

your missing
creative piece? ;)

week 1

CLIENT: Belton Farm

AUDIENCE: Cheese Lovers

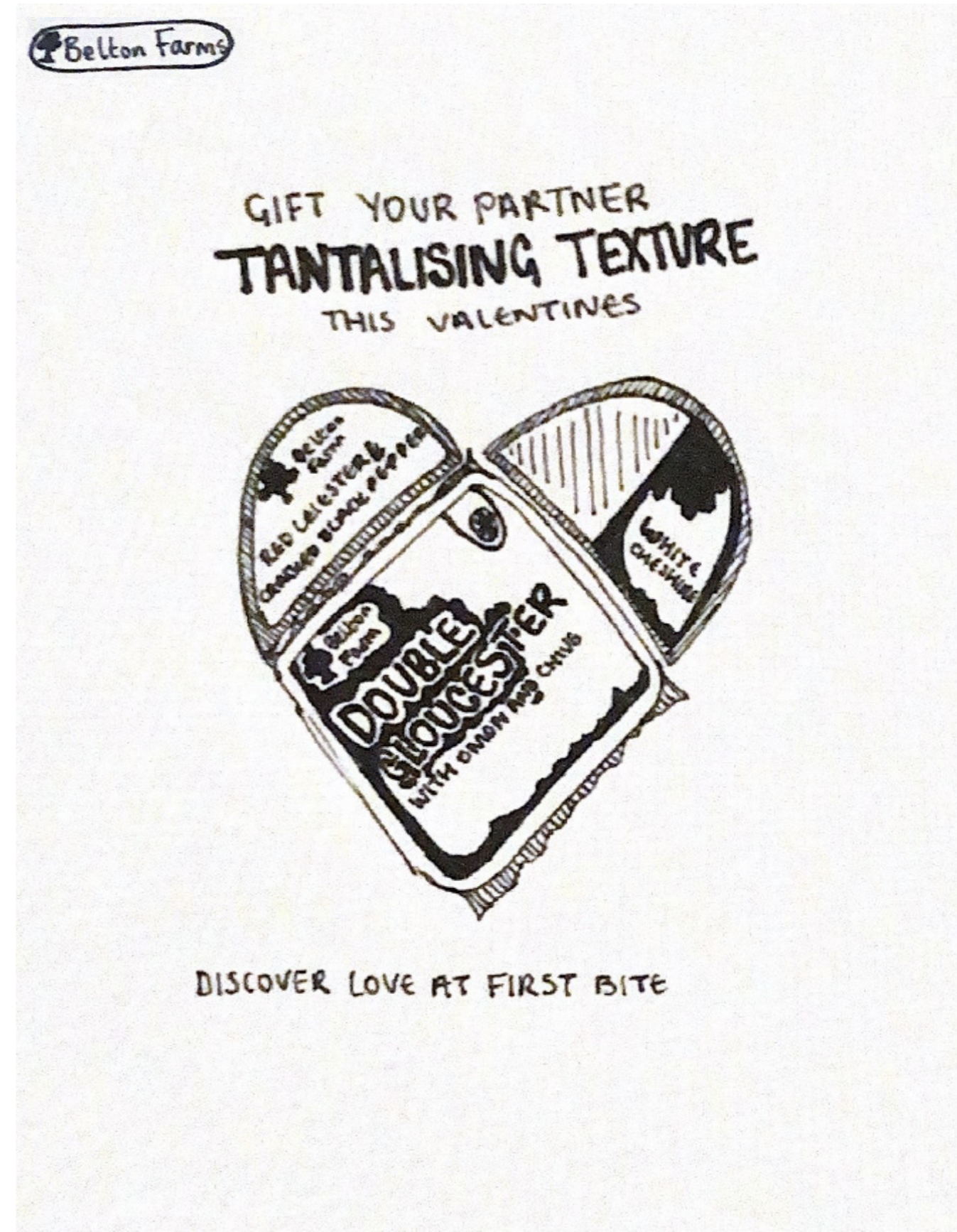
PROPOSITION: Discover love at first bite

MEDIA: Integrated

INSIGHT: Reposition Belton Farm cheese's for the Valentines Day market

IDEA: GIFT YOUR PARTNER THIS VALENTINES DAY.

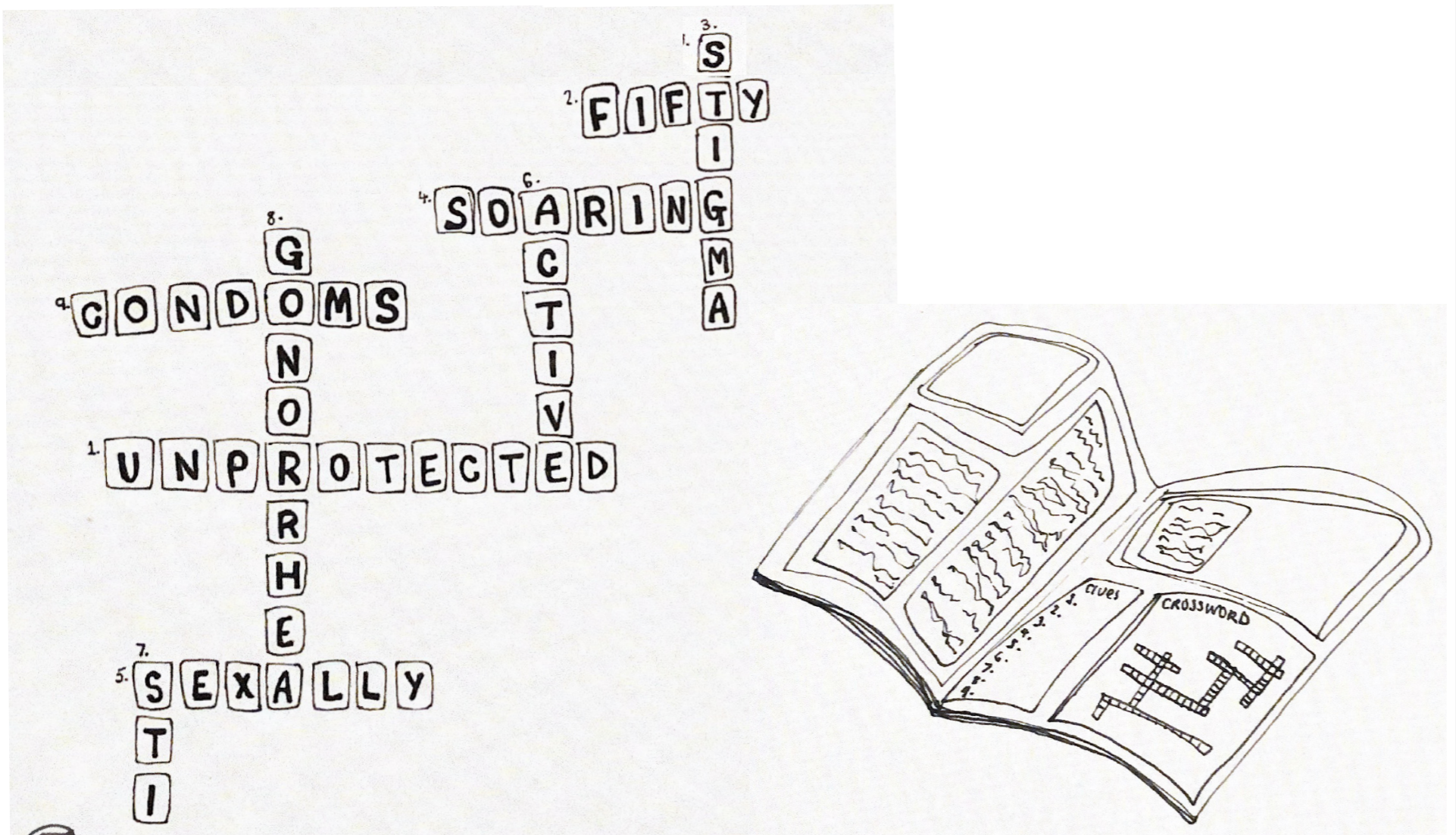
Print



CLIENT: Durex
AUDIENCE: Over 50s men
PROPOSITION: New life experiences shouldn't include STIs
MEDIA: Creative's choice
INSIGHT: Print newspapers reach larger audiences weekly (24.9million), baby boomers spend 2.87 hours per week reading newspapers.

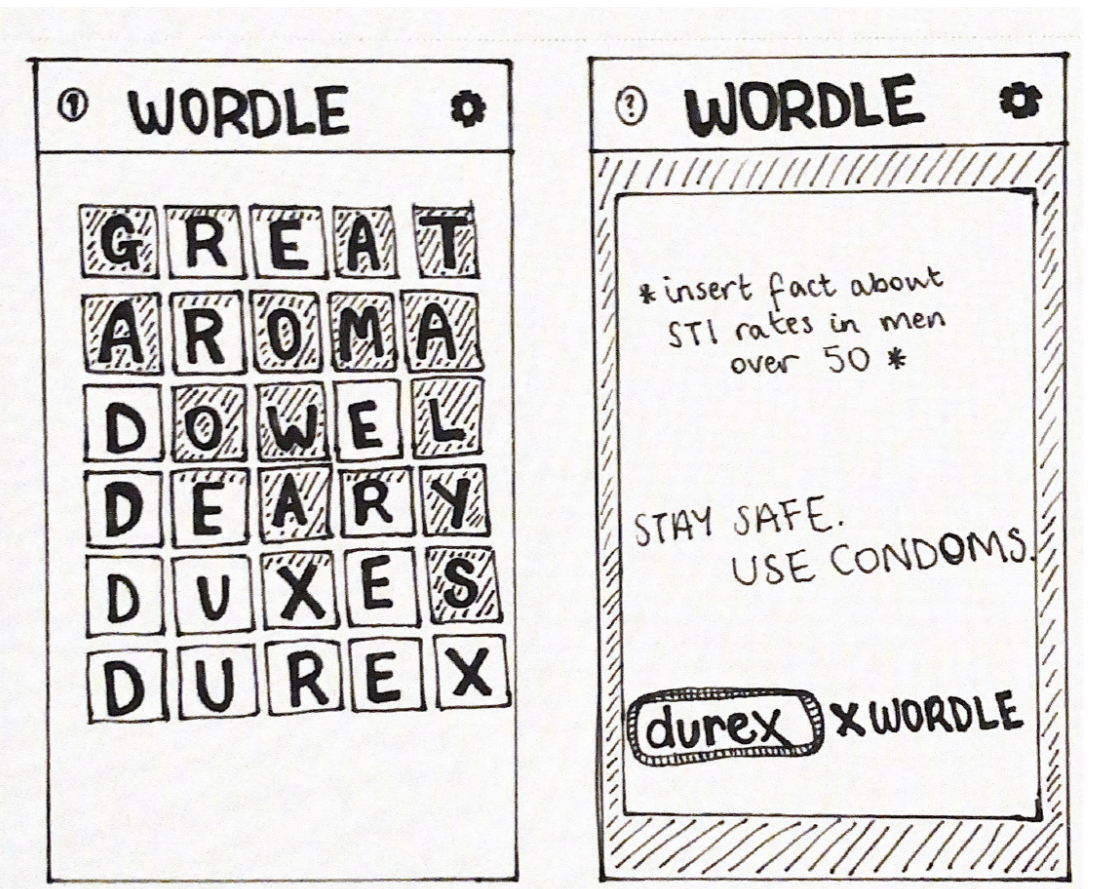
IDEA: CROSSWORD.

