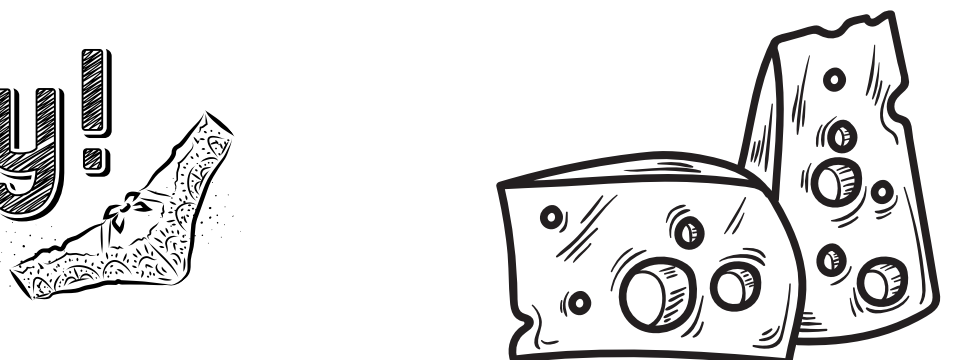


NOW THEN,

I'm Ashley Liddell, aspiring
Content Marketer,

HOPE YOU ENJOY, TA RAH!

Cheddar Is Soooo... Missionary!



Client: Belton Farms
Audience: Cheese Lovers
Proposition: Discover Love at First Bite!
Media: Integrated
Idea: It's time to encourage our audience to be more adventurous this Valentine's Day... with their cheese selection of course! We create comparisons between the different cheese on offer and various sex positions, call out and play on the fact that cheddar should be considered the "safe" or "Missionary" option, and highlight how users can discover love at first bite, with cheese and beyond!

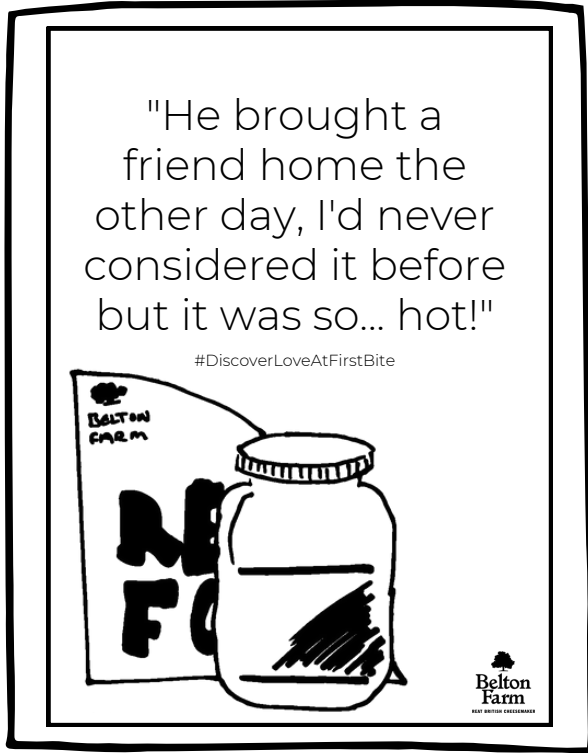
1 OOH Activation



The star of the ad would be Nigella or our OF Influencers

Seduction goes out the window here... We're going to use our OOH to highlight how cheddar cheese is similar to missionary (typically boring) sex whilst highlighting the solution - Belton Farms Cheese Selection.

2 Further OOH Activation



We further lean into Inuendo. We create OOH boards that share sexy narratives about discovering love at first bite, or new sex positions, depending on your dirty mind. This one is obviously about adding chilli Jam and Cheese to a cracker!

Cheese is the perfect partner for an OnlyFans Influencer Campaign... Right???

3 Only Fans Influencer Campaign



We partner with OnlyFans creators to share their adventurous sex stories, filled with inuendos that could apply to discover love at first bite with Belton Farms cheese too.

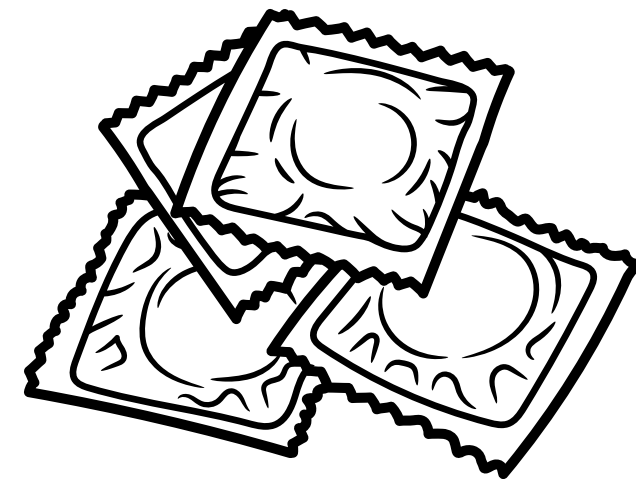
4 Nigella Ad Activation



We amplify further by having Nigella Lawson narrate ads and content for organic social media with her typical 'sultry' tones.

