

ALICE WRIGHT

Architectural Designer

Hi, I'm Alice.

I graduated from The University of Manchester and I am an architectural designer.

I love taking film photos in my spare time, here's some of my favourites that I've snapped recently.

When I'm not being creative, you'll find me on the tennis court or at the gym shifting some heavy weights!

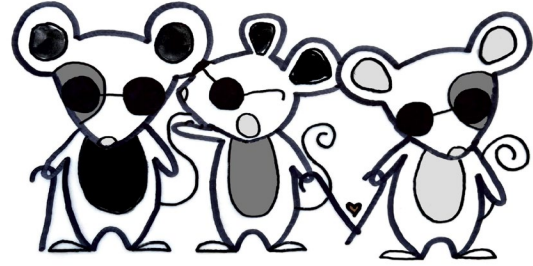
I wanted to swap buildings for campaigns and I've learnt so much in the last 13 weeks. Massive thanks to Phil for his support along the way, and to all the agencies for taking the time to share your expertise.

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Dubrovnik, Croatia

Three Blind



Dates.

This campaign is targeting mums especially (middle class, 30+) because they are most likely to shop at Tesco's, Waitrose and Morrisons, where Belton Farm is stocked. They also have more of a disposable income and are likely to spend on quality products.

The narrative of the TV ad aims to hook the audience by creating a cute, lighthearted, John Lewis style advert. Through developing empathy for the mouse, the advert aims to bring happiness to the audience when characters fall in love.

Discover your love at first bite

Insight - There is nothing special about the appearance of Belton cheese, the luxury lies in the taste.

Strategy - Portraying the cheese as having a distinctive, irresistible taste to encouraging the audience to try the cheeses for themselves.

Big idea - You don't need to see the cheese to know it's delicious. Blind dating with the Three Blind Mice. Metaphor for love - it's not what something looks like but what's inside that matters.

Execution - The mice will fall in love over their love of Belton cheese.



Mouse finds some cheese on the floor that the humans had dropped (prized possession).



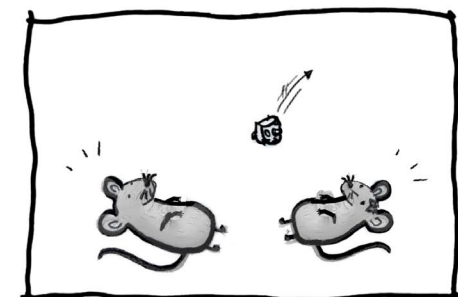
Red fox (enemy) wants both the cheese and the mouse for dinner.



Fox peeps through the mouse hole but is too large to get in.



Mouse hiding from the fox, whimpering (scared)



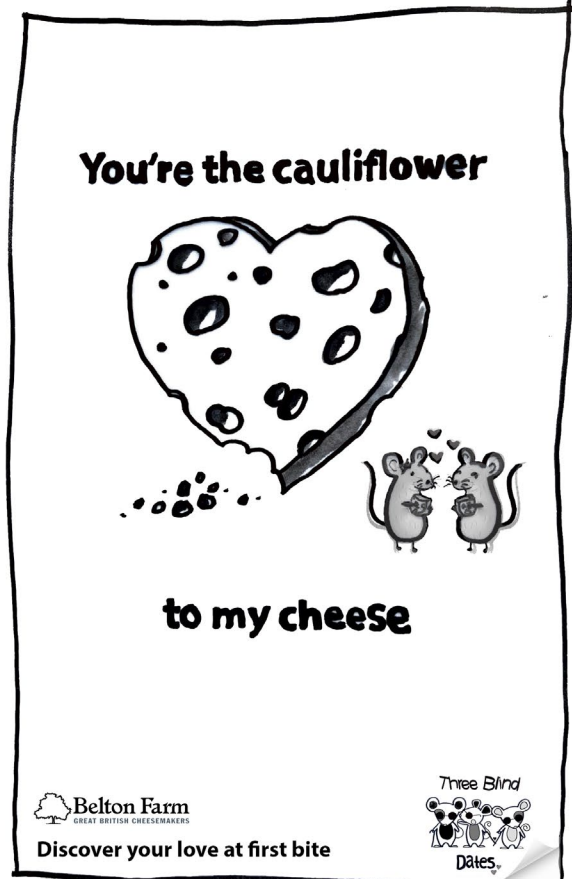
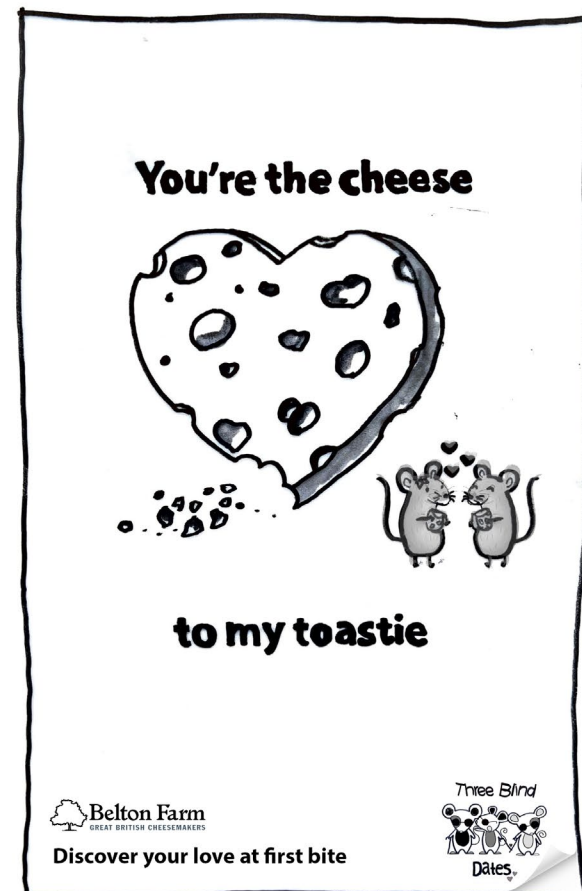
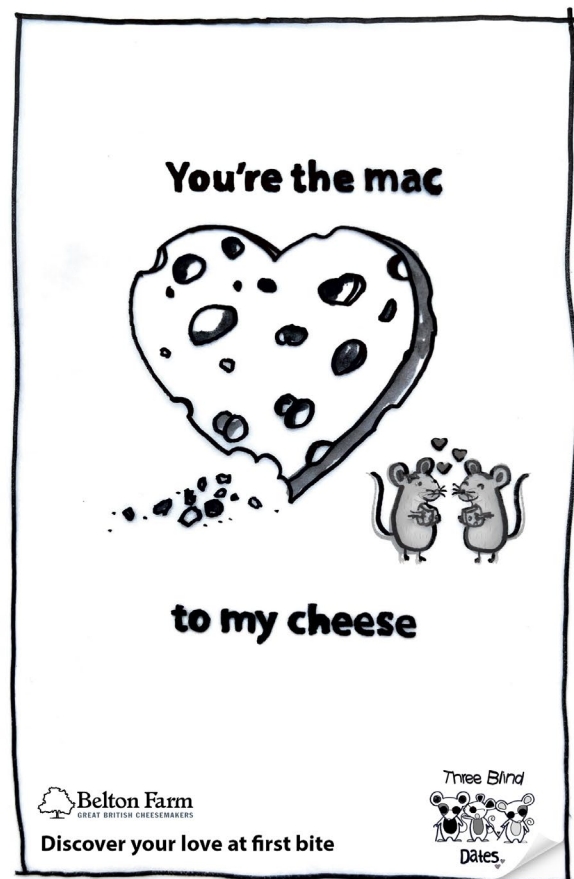
Blind mouse can smell the cheese. Clumsily bumps into other mouse.



Mice share the cheese and fall in love.

