

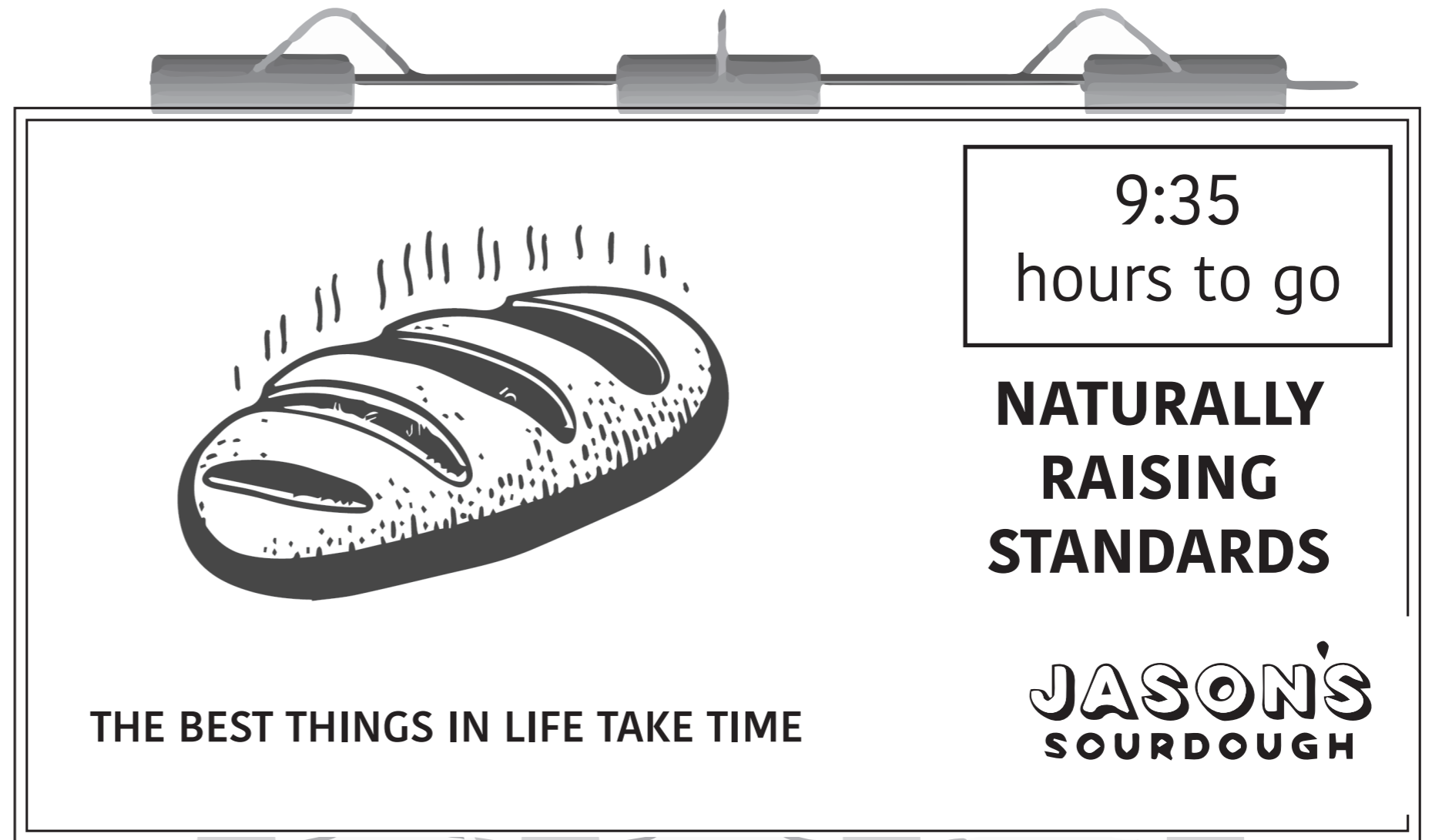
Hey there!

My name is Giulia (it sounds like Julia, just looks more exotic), I'm a creative project coordinator and here are some of my big ideas.



# JASON'S SOURDOUGH

**Proposition:** A different dough, for a nutritious and delicious everyday|| **Media:** Integrated  
**NATURALLY RAISING STANDARDS**



**AUDIENCE:** Millennials, 28-45, who commute and live in city centers

**INSIGHT:** the main reason why sourdough stands out is due to its fully natural proofing time, the 30 hours process makes the bread easier to digest as well as making it last longer, the process takes longer and it makes it healthier.

