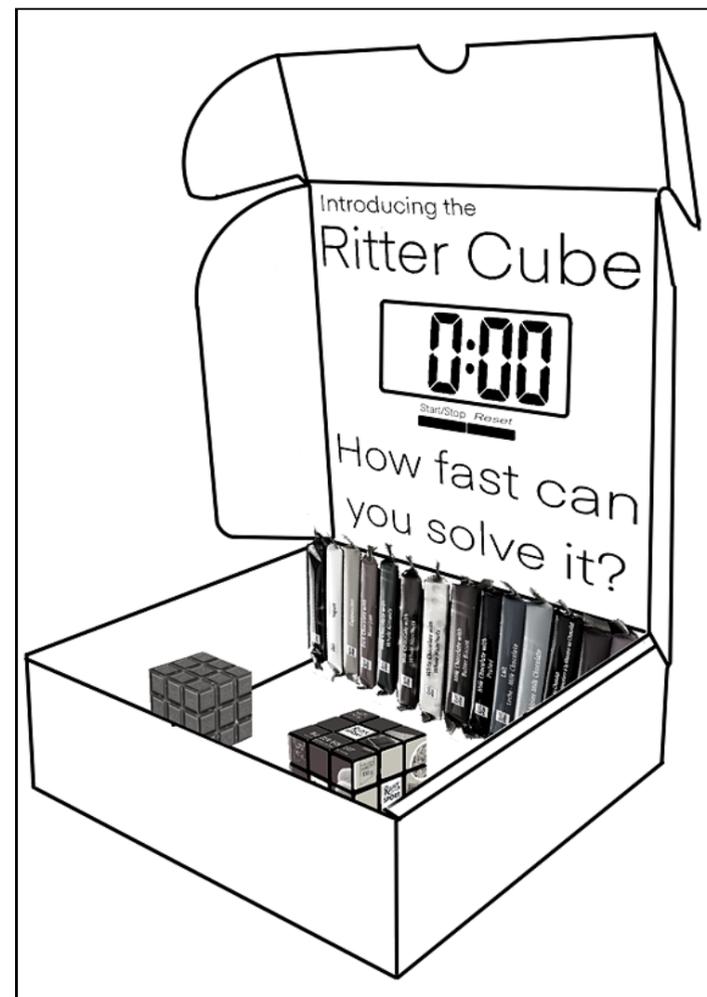
World's first edible branded chocolate Rubiks cube!



Product for consumers



Unavailable to consumers



ON-PRODUCT:

Purchasers of selected Ritter biscuits (or multipacks) will be given the chance to win a Ritter cube. These cubes could also be made available for sale using special POS at selected retailers for the duration of the campaign.