TV Ad

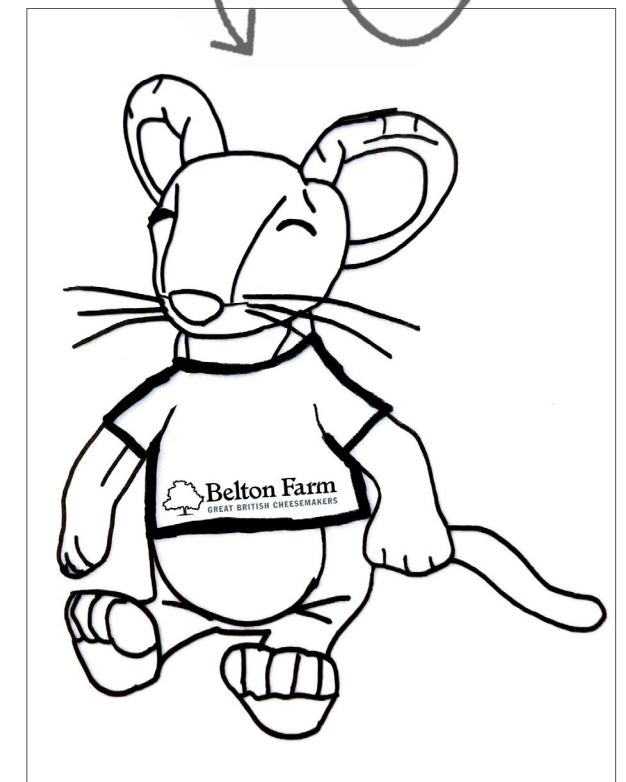
Valentines cards



The Three Blind Mice characters will be used as mascots throughout to link different channels of the campaign.

Valentines cards and Three Blind Mice teddy merchandise to be sold at Waitrose for the target audience's children.

- Future opportunities:
- Subscription services
 - Valentines selection boxes
 - Collaboration with Vivino (wine app) - show best cheese and wine pairings, rate cheeses





Insight - It's common for the target audience to experience an identity crisis, with many over 50s men uptake new sports and hobbies and wanting to live a healthier lifestyle.

Strategy - Encourage overall health and well-being, with a particular focus on sexual health

Big idea - Sexercise - get your heart racing! Looking after yourself and your bits.

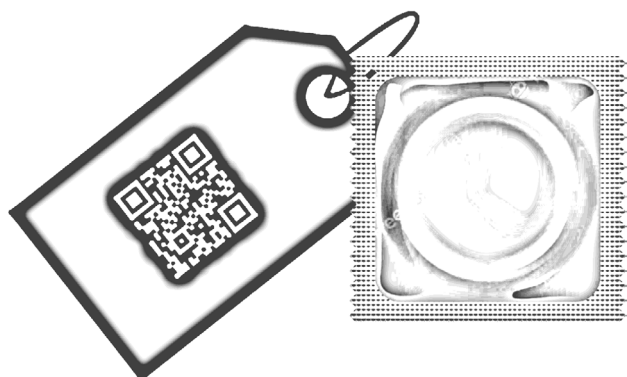
Toilet posters

Posters will be placed in male toilets above urinals as this is a place where you have the target audience's undivided attention. It will appeal to males that are trying to make an effort to be more healthy and fitness concience.

SEXERCISE

Collaboration between Durex and Asics

For those purchasing from Asics, they will receive a free condom with every trainer purchase.



It's a Marathon not a Sprint

Love sex
durex
Extended
Pleasure

durex X **asics** Get your heart racing

You know what they say about big feet

Love sex
durex
Expansive
Variety

durex X **asics** Get your heart racing



Insight - Completing a jigsaw puzzle releases dopamine, and feelings of satisfaction, pleasure, fulfilment.

Strategy - Use distinctive heuristics such as red jigsaw puzzle piece as a memorable feature to make this campaign more top of mind.

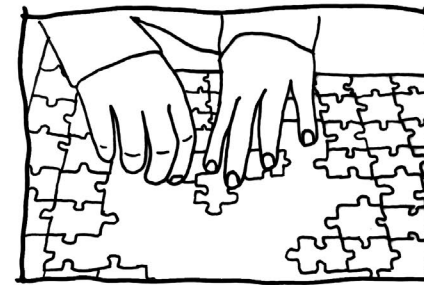
Big idea - Puzzle symbolises family completing their home and coming together as one.

Interlocking graphic

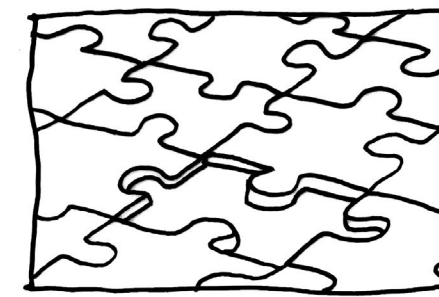
An interlocking graphic will be used over all channel platforms to provide a memorable visual to the campaign. The visual will show the jigsaw puzzle pieces fitting together neatly and easily, to represent Karndean flooring.

The red jigsaw piece is distinctive to the brand heuristics and is the final piece of the puzzle. The audience will associate this interlocking movement with Karndean flooring fitting together making it more top of mind.

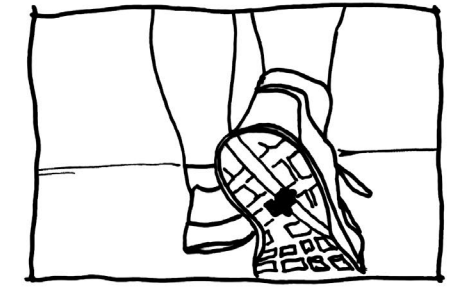
TV Ad



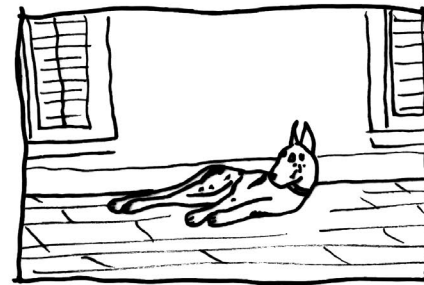
Child doing a jigsaw puzzle on the floor



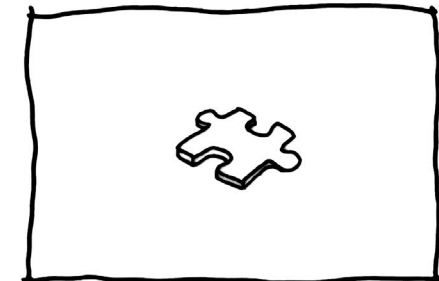
Child realises he is missing the last puzzle piece



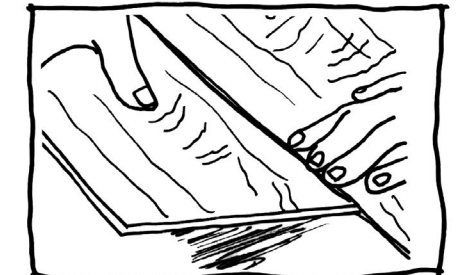
Runs outside to play football, puzzle piece stuck on bottom of muddy trainers.



Smokey the dog hears the doorbell go and jumps up. Child spots the missing puzzle piece Smokey was lying on.



Smokey the dog hears the doorbell go and jumps up. Child spots the missing puzzle piece Smokey was lying on.



As the child completes their puzzle, parents complete their home with the final flooring piece slotting together.