You 100% read the ad in Nigella's voice!

Practice What We Preach



Client: Durex

Audience: Over 50s Men

Proposition: New Life Experiences, Shouldn't include STIs.

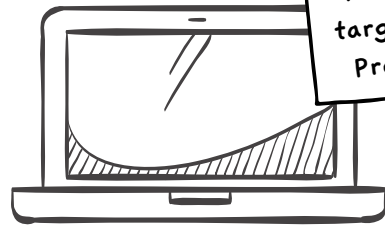
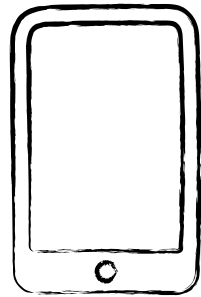
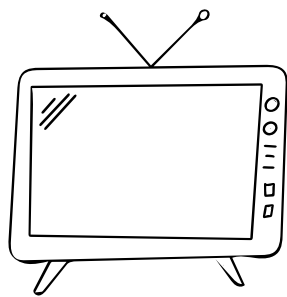
Media: Creative's Choice

Idea: We preach safe sex to our young people in the UK but what happens when parents are challenged to practice what they preach?

To create this change we create Interview scenarios involving parents and their teens, telling parents they're about to be part of Durex's latest "Safe Sex" campaign.

Only, things are not quite what they seem!

1 Activation Channels?



My Dad is obsessed with Bricklaying Videos on YouTube! Let's target him with Pre-Roll Ads!

Our campaign will be featured as several short episodes of Interviews on Durex Socials, including TikTok, Instagram, and Facebook. We will utilize a TV advertisement alongside this that will feature our "Lightbulb" moment alongside key stats and Pre Roll YouTube content which will combine both of the above - all of which will direct the user to a discreet condom ordering page!



2 Video Execution Idea:



Interview Parents on Safe Sex Advice:

Off-Screen Interviewer: Why is it important for our Young People to practice positive relationships with Safe Sex?

We establish an Interview scene with Over 50s from our target audience and ask questions around their advice for youngsters who are sexually active - filming their responses as they provide advice to young people - surely their attention will turn to their own sons and daughter!



Bring the Teens in to the Interviews:

Off-Screen Interviewer: We're going to bring in your son/daughter so we can make sure everyone understands safe sex now...

The teens are Introduced to the interview scene with the parents still under the belief that this campaign will allow them to be leading a "Safe Sex Campaign" for young people with Durex, but now it's time for a curveball to be added.



Time to reverse the roles:

Son/Daughter: So, surely it's just as important for you to practice safe sex if you have a hook-up, as you just said it is for me?

The Teens reverse the roles and begin to quiz their parents on their safe sex practices, we continue filming the natural responses as we capture the 'lightbulb moment' and the parents realize that safe sex isn't ageist and that they are not practising what they preach.

Our Ad will end by highlighting key stats on STI diagnosis in Over 50s and the importance of safe sex

CRIBS

Hello Karndean, And Welcome To Smokey's Crib!



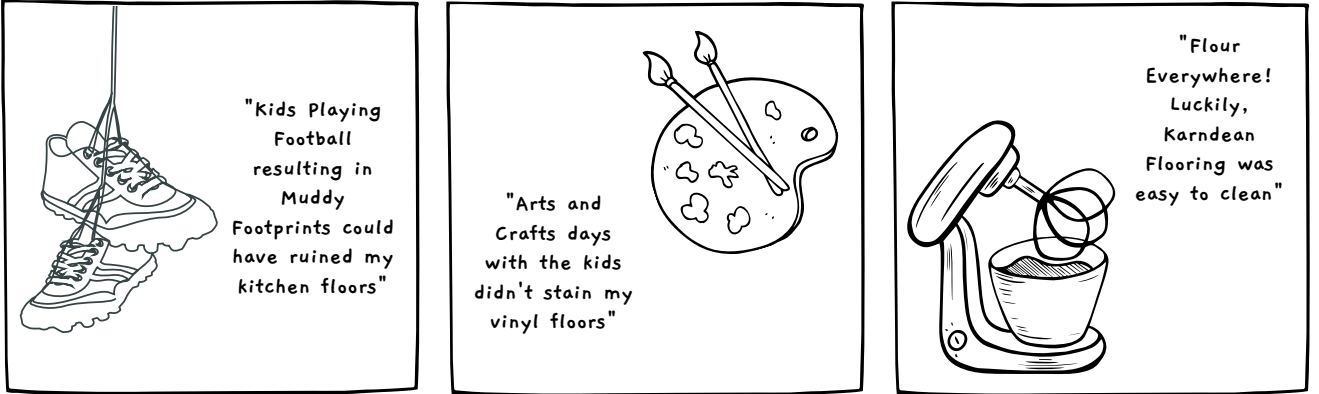
Client: Karndean Flooring
Audience: Homeowners - Pre to Empty Nest
Proposition: Designed for Life
Media: TV, Print and Social

Idea: We set up a parody episode of MTV's Cribs with Smokey (Karndean's Mascot) taking us on a trip to his crib. Throughout he will highlight and showcase Karndean flooring with Smokey narrating the short episode, whilst also giving the lowdown on the USPs of Karndean flooring.