Newspaper Prints



Crossword with the theme of 'risks of unprotected sex' questions will be asked. The crossword will become an information point and raise the awareness amongst men over 50 years old.

Digital Rollout



Using multiple channels, such as mobile phones to reach more of the target audience. This is done through a collaboration between WORDLE and DUREX. After the word puzzle has been solved to reveal 'Durex', a fact about STI rates in men over 50 will pop-up.

week 3

CLIENT: Karndean Design Flooring

AUDIENCE: Homeowners aspiring to upgrade their living space and make it their own

PROPOSITION: Designed for life

MEDIA: TV, print and social

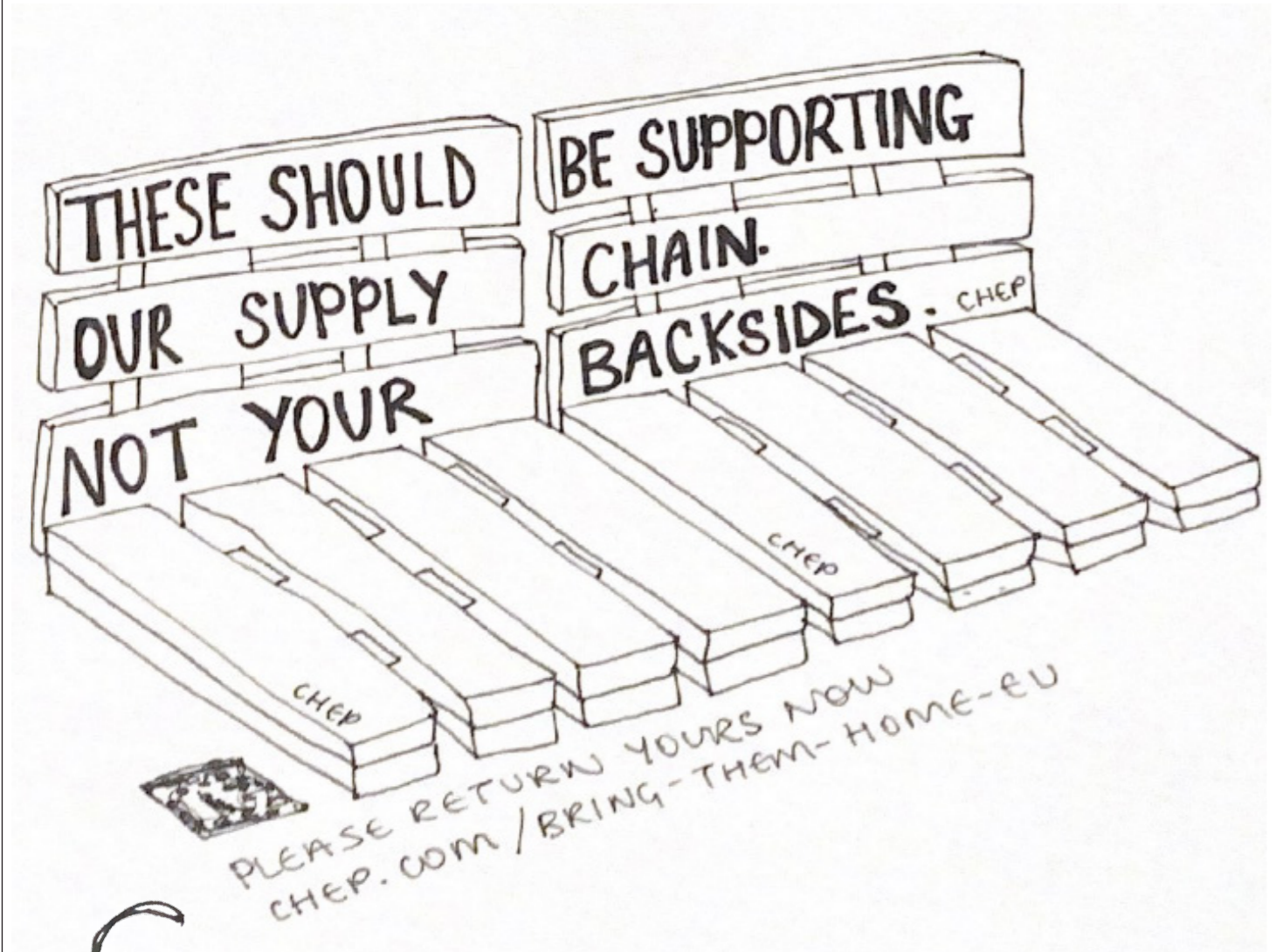
I was very ill with a chest infection, hence the empty page :(

week 4

CLIENT: CHEP
AUDIENCE: Supermarkets, warehouses, factories - anyone who receives orders on CHEP pallets
PROPOSITION: Help us get our blue pallets back.
Arrange a collection at Chep.com/bring-them-home-eu
MEDIA: Open (Unusual placements)

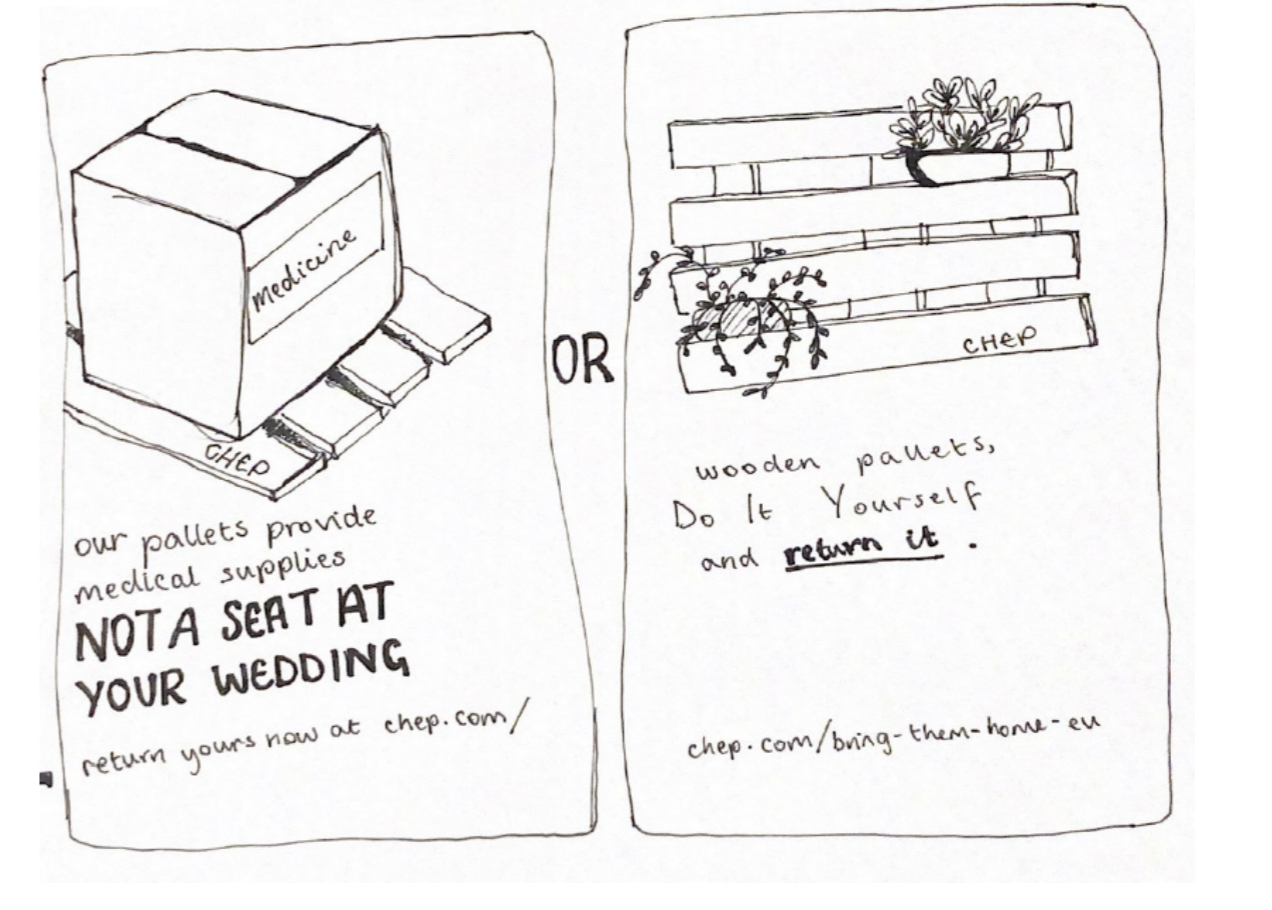
IDEA: THESE SHOULD BE...