PRINT

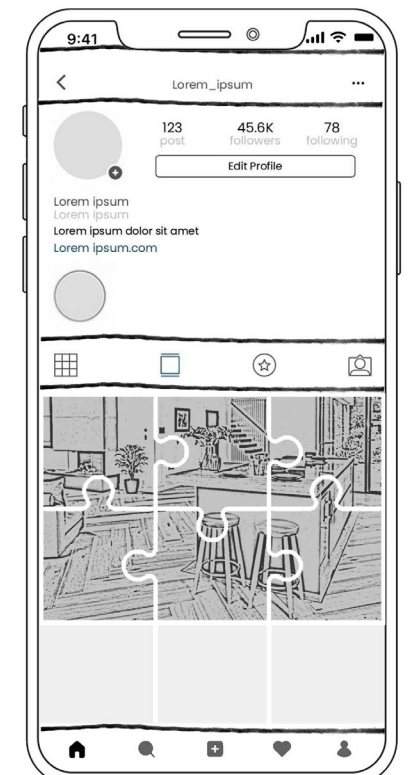
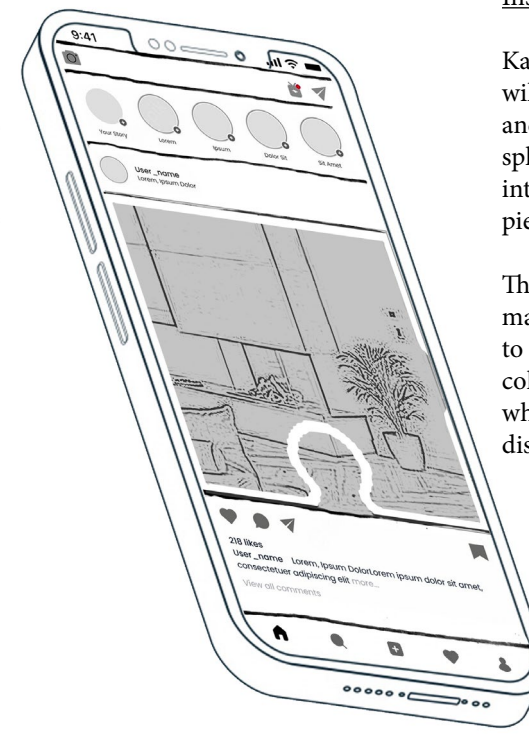
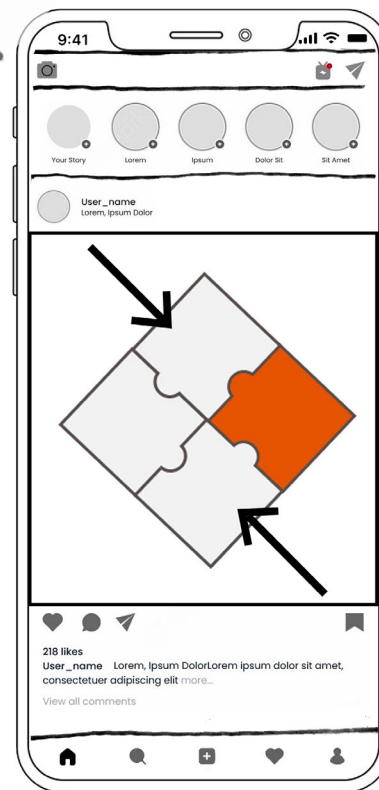


Instagram

Instagram feed

Karndean's Instagram will use a grid system and a jigsaw border to split up a photograph into individual puzzle pieces.

This can be used as a marketing technique to tease new products, collections and offers whilst reinforcing the distinctive heuristics.



TAKE A STEP IN THE RIGHT DIRECTION

Insight - Businesses that use CHEP have certain sustainability goals they are responsible for reinforcing.

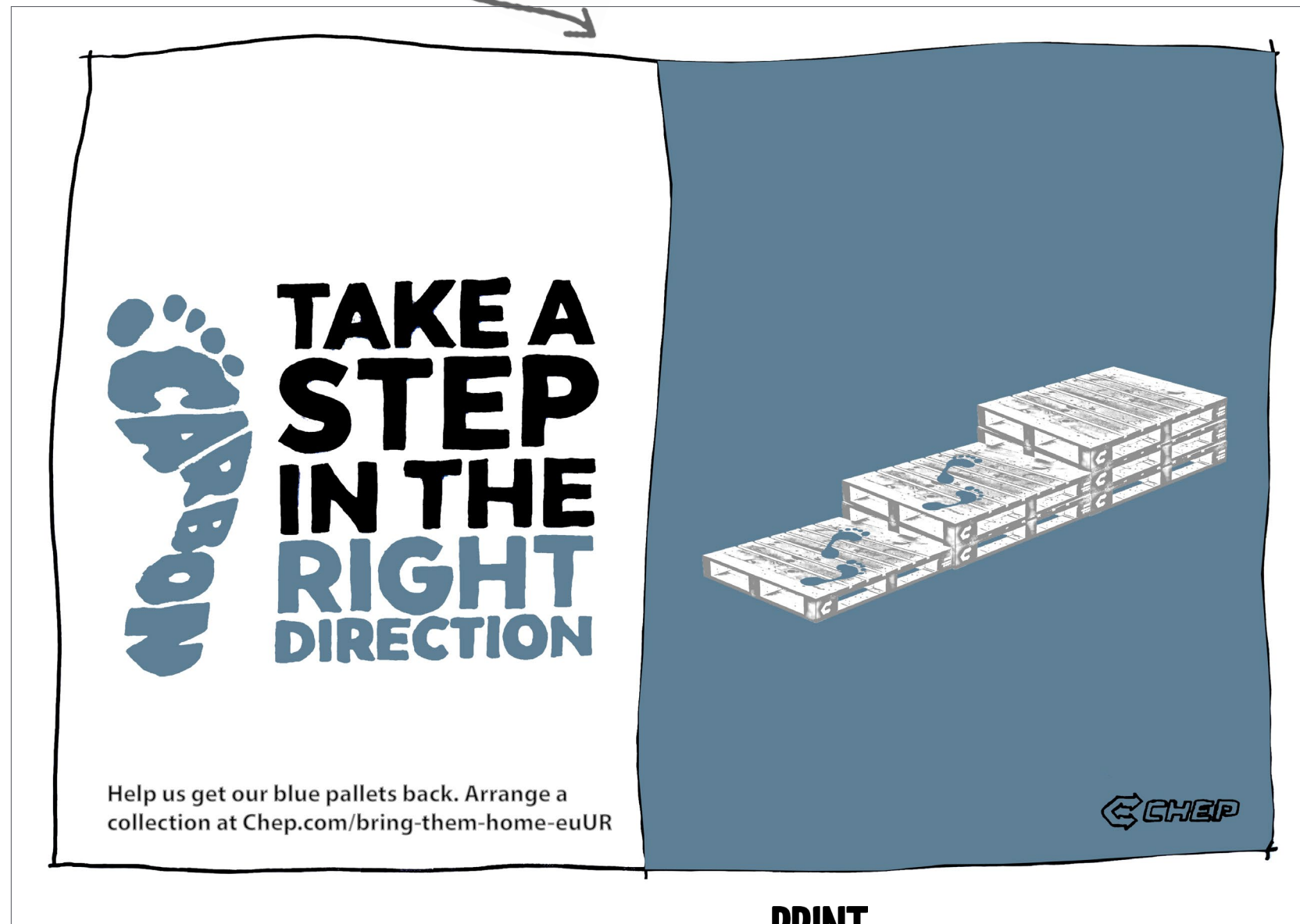
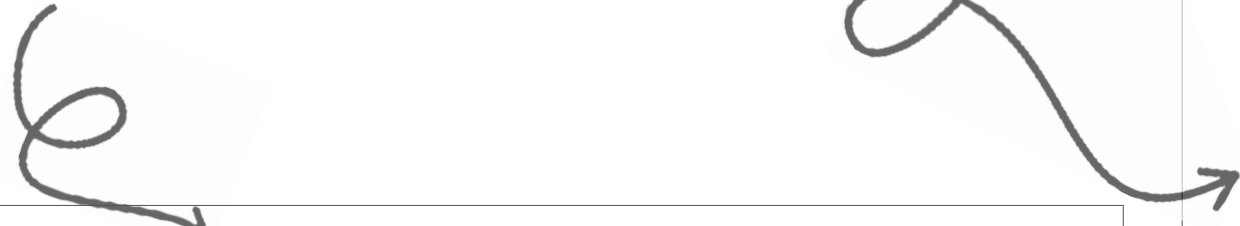
Strategy - Create a positive communication strategy regarding sustainability and CHEP

Big idea - Steps to a sustainable future.