2 Leverage User-Generated Karndean: CRIBS Content

UGC activation for users to join and star in their own parody episodes of Karndean: Cribs as users are encouraged to share their own flooring disasters and/or how Karndean's range of products helped avoid disaster due to it being "Designed for Life".

We can encourage participation through a competition to win new Karndean flooring for sharing on TikTok, Instagram and YouTube etc.



1 TV, Video Ad Idea:



Our Parody Begins With Smokey Introducing the audience to Karndean's: Cribs

"Hey Karndean, Welcome to my Crib!"

We first head to the bedroom, where Smokey knocks off a vase on to the floor - But due to his floor having a textured yet robust wear layer, vinyl floor tiles are extremely hard wearing and won't chip or crack - So Smokey isn't worried

We continue through various scenes resulting in disaster as Smokey's cribs episode does not go to plan - But the benefits of Karndean Flooring can be shown, highlighting the USPs of the product throughout!

And yes, the fridge will be featured!

CRIBS
Show us your crib and how your floors have handled disaster for your chance to win

Can't wait to see what is inside Smokey's Fridge? It's always a CRIBS highlight!

Smokey's Owners return home and the camera (audience) are ushered out in typical Cribs fashion.

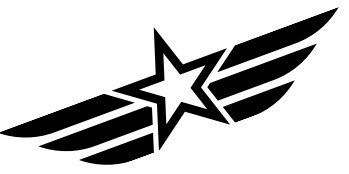
We move on to encourage users to participate in Karndean: Cribs or follow the QR to see the collection of Karndean Cribs Episodes.

3 Print / OOH Media

Our Print Media will look to play on the content shown in the Parody Episode in a fun way, building awareness of Karndean's Flooring In the process. We will use a QR code to drive users to explore Smokey's crib and learn more!



No Pallet Left Behind!



Client: CHEP Pallets

Audience: Supermarkets, Warehouses, Delivery Receivers

Proposition: Help CHEP get their pallets back

Media: Open Media

Idea: CHEP need their pallets back, not stacked high in warehouses across the globe! That's why we declare, "No pallet will be left behind". For too long, pallets everywhere have faced uphill battles to get back home safely to their loved ones and to this, we say STOP! a Pallet's duty is done when they safely carry items to your warehouse... your DUTY is to ensure they get back to CHEP! If not, WE WILL come for them!

1 OOH / Print Media

See that code?
That would be an
actual CHEP
Pallet code for a
yet-retrieved
pallet!

07B3 - AS7Q - AL1

PROPERTY OF
CHEP

NO PALLET LEFT BEHIND

FOR TOO LONG PALLETS HAVE BEEN LEFT, FORGOTTEN
IN WAREHOUSES! NO MORE! SEND THEM HOME OR
WE'LL BRING THEM HOME!

2 "Recovery Mission" Video Activation

We create a video parody of typical army recovery missions seen in films like Die Hard, Taken etc. Specifically leaning into the style of the TV show HUNTED, we will film a video in this style with a team of CHEP recovery operatives in army / special forces-themed attire as they carry out a much-needed recovery mission! The video will conclude with a repurposed version of our OOH / Print Media with the declaration that the CHEP Recovery Squad are coming for ALL CHEP PALLETS! OOOORAAHHH!

We will find you,
pallets! And we
will recover you!

Our Video begins with a team receiving word that "Operation Pallet" is a go as the team receives Intel that the hostages are present on location as believed and that there is a small window of opportunity for recovery.

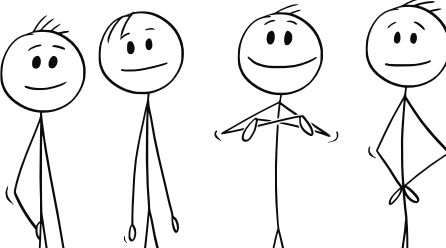
Operation is carried out with the squad finding evidence of the CHEP pallets on-site via Drone and ensuring their intel was correct before rolling into the warehouse in a camo-painted CHEP recovery lorry.

Team are shown 'back at base' with the lieutenant being asked how he had discovered the whereabouts and where the intel had come from... It is then revealed that a warehouse manager had utilised the /recovery landing page.


MOST LIKELY TO NEED US? YOU!

LEAST LIKELY TO FUND US? ALSO YOU...


1 Tik-Tok Execution



Video begins with a group of friends setting off to show the user a hidden gem trek/hike/swim etc.



Video continues as the group are shown hiking and making their way to the destination - ala travel vlog



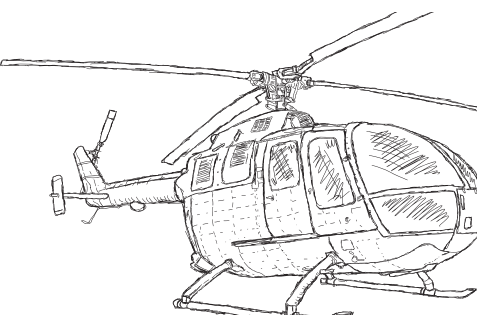
Group reach destination and begin to enjoy the activity - swimming in this example.

