



View my portfolio and CV



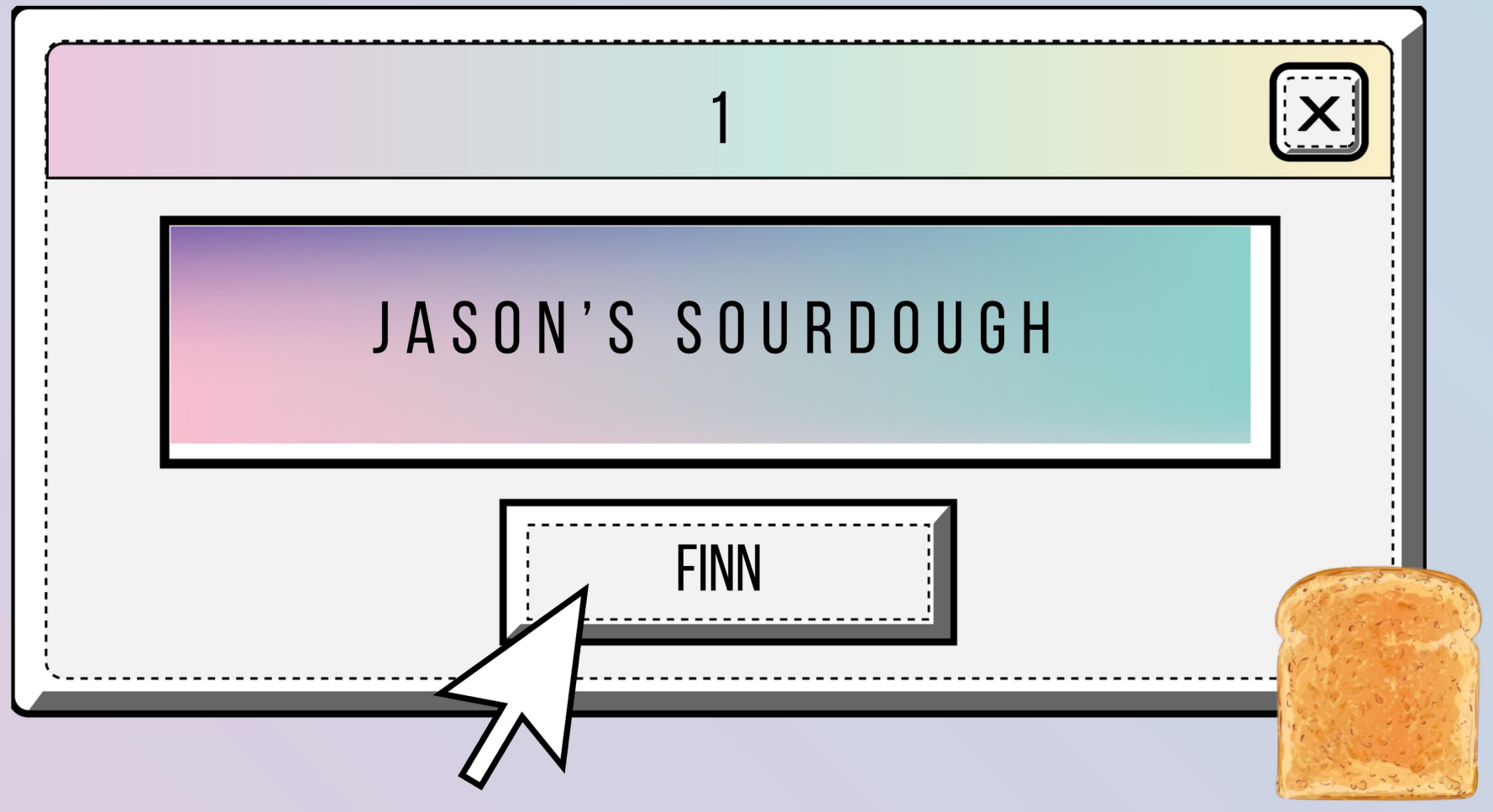
ZOE MARCH

Hybrid creative

SCHOOL OF THOUGHT

ENTER



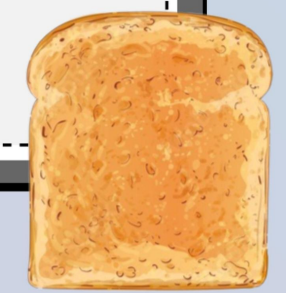
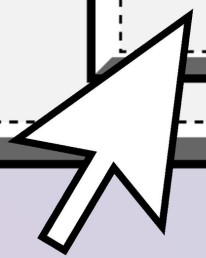


1



JASON'S SOURDOUGH

FINN



THE MOST VALUABLE DOUGH

The people who built the Egyptian pyramids were paid in bread. but nowdays bread is the food we waste most of, we throw 32% of it away.

Insight - Bread has lost it's value.

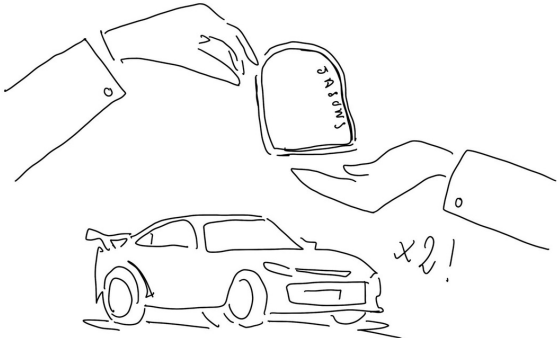
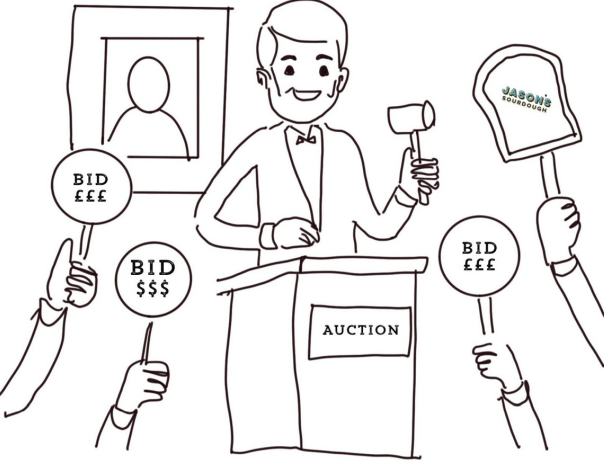
Idea - Show how valuable Jason's bread is, by turning it back into currency. Jason's bread is better for you, lasts longer and is generally the most valuable dough around.

TV storyline concepts "WE KNOW THE VALUE OF OUR DOUGH"

Concept 1 - A man at busy auction for a very high priced item. People are bidding huge amounts, then the man holds up his slice of Jason's bread, and his bid wins instantly.

Concept 2- It's a very heated game of Poker in a casino with high gamblers. Suddenly someone pulls out a slice of Jason's bread, and everyone sighs knowing they have no chance of winning! Jason's is so high value.

Concept 3- Man goes to buy a supercar, and when the sales assistant sees the Jason's bread he's paying with, he offers him another car as well!