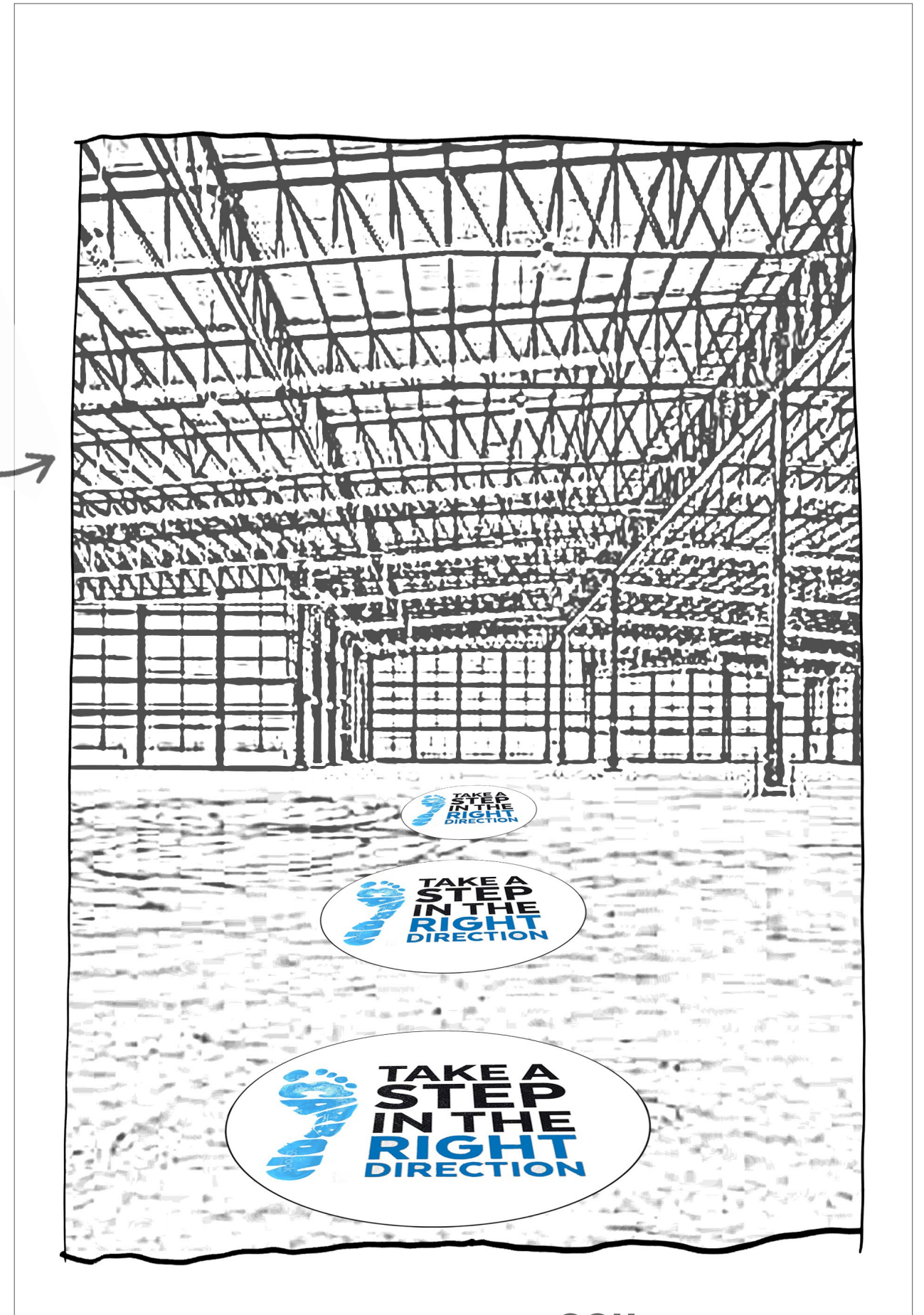
Execution - Showing how small steps along the way that everyone can implement = big wins.

Out of Home

Footprints placed on the floor inside warehouses to remind businesses to return their CHEP pallets. QR codes to scan to arrange a collection efficiently.



PRINT



OOH

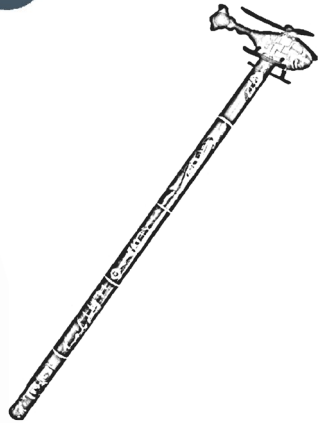
"I'll be there in 10"

Insight - Average response time for northwest air ambulance charity is around 10 minutes from take-off to landing at the scene of the incident.

Strategy - Use audio to emphasise the need for efficiency in an emergency. Highlighting the correlation between time and saving lives. This time period will dramatically increase without donations which will **COST LIVES**

Big idea - 'I'll be there in 10'. Using a common phrase amongst Gen Z to show the fatal impact on people's lives when the NWAA are not 'there in 10'.

Execution - Phone conversation between friends using the line 'I'll be there in 10', to then sound effects of a clock ticking and a heartbeat gradually slowing down. This emphasises the life threatening impact of NWAA taking longer than 10 minutes.



PRINT

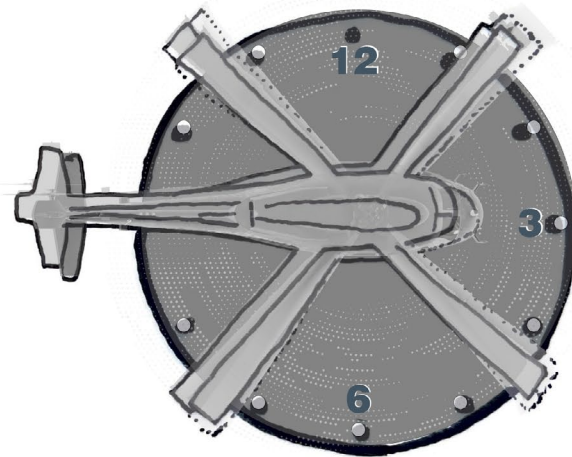
"I'll be there in 10"



SCAN TO SAVE A LIFE

NORTH WEST Air Ambulance CHARITY

TIME COSTS LIVES



WHAT IF WE WEREN'T THERE IN 10?

It takes an average of 10 minutes for take-off to landing at the scene of the incident



Friend 1:
"I'll be there in 10"

Friend 2:
"You always say that, don't be late!"

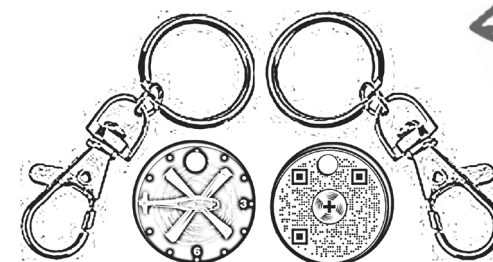


Click
(Play audio I put together for the spotify ad)



Voice 3:
"What if we weren't there in 10? It takes an average of 10 minutes for take-off to landing at the scene of the incident. We need your help. Time costs lives, donate today."

To target Gen Z audience this ad will mainly appear in audio form on spotify and podcasts. The audio will prompt the imagination of the audience, therefore visuals are not necessary. Digital and social ads will use the campaign line and imagery of the clock with helicopter blades as clock hands.



Send merchandise when young people donate such as trolley coin key rings, pencils, etc (Gen Z love free stuff!). By acknowledging and recognising when young people donate, they are more likely to do so again in the future.

Best kept secret.