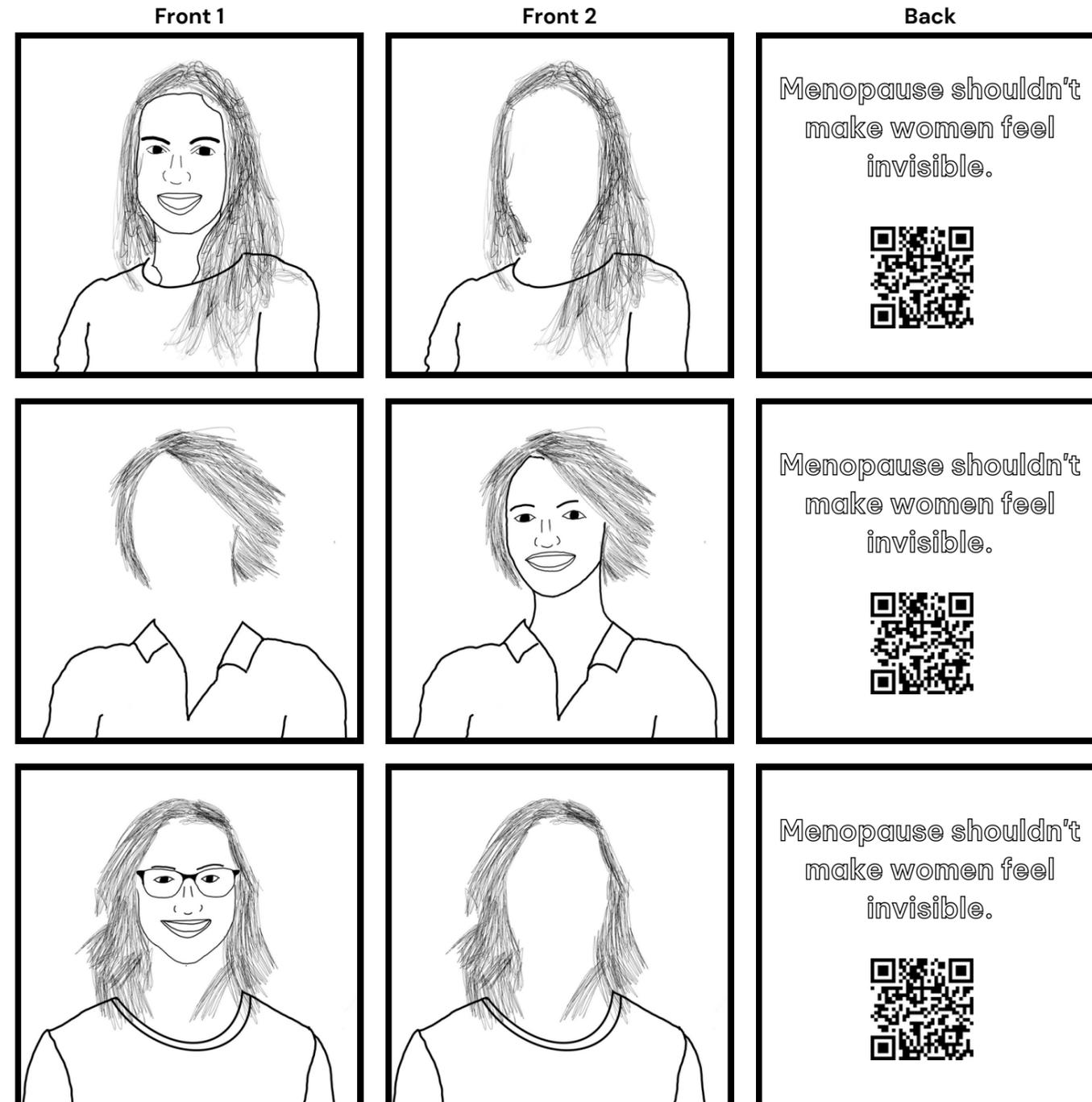


Am I Invisible To You?

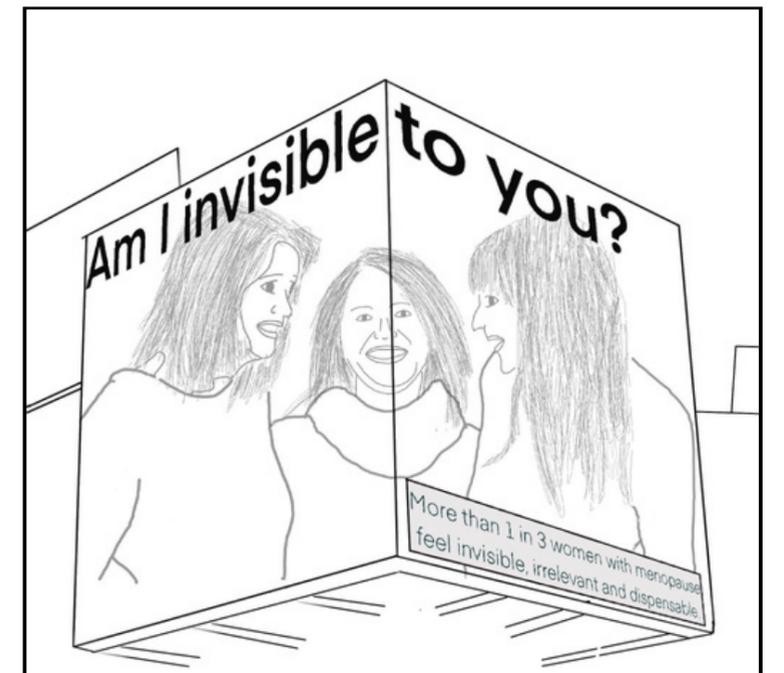
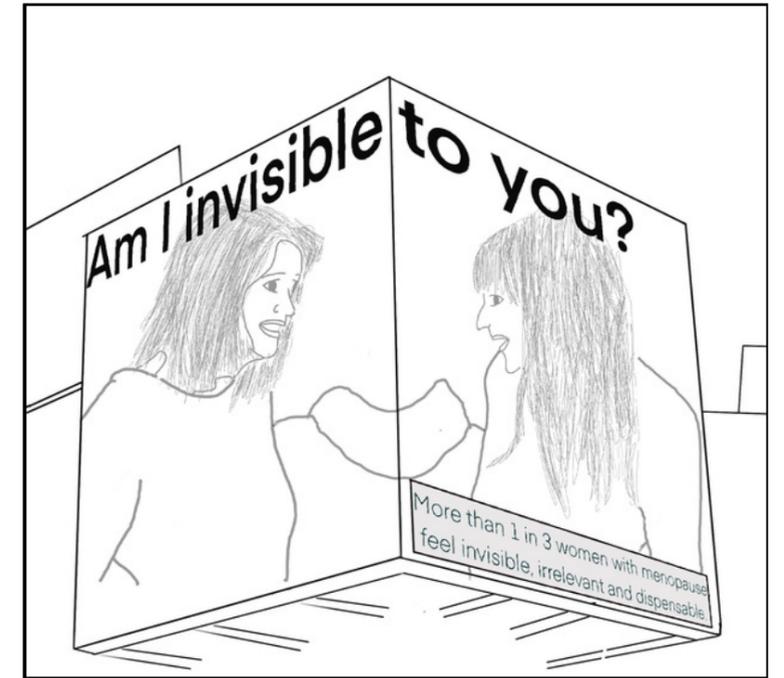
Client: Boots X GenM
Audience: Underserved & Misrepresented Midlifers
Media: Integrated
The ask: Make this invisible audience heard and understood as they were when they were younger