Perfect Training Day Exercise for NWAAs Recruits also!

Idea: Gen Z are obsessed with TikTok. Let's leverage the social media phenomenon as the base of a campaign to highlight the reliance Gen Z audiences have on the "Air Ambulance" and explain how we need younger people to be there for us, so we can be there for them!



Shock Horror! Someone gets hurt - video takes a dramatic turn and the vloggers call 999



Air Ambulance arrives on scene - we establish that young people are those most dependant on the service.



Video shows our influencer, receiving help and being taken via air ambulance to hospital


2 BeReal Activation - Further Activity!

We leverage new and exciting opportunities to connect with the audience in unexpected ways, one potential way is to leverage the new social platform BeReal, once again shocking the user when they least expect to see our messaging.




We can utilise Influencer Marketing here, using popular Trekking/ Adventurers.

WE SUPPORT ALL OF THIS WITH A NEW LANDING PAGE FEATURING THESE STORIES AND A DONATION LINK!

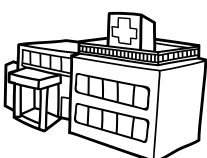


The video ends with Air Ambulance Paramedics explaining that the charity is self funded, highlighting the staggering costs of maintaining the air ambulance in the north west before...



reiterating to the user that young people are the most likely to need the air ambulance but also least likely to fund the air ambulance.

Most Likely to need us? You! Least likely to fund us? Also you...



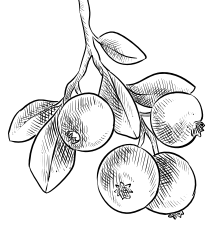
NEED US? FUND US!

Video can then establish the important CTA messages as the patient arrives at hospital.



Client: Northwest Air Ambulance Charity
Audience: Charity Conscious Gen Z Audience
Proposition: Be there for us, so we can be there for you!
Media: Digital Media

Truly Honest Farmer's Market



Presented by the Co-Op Honest Value Range

Client: Co-Op

Audience: Shoppers on a Budget who still want to make responsible choices

Proposition: Value with Values

Media: Integrated

Idea: Host a Farmer's market secretly hosted by Co-Op, featuring products taken from the "Honest Value" range. Vendors would sell meal boxes, take-home foods, and food ingredients that can also be found in the Co-Op's range. Secret cameras would capture the responses of customers as they taste and take in the market with this content making up our integrated campaign effort. The Market could be replicated across the country as an event.

OOH Activation

Always Supporting British Farmers

VALUE with values



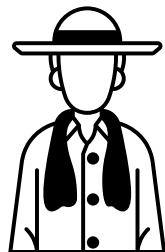

Social Activation

We have our Market Stall Holders (Who are secretly Co-Op employees discuss the benefits of shopping at the Truly Honest Farmers Market, before discussing usage cases for the products in the range (on their stall) Video content is then shared on Social Media with image activations of recipe ideas and Honest Value USPs also shared on Instagram and Facebook

"All of our fruit comes from Fairtrade standard farmers"



"This meat is sourced locally, meaning you know its 100% British Beef"



This could be shared as Social Shorts/Stories on the day of the event also!

Half of the "Farmer" would be in farm clothing/attire other half in a Co-Op uniform.

Video Advertisement Activation

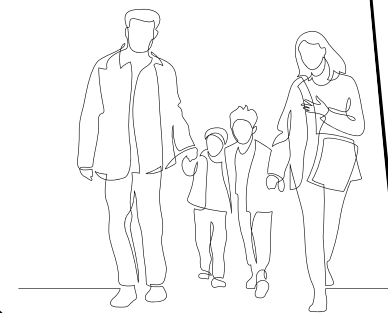


1 Our Ad begins with the audience being shown the market being set up by the "farmers"

Ssshhh! They're Secretly Co-Op Staff! Don't tell anyone!

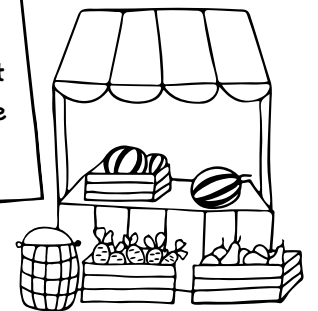


4 We see customers engaging with 'store owners' and asking typical questions about the products, purchasing products from the stores etc. Highlighted Questions/ Answers in Ad will show Honest Value Range's USP (Such as Fairtrade, British Sourced etc)



2 We observe a number of guests arriving at the market site - excited by the market

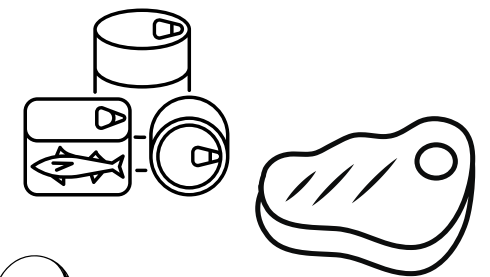
Ad will utilise Organic Content taken from the Farmers Market Events we have organised.