**IDEA: NATURALLY RAISING STANDARDS**

**DIGITAL:** showcase the bread proofing with digital billboards in malls, near motorways, train and tube stations, where our audience passes by more than once a day, the bread will slowly grow and a clock next to it will show the time it still needs to reach perfection

**THE BEST THINGS IN LIFE TAKE TIME**  
Integrate with livestreams from the factory online, further showcasing the care that goes into bread making



Proposition: Confidence of craft || Media: Retail

## Made In England Tour

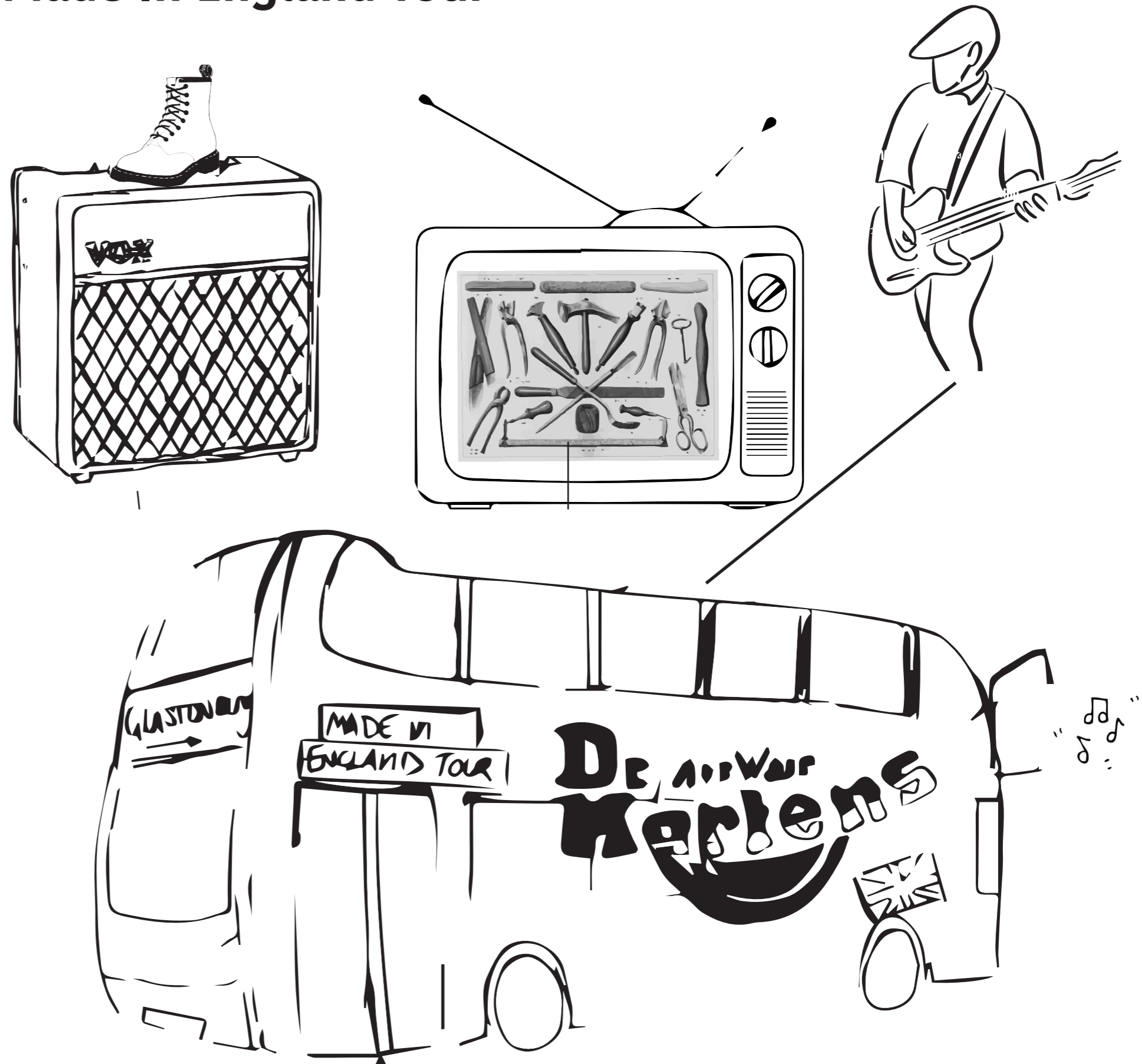
**AUDIENCE:** Dr. Martens shoppers with a mature sense of style, willing to upgrade to premium quality, music fans.

**INSIGHT:** bring the store to our audience, reach the customers in an alternative way, Doc Martens were made popular by rock and indie artists, music is key to the brand. The double decker bus only exists in the UK as main road public transport, it's a symbol like DR. Martens.

### IDEA: MADE IN ENGLAND TOUR

**RETAIL STUNT:** Turn a double decker bus into an experience and a store, colour it Cherry Red (Dr. Martens Made In England colour) bring it to music festival across the country and globally. The bus will have photo ops, embossing options and video boards will show the craft of shoe making process. The bus deck doubles as a stage for local and emerging musicians, singer/ songwriters (like BBC Introducing). Confidence of craft in music runs as a metaphor of the craft that goes into making these premium boots.

**IN STORES:** to tie the campaign together there will be a window display or a section of the store with a smaller version of the red Made In England Bus.





Proposition: The most satisfying brew is Typhoo || Media: Press and Social

## BETTER TOGETHER

Magazine full page ad

**AUDIENCE:** Existing tea drinkers, female

**INSIGHT:** Tea has always brought people together, it lifts moods and helps us open up (scientifically apparently), human connections are much needed especially after the pandemic. Tea drinkers stick to the tea they know, but they might try a new one for free

### IDEA: BETTER TOGETHER

Encourage people to enjoy a cup of tea with someone else, while they try a new brand.