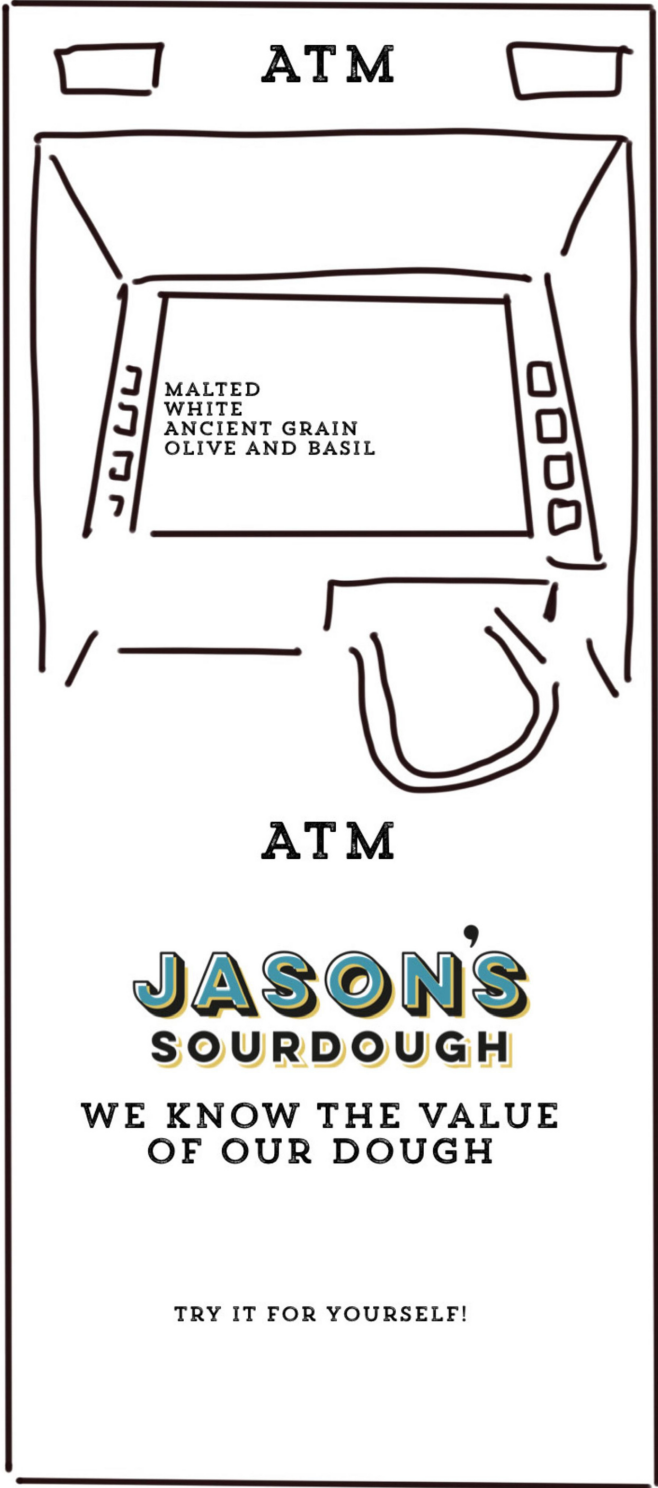


In store



Jason's Sourdough kept in 'vaults' on the supermarket shelves

Instore tasting - ATM bread machine

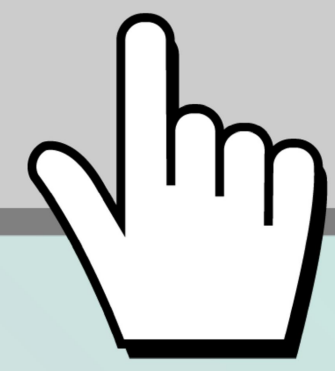


2



DOC MARTENS MADE IN ENGLAND

SYNN



DOCS UNDERGROUND

Fact - Doc martens were ONCE a part of the London Underground uniform.

Fact - over 600 job cuts were made on the underground in 2021 alone.

Observation - Are British icons such as the tube and DM's MIE losing their relevance?

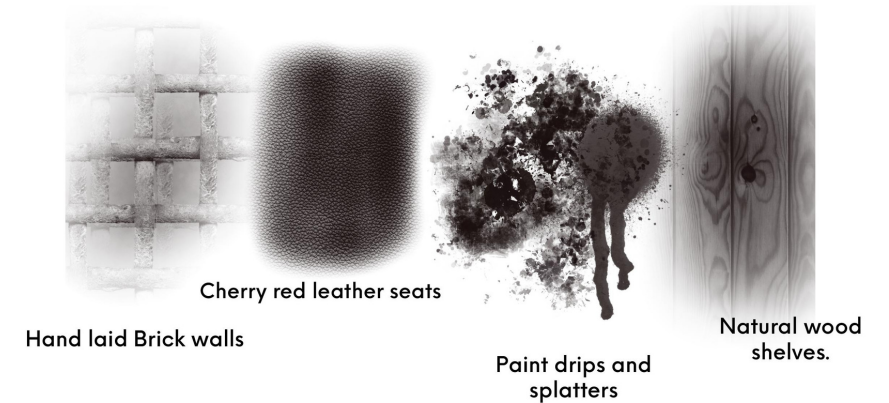
The idea - Reuniting two British icons, turning the mechanical non personal world, of the underground, and our perception of how DMs are factory's made, back into one that focuses on the human craft, and their British heritage simultaneously. Encouraging people to stay iconic.

Instore

handmade murals showcasing the process of the making of the shoes. Laid out like a tube line, the customer would walk through the "journey" of each image and process of the shoe. Messaging 'stay iconic' to encourage people to continue to support the once emblematic a British shoe.



Store materials



Hand laid Brick walls

Cherry red leather seats

Paint drips and splatters

Natural wood shelves.

Past the store walls - London underground

The central line is transformed into the DM line, with the same murals being placed at each stop, so tube users will experience the story of a made in England shoe on their commute.

The yellow stitching will replace the mind the gap original lines. As well as yellow stitched lines to be painted on the floor, to lead to the underground busking areas where commissioned artists will be performing in DM MIE boots, the support of another British craft.



Poster imitating 'mind the gap' directing people to thier nearest store.



Shops marked on DM line

Social - #stayiconic a chance for people to show off their outfits and share how they've styled the DM MIE boots, with a chance to be shared on the official page.

3

TYPHOON TEA

PONDEROSA

AMAZING IDEAS LOADING



Week 3- Typhoo tea | proposition - The most satisfying brew is Typhoo.

THE TEA OF TOGETHERNESS

Audience - females
Fact - According to the ONS, women reported feeling lonely more frequently than men.
Insight - women need more time with friends.
With Women typically juggling, housework, childcare and working, they often struggle to find time to meet with friends and loved ones. Making Typhoo the tea that brings people together, quite literally the 'T' in together.

Experiential

Typhoo to hold the biggest teaparty, allowing women to come and enjoy time together with friends. Childcare will be offered as this is a time for women to relax, and catch up with those they love. People are invited via promotional Typhoo packs.



Print

Advertising the event and Typhoos brand values.

Finally
Reuni__ed


Sometimes all you need is T.



Buy a promotional pack and let us bring you together.

A well needed
ca_ch up

Sometimes all you need is T.



Buy a promotional pack and let us bring you together.

**Reuni__e for a well needed
ca_ch up.**

Sometimes all you need is T.
Typhoo to be exact!

We're inviting you to the worlds biggest tea party, a day for you to relax, unwind and spend some time with friends. It's time to put yourself first and reconnect.

This is about reuniting, chatting, laughing and loving. And of course, Typhoo tea drinking!



28th July
2pm
Regent's Park

__oge__herness

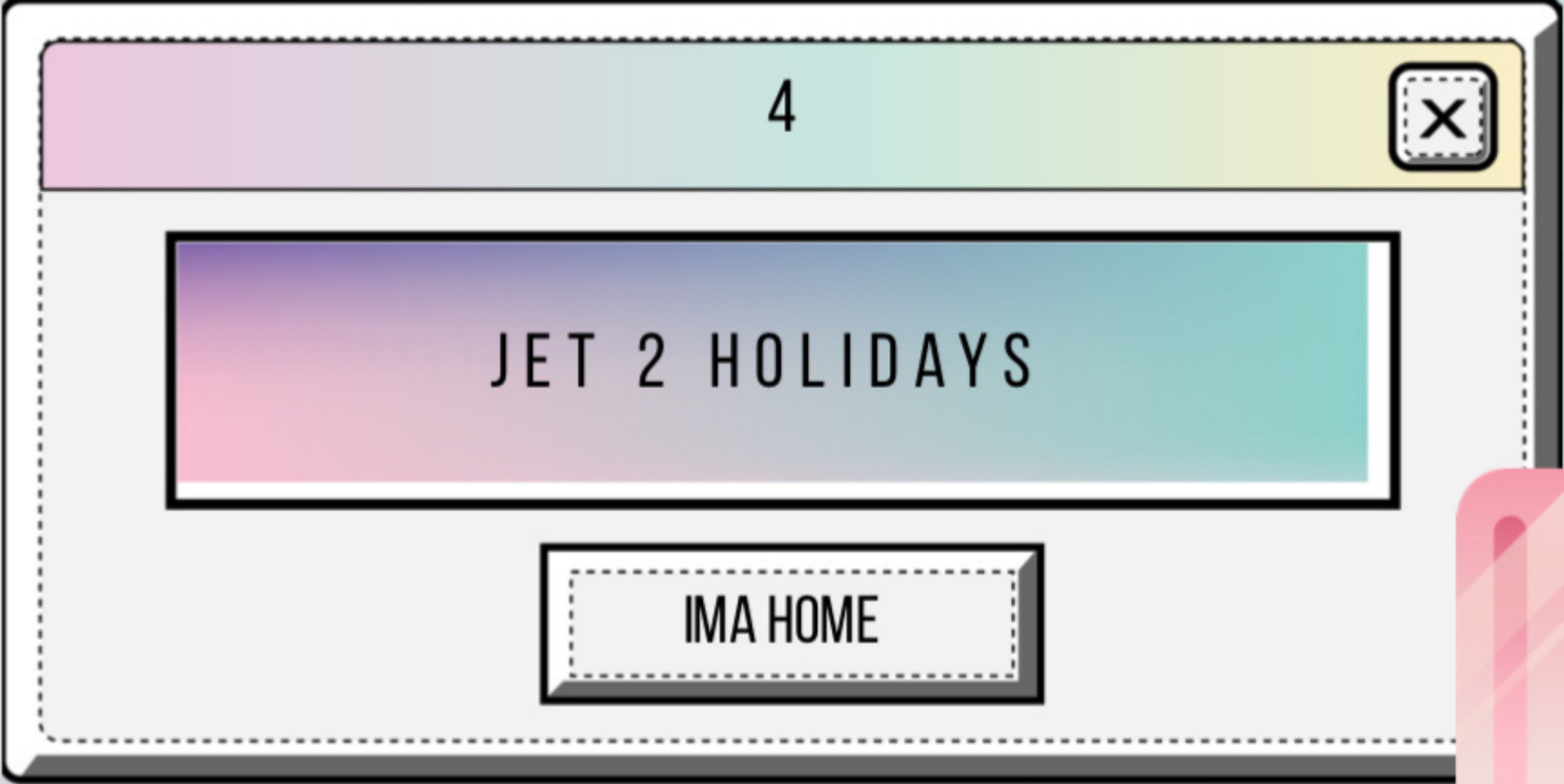
Sometimes all you need is T.