3 We are shown the visuals of various food/veg and other stores now ready for the visiting guests



5 After our market's guests have finished shopping, our "store owners" reveal themselves as Co-Op employs before checking out users on a mobile Co-Op checkout as the Honest Value range is explained to the customers and viewing ad audience.



6 We are then taken to the Co-Op store to see the "store owners" stocking the products they have just sold on the staged farmers market into the Co-Op local store they actually work at before a visual finishes the ad "Value with Values"

WHAT ARE YOU REALLY LIKE? REALLY?



Client: Dunelm

Audience: Millennial Home Owners

Proposition: Dun Your Way

Media: Integrated

Idea: We take famous movie characters, tv stars, and music artists and take the lifestyle they live on screen and show how the character's home is a complete juxtaposition. As we see how their home is dun their way. Who knew The Godfather was a fan of BarbieCore interior design?

1 Video Execution Idea:

Our video advertisement will see us take famous movie scenes, end the scene and then feature the chosen character as they return home and reveal their interior design guilt pleasures!

The music for each ad could be executed as a series of "Duns" as well... Like Eastenders!



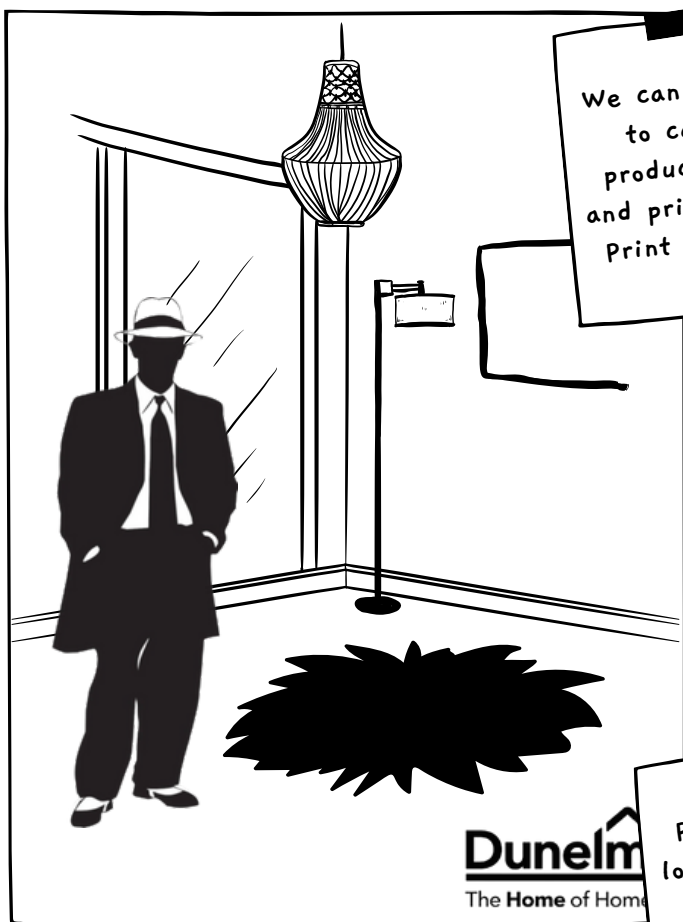
We join 'Michael Corleone' as he concludes business at a meeting with rival mobsters. This would be an accurate parody of the scene, featuring a famous quote to establish who this is to the audience.



We see Michael begin to make his way home, stopping off at dunelm on the way to make a purchase (a new barbie core inspired rug)

The audience are shocked to see Michael's home interior as he lays his newest addition to his barbie core inspired home. The moniker "Your Home, Dun your Way" shows with the trademark theme playing in the background!

2 Print Media



We can use text to call out product names and prices in the Print Ads also!



Personally, I'd love to explore a Darth Vader Collection! Just a thought!

3 New Collections on Site

We further leverage the advert execution, creating collections that highlight the products seen in various iterations of the video ad and print media. For Example: Don Corleone's Collection!

BUT we also encourage users to create their own collections and share their own 'Dun your Ways' online!

4 Inspiration Boards - Pinterest

We create a Pinterest activation that puts this campaign and Dunelm at the center of an emerging interior trend - Highlighting the range of products that Dunelm have available for users embracing the trend whilst carrying on the 'dun your way' narrative by using a Polar opposite TV/Movie character as the flagbearer for the emerging trend.

We'll further this with a related hashtag for the trend and our offerings.

UNLEARN HISTORY, UNDERSTAND HERITAGE!

Client: Heritage Great Britain

Audience: Millennials and Gen Z

Proposition: Legendary Landmarks and Awesome Artifacts await

Media: Integrated

Idea: We know the target audience, especially Gen Z, are keen to discover and learn for themselves, using all the tech at their disposal so let's assist them in unlearning history as it's perceived whilst understanding their heritage as it really, truly is!