**MAGAZINE AD:** two TyPhoo tea bags placed in a magazine ad (like Cosmo, Home & Garden etc.), both added as freebies, like perfumes pouches, they will encourage people to go make a brew with someone and have chat/ gossip over it

**PR:** TyPhoo Together, Tea and Talk events in main cities in UK, to further bring people together

### TYPHOO TOGETHER TEA & TALK Event Series



Leeds  
July 15th & 30th

## TYPHOO BETTER TOGETHER



One for me, one for you



LET'S GET TALKING

# Jet2holidays

Proposition: Holidays you want to go on again and again || Media: Print (strapline)

## MAKING MEMORIES, MADE EASY

### MAKING MEMORIES, MADE EASY



MORE STRESS FREE FAMILY  
AIRPORT EXPERIENCES

**Jet2holidays**

#### AUDIENCE:

Families who likes the sunshine and holidays

### MAKING MEMORIES, MADE EASY



ONE MORE ALL INCLUDED ICE  
CREAM

**Jet2holidays**

#### INSIGHT:

Families want to focus on making memories without any stress and trouble, all inclusive offers the benefits they need

### MAKING MEMORIES, MADE EASY



MORE 10AM COCKTAILS POOLSIDE

**Jet2holidays**

#### IDEA: MAKING MEMORIES MADE EASY

##### POSTER SERIES:

showing those memories you only get on all inclusive Jet2 holiday (like eating at a buffet at any hour), so stress free you'd want to do it again and again and again

**AUDIENCE:**

Riders already riding for the competition in Leeds

**INSIGHT:** Riders and drivers work mainly from city centres, address them when they are waiting to pick up the food/driving around

**IDEA: SWITCH TO THE RIGHT GEAR**

**CLEAN GRAFFITI:** on the pavement and walls near all common restaurants in Leeds (McDonalds/Nandos), addressing the riders to switch to better choices and fairer gigs

**DIGITAL POSTER AND PRINT:** in city centres and student areas, showing a car (and bike) gear shift switching into fairer Gigable Gear

Deliveroo rider?  
Want a fair delivery deal?  
Switch to the right  
gear, switch to Gigable

**Clean Graffiti:** clean away the dirt into text with a template and a jet washer :)

## SWITCH TO THE RIGHT GEAR

### SWITCH TO THE RIGHT GEAR

Switch to fairer delivery gigs



Download the app



### SWITCH TO THE RIGHT GEAR

Switch to fairer delivery gigs



Download the app





Proposition: Ink. Fresh as the day it was done || Media: OHH Stunt

## PimpdINK 'n SYNC

Sync up your ink with a brand new look

**AUDIENCE:** Anyone with a tattoo and looking to get more

**INSIGHT:** Tattoos are art, just like music, it should be showcased. Tattoos are also common among musicians and music fans, artist inspired or lyrics tattoos are very popular, music events will have high percentage of people with tattoos or looking to get a tattoo soon.