Buy a promotional pack and let us bring you together.

TV/ Social -

Social media is known to be able to reunite people through its various platforms. Typhoo will have their own agents based on tiktok, who will help locate and reunite people with long lost friends via social media, and then in person at the teaparty event. Their work will be documented in a fun and engaging way, with endless cups of Typhoo tea as fuel to complete their missions. It is the tea the brings people together after all! To also be documented on TV.



WHERE 2 NEXT

That holiday feeling.....who says you have to leave it behind when you get off the plane, you can just book another holiday with Jet 2! so, where 2 next?
Using the 2 from jet2holidays ensures people relate the booking of their next break with jet2holidays.

SLOGAN - WHERE 2 NEXT.

Experiential



Wherever you go with jet 2 holidays , you know it's going to be good. So why not take a chance and throw a dart at the map to pick your next location! In airport lounges, and cities, as well as a digital version on the jet2holidays site.



ZOE MARCH

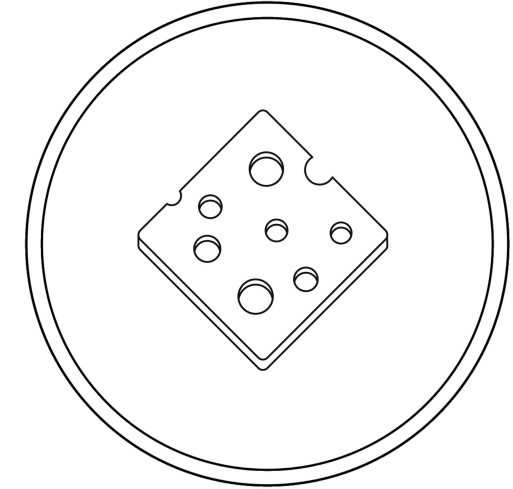
Print

It's 5 o'clock somewhere, right?



Eating cheese for breakfast seems like a perfectly reasonable excuse to fit in with the locals...

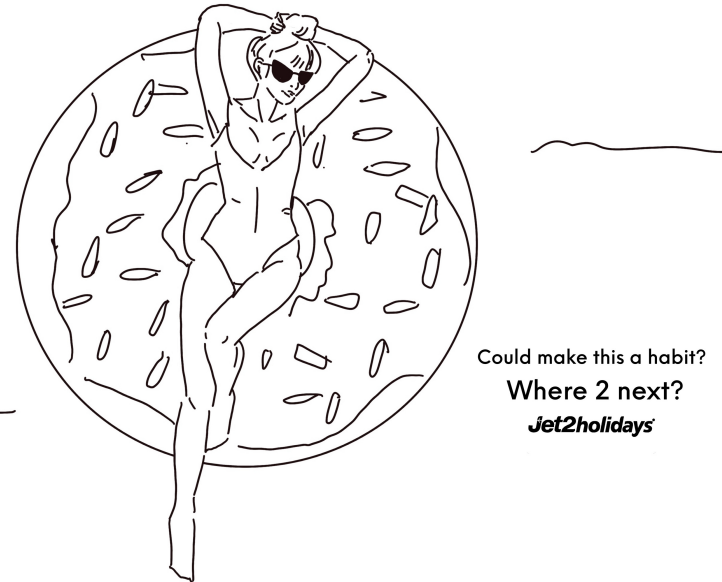
Or at least that's what you tell yourself half a block down.



hungry for more?
Where 2 next?
Jet2holidays

Not checked your work emails for Five days in a row? Sorry not sorry.

Ain't life a beach...



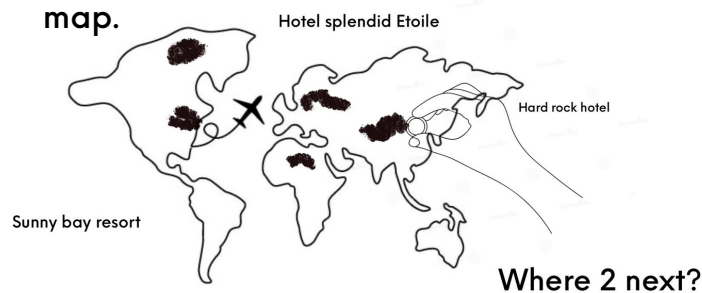
4 ice creams and counting!?! Thank god for kids club!



Want another 5 minutes peace?
Where 2 next?
Jet2holidays

Scratch map

Customers who book with jet2holidays will receive a 'where 2 next' scratch map so they can track their travels. Suggestions of jet2holidays resorts on map.



Radio / TV script

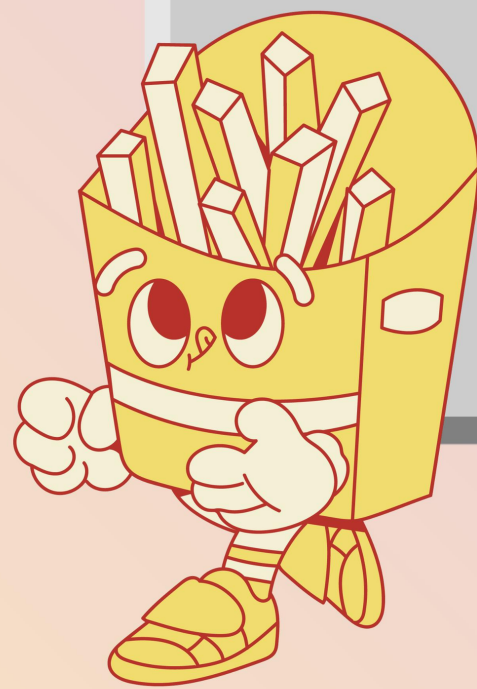
There's just something about holidays isn't there... Suddenly 9am cocktails, eating cheese for breakfast, and seven snacks a day become the norm. Kids want their fifth ice cream of the day? Sure, why not! Once the sugar rush hits you can just drop them off in kids club, everyone's happy. Not checked your work emails for five days and counting?! You're on holiday! So hop on that pink flamingo lilo and ask yourself where 2 next?
Jet2holidays

5



GIGABLE

MEDIA WORKS



THE FAIREST SHARE BOX

Fact - Some deliveroo workers make as little as £2 a shift.

Insight - its all take and no give.

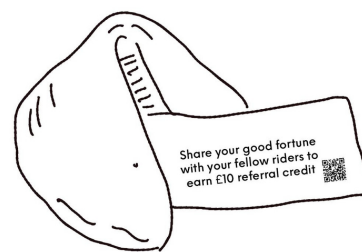
Idea - The fairest share box - making Gigable the gig job that gives you something in return.

"HOW IT WORKS - Gigable agents" will order something from Deliveroo. Once the driver turns up at their door with the order, they will be given a 'fairest share box'.

Inside the box is food made by local independent restaurants, each one with a specific link to a benefit of working for Gigable. A QR code will direct them to sign up to Gigable. The surprise of being recognised as a person and being given something in return for their work, shows Gigables nature from the get go, in a way that will get current drivers talking and recognising that there's other options in the gig industry.



The box




The box also contains fortune cookies for the riders to pass onto their fellow riders to earn referral credit.

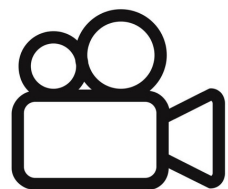
"Share your good fortune with your fellow riders to earn £10 referral credit"

"Need a break" Links to lack of lunch breaks current drivers get.

Gigable
The fairest share box
Need a break?
We believe if you're giving us something, you deserve something in return.
So let us share with you...

- Parmesan potato coins**
Made by Deliros restaurant
Working at Gigable gives you full shifts so you can earn a proper pay check.
 - Smoked salmon sushi**
Made by panda mama
Did you know fish is great for maintaining good mental health? We offer our workers GP & mental health support.
 - Balsamic baby carrots**
Made by Tom Foolery
Welcomed a little one of the family? You're entitled to paid leave wether it be for family, illness or injury.
 - Chicken and pesto parcels**
Made by The white swan
Our gift to you. Get discounts on your favourite retailers if you work for us!
 - Salt and pepper smiley faces**
Made by Mister yiks
Working shifts allows you to get to know our friendly restaurant staff and become a part of their team, smiles all round.
- Hungry for more?  Switch to Gigable today.
The delivery agency that gives something in return.