Heritage allows us to experience History without discrimination or bias! This is why Heritage is so important to our culture!

1 Influencer Marketing

We take a group of Millennial and Gen Z Influencers on a discovery journey to learn more about their own heritage, evidencing the stark contrasts between the notion of history and the realities of heritage!

For Example - Francis Bourgeois discovering Snowdon Mountain Railway



We take Francis on a journey of discovery as he explores and understand the importance of Snowdon mountain Railway to the UK railway and how it has left a lasting impact on the world - AKA a heritage effect!



We create mini-documentaries and share on a dedicated landing page and as social content!

2 Influencer Themed Events

We leverage the influencer campaign further by then providing the wider audience the opportunity to visit the same locations as our influencers as they go on a discover heritage GB tour, taking in all the locations visited by our various influencers - including Francis!

2 Virtual Reality Discovery

Finally,
We leverage emerging technologies and allow our users to begin to develop their understanding online, with the hope of developing awareness and interest in order to move users through to an eventual visit or purchase decision.
This would see VR experiences which take in the tours seen in our influencer effort be created and shared on YouTube VR and other suitable platforms as a way for users to visit Heritage GB sites in a new and immersive way!




Wetter really is Better

Client: Knect

Audience: Menopausal Women

Proposition: Wetter is Better

Media: OOH / Print

 OOH / Print Ad

Idea: we create an OOH campaign that when exposed to rain changes to reflect the sexual implications of "Wetter being Better". When the weather is fine our ad would display a woman fully clothed, unwilling to indulge her partner however when the weather changes and our board is exposed to rainy conditions we would see the implications of being wetter and how it really is better!



WHEN THINGS GET DRYER



Knect



WETTER REALLY IS BETTER

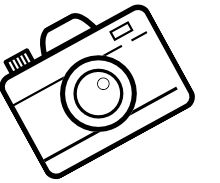


Knect

Inspiration: Tesco Ad for Ramadan - Together this Ramadan!



BE PROUD. WE ARE TOO PROUD TO FILTER!



Client: SkinProud

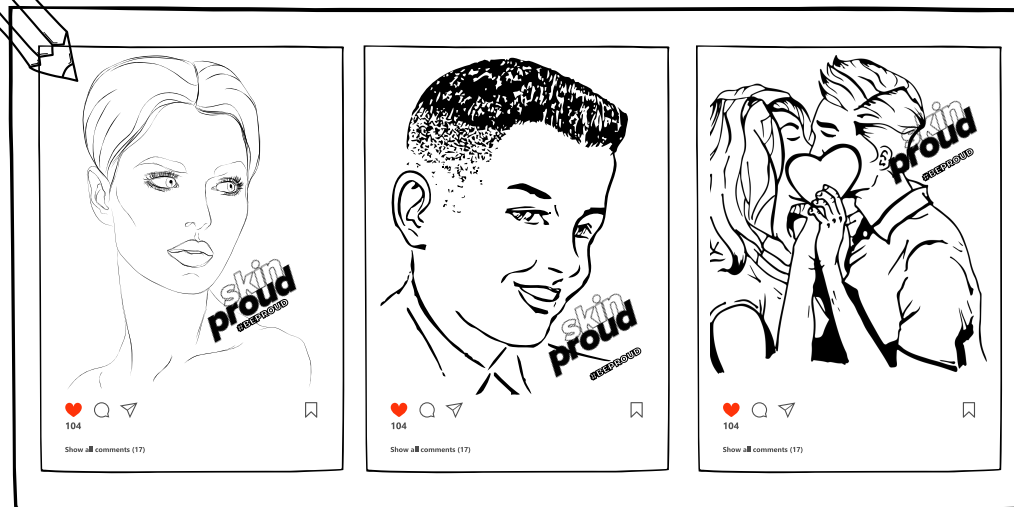
Audience: UK Based, Millennials and Gen Z

Proposition: I am Proud

Media: Unified Brand Communications

Idea: We create a movement across all brand communications encouraging our online communities to join the #ImProud movement, a movement that celebrates people being proud of themselves to filter their appearance on social media and beyond!

2 Leverage the Movement!



As more and more Millennials and Gen Z audiences see our campaign on their feeds they will be more likely to participate and join the movement. At this point, we can leverage the movement as a brand by sharing all posts that use the #beproud within their post on a separate branded Instagram feed that users can discover when wanting to learn more about the movement. In doing so, we can place Skin Proud at the heart of the movement and direct users to our landing page.