Outdoor Placement

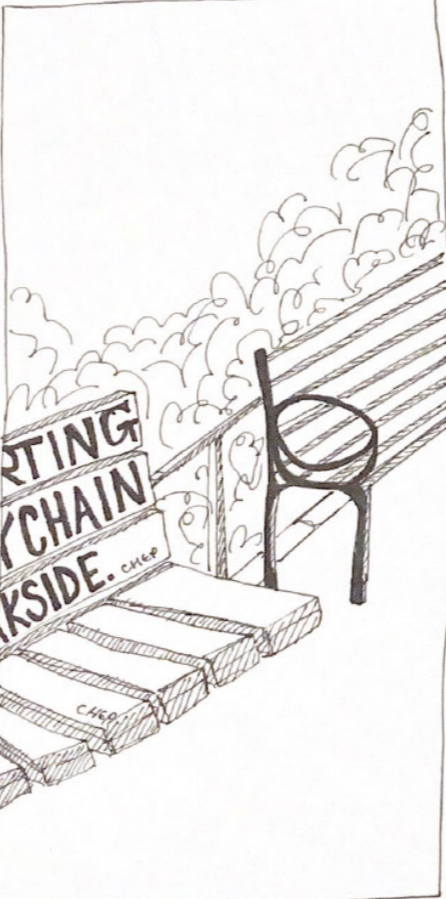


Guerilla Marketing - Bench created from CHEP pallets and then placed in public spaces and transport hubs to grab attention of customers. Humour helps to connect to consumers on a emotional level.

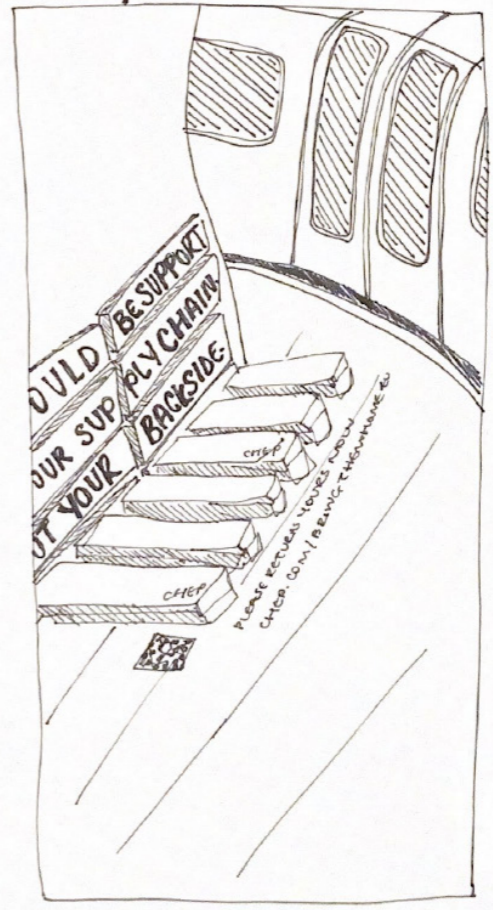
Print



public spaces



transport hubs



week 5

CLIENT: Northwest Air Ambulance Charity

AUDIENCE: Conscious youngsters who want to make a difference in the world

PROPOSITION: Be there for us today, so we can be there for you tomorrow

MEDIA: Integrated or digital campaign

INSIGHT: 68.7% of Adults aged 18 years old and above like to drink at pubs

IDEA: BEER COASTERS.

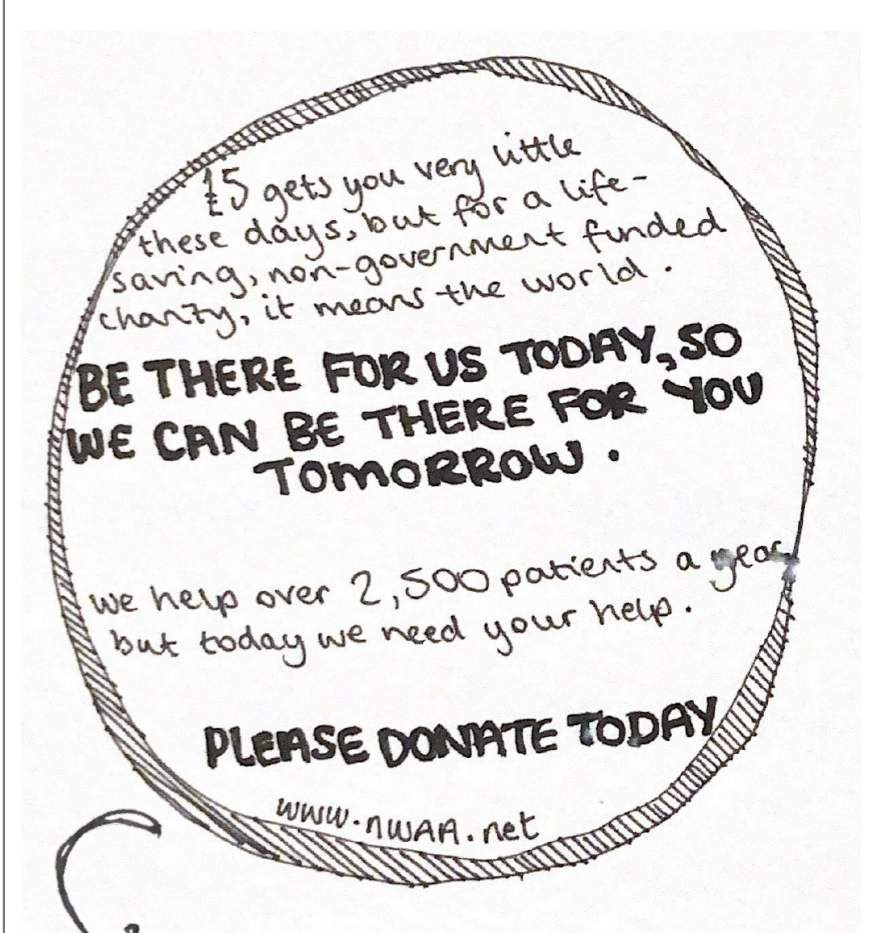
Front Prints



These'll act as advertising extensions to any social media or print campaign.

Short amount of information to catch attention.

Back Print



On the back, more detailed information about the charity to help audience understand how their donation will help.

week 6

CLIENT: Co-Op

AUDIENCE: Shoppers on a budget, still wanting to make sustainable choices that align with their own values