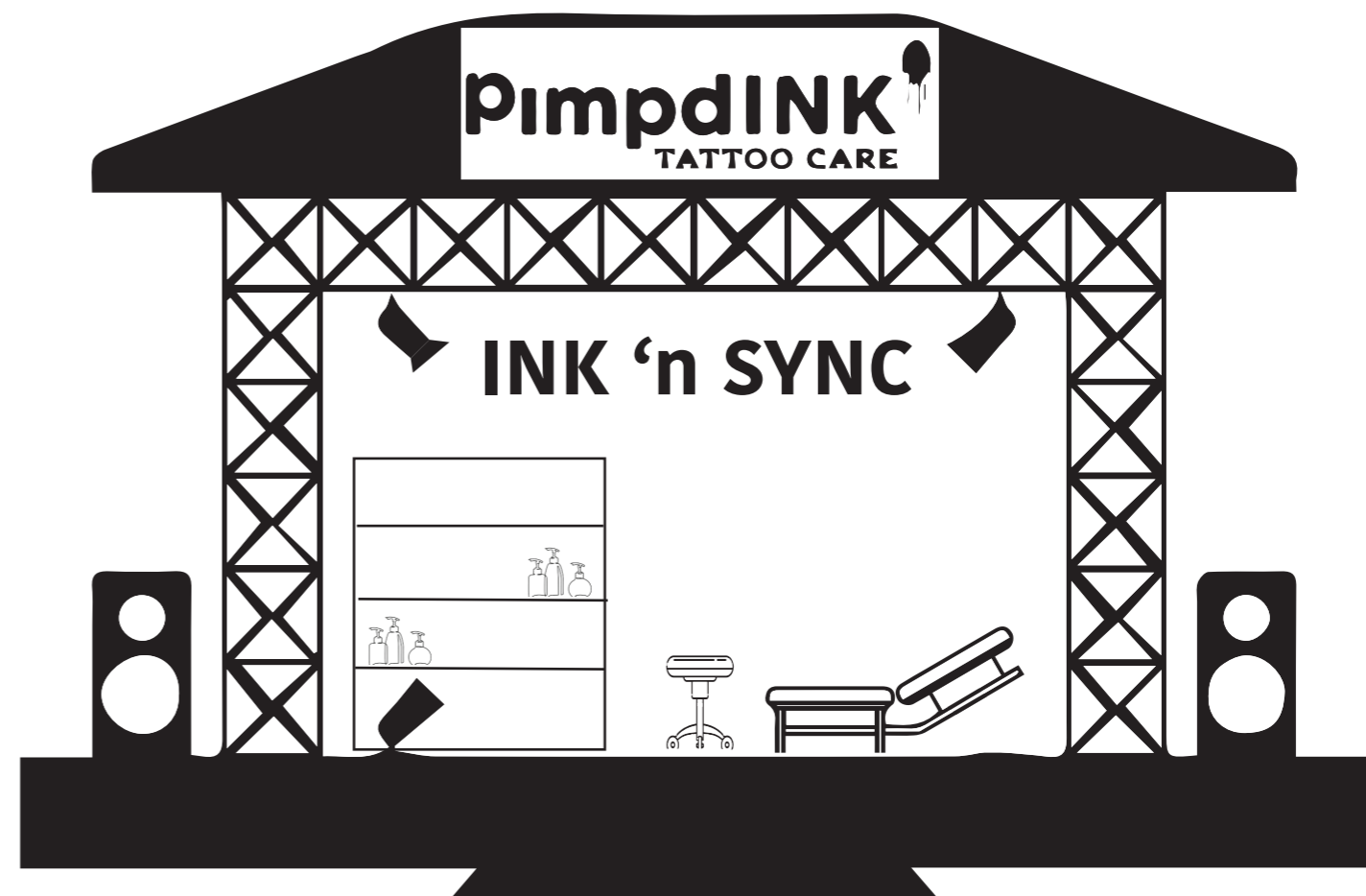
### IDEA: PIMPDINK'N SYNC

Brand activate PimpdInk at music events & festivals.

**PIMPD INK'N SYNC TATTOO STAGE:** showcase the art, offer free small tattoos and samples of products to fresh up existing ink.

Bright pink stage, known local tattoo artists will take turns at tattooing the audience.

**PRINT Ad:** Advertise PimpdInk and the Tattoo Stage at partner tattoo parlors and studios.



# LEEDS YEAR OF CULTURE 2023

## STEP INTO THE UNEXPECTED

Culture is breaking classes, choose the unexpected, choose Curiosity Class

### AUDIENCE:

People living in other UK big cities, interested in travelling to experience culture

### INSIGHT:

For travelling or commuting, people use trains and the underground everyday, we can make the journey less boring and turn it around unexpectedly

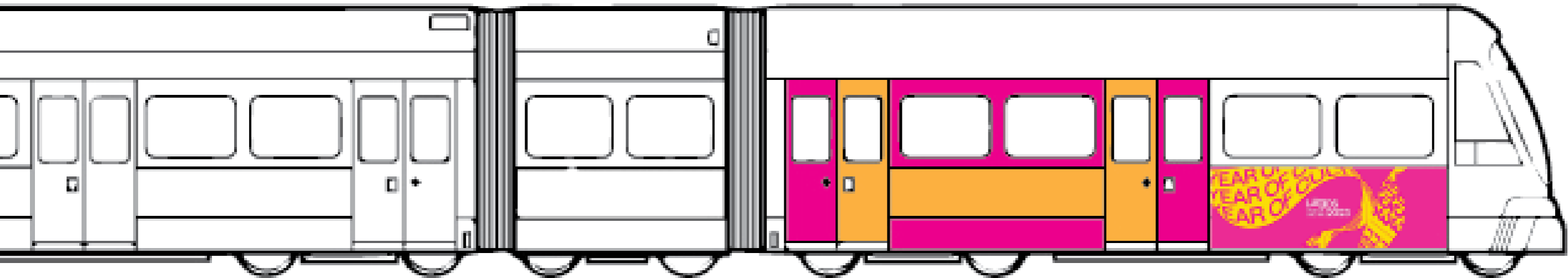
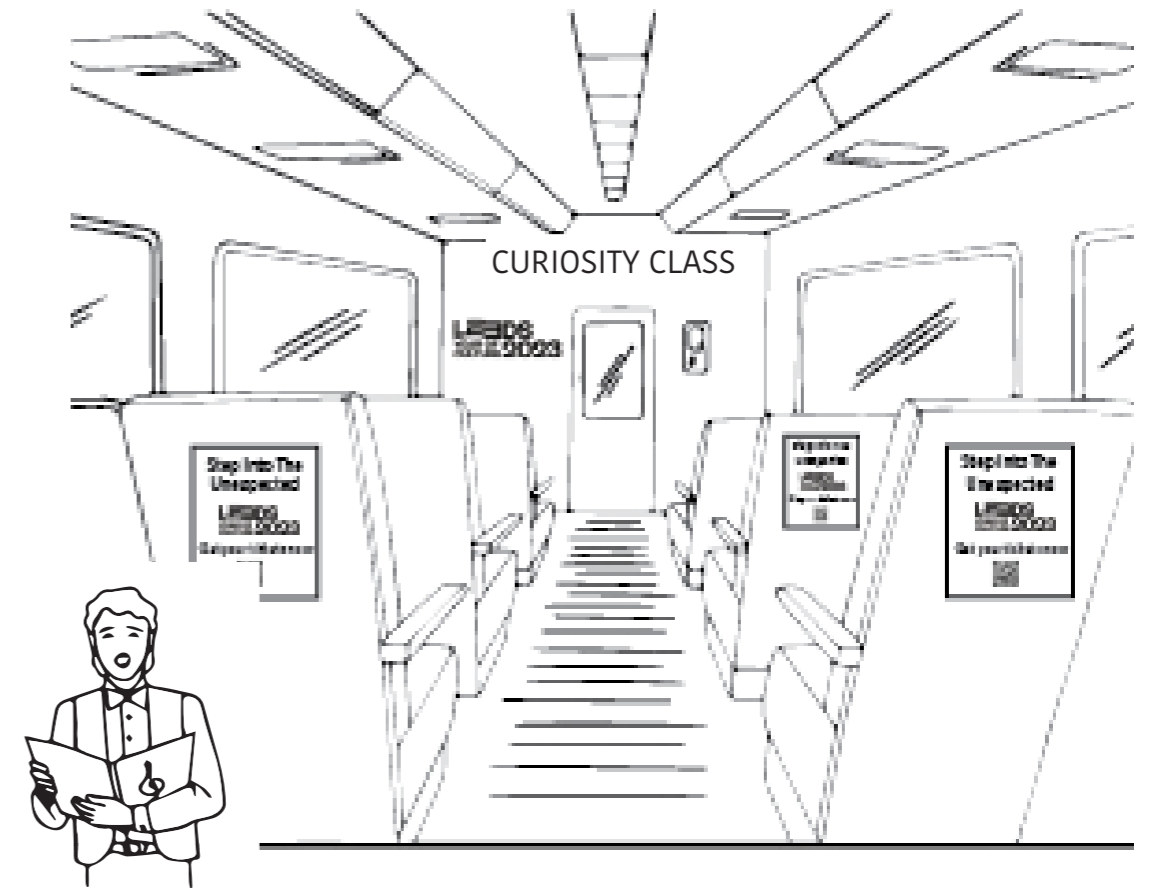
### IDEA: STEP INTO THE UNEXPECTED