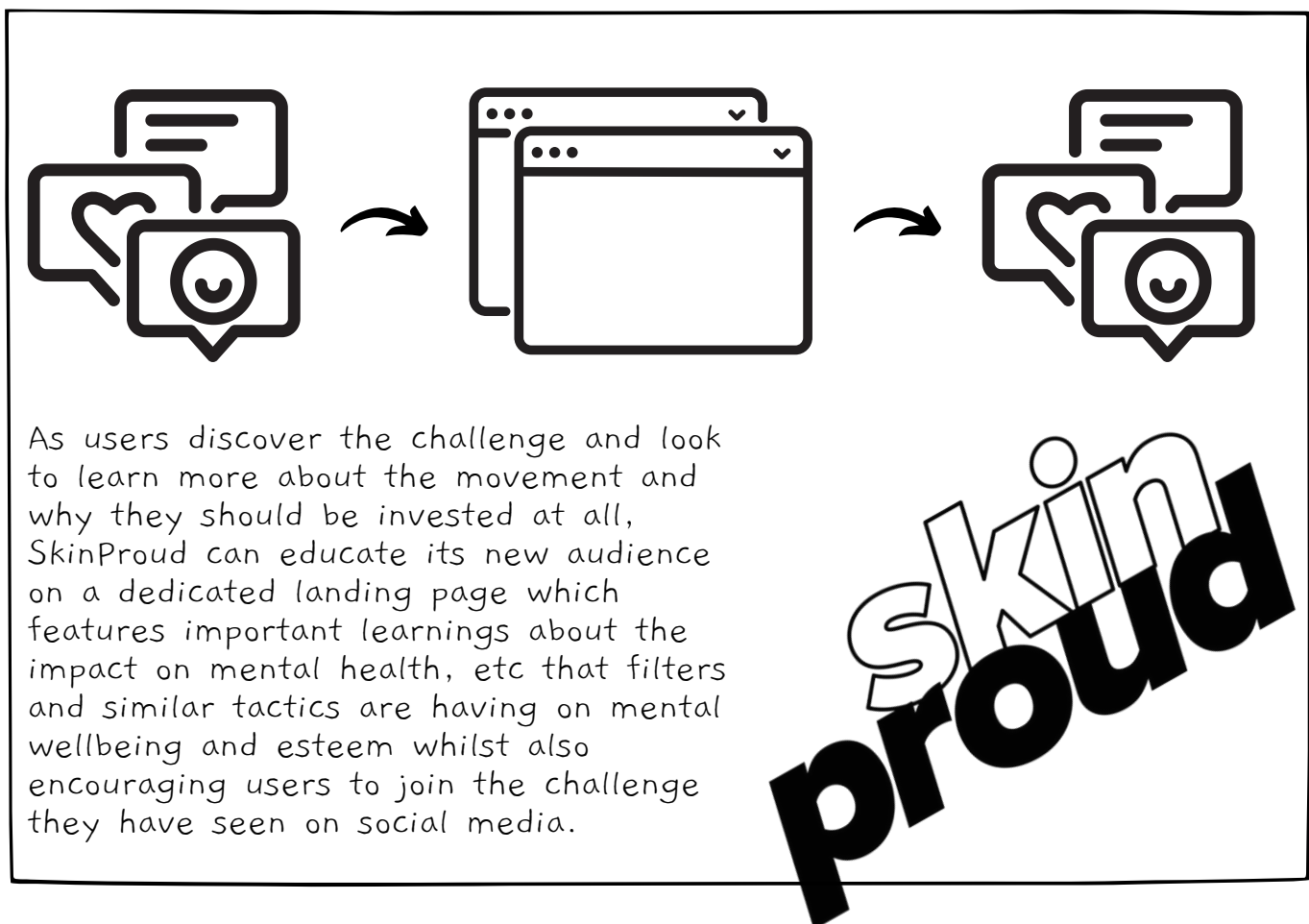
1 Create a Movement!



Encourage change by leveraging a community who is ready to force change alongside a user base who are ready to accept change!

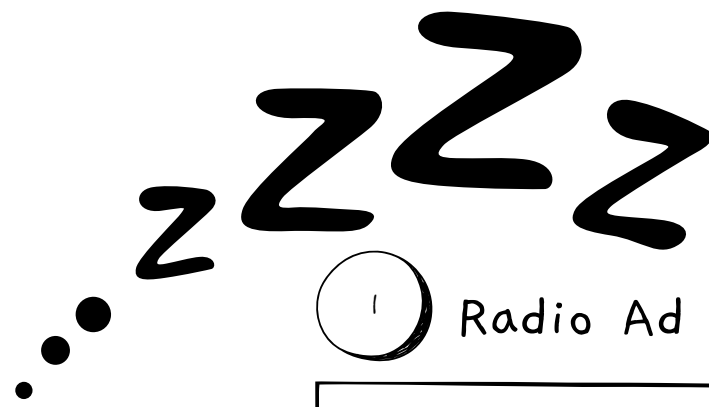
Our Target Audience, especially Gen Z, is beginning to recognize the fundamental issues that filters are providing and some are ready to lead a charge toward change! We utilize these people by providing an option to encourage and celebrate a new way of uploading selfies and other photos to socials - by being too proud to filter!

3 Landing Page to discover and learn more



As users discover the challenge and look to learn more about the movement and why they should be invested at all, SkinProud can educate its new audience on a dedicated landing page which features important learnings about the impact on mental health, etc that filters and similar tactics are having on mental wellbeing and esteem whilst also encouraging users to join the challenge they have seen on social media.