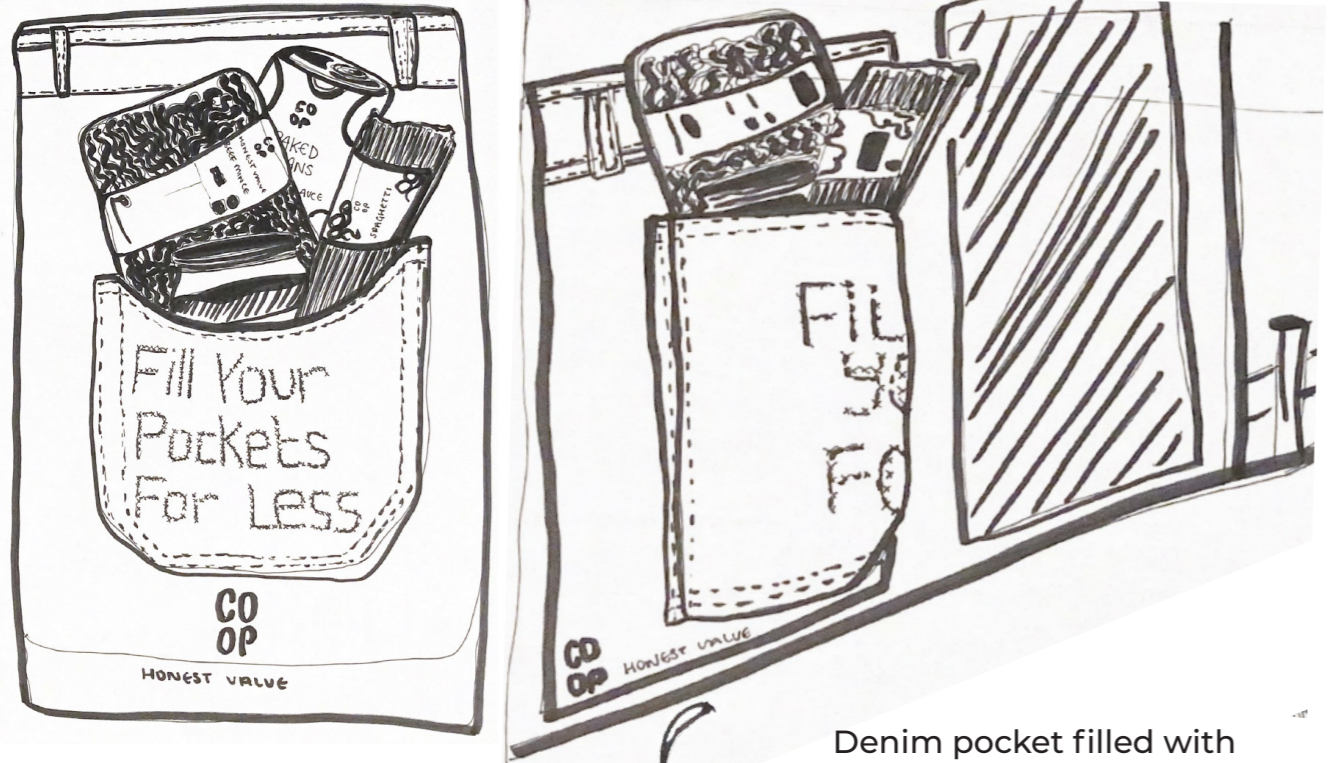
PROPOSITION: Value with values

MEDIA: Integrated - TV, Social Media, Outdoor Ads

INSIGHT: Same good quality food, at a lower price

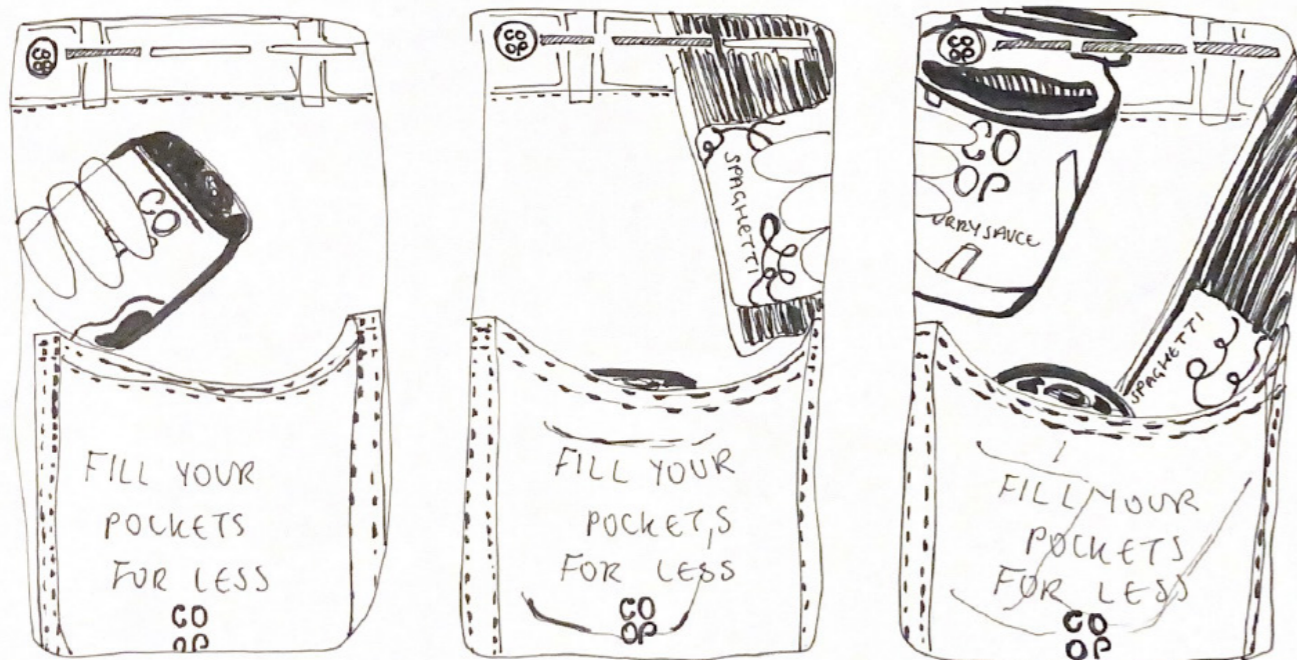
IDEA: FILL YOUR POCKETS FOR LESS.

Print/ Outdoor Ads



Denim pocket filled with products, that is 3D - this pocket can act as a food donation point inside stores.

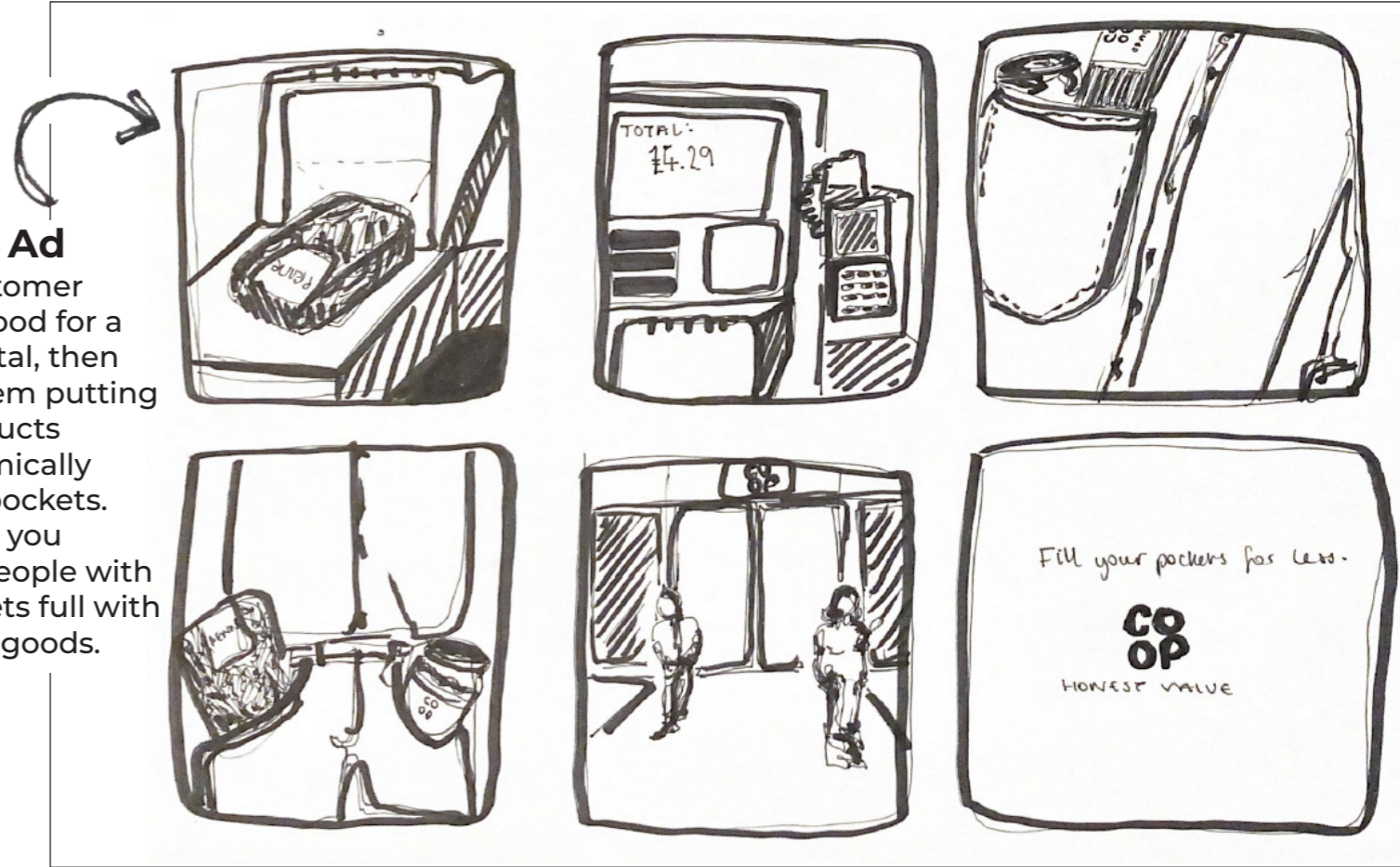
Social Media



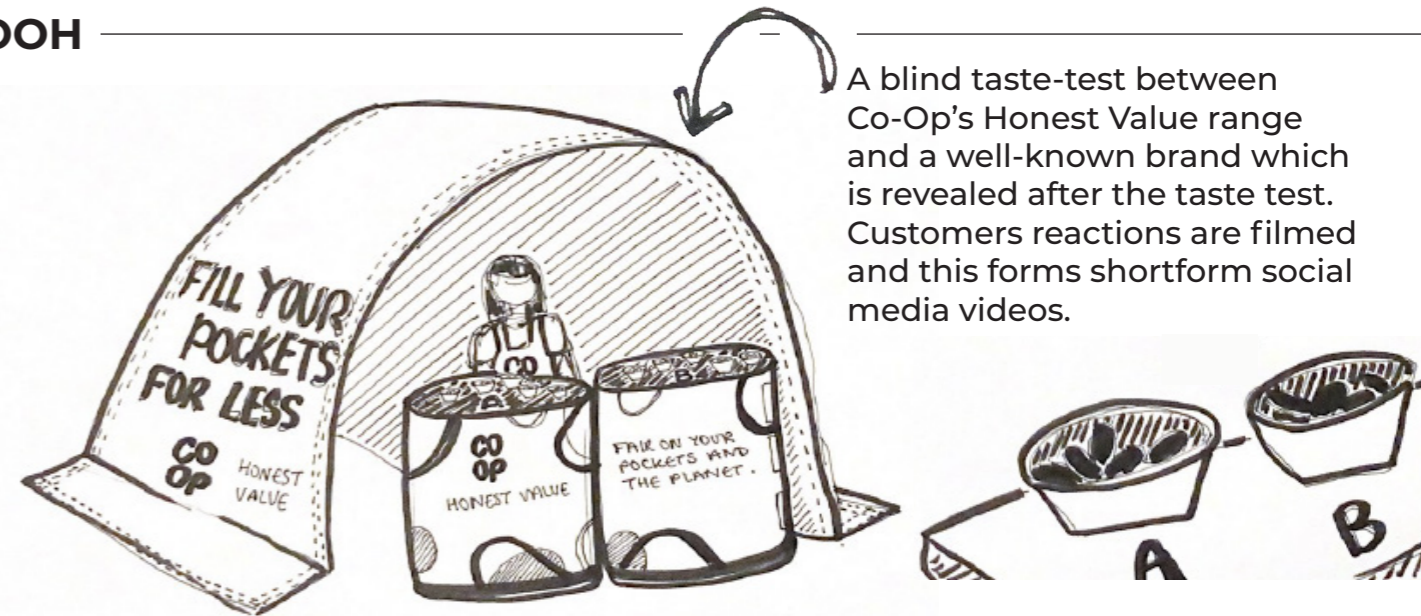
Three page Instagram story, shows pocket getting filled up as you tap through but the visible cost total stays low.

TV Ad

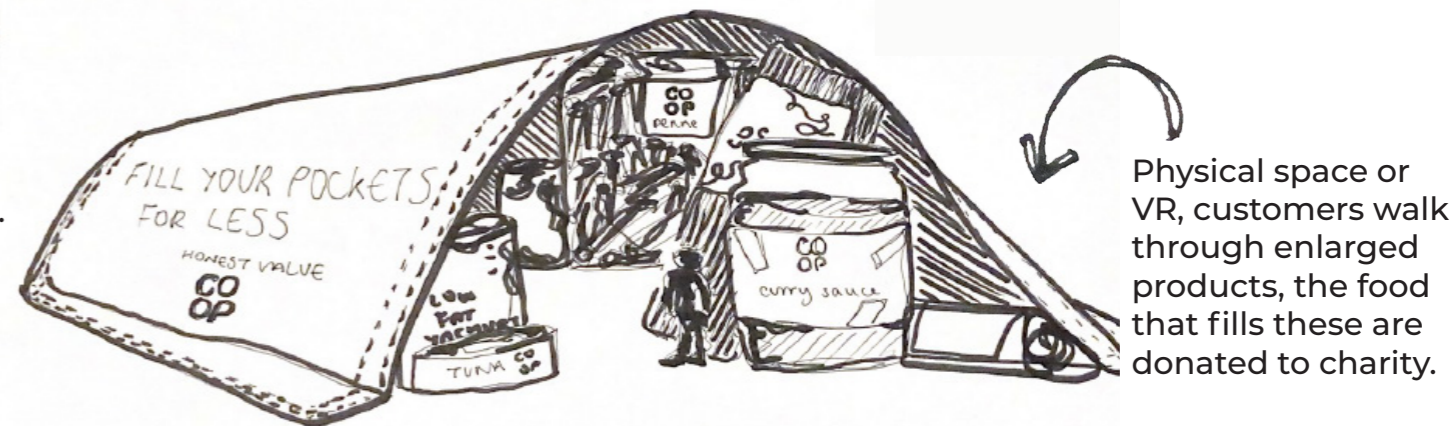
Shows customer scanning food for a low cost total, then you see them putting those products in their comically oversized pockets. Next scene you see other people with their pockets full with purchased goods.