Past the experience....



This campaign would generate lots of talkability within the rider community, and hopefully UGC on social media.

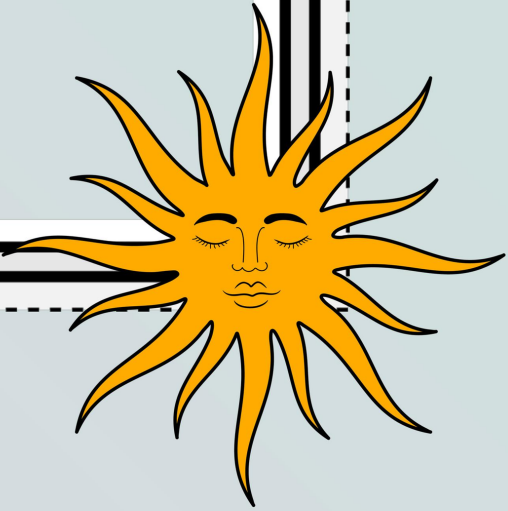
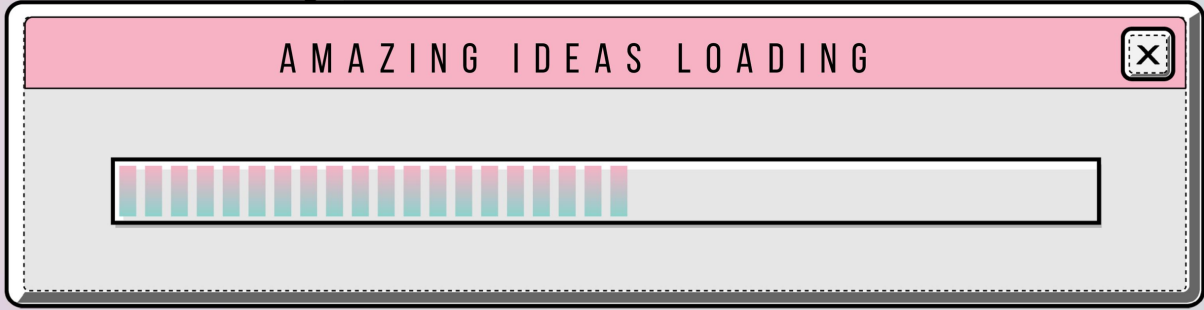
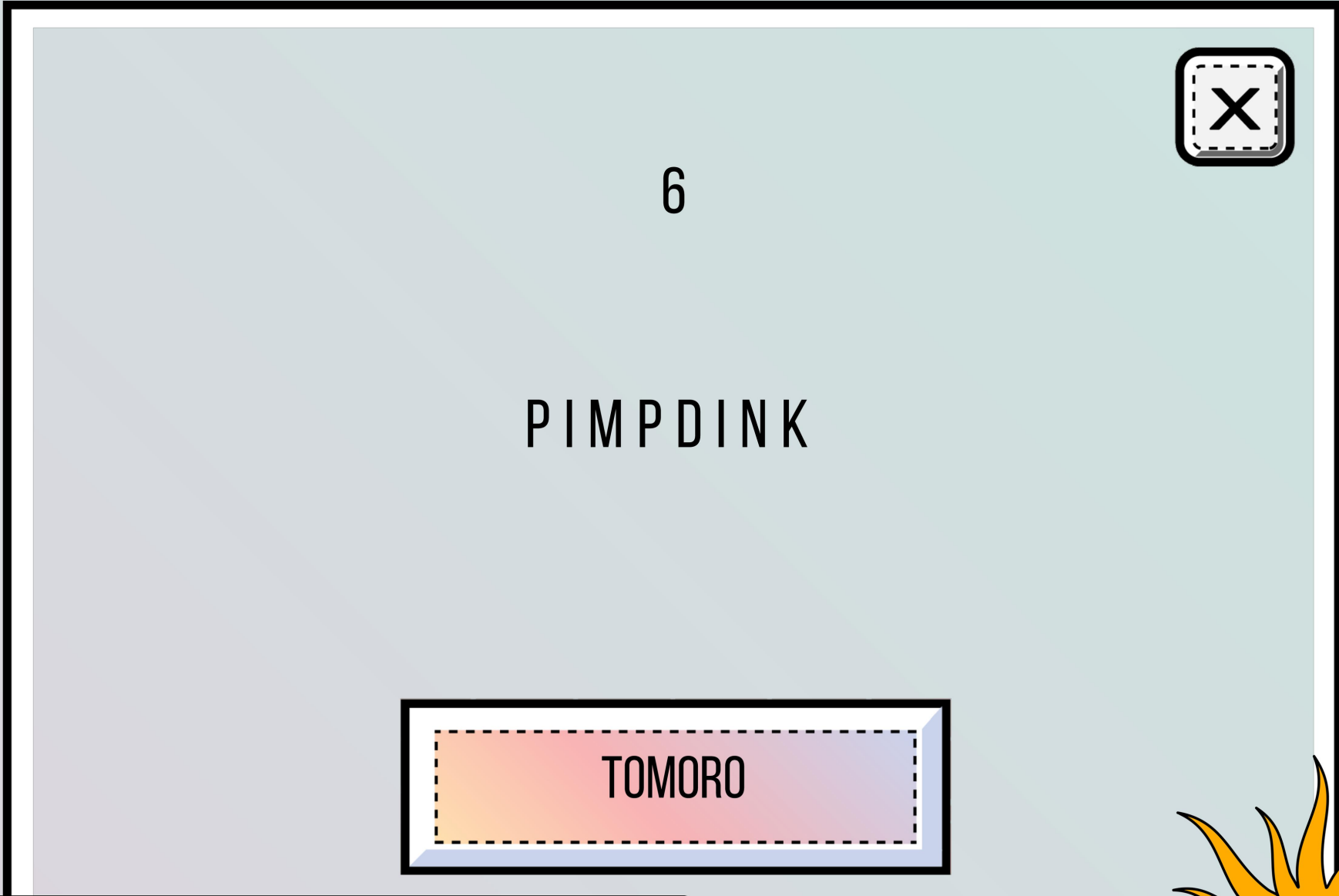
A great way to extend the campaign past the physical experience would be to create a short documentary style video that could be shared on socials and tv. It would highlight the key issues in the gig industry, and then show surprising deliveroo drivers with the fairest share box.

For added impact celebrities could be the 'Gigable agents' such as famous chefs like Jamie oliver.

"The delivery agency that gives something in return."

Each food item relates to a key benefit of working with Gigable.

Using local restaurants food also encourages restaurants to sign up to the platform also.



KEEP IT ALIVE

Fact - animal tattoos are the most popular making up 16.3% of designs.

Fact - there has been an average 68% drop in population size of species since 1970.

Insight - we find it easy to honour something, but don't always protect it.

The idea - 'keep it Alive' Pimpdink keeps your tattoos looking fresh, looking alive. But there's no point honouring something on our skin if we don't keep it's memory, legacy and spirit alive.

The campaign can be General to tattoos overall, or also be tailored to specific audiences such as those with animal Tattoos etc.

Print

These concepts can be rolled into videos too, taking people back to the moment or memory that inspired their ink.



Living billboards

With 'alive' elements such as flowers, texture and sounds, to really emphasise how your tattoo can be brought back to life and kept alive.



Social

Social media filter that really bring your tattoo to life. It shows the benefit of the product by making your tattoo super vibrant, and also goes even further by giving it real life like qualities.

Audience specific campaign - animal tattoos

There's no point keeping your tattoo of your favourite animal looking lifelike, if the real thing is struggling to survive. We don't want tattoos to be the only thing to remember these animals by in years to come. Partnering with WWF to show what extent pimpdink goes to making sure your tattoos (and the muse behind them) look fresh and alive.

PR

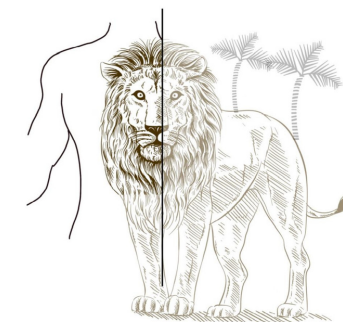


Limited edition bottles, 10p per sale goes to WWF.

Tv / radio script

The courage of a lion, the strength of a bear, a butterfly on your shoulder to know your mums always there.
 Protection from a wolf standing strong on your chest, or maybe phoenix, a symbol of always doing your best.
 Maybe you have the grace of a beautiful and elegant swan...but what happens when they're all gone.
 Inked on our skin to show we love and care, but over time they will fade away, and there will be nothing there.
 Use pimpdink on your tats to keep them looking their best, we're partnering with WWF to help take care of the rest. Our world deserves to be kept looking fresh, in return giving us the muse to self express.
 Together we can thrive to keep it alive.

THE COURAGE OF A LION.



DON'T LET IT FADE AWAY.