CALM APP



Client: Calm App

Audience: Stressed Professionals

Proposition: Drift off with Ease

Media: Audio / Radio

Idea: We look to highlight the potential use cases of CALM by creating targeted advertising and strategic radio placements for when users are most stressed, highlighting how CALM can remove that stress later in their day!

1 Radio Ad Script

1 Spotify Placements

VO: We know, that child won't stop crying in front of you, the person to your right has taken the entire armrest and let's not get started on their Body odour!

But it's okay, download calm now and tonight when you get home from this horrible commute, we'll be on hand to get you to some awesome sleep!

VO: Manchester United fans thinking they're winning the league again?

Take yourself away from the united road this match day or if you are a united fan, use Calm to get over the stress of another united loss!

Ah Morning Commute, How you ruin my day!

The traffic, the weather, In my bed I'd rather stay.

I've written this little poem, passive-aggressive in tone to remind myself that it's all okay because I have Calm on my phone.

So, when I get in bed tonight, stressed to BEEP from this early morning trip, I won't feel stressed, anxious or worried

Into a slumber, I will slip.

Meditation sounded strange at first, but now without it, I'd not be,

The sweet tones and sounds upon the calm app just do the trick for me!

COFFEE CUP SYMPHONY



Client: Coffee 4 Craig

Audience: Active Organisers and Sofa Supporters

Proposition: You have the power to give someone hope

Media: TV / Social Media Film (30/60s)

Idea: When I think of Manchester, my attention turns to the Callaghers and artists like The Verve, Happy Mondays and many more! So, what if we take one of Manchester's most iconic music videos and turn it on its head as Richard Ashcroft takes the walk from Bitter Sweet Symphony, but rather than ignoring the world around him he uses his power to give the people he encounters hope!

1 30/60 Second Advertisement



Our video starts with short takes of various homeless people struggling through their situation as the music of a reimagined take on Bitter Sweet Symphony begins to play.



We join Ashcroft in a direct recreation of his walk from the OG video as he passes by the world as various people greet the homeless people with an offer of coffee and are seen chatting and extending their help.

This style of ad could easily be replicated and become a staple for the brand!



We create an arrangement of Bitter Sweet Symphony that reaches a 'major' climax for the ad.

Video is overlaid with key statistics and CTA's around the work of the charity and how people can become involved.

Our ad ends with Ashcroft himself offering his own coffee cup to a person needing hope as he reaches Coffee 4 Craigs HQ and says our single proposition to the camera! You have the power to give someone hope.

MY TYPE OF CAR ON PAPER



Client: Cinch

Audience: Hesitant Online Car Buyers

Proposition: Cars without the faff

Media: TV + Amplification Ideas

Idea: Let's face it! We all love Love Island! So, what if our latest batch of singles were introduced to the latest offer available on cinch... Will it be love at first site? Well, its certainly my type of car on paper!



1 Cinch "Love Island" Amplification

To amplify the idea, cinch will create a Love Island-inspired app where users can head online to vote for their favourite cars and partnerships!

We take actual islanders and partner them with Cars that we believe would be the perfect match for their personality and ask our audience to vote on the compatibility whilst simultaneously learning more about the cars available at cinch, and seeing if they can find their perfect car on paper for themselves

1 TV Idea

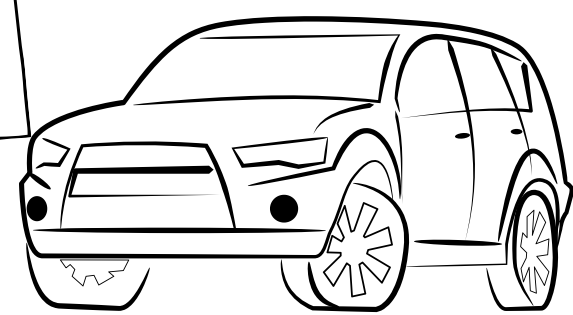
"I'm looking for someone who is reliable and trustworthy who won't let me down"



Our Execution would begin with our latest batch of singletons being introduced to "NEW LOVE ISLAND \ HOST", Rylan Clark.

He will greet and act as if the show is legit, asking contestants what they're looking for with answers being suitable for love and for a new car!

We feature Rylan as the host of the execution as people associate Rylan with Cinch



We are then introduced to the latest "Bombshell" addition to the villa! Cinch's latest car as Ian Sterling Narrates a typical Pun-Filled introduction to the car whilst calling out the benefits offered by Cinch and its distinct USPs.

This would be stylised as a typical Love Island Introduction - executed in the art style and filming technique seen when new islanders are introduced to the audience.

"He's my type of car on paper, i cant wait to get to know him more"



We then head back to Rylan at the villa who asks the singletons who would be interested in coupling up with the latest bombshell (AKA buying our latest car)

Before providing clear CTAs on how users can purchase the car of their dreams by finding their type of car on paper (or website) over at cinch.co.uk

NICE ONE, TOP, MAD FER IT, SORTED!