**PR STUNT:** Turning some coaches on trains all over the country into Leeds 2023 Curiosity Class, appeal to human curiosity and invite them to continue their unexpected cultural journey by travelling to Leeds for Year of Culture

### BOOK YOUR SEAT

- 1st Class
- Leeds 2023 Curiosity Class
- 2nd Class

- Light projections
- Food Trolley handing out free food
- Bubble machine under seats
- Train conductor sings opera
- And more



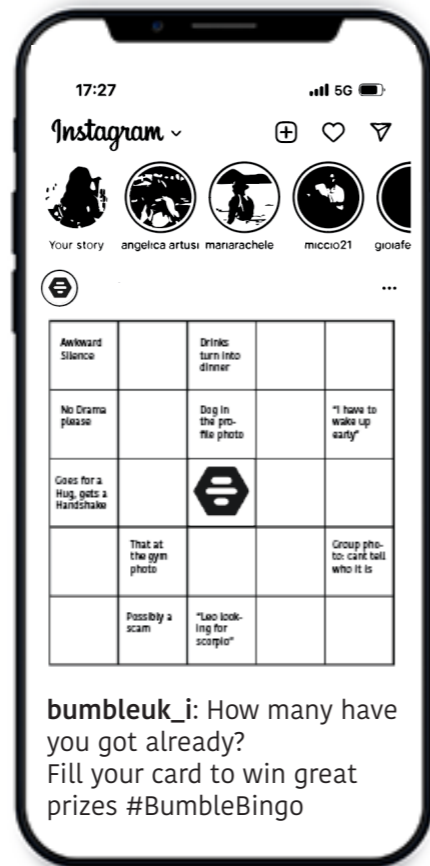




Proposition: Love your journey, not their expectation || Media: Social

**AUDIENCE:**  
18-36 women and men

**INSIGHT:**  
Dating is a great way to discover yourself, similar to a game we have a final goal but we enjoy ourselves along the way.



**IDEA: BUMBLE BINGO**

**DIGITAL POSTER AND AD:**

In digital boards in shopping malls, advertise the competition as well

**SOCIAL MEDIA COMPETITION:**

Daily winners of Bumble Premium and one final prize: an all paid and planned first date for those that complete the bingo card. Possibility to also recruit micro influencers to launch the campaign.

## Bumble Bingo

Awkward Silence		Drinks turn into dinner		
No Drama please		Dog in the profile photo		"I have to wake up early"
Goes for a Hug, gets a Handshake				
	That at the gym photo			Group photo: cant tell who it is
	Possibly a scam	"Leo looking for scorio"		



Proposition: Six hours for you. A lifetime for a child. || **Media:** Low budget

**AUDIENCE:**

Anyone who can volunteer their time to help a child

**INSIGHT:**

Over half of UK adult population spends over 10 hours a week reading, instead of reading one or more books in 6 hours, a child can be helped for a lifetime

**IDEA:**

**OOH: THE SIX HOURS READS SHELF**

Collecting in a shelf in libraries/ bookstores fiction books that take 6 hours on average to point out how the same amount of time will make huge difference in someone else's life

**SOCIAL MEDIA: BOOKMARK 6 HOURS READATHON**

Small and micro Bookstagram influencers encouraging followers to take part and donate

How much can your read in 6 hours ? 6 Hours of your reading time mean a lifetime of opportunities for a child