Using pimpdink helps keep your tattoos alive and fresh, as well as the muse who inspired it.

#KEEPITALIVE




50p per pack goes to WWF.

7

LEEDS 2023

MCCANN



SAVE



FIZZING WITH CULTURE

Fact - Fizzy drinks were invented in Leeds 256 years ago.

Insight - Leeds is fizzing.

The idea - shake up Leeds' fizzing culture.

the term culture has become stagnant, it's time to shake things up and show what Leeds is fizzing with.

Campaign copy for video

Waiter carrying two 'cans of culture'

Waiter "still or sparkling?"
Leeds man picks up sparkling can and shakes it, can explodes into next scences. shots of Leeds culture throughout.

That's the thing about Leeds.
We're fizzing with culture,
Bubbling, popping, overflowing.
Dance, drama, the arts, we have it all.
Let your senses be awakened and your taste reignited.
We're popping the champagne, beer and lemonade to celebrate all that Leeds is and all that we are, and you're invited.
Whoever you are, wherever you're from, we are overflowing with energy and have a glass saved for you.
So take a sip, and drink it all in.
This is culture, refreshed,
Culture served the Leeds way.
Leeds 2023

OOH experiential



A set of fizzy drinks will be created, each resembling a different Leeds 2023 event. People can try these for free, in the pop up Leeds 2023 bar.

Back of can

PLAYHOUSE PUNCH

COCONUT & PINEAPPLE

SHAKE IT TO WAKE IT.

Refreshing isn't it?
So is Leeds.

We're bubbling, fizzing and popping with culture. Shaken not stirred, we're serving it to you the Leeds way. Come visit our chapletown carnival, overflowing with colour and excitement!

Drink it all in,
Leeds 2023.



Thirsty for more?



As the people are given the drink, and the waiter opens the can, this fizz of Leeds culture will come to life! Surrounding them a performance will take place showcasing what Leeds has to offer! It's loud, colourful and fizzing with excitement! But how do we leave them thirsty for more....?

Halfway through the short performance, at a cliffhanger, the highnote of a song, the most Magical part of the song, it stops. To find out what happens next, and to experience more, they have to come to Leeds! They are given a 'thirsty for more can' that gives them discounted travel to Leeds.

In cities a giant shaking can will take centre stage, with a timer of 20mins and 23seconds (2023). Once the timer is up, the can fizzes and explodes with colour, music and Dance, showcasing Leeds' fizzing culture that's ready to explode in 2023!

SOCIAL A set of videos following a man after he's experienced a day in Leeds 2023. 'Discover culture, served the Leeds way' is key messaging.

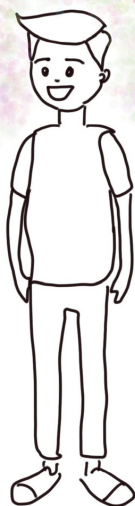
Video 1

The man is walking down the fizzy drinks aisle in his local supermarket. A can of "Leeds culture" on the shelf suddenly explodes into the aisle, into a festival of celebration, dance and music. The man is amazed and goes to join in!



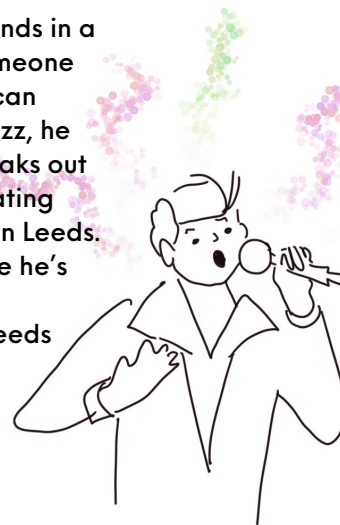
Video 2

We follow the man experiencing Leeds having the best time, and he goes to get back on his train home. Suddenly bright Coloured bubbles start fizzing off of him, all the way home, and throughout the rest of his week. Leeds is fizzing with so much culture, it's contagious!



Video 3

The Mans out with his friends in a restaurant. Every time someone orders a fizzy drink ,the can opens and he hears the fizz, he gets a flashback and breaks out into performance, replicating something he saw whilst in Leeds. His friends look at him like he's mad, but they haven't experienced the fizz of Leeds culture!



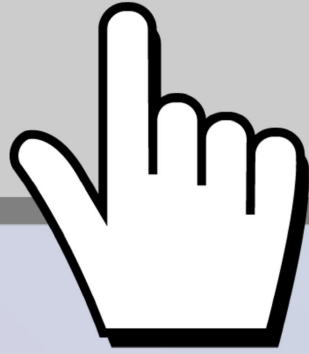
OOH billboard- Fizzing billboards exploding off the edge of the frame.

Visiting Leeds 2023 will be like putting a mentos in your coke.....



This is culture, served the Leeds way.

And we're bursting to share it with you....!



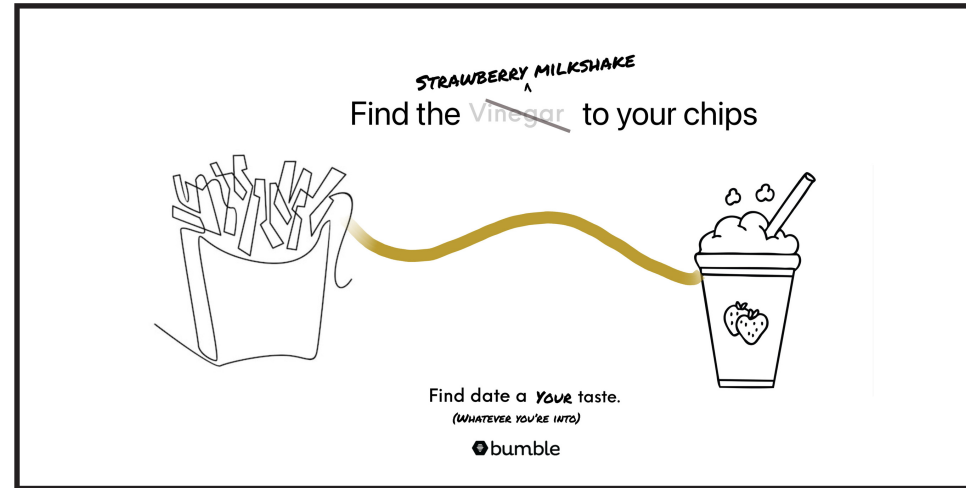
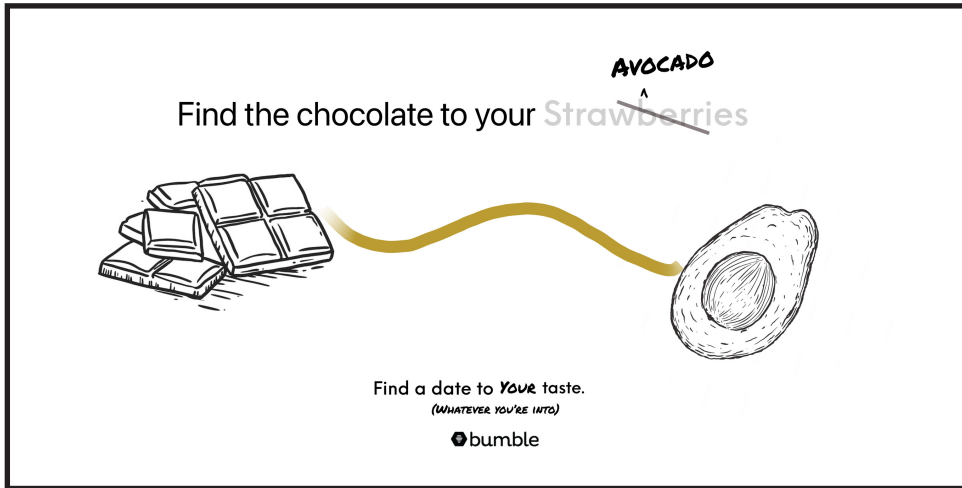
DATES TO YOUR TASTE

Bumble allows you to find the right one for you, whatever you're into.

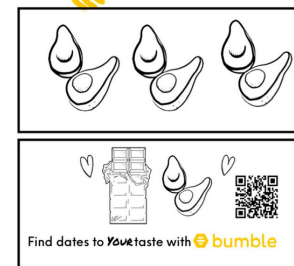
We all know Vinegar goes with chips, bread goes with butter, but what if you're actually a fan of strawberry milkshake on your chips and peanut butter and pickles on your bread. Into heavy rock music AND classical ballet? That's okay, Bumble will help you find a date just for you. After all, opposites attract...

Playing on the brands key message of self expression and compatibility.

Print



Experiential / OOH



1 x large fries	
Subtotal	\$14.00
Deliveroo fee	\$5.00
Surcharge for order under \$25	\$4.00

Are you more of a strawberry milkshake with your fries kinda gal, than plain old ketchup? Bumble can help you find a date, to your taste, whatever you're into...