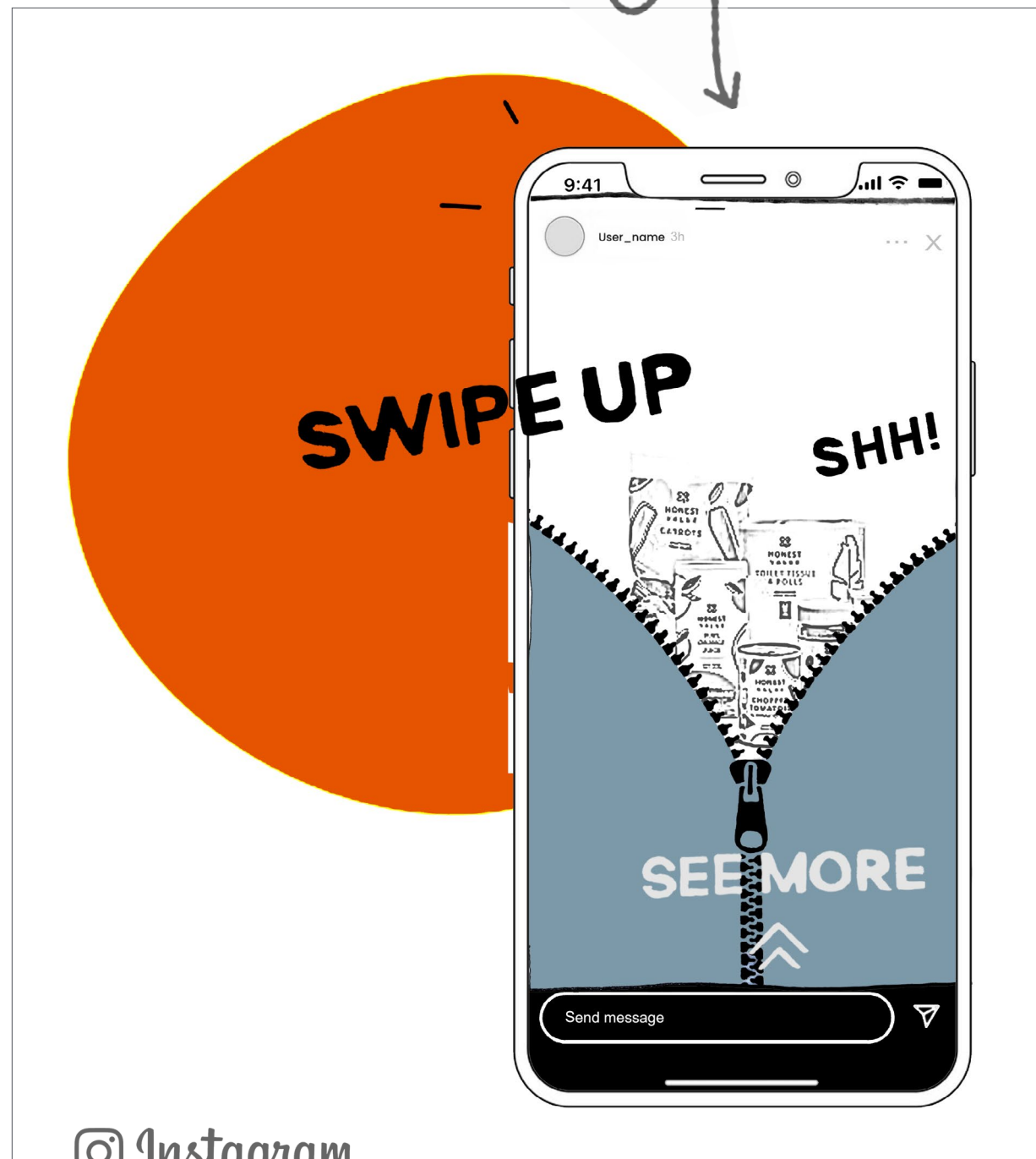
Insight - People are more intrigued and curious if something is mysterious/secret.

Strategy - Portray the Honest Value range as a secret

Big idea - Playing on 'best kept chilled' but 'Best kept secret'. Best to keep these hard to find products a secret and pick them up when you find them!

Instagram story

Hide full range from audience with the zipper as a teaser. This would work best as a story opposed to a post due to the interactive element of swiping up with the zipper motion.



Instagram

TV Ad

Peeping over shelves and stacked tins to see if anyone is about.

Coming down from the ceiling mission impossible style

Checking out with goods from Honest Value range

Stuffing Honest Value range down top [zipper sound effect]. Goods bulging out

Tucking into her purchases under duvet (secret) so children and husband don't see.

Best kept secret. It's what we do

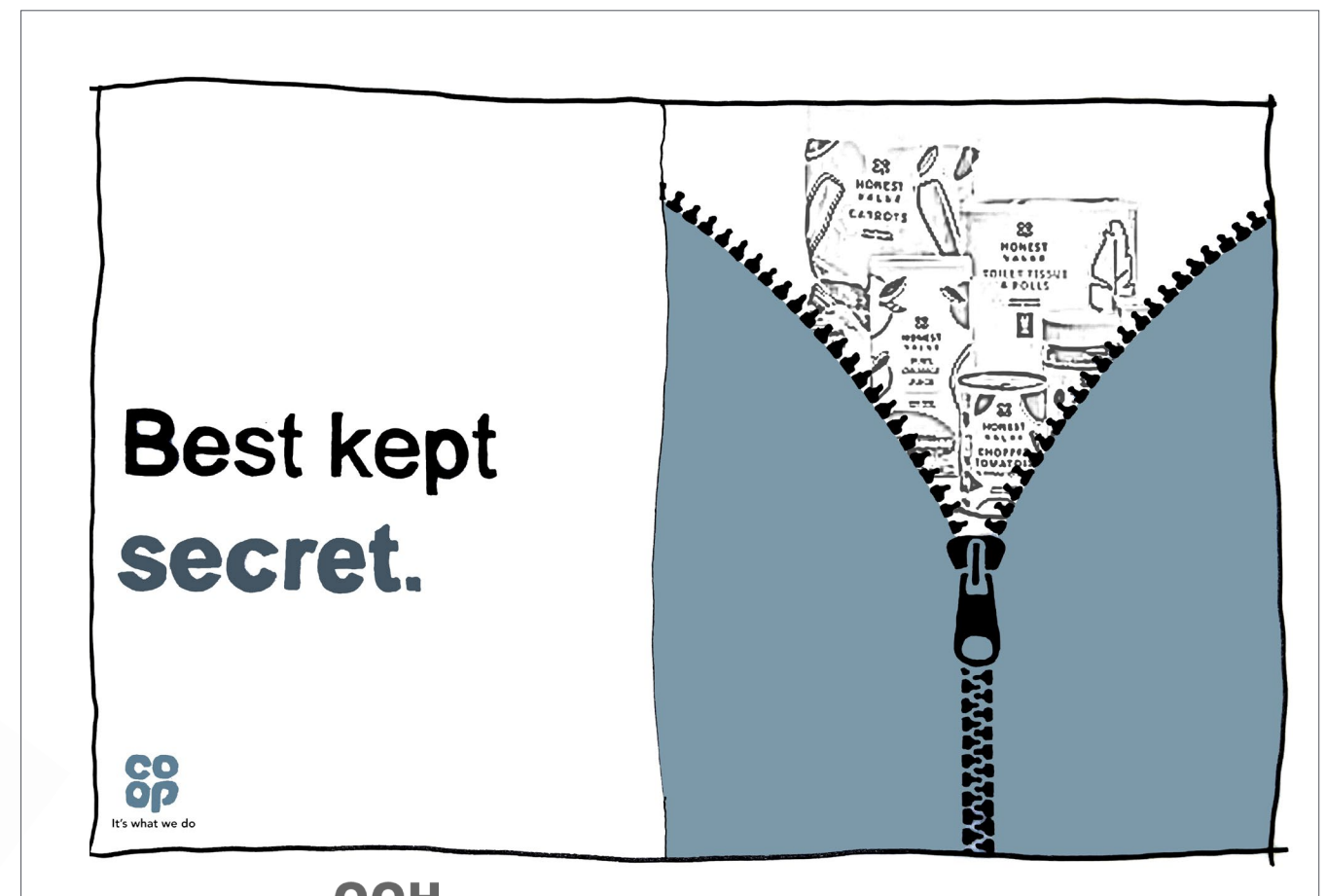
[Zipper noise and animation] Hiding the Honest Value range from audience. Campaign line: Best kept secret.



Click

TV ad

The TV ad would have the mission impossible theme tune playing in the background to make buying the Honest Value range seem like a secret mission. The final shot will be an animation of the zipper hiding the Honest Value range from the audience which will leave the audience feeling intrigued and wanting to try the range themselves.



Show us how it's dun

Insight - Millennials get quite stressed and down about current affairs and financial difficulties

Strategy - Encouraging people to get creative this winter and come together as a family that brings a sense of togetherness back to people

Big idea - Show us how it's dun. Get creative (and a little bit competitive) to create your own cosy sanctuary, and make memories with your loved ones.



TV ad

Soft voiceover tone to accompany TV ad. Narrative would show different families building blanket dens and a variety of activities inside them.

Social

Customer interaction through people uploading their very own cosy creations with the hashtag #showushowitsdun.