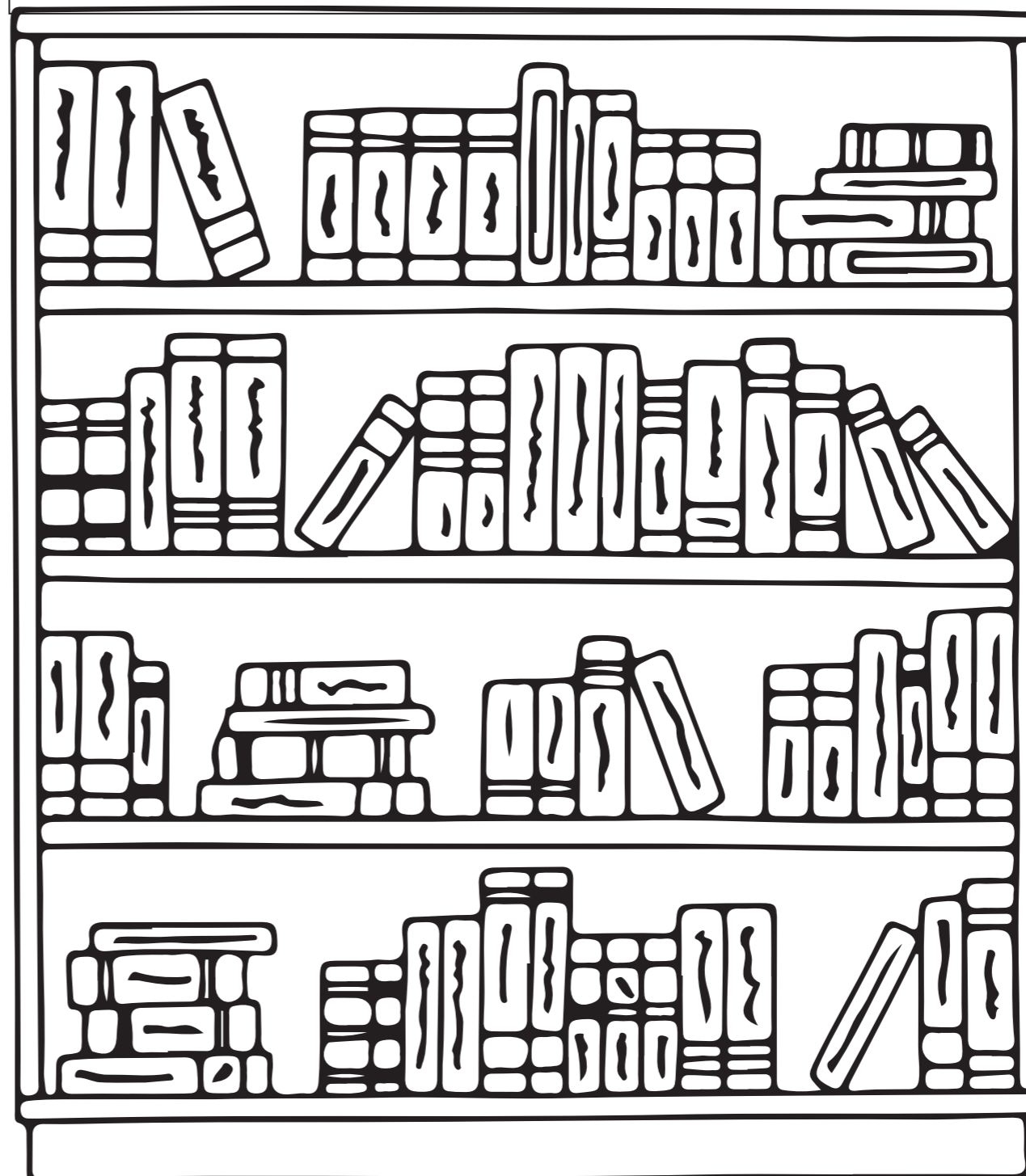
## The Six Hours Reads Shelf



**Bookmark**

6 LESS HOURS IN A FICTIONAL WORLD

6 MORE CHANGING A CHILD'S REAL ONE



Join our  
Bookmark  
Readathon  
How much can  
you read in 6  
hours ?

Help us raise  
money and join  
us as a volunteer.

6 hours can make  
a huge difference



**Bookmark**



Proposition: Fair & square || Media: Print and OOH

## MAKING MOMENTS MEMORABLE

AUDIENCE: Hedonistic conscious consumers

INSIGHT: Ritter Sport was originally created for sport and outdoor enthusiasts, this brand offers many different flavours for all preferences and it comes in a myriad of colours

### IDEA: MAKING MEMORIES MEMORABLE

Small moments make up great adventures

#### Ritter Sport:

Bring colour to your life

**MOSAIC WALL:** Place a fake wall in high footfall areas (city centres, malls), passing audience can try out new chocolate flavours and place one colorful wrapper (sticked to wood tiles for easier use) to the wall to create the final photo

**SOCIAL MEDIA:** Video the public filling the mosaic and create a timelapse from one piece to the final work

**POSTER SERIES:** Turn photos of adventures, daily life and first times in mosaic with Ritter Sport wrappers, would be great if public can submit their memories' photos