DOWNLOAD AND DISCOVER

bumble

Online checkout pop up ads

Bills records

Your Shopping Cart Checkout Securely >

Quantity	Price
- 1 +	£5.99 (Inc Tax: £7.19)

Music taste as varied as a tin of quality streets? We can help you find a date to your taste, whatever you're into.

bumble

DOWNLOAD AND DISCOVER

TV concept

We see someone getting ready (without actually fully showing them to avoid stereotypes) for Example dancing to heavy metal in their room, applying heavy eyeliner, drinking pure black coffee and energy drinks, we think they're going to something like a screamo festival But the final shot shows them welling up in a ballet theatre watching swan lake.

"Whatever YOUR taste, Bumble can help you find a date"

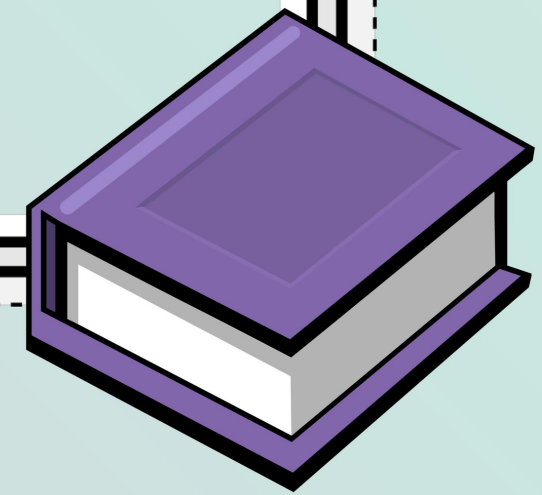
Instore floor stickers directing people from one item to another, as a metaphor for Bumble helping you find what you're looking for.

9

BOOKMARK

SHARP AGENCY

AMAZING IDEAS LOADING



YOUR SCREEN TIME COULD CHANGE A LIFETIME

Fact - The average Brit spends 6 hours 12 mins on their phone per day.
 Insight - we do actually have time, we're just not using it in the most productive way.
 The idea - use your screen time to change a lifetime.

People report not having the time to help make changes with charities such as bookmark, but our screen time says otherwise. Instead of mindlessly scrolling, candy crushing and Instagram posing, let's capture people right in the act, and get them to use their screen time to change a lifetime.

Experiential

Bookmark ambassadors on the streets will hand out a 'book leaflet' to passers by walking past who are on their phone. The 'book' will be a short testimony by a child who has gone through the bookmark programme, expressing how it helped change their life.



ZOE MARCH

online ads- placed on the relevant channel with link to sign up

Netflix

Another episode of Stranger things, or helping kids achieve bigger and better things?
 Bookmark

1 in 4 children can't read having a detrimental impact on their future. By the time you've watched a Stranger things episode, you could have helped a child learn to read, and changed their life.
 Bookmark

Use your screentime to change a lifetime with
 Bookmark
 Sign up to help a child learn to read and let them write their own story.
 Sign up now

Instagram stories

creating stories that last 24 hours, or stories that last a lifetime.
 Bookmark

1 in 4 children can't read having a detrimental impact on their future. By the time you've posted a few stories from last night, you could have helped a child learn to read, and changed their life.
 Bookmark

Use your screentime to change a lifetime with
 Bookmark
 Sign up to help a child learn to read and let them write their own story.
 Sign up now

Candy crush

Crushing candy or helping crush statistics.
 Bookmark

1 in 4 children can't read having a detrimental impact on their future. By the time you've crushed a few rows of candy, you could have helped a child learn to read, and changed their life.
 Bookmark

Use your screentime to change a lifetime with
 Bookmark
 Sign up to help a child learn to read, and let them write their own story.
 Sign up now

Tiktok

Another hour of endless scroll, or helping a child get a future payroll.
 Bookmark

1 in 4 children can't read having a detrimental impact on their future. By the time you've watched a few Tiktoks of cats painting, cringe dancing and pasta making, you could have helped a child learn to read, and changed their life.
 Bookmark

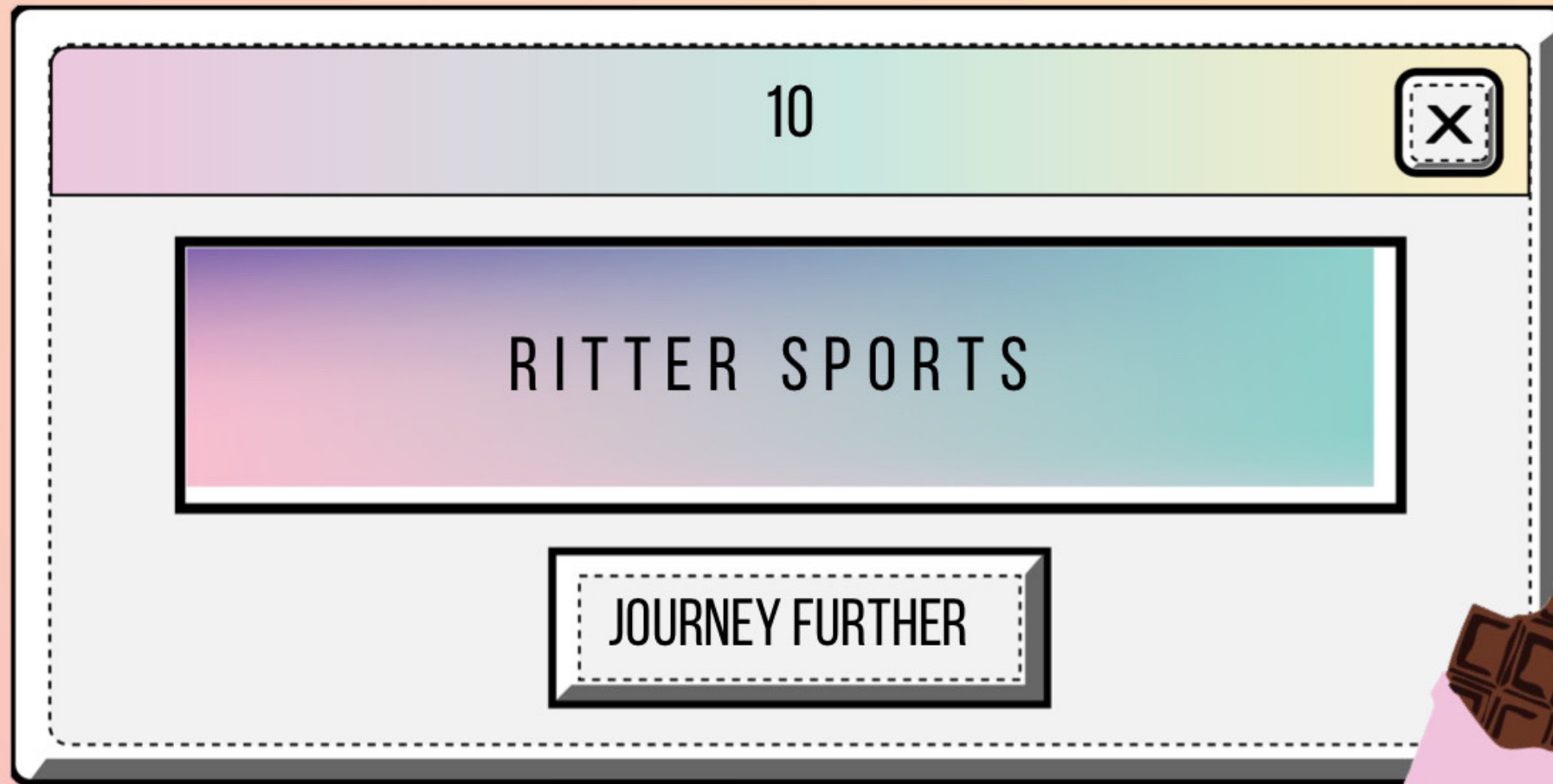
Use your screentime to change a lifetime with
 Bookmark
 Sign up to help a child learn to read, and let them write their own story.
 Sign up now

Print on public transport

Hey you on your phone....yes you!
 There's a much better way to use your time rather than endless scrolling, sharing and watching. You can help change a child's lifetime with Bookmark, a programme designed to help children to read, only needing one hour of your time a week, that's just on episode of Bridgerton....we think the books much better anyway!
 use your screentime to change a lifetime and help a child read.
 Find out more Bookmark

Bookmark

Bookmark



A SHARE OF THE SQUARE

Fact - Ritter not only pays fair prices, but also pays an additional premium that helps foster economic stability with their farmers, and leaves 50% of their plantation untouched to nature.

Insight - Ritter is a chocolate brand that's not just about the chocolate.

idea - A share of the square

Ritter is a brand that cares about more than just their end product. They care for their workers and the environment, So what better and more direct way to show this, than by giving up a share of their square.

Square print / billboard ads



We were given this ad space to share our delicious hazelnut bar, that you'd go absolutely nuts for...but we chose to share it with Pedro, one of our own cacao harvester.



Because at Ritter sports *everything* gets its fair share.