Reactive Roadmap

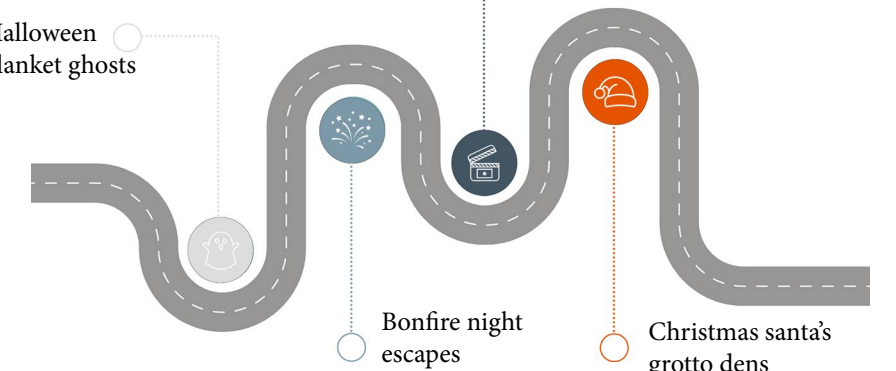
Key upcoming dates & how to respond

Halloween blanket ghosts

School play rehearsals

Bonfire night escapes

Christmas santa's grotto dens



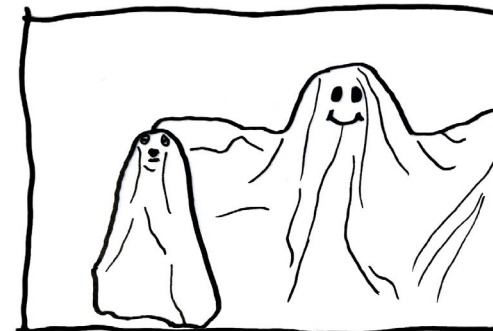
TV Ad



Storytime - shadow puppets inside the den



Teen having a girly sleepover with her friends in their den with movies, popcorn and fairy lights.



Blankets over heads to pretend to be ghosts and scare dad



Mum and dad date night in cosy den



Santa's grotto den



Dad and son proud of their den. Campaign line 'Show us how it's dun.'

PRINT



EXPAND YOUR HORIZON

Insight - In this generation, people are not appreciating places as much as they should. Living through a phone screen not in the moment.

Big idea - Anti-social media. Take away the photographic focal point of these heritage sites to encourage people to appreciate everything around it, not just the 'picture'.

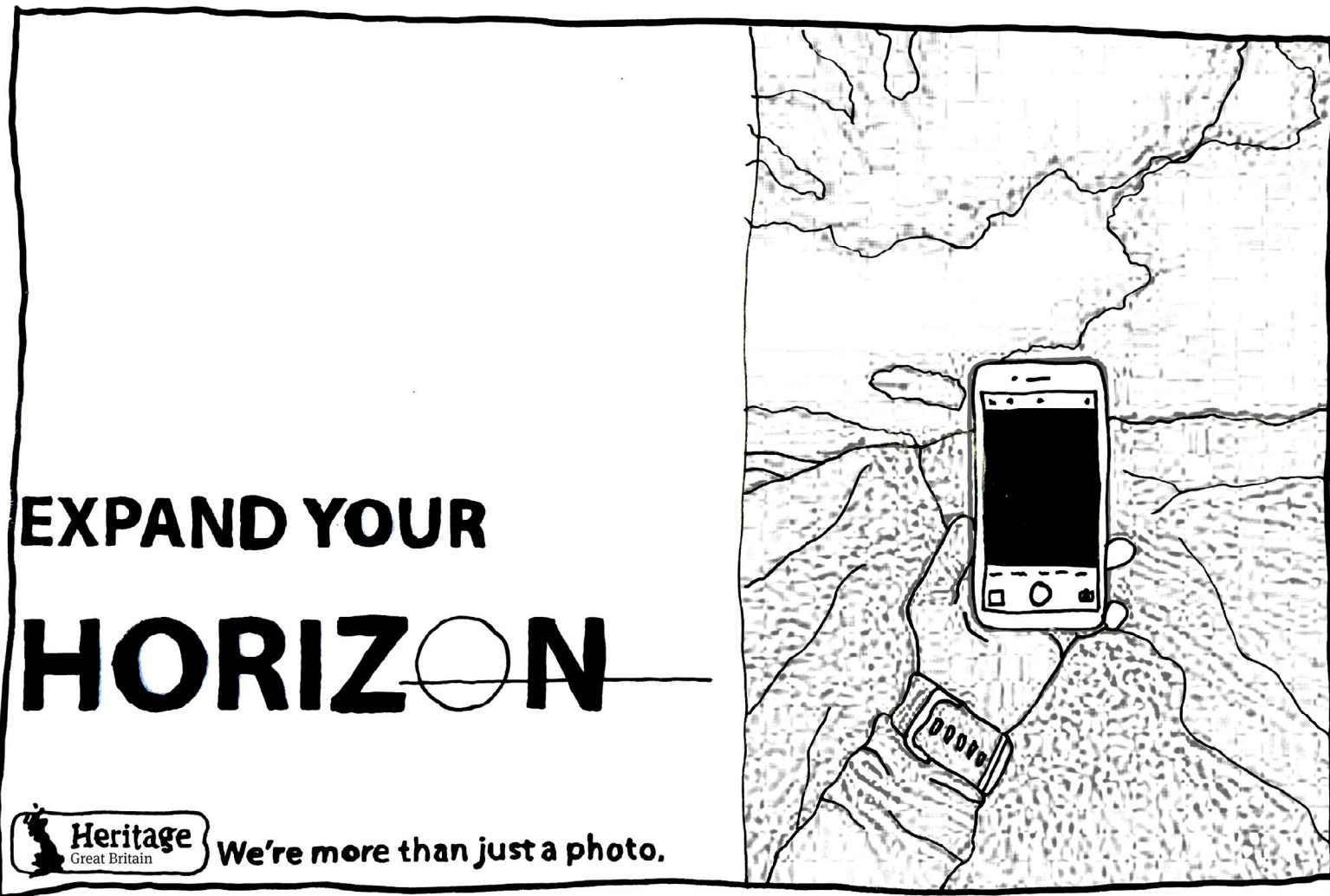


TikTok will be a reverse of the TV ad to grab people's attention instantly. It would present a fast pace '1 second a day' of people's adventures. These short snippets would change to the beat of the feel good music and would end with a still photo. This would emphasise the contrast between the sensory experience and a photograph. (4D to 2D)

Print ad

By hiding the cultural landmark with a blank phone screen, the campaign emphasises how everything around the photo is what makes a space so special. Reconnect with your senses.

PRINT



TV Ad

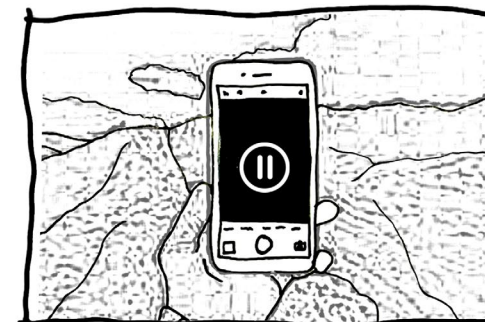
Script

Voiceover:

We're more than just a photo.

We're wave jumping, leaf crunching, welly squelching, coffee sipping, sunset watching, birds tweeting, culture immersing, memory making, bucket list checking.

2D photo to 4D sensory experience



The TV ad would start in silence with a shot of a still photograph of a landscape.



The person presses play and this kick-starts the audio of sea/birds/nature.



Camera pans round the landscape (POV of person - through their eyes)



Ends with campaign line 'Expand your horizon'

GRAB YOUR BEDSIDE-KICK

Insight - A lot of women suffer in silence and feel alone and isolated during menopause.

Strategy - Create a playful, heroin style campaign that empowers women and breaks the stigma associated with vaginal dryness.

Big idea - Knect lube is the hero and should be readily available on your bedside table for use.