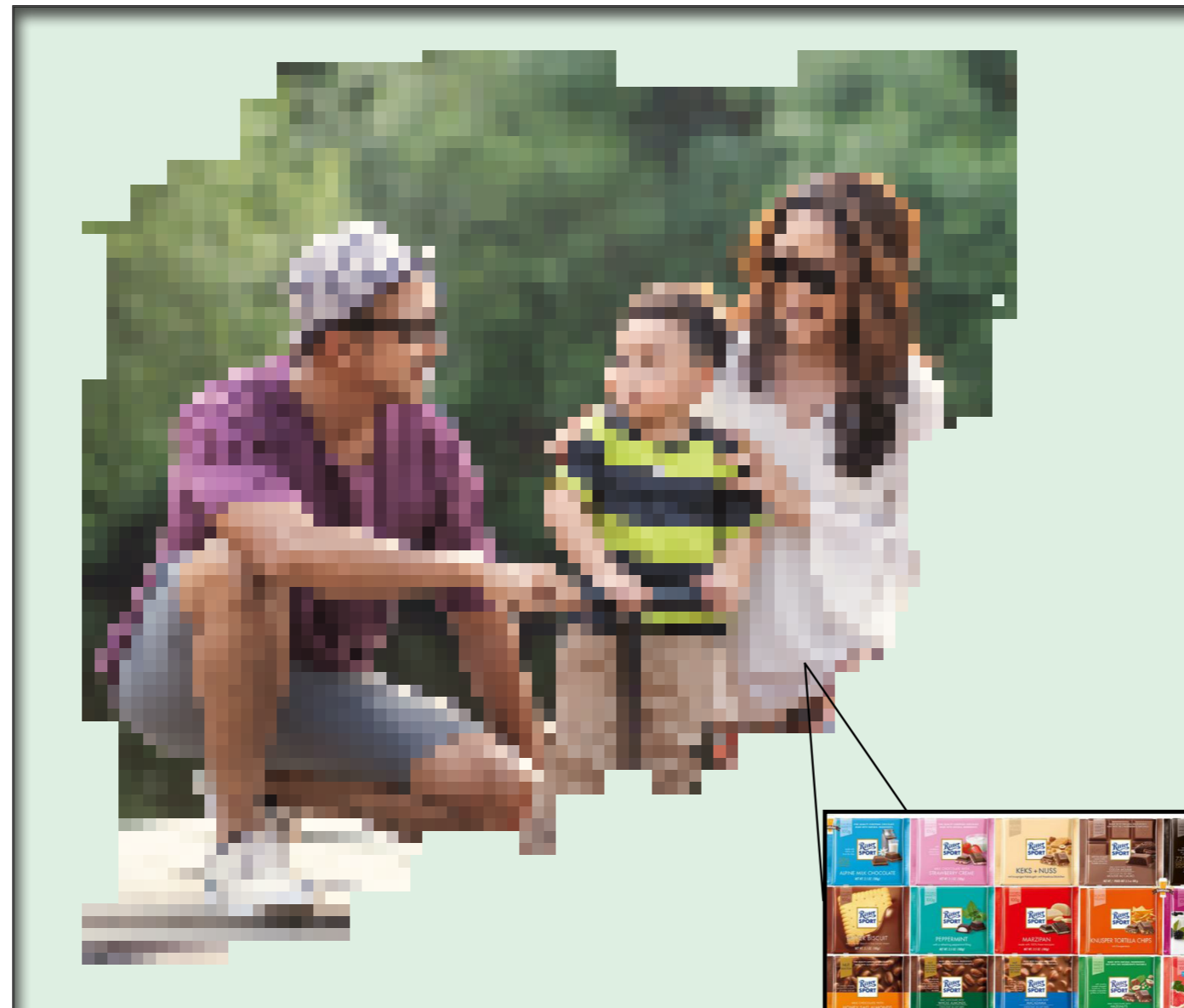
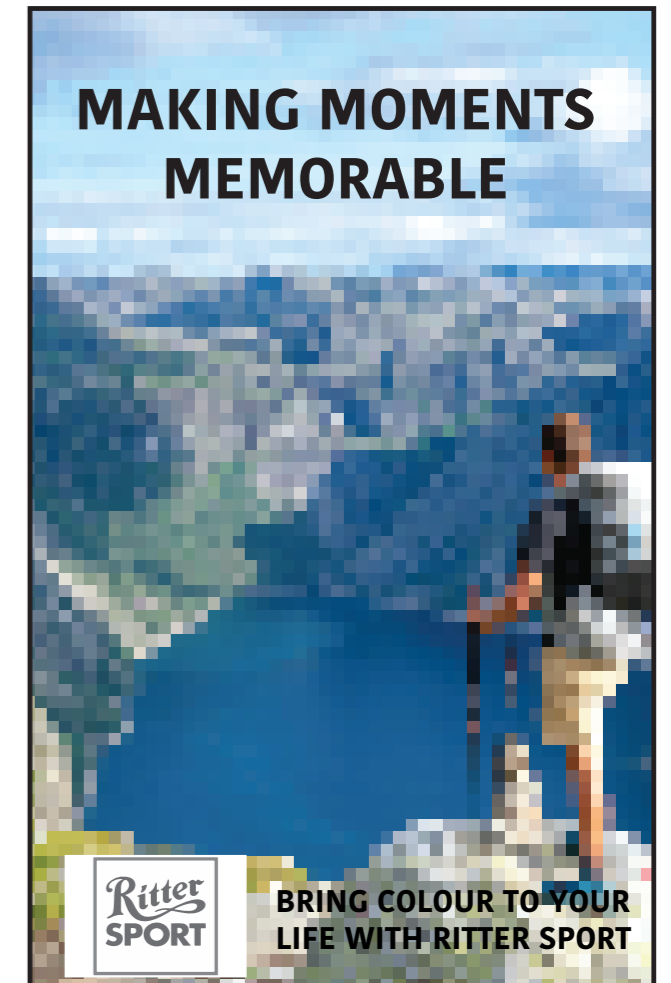