We probably should have used our marketing budget to show you our rainbow of flavours that would really make your mouth water... But we decided to share it with our plantation, the part we leave untouched.



Because at Ritter sports *everything* gets its fair share.



Instore shelving - sharing the space.



We were given this shelf space to try and pack in as much chocolate as possible to sell, but we chose to share it with Yani, one of our own cacao harvesters (even if she is 6,051 miles away to be exact.)
Because at Ritter sports, *Everything* gets its Fair Share.



We probably should have used all this shelf space to sell as much chocolate as we can, but instead we chose to share it with our cacao plants. (without them we'd be nothing.)
Because at Ritter sports, *Everything* gets its Fair Share.

We were going to use our marketing budget to fill this billboard with our strawberry yoghurt bar, that you'd love berry much...



But we used 50% of our budget to reinvest back into our plantation.

Because at Ritter sports *everything* gets its fair share.



We could have used this advert to show a projection of our chocolate on the moon, as its pretty out of this world...or we could bring it back down to earth and show you the people and land who created it.



Because at Ritter sports *everything* gets its fair share.



11



GEN M x BOOTS

PROPOGANDA



THE BUTTERFLY EFFECT

Observation - The process of the menopause is parallel to the metamorphosis of a butterfly.

The idea - the butterfly effect.

Showing women change can be beautiful.

Manifesto -

When a woman goes through menopause, she can feel as though her life is ending, or at least that's what the media portrays. But we want to show women that her life isn't over, she's just being reborn into a new version of herself, she's simply finding her wings.

And as they say, something as small as the flutter of a butterfly wing, can really cause a storm, which is why we're changing the way middle aged women are perceived, in hope that we encourage others to do so too.

Women are not delicate, they're strong, endlessly transforming to the calls of Mother Nature. So join us, and together we can help women through the greatest awakening of their life, and show how beautiful change can be.

Gen M x Boots - helping women find their wings



TV

Artistic representation of a woman going through the stages of the menopause, alongside the metamorphosis of a butterfly.

Voice over "Mother nature knows what she's doing. Change can be beautiful.

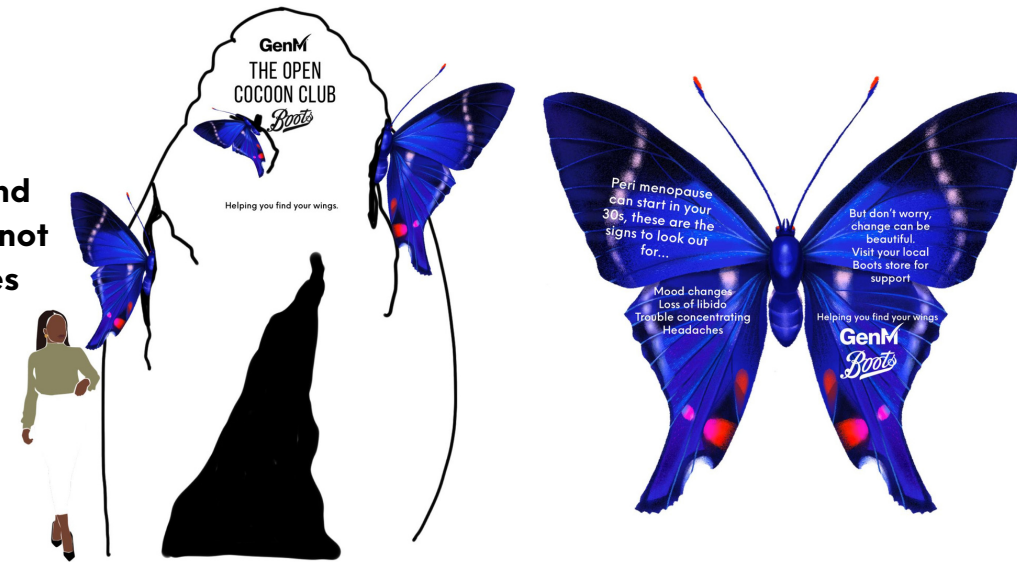
Gen M x Boots - helping women find their wings through the menopause.



Experiential

The Boots 'cocoon club' a space for women of any menopause stage to go and connect, knowing they're not alone. Giving opportunities for guest speakers etc

OOH butterfly stickers speaking to all women, raising awareness and education.



Product line - 'The cocoon club' speaking to the 86% of women who feel misrepresented and want menopause specific products.



Advertising the range - using a realistic representation of midlifers.



Trade your wings - an instore activation allowing women to bring in their unneeded period products in exchange for a sample of the products



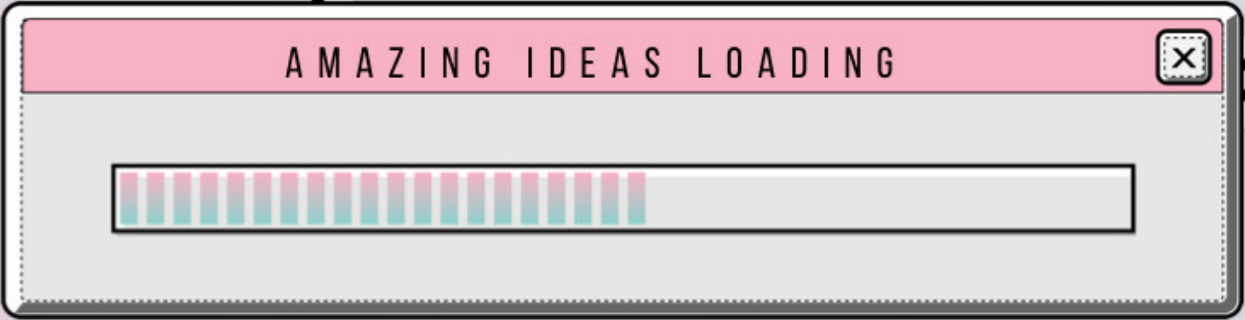
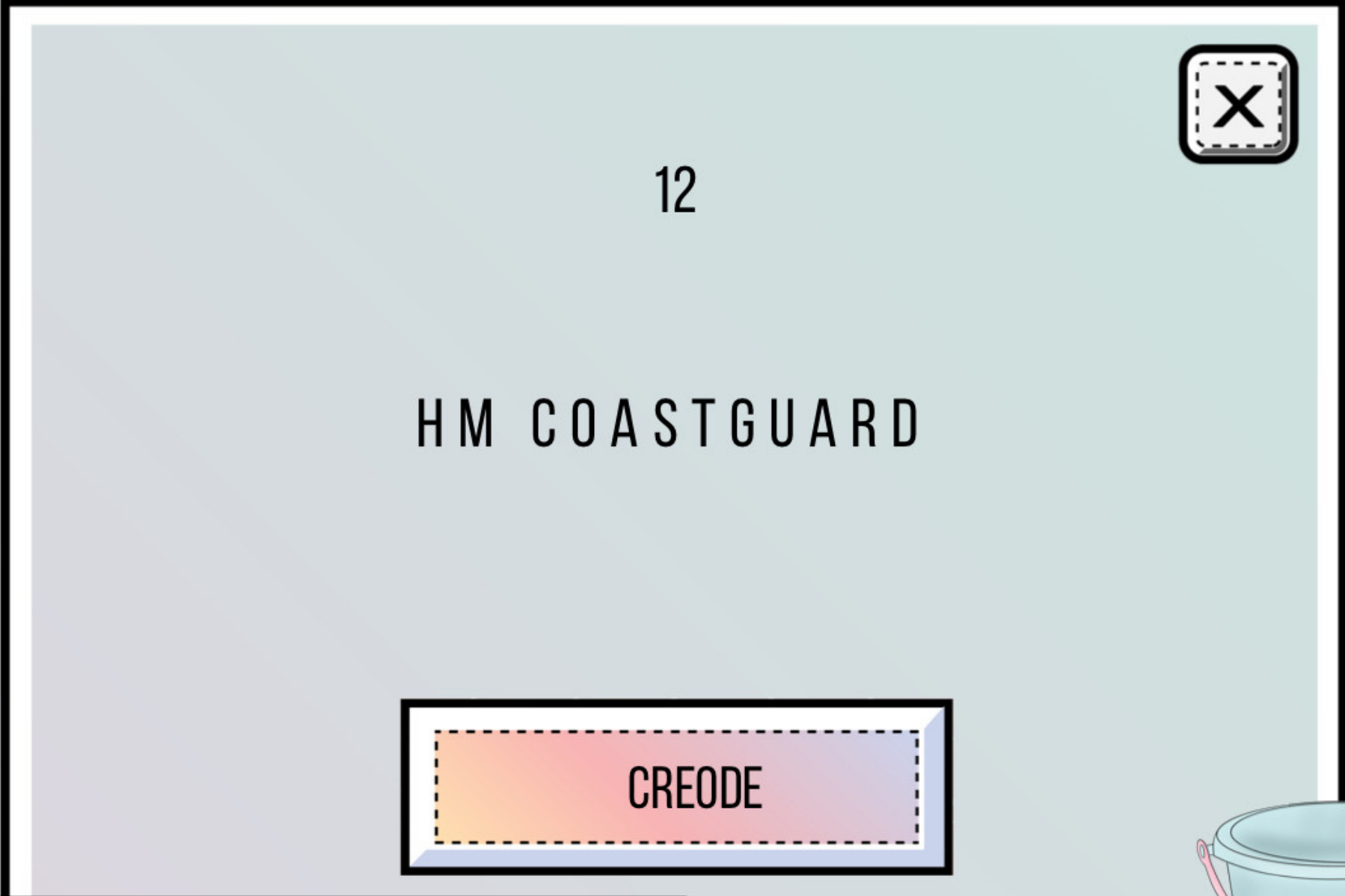
Letters to brands - Gen m and Boots will write to brands on behalf of mid-lifers and the menopausal, to encourage change within the ad industry

Dear KFC
It's time to change your wings.