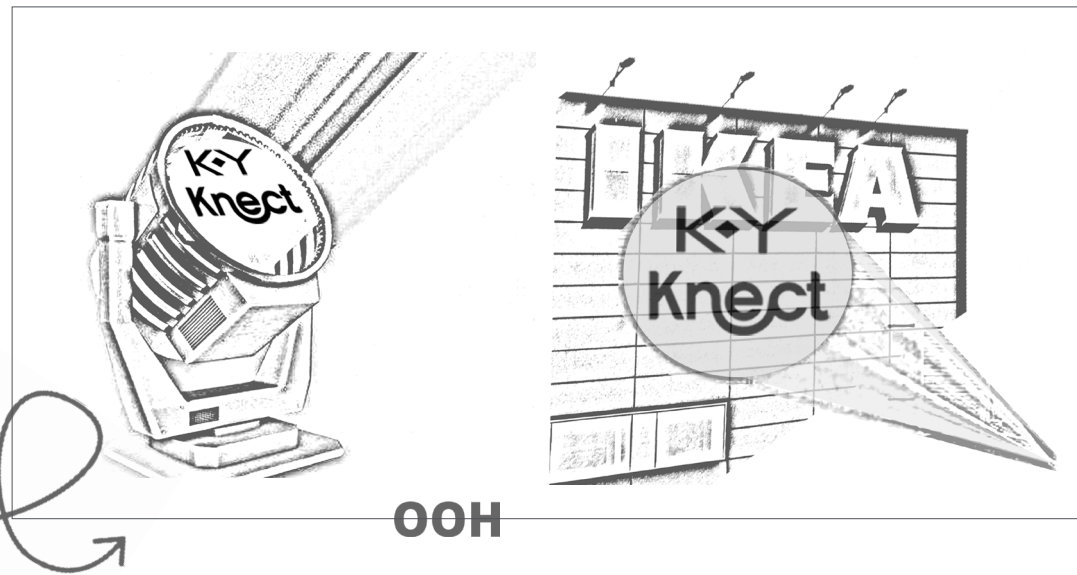
PR stunt

Similar to the Batsignal light used in the sky in Batman, but using KY Jelly X Knect logos. Spotlight the logos or campaign line onto buildings to draw attention to the brand.

This bold PR stunt reinforces the need to break the stigma of menopause and aims to generate conversation online.

IKEA would be a good building to shine the logos onto because they sell beds and bedside tables, as well as their clients being the target audience.

'Something missing from your bedside table.'



OOH

Comic strip

The comic strip is a playful way of advertising Knect through print. It will be included within popular magazines and newspapers amongst the target audience.

The comic presents Knect lube as your (bed)side-kick encouraging women to reach for Knect lube.

Heroins are viewed as sexy, strong power figures, and this comic strip aims to empower women to take control of their menopausal experience.

Using words like DRIP and SLIDE reinforces the wet nature of the product.

COMIC STRIP



PRINT

GLOWING OUT IS THE NEW STAYING IN.

"For the days we skipped college, didn't leave the house. We think they're all staring, they're all just focused on themselves. Our skin restricts us. It makes us feel low. But isolating isn't helping, let's not endure lockdown 2.0.

A real glow up comes from within. Embracing the blemishes on your chin. Go get some fresh air. Feel the goosebumps on your skin. Haven't you heard?

GLOWING OUT IS THE NEW STAYING IN.

Skincare you can trust. Like a forehead kiss. Fun with friends you shouldn't postpone. We'll be right here, for when you get home."



manifesto

Insight - skin and mental health struggles can leave Gen Z feeling very isolated. Speak directly to a cohort of Gen Z to get interview answers to a variety of skin and mental health related questions.

Strategy - Encouraging Gen Z to go out rather than isolate themselves and hide away.

Big idea - Skincare you can trust

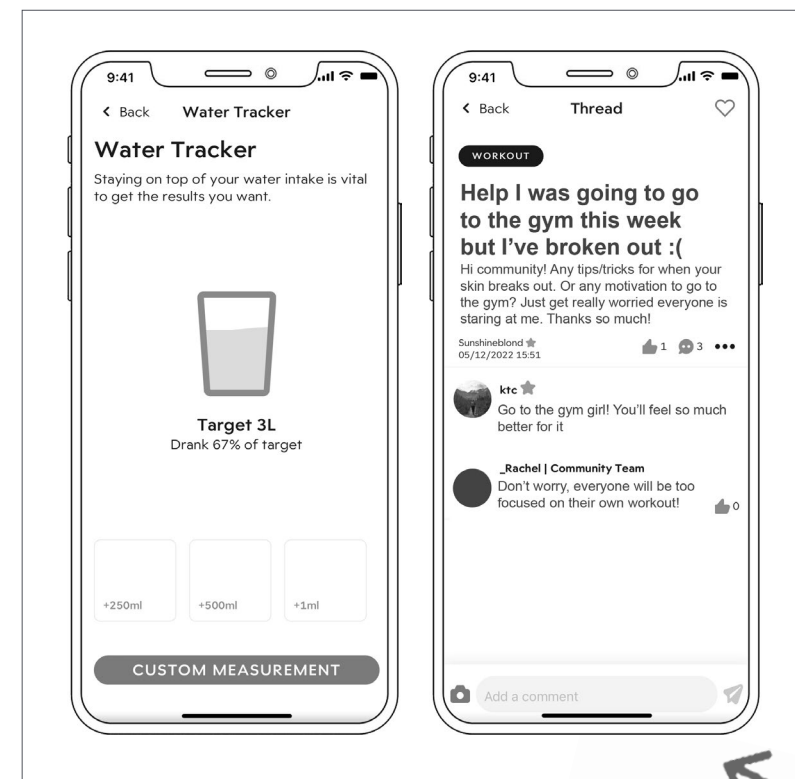
This campaign has a unified approach because it is acknowledging mental health and skin holistically. SkinProud is vegan, sustainable, and 'clean' therefore the idea of establishing trust resonates with the brand.

Participatory element

Directly approaching the audience and interviewing them to gain an insight into their skin struggles and how their skin has impacted their mental health.

"Think people are staring"
"Can't leave the house"
"The thought of leaving the house without make-up on made me want to be sick."
"It restricts me"
"It got so bad that I felt like a monster - I felt hideous."

By using the audience as the insight we would have valuable case studies and interview content that could be used to create a TV ad by using snippets of conversation.



OOH



GLOWING OUT IS THE NEW STAYING IN.

Skincare you can trust.



Community Hub

Building a community through a participatory campaign that welcomes, empowers and represents everyone. As a result, this would allow SkinProud to build trust and communication amongst their audience.

The Community Hub would be an app with a chat forum, water tracker, skincare daily checklist. This encourages the audience to stay on track with their overall mental health and skincare. Meet-ups to encourage the audience to get out the house.

MORNING Rewind



Insight - 97% of people have a morning routine - no matter how extensive it is. Having a morning ritual has a lot of health benefits, however what you do the night before has a knock on effect.

Strategy - Play in the morning (radio)

Play in the morning - encourages audience to reflect on their previous night routine and how it has impacted their morning.

Big idea - Rewind your morning routine back to the evening.

Emphasise how good sleep hygiene and an evening ritual will help you get a good night's sleep.

Radio ad summary:

- ASMR morning routine
- Then rewind back to night
- Voiceover - encouraging people to begin their morning routine the night before - knock on effect

Transcript

- 01

[Morning routine ASMR]

(Birds chirping, coffee pouring, shower water running)
- 02

Voiceover:

“Everyone has a morning ritual.” [pause] “But a healthy morning routine starts the night before.”
- 03

[REWIND sound effect]

(Rewind morning ASMR and voiceover)
- 04

Voiceover:

“Getting quality sleep is essential to starting your mornings off the right way.” [pause]
 “Wind down with us. Your sleep ritual comes first.” [pause]

“Download the Calm app today.”



LET'S BEAT HOMELESSNESS TOGETHER.

Insight - Homeless people are de-humanised and ignored on the streets.

Strategy - To emphasise the need to support homeless people by making some NOISE.

Big idea - Using percussion to symbolise that we can make a difference together.

Execution - Creating a beat with an empty coffee cup (The Cup Song - Anna Kendrick) which builds up like an orchestra as people join in.

TV AD:

What makes us watch - the catchy audio and curiosity to how the public will respond to the homeless man busking.

What makes us stay - the build up of music, showing a sense of community and people coming together.

What makes us remember - symbolism of how we are more powerful when we come together to support those that need it.

Social media:



People uploading videos from the crowd. Sharing content and snippets on Tik Tok.

The audio can be used for spotify ads too, using the power of percussion and music to engage the audience.



OOH

OOH advertisement layout featuring a large black banner with the text "LET'S BEAT HOMELESSNESS TOGETHER." and the "COFFEE + Craig" logo. To the right, a white background features a hand playing a coffee cup, a house icon, and the slogan "A little hope goes a long way."