Photo mosaic made with selected colours chocolate wrappers





Proposition: With you, for life || Media: Integrated

## HOT FLUSH

### AUDIENCE:

Underserved & misrepresented midlififers

### INSIGHT:

women above 40 are not represented enough in fashion and media, menopause always has had a negative connotation even if many women state they felt reborn after menopause.

### IDEA:

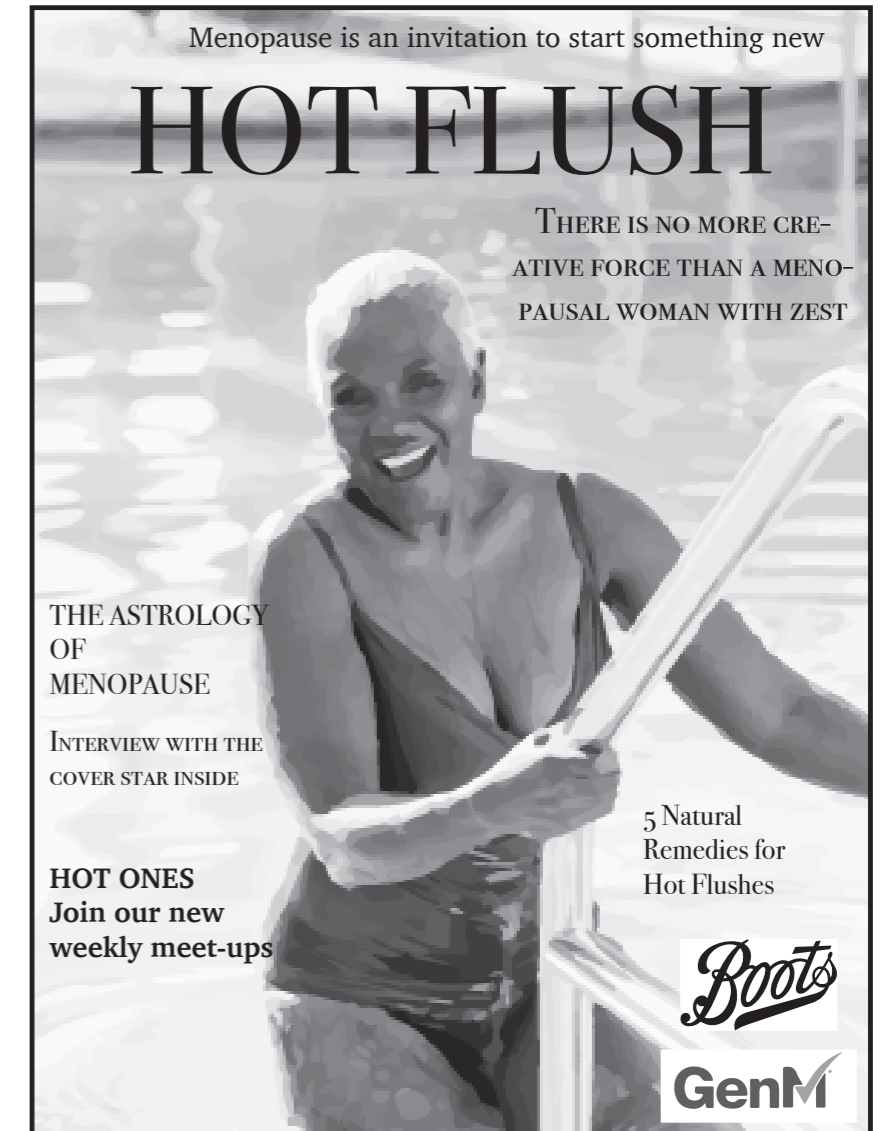
**PRINT: HOT FLUSH MAGAZINE COVER POSTER SERIES**

**PR STUNT:** ACTUAL 12 PAGES MAGAZINE to distribute in Boots store and shopping malls

Both will have a series of different aged, bodied, women going through menopause on the cover, looking happy and achieved. Magazine covers aren't only for young, perfect women.

The covers will feature quotes, real experiences, advice and products reviews.

The magazine will feature the same, as well as quizzes, interviews and more photo spreads.



Highlight different bodies, experiences and cultures



# HM Coastguard City-at-Sea

## AUDIENCE:

Families attending the beach over the summer

## INSIGHT:

Most people heading to the coast and beaches live in cities. Attract (pester power) the families before they head on holiday, educate them with entertaining activities, offer different things to do on a weekend, kids learn better while having fun.

## IDEA: CITY-AT-SEA

Bring the beach to city centres in the UK, run family (and or schools) events and activities (bookable)

- Sand sculptures/ Play with sand
- Check out the Rescue