OOH



A blind taste-test between Co-Op's Honest Value range and a well-known brand which is revealed after the taste test. Customers reactions are filmed and this forms shortform social media videos.



Physical space or VR, customers walk through enlarged products, the food that fills these are donated to charity.

week 7

CLIENT: Dunelm

AUDIENCE: Millennial home owners looking to save money and create a cosy space during a cost of living crisis

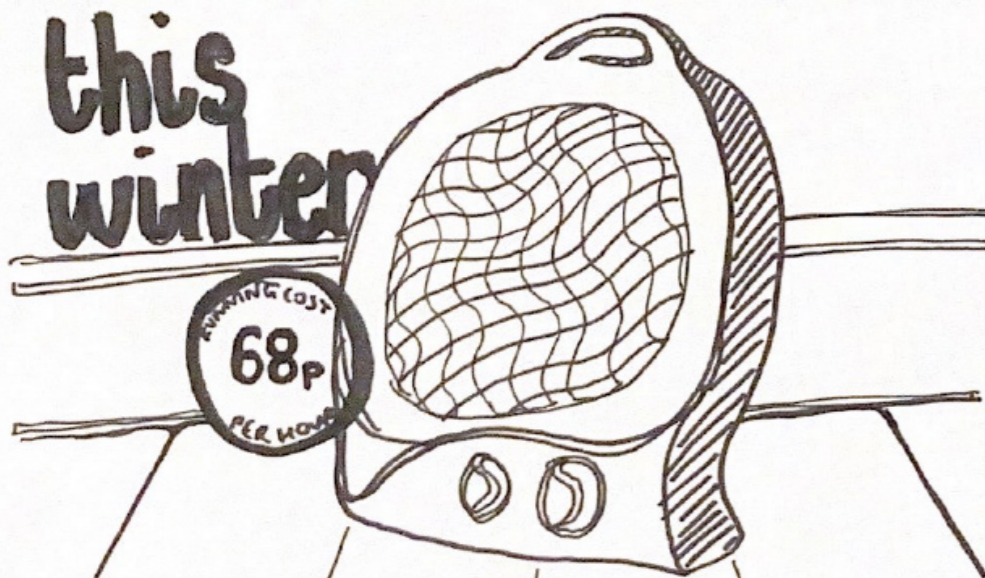
PROPOSITION: Home - Dun Your Way

MEDIA: Integrated

IDEA: KEEP IT COSY WITH DUNELM.

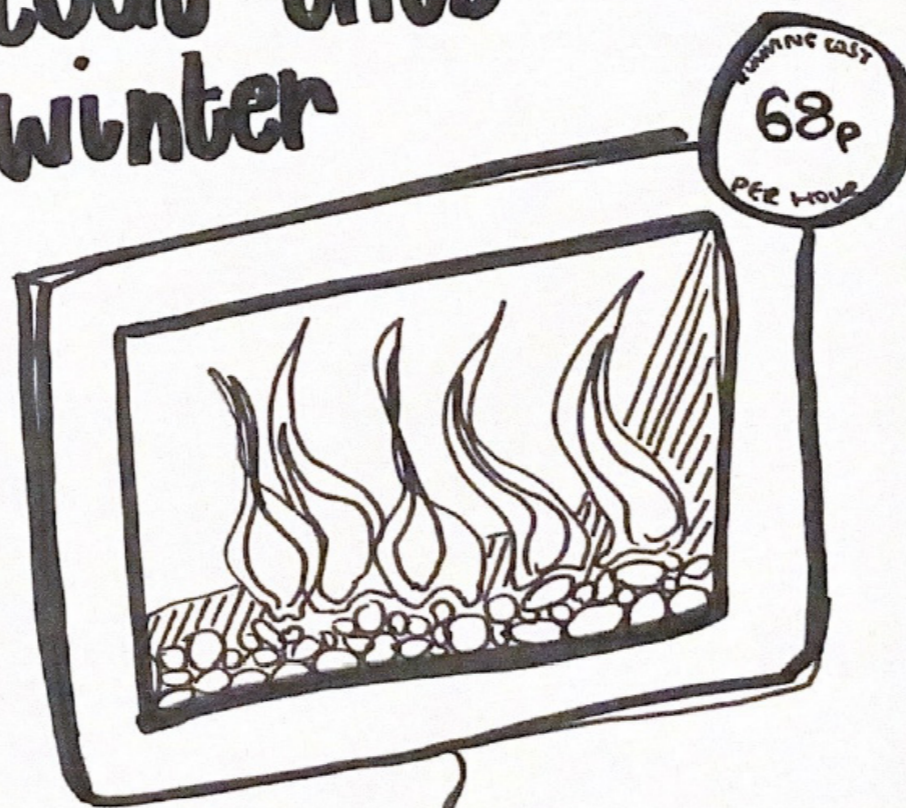
Print

blow away
your budget
worries
this
winter



KEEP IT COSY WITH DUNELM.
DF FAN HEATER £14

be careful not
to catch a
cool this
winter



KEEP IT COSY WITH DUNELM.
WALL MOUNTED FIRE £169

Keep your
budget
robo-ust
this
winter



KEEP IT COSY WITH DUNELM
SHERPA ROBE £30

CLIENT: Heritage Great Britain

AUDIENCE: Gen Z & Millenials

PROPOSITION: Legendary landmarks and awesome attractions await

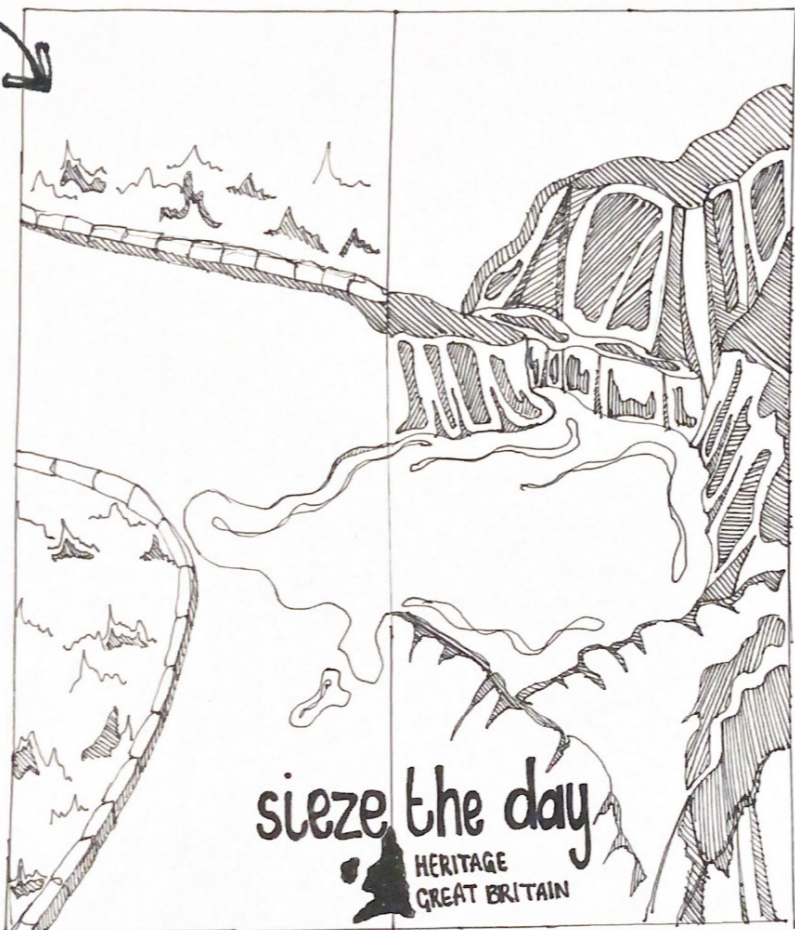
MEDIA: Integrated

INSIGHT: Gen Z & Millenials desire to travel

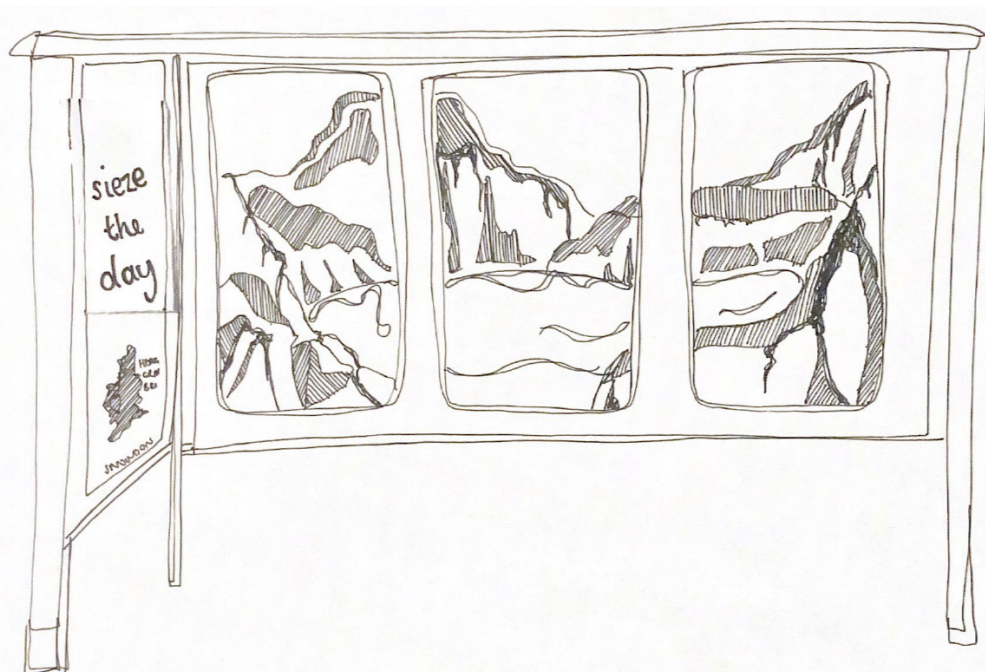
IDEA: SIEZE THE DAY.