TV Ad storyboard and audio breakdown. The storyboard consists of six panels: 1. Shot of a homeless man on the street with a sign that says "HOMELESS CAN YOU HELP PLEASE?". 2. Homeless man starts playing 'The Cup Song' with an empty coffee cup. 3. People start grabbing empty coffee cups out of bin and joining in. 4. Crowd forms, people recording and listening. 5. Shot pans out showing a large crowd. 6. Campaign line with the slogan and logo.

Audio breakdown: Intro: Solo percussion begins; Verse 1: Beat gets louder as people join in; Chorus: Builds up into song; Verse 2: Music begins to slow down; Ending: Percussion fades out.



Insight - The tradition of crushing a lemon under your tyre is believed to keep the car safe and sound and remove any bad omens.

Strategy - Show a variety of scenarios for buying a car and how easy it is with cinch.

Big idea - Buying cars online with cinch is easy peasy, lemon squeezy

Execution - Keith Lemon is by your side to provide humour and solutions to all your car worries and needs.



Script

Voiceover: For when everything goes a little bit sour [car crashes into neighbours]

Keith Lemon: Oooo juicy! You can get servicing, life time warrantee and breakdown assistance with cinch. Bang-tastic!

Voiceover: For when life gives you lemons....

Keith Lemon: There you are, love [hands tissue]. cinch is the easy peasy way to buy a car online

Voiceover: ...Make lemonade

Keith Lemon: Bang tidy this! [sipping fresh lemonade and sunbathing]. With free home delivery and a 14 day money back guarantee

Voiceover: For when you get a new zest for life

Keith Lemon: Easy peasy, cinch squeezy. Buy online direct from cinch.co.uk. Cars without the faff.

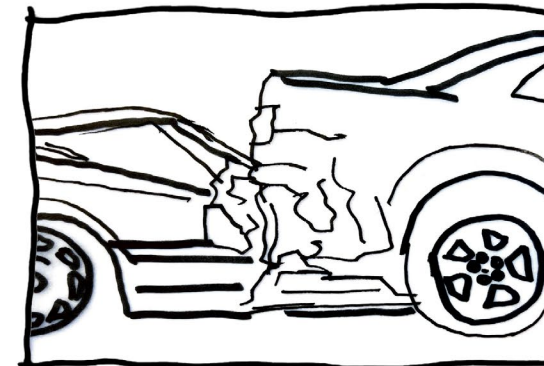
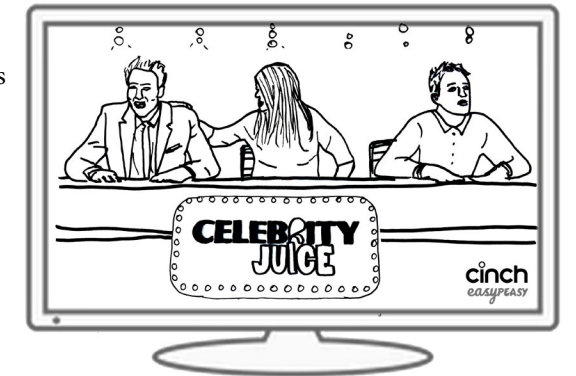
Instagram Reel

ASMR video of tyre crushing a lemon.

The TV ad will have Keith Lemon as the celebrity face of the campaign as this will appeal to the target audience by providing humour. Keith Lemon will show how easy peasy it is to use cinch in any scenario.

The script of the TV ad uses Keith Lemon's catchphrases throughout to allow his personality to come across in the campaign.

The channel link to Celebrity Juice provides opportunities to create an ad in the same panel chat show format. For example, finding out embarrassing stories from the celebrities of failed MOT's or things they have broken in cars from sexual activity.



Car crashes into neighbours. 'For when everything goes a little bit sour.'

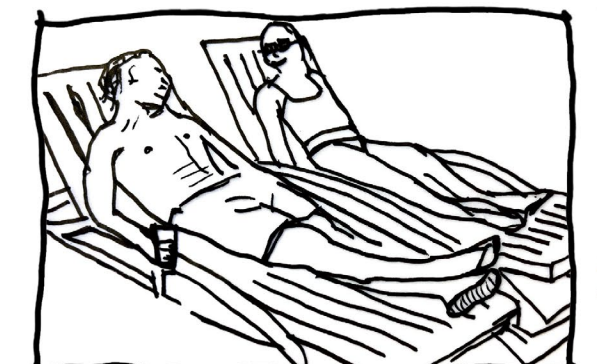


Ex partner leaving and driving off with car

TV Ad



'For when life gives you lemons.' Keith lemon hands a tissue to sobbing lady.



'Make lemonade!' Searching for car on cinch whilst sunbathing in front garden, sipping lemonade and relaxing.

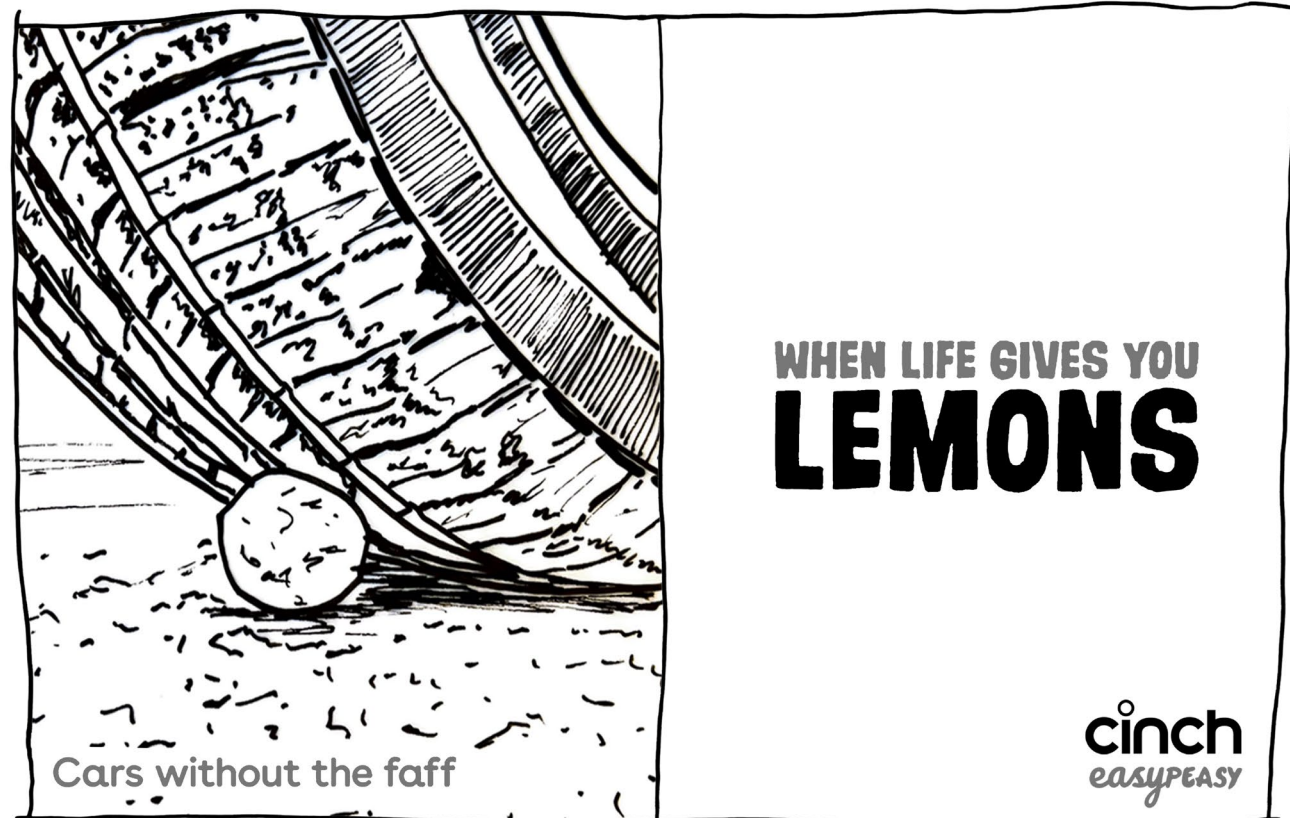


'For when you get a new zest for life.' Man having mid-life crisis, bought a new convertible car.



Easy peasy, cinch squeezy. Cars without the faff

PRINT



Cars without the faff



Bologna, Italy

THANK YOU

Massive thanks to Phil for his support along the way, and to all the agencies for taking the time to share your expertise!

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