Proposition: With you for life.
Insight: 41% of women with menopause feel invisible, irrelevant and dispensable.
Idea: Make the invisible visible.

DIRECT MAIL: Lenticular printed cards with disappearing women on the front and a QR on the back. The front of these could also be ran as a 3x3 fly posters.



OOH: Fit a digital corner billboard with eye tracking technology. When people aren't looking at the ad the lady in the middle turns invisible. When people look, she fades in and all the women start smiling.



Unlucky Dip

Client: HM Coastguard
Audience: Families visiting the beach over summer.
Media: Integrated
The ask: Reduce off shore incidents by fully equipping adults with water safety information which they can pass down to their kids.

Proposition: Stay in the know and out of trouble
Idea: Everyone's heard of a lucky dip. This idea applies that schema to inform people about unlucky dips and how they can be prevented.

Posters & Flyers:

Place these posters daily at relevant beaches. Also have them freely available as flyers on the counter at local beach shops. Adopt the style of a lottery ticket to inform the audience of tide times & coast guard number.



No Unlucky Dips At Brighton Beach
Tides for
 Thursday 21 July 2022

Tide times

AM 04:55 HIGH TIDE
 AM 11:23 LOW TIDE
 PM 17:38 HIGH TIDE
 PM 10:58 LOW TIDE

Your safety number:
HM COASTGUARD 999

Stay safe by staying informed.
 You don't want an unlucky dip.

Instagram Stories:

Survivors stories. Print survivors stories on a large cheque and have them photographed with it in the style of a lottery winner. They have won the lottery and their prize was life. Geo-target suitable tide information at the correct time.




Unlucky Dip: Brighton Beach
Tide dates
 Thursday 21 July 2022

Tide times

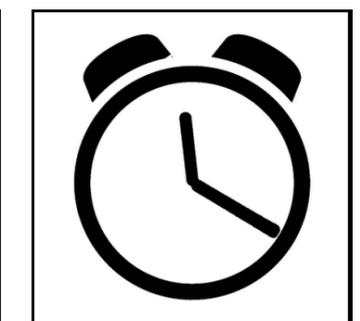
AM 04:55 HIGH TIDE
 AM 11:23 LOW TIDE
 PM 17:38 HIGH TIDE
 PM 10:58 LOW TIDE

Your safety number:
HM COASTGUARD 999

Stay safe by staying informed.
 You don't want an unlucky dip.

Pre-roll ad:

Promoted on Youtube showing end to end search & rescue mission.



Thank you!

That's it.

Every idea I came up with over the last 12 weeks. I hope you enjoyed going through this just as much as I enjoyed putting it together, cheers!



 Nathan Bickerton

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 nathanbickerton.com