Print

Split-screen prints show what you could be enjoying e.g. your driveway vs Snowdon, train seats vs seats looking onto The Needles at Isle of Wight.



OOH Bus Stop



Windows looking onto views of Snowdon.

Social Media - TikTok



Shortform video edited to look like Instagram, video then expands full-screen to give shot of attraction that shows people enjoying themselves.



week 9

CLIENT: KY Jelly

AUDIENCE: Menopausal

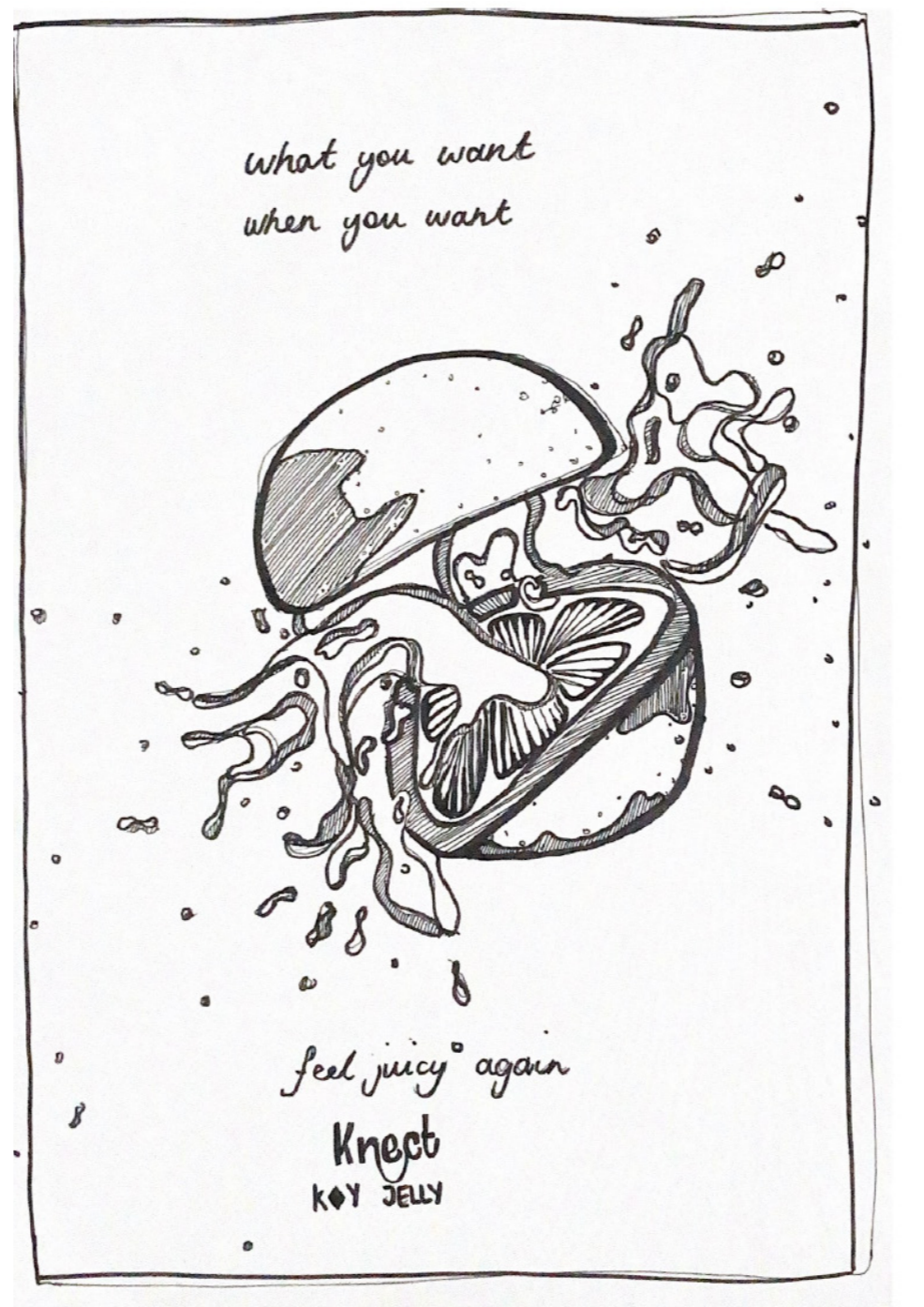
PROPOSITION: Wetter is better with Knect

MEDIA: OOH & print

INSIGHT: 79% of women have not discussed their menopausal symptoms, this response switches the lense from menopause being a taboo to empowering menopausal women, allowing women to take ownership of their bodies and 'feel juicy again'

IDEA: FEEL JUICY AGAIN.

Print



PR promotional box



Includes products as well as a booklet with menopausal information. Unboxing videos will create online content for social media.

CLIENT: SkinProud
AUDIENCE: UK based Millenials & Gen Z-ers with disposable income
PROPOSITION: I Am Proud
MEDIA: Unified brand communications
INSIGHT: 63% Millennials & 57% Gen-Z are serious about skincare routines

IDEA: BE PROUD, FEEL PROUD.

Experience is in a fake maze, to help customers 'find their proud', touch pointrs involve example stations, free samples and plenty of selfies oppertunities - this also creates short for videos for social media. Helps brand build off-line presence.

Brand Experience

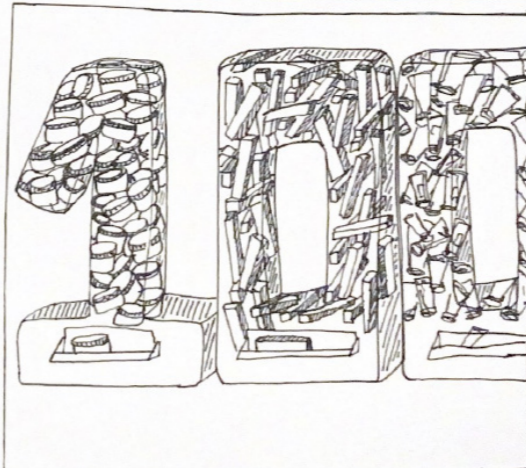
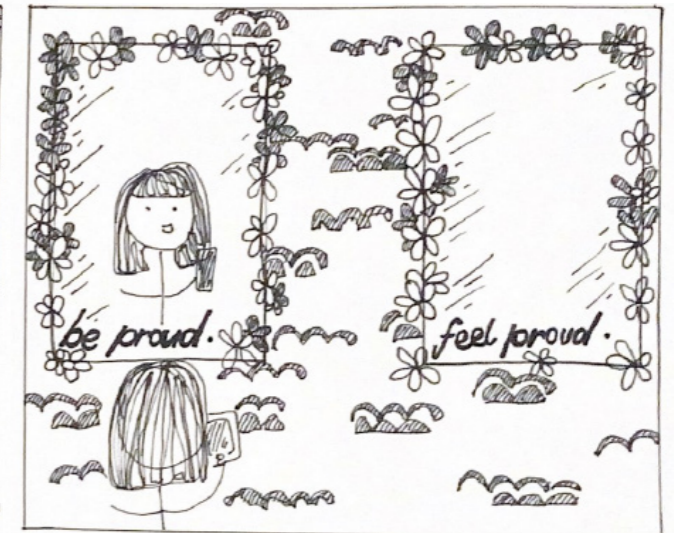
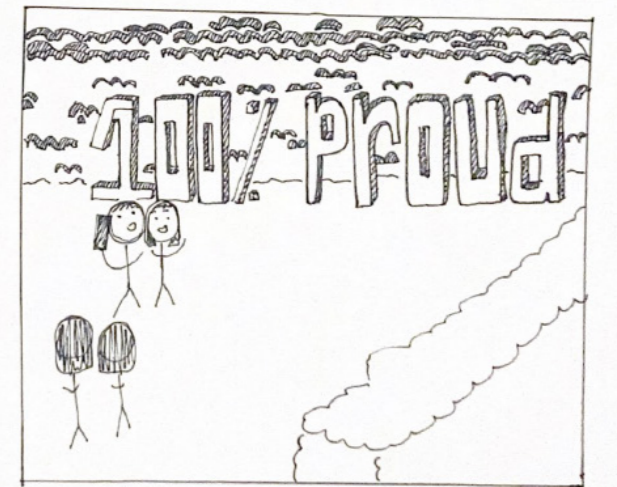
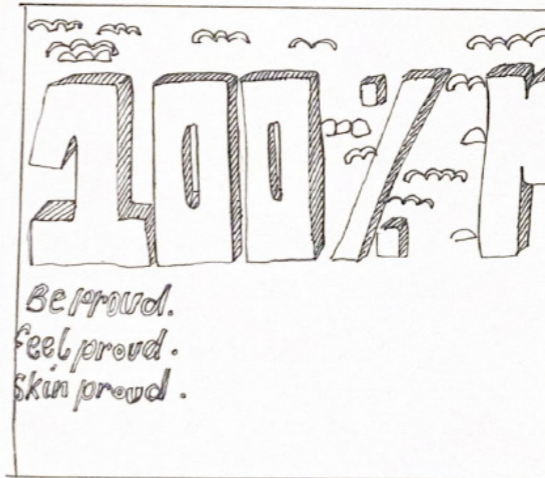
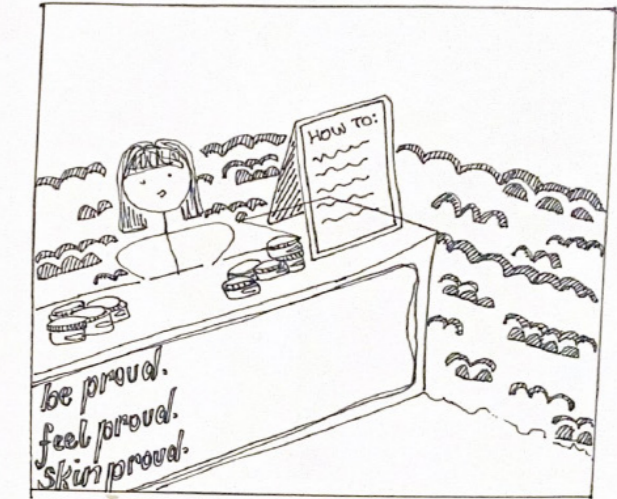
Print

Transferrable to this layout.

we're proud to embrace you.
we're proud to represent you.
we're proud to empower you.
we're proud to celebrate you.
be proud.
feel proud.
skinproud.

with our 100% vegan & cruelty free skincare.