We have a bone to pick, and no it's not about your food. We can't help but notice you don't use women in your advertising over the age of 50, do you think we can't handle the heat? Your hot wings would be mild to us, after the hot flushes we've been having. There's no secret recipe to advertising your products, but we really do think you should include people of our age, come on...don't be a chicken. Change can be scary, but it can also be beautiful. Join our movement and help make a difference in the industry. Others might catch on, it is the butterfly effect after all. Yours hopefully
Middle aged women

Dear Victoria secret
It's time to change your wings.

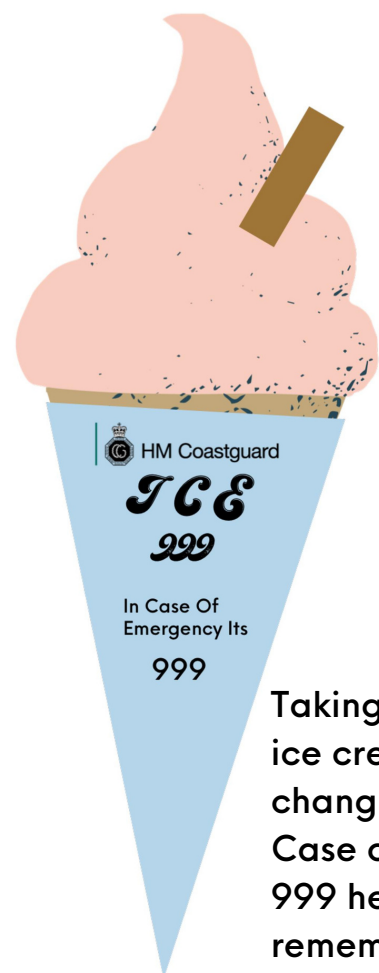
We've got ants in our pants and we need to talk to you. We feel as women over 50 you don't represent us in your advertising. Think we don't look good in lingerie? We've been sleeping in it for the last few months, it's the only thing that keeps us cool. There's no secret that women of all ages wear your products, so why not show us in your adverts? It would only mean a few cast changes... we know Change can be scary, but also it can be beautiful. Change can be scary, but it can also be beautiful. Join our movement and help make a difference in the industry. Others might catch on, it is the butterfly effect after all. Yours hopefully
Middle aged women



HEAD IN THE SAND

No one goes to the beach expecting to need the coastguards services, we turn a blind eye to the dangers, or don't even know about them at all. Basically, we bury our heads in the sand. Using the idiom to make people aware of their ignorance and education people on the HM coastguard services.

Brand asset



Taking the well know ice cream the '99' and changing it to ICE (In Case of Emergency) 999 helps people remember the connection between the beach and the emergency services available if needed. This will be featured in all campaign material.

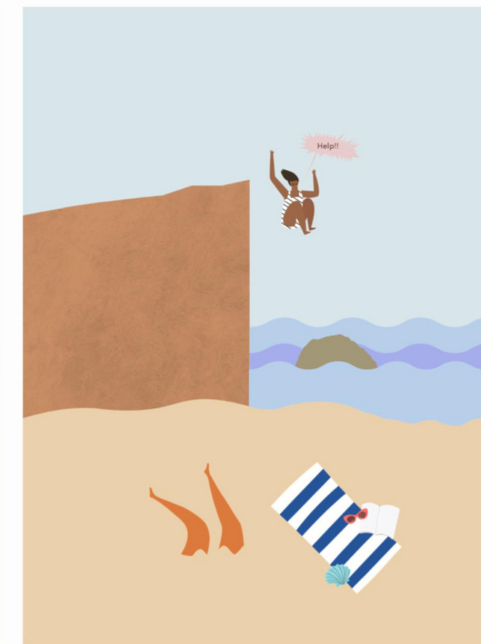
Print



Video - social and TV



Family settling down for a day at the beach. Teenager announces she's going to jump off the cliff after seeing it on TikTok. The mum has no idea of the dangers so allows her to do so.



The girl wonders off and we see the mother literally burying her head in the sand. As the girl jumps off the cliff, we see the dangerous rocks below and she begins screaming for help.



The screen cuts to 'ICE 999' and the coastguards are on hand to intercept and stop her from harm. VO "Don't bury your head in the sand this summer, learn the dangers of the coast with HM coastguards and remember 999 in an emergency." with website link.

Stunt / experiential

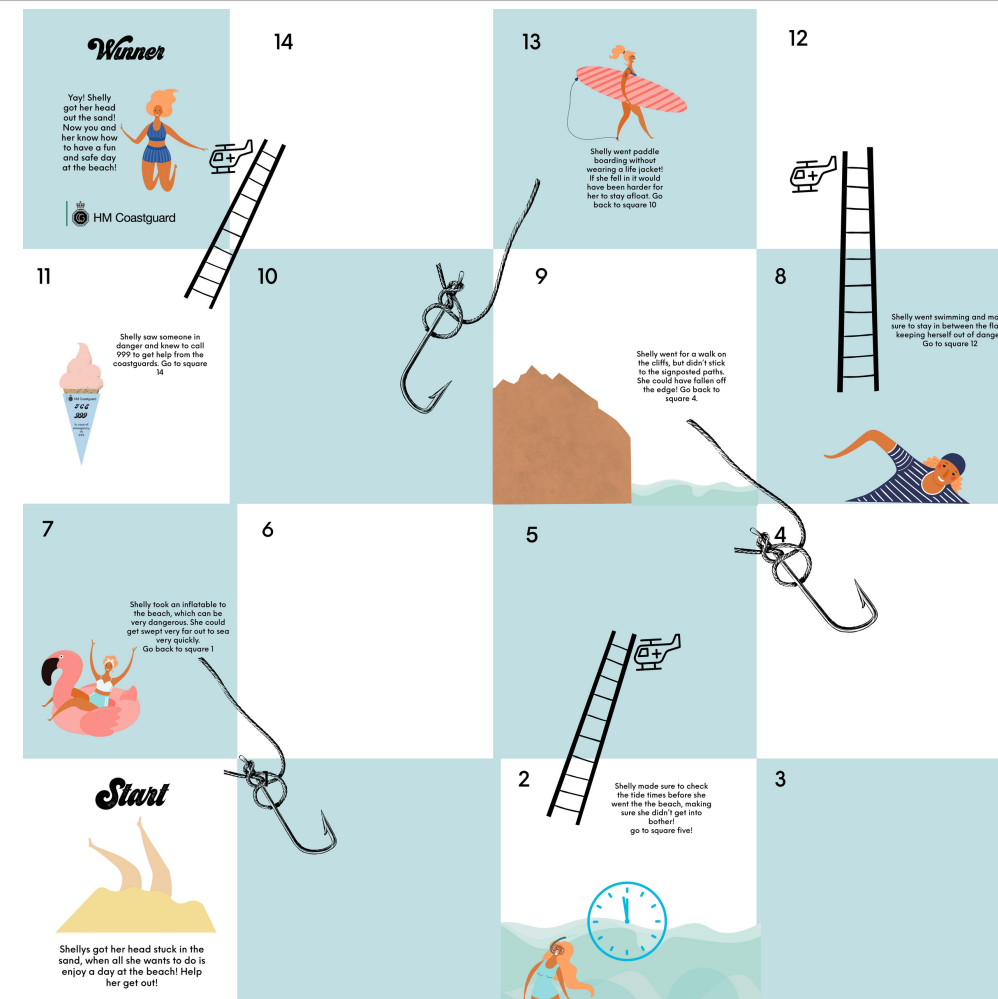
On beaches across the country there will be (not literal) heads buried in the sand. This will generate interest and encourage people to come over to the 'Sandy head beach shack'



Inside the shack - VR educational experiences, free ICE 999's and free beach merch printed with life saving tips.

Game

Given to schools and available in the sandy head shack, this game follows Shelly, who's got 'her head stuck in the sand' educating children on the best beach practice in a fun and engaging way.



Thank You!

Exit

Do you want to exit?

No

I want more!

Ideas saved for later



View my portfolio and CV