Background could be images of models overlaid with text, to give evidence as to how SkinProud embraces customers.



1. upload a #shelfie with the pop-up
2. recieve a sample product
3. transfers to tiktok content

week 11

CLIENT: Calm
AUDIENCE: Stressed professionals
PROPOSITION: Drift off with ease
MEDIA: Audio
INSIGHT: Focus on how Calm gives you a place of peace and quiet amongst all the noise

IDEA: TRANQUILITY ON DEMAND.

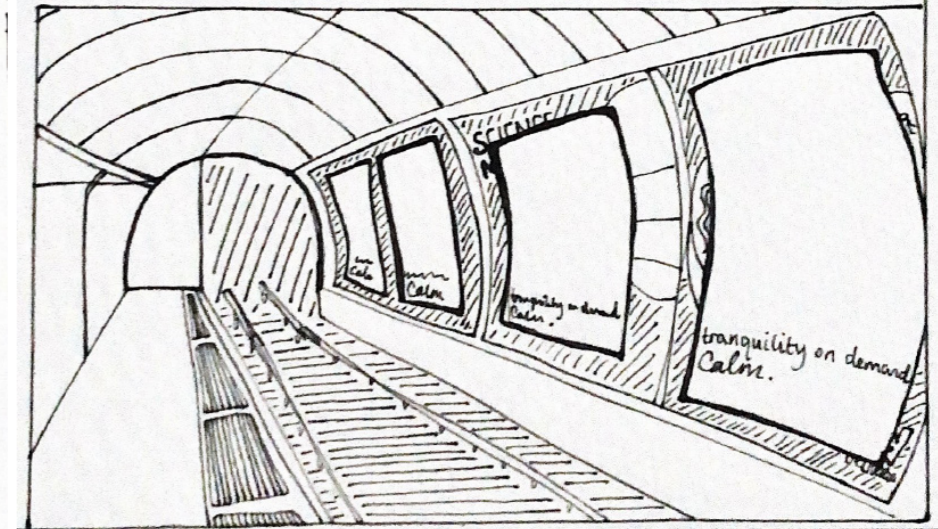
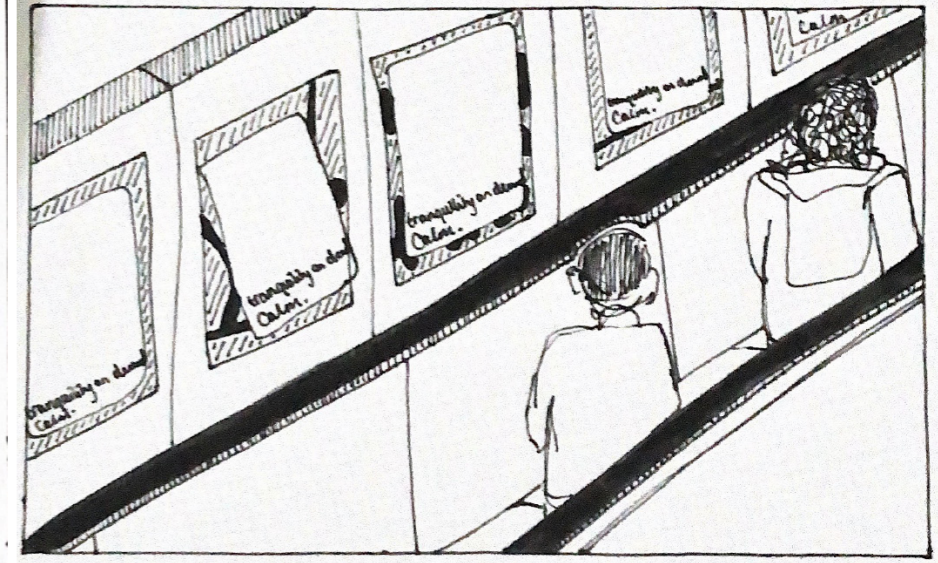
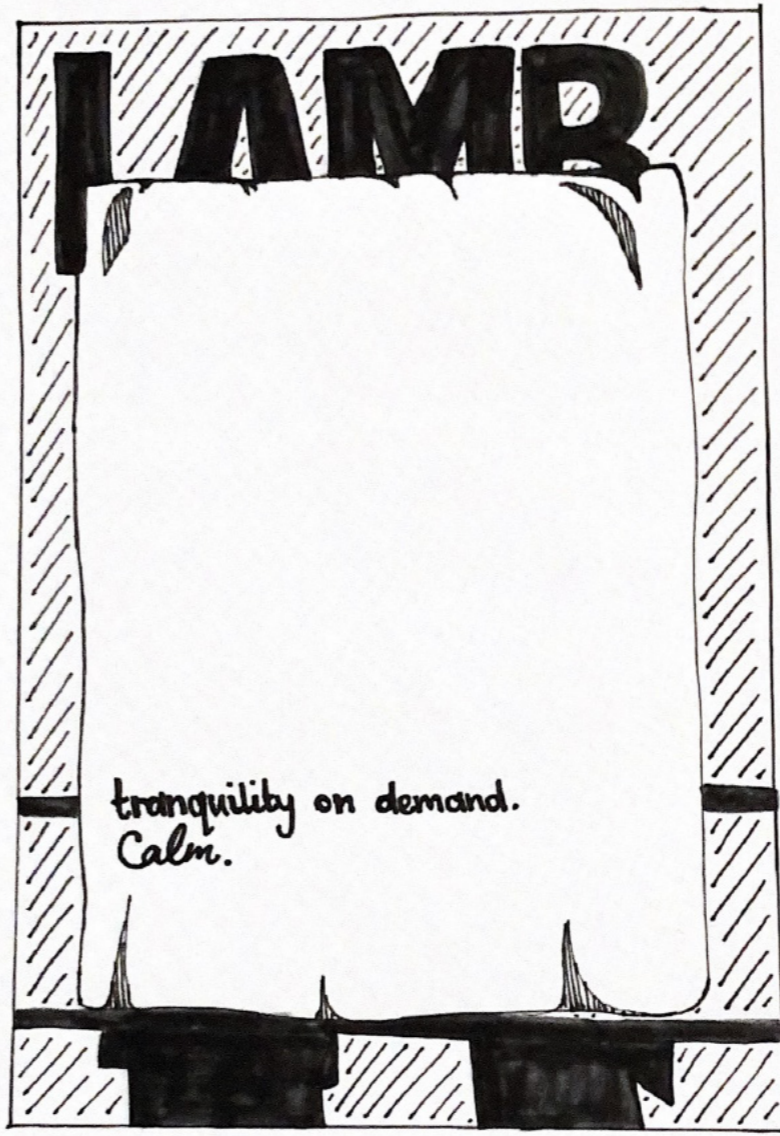
Audio Script

(LOUD SOUNDS OVERLAID)
"wouldn't it be nice if you could just..."
(LOUD SOUNDS TURNED DOWN AND THERE'S SILENCE)
(CALMING SOUNDS BEGIN TO PLAY SOFTLY)
"now isn't that nice, a little tranquility on demand"
(CALMING SOUNDS CONTINUE TO PLAY)
"find your own moment of peace and quiet with Calm, available to download from the app store"

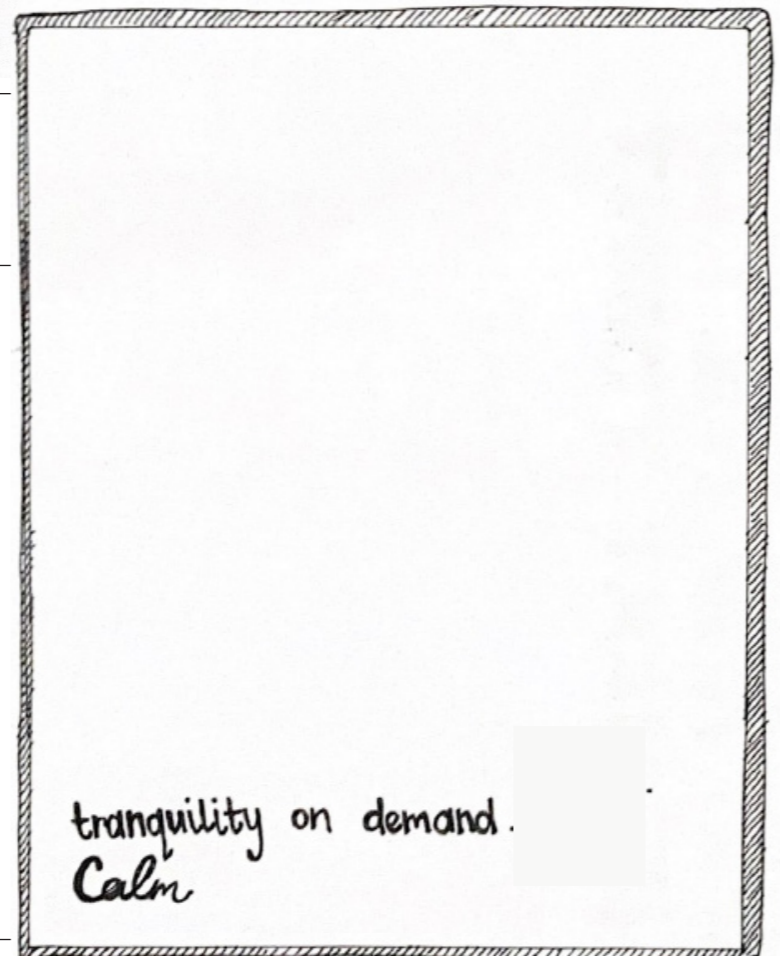
Fly Posters



Covering other advertisements to create quiet in busy places such as bus stops, workplaces, cafes, train stations.



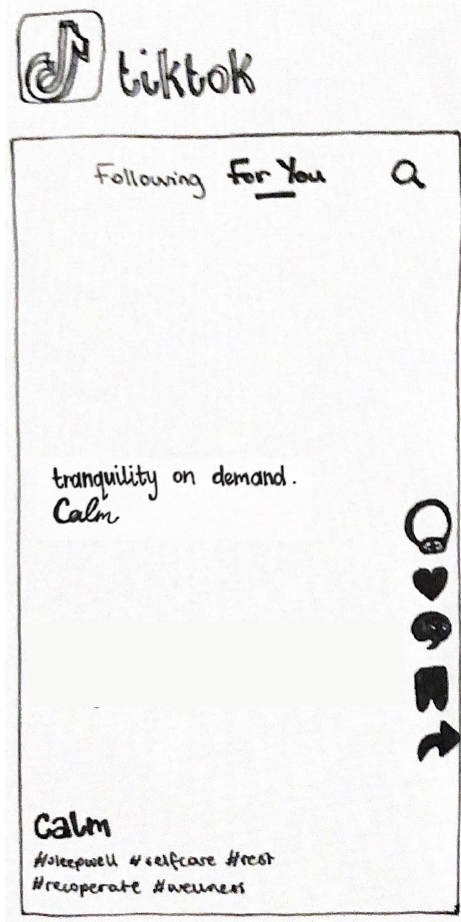
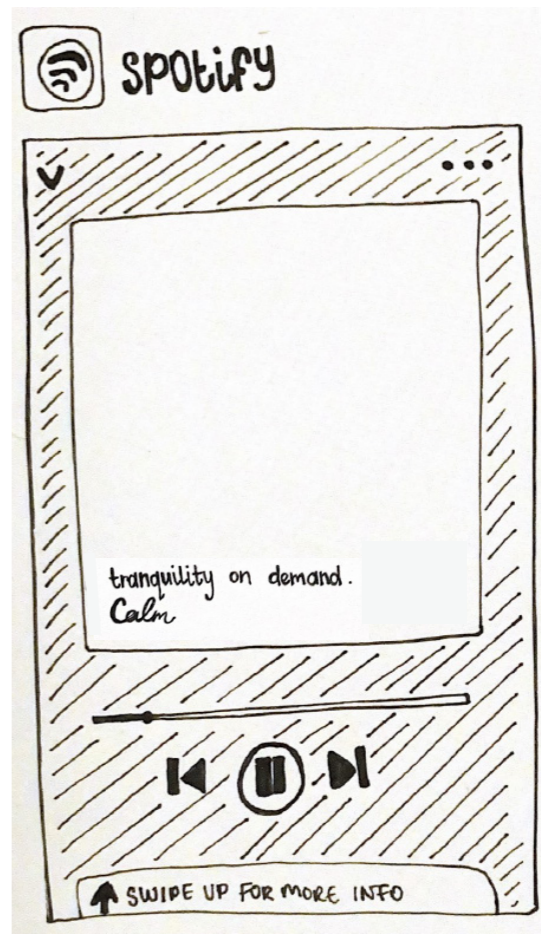
Print



Social Media Amplification



Follows same idea as the print, by replacing the space usually filled with information with an empty space - away from the noise.



week 12

CLIENT: Coffee 4 Craig

AUDIENCE: Active organisers and Sofa supporters

PROPOSITION: You have the power to give someone hope

MEDIA: TV/ social film (30/60 film)

INSIGHT: Showing how donations help

IDEA: MAKE SOMEBODY'S HOPE REAL.

TV Ad

lyrics

I'm gonna pop some facts
but only got 60 seconds in which to drop it
I'm, I'm, I'm askin', lookin' for some dolla
cause this situation ain't f'ing awesome

what you know about the situation on the streets?
what you knowin' about being homeless at 23?
we're askin', we're askin', we're searchin' for some hope
one man's cash, that's another man's come up

thank your grandad for donating that ten pounds
'cause right now that's helpin' support a dozen

[we're at the meanwhile, offerin' a drop-in 7 days a week
but we're, we're we're needin' some helpin' in that section
to get it

Your granny, your auntie, your ^{mama,} ~~man~~ your mawmaw
we'll use that ~~donated~~ ^{donated} mawmaw and keep actin'
as a helpful brother.

every single evening.

you have the power to make somebody's hope real
please donate now.



The lyrics are a parody of Macklemore's Thrift Shop.

Video taken in one shot, following a volunteer lip-synching the lyrics. In the background volunteers at Coffee 4 Craig will be shown giving out donations such as food and coffees. Throughout the advert subtle imagery related to hope will be visible.

week 13

CLIENT: Cinch
AUDIENCE: Hesitant online car buyers
PROPOSITION: Cars without the faff
MEDIA: TV and any additional amplification ideas
INSIGHT: Growing interest in football

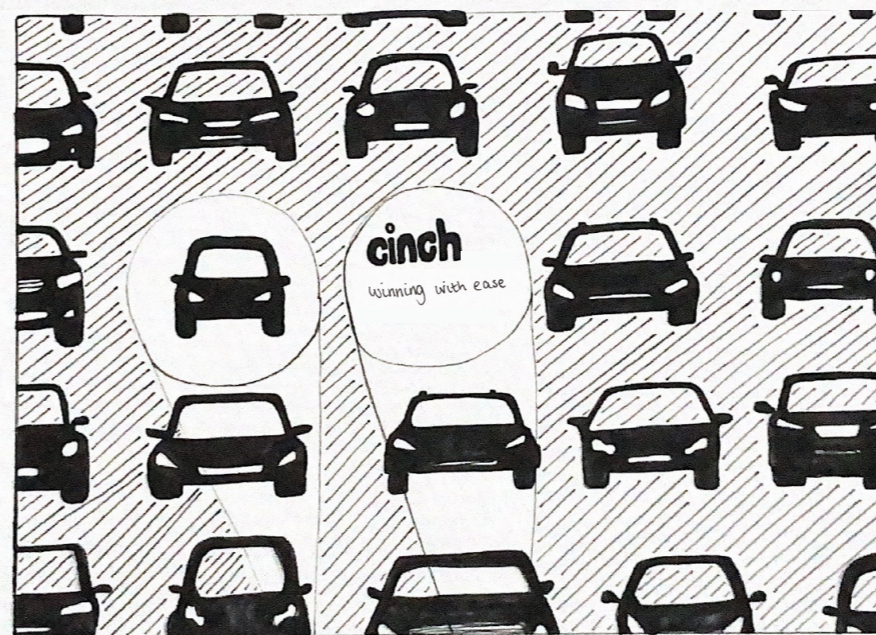
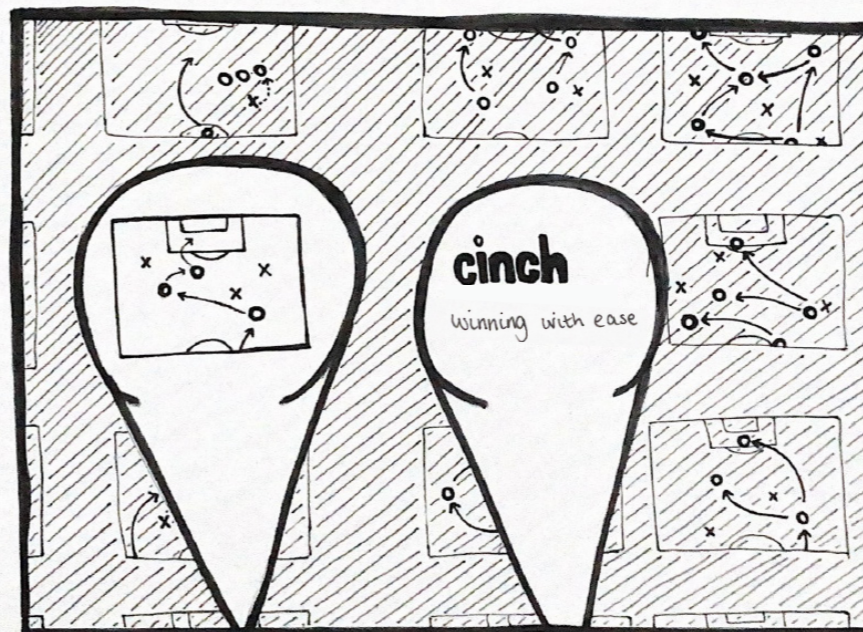
IDEA: WINNING WITH EASE. An EFL x ITV Partnership

TV Ad



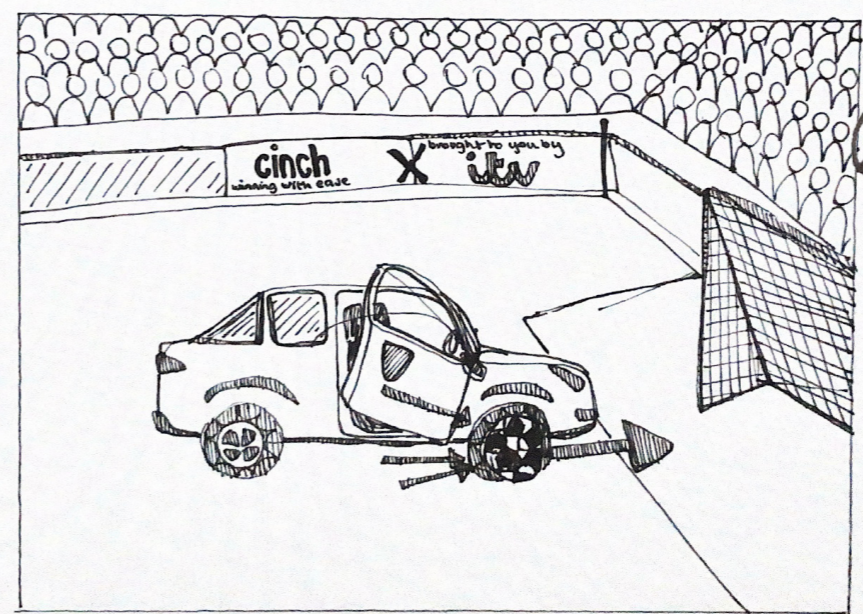
Begins with football team losing and the coach getting progressively annoyed that they can't find the right tactic. Car is animated and uses its headlights to show the winning tactic. The final shot shows players celebrating with the car.

Print



Can be changed to move away from football.

OOH Activation



Use a car as a team player and score goals etc during half time at matches.

Social Media

Animation uses car headlights to reveal winning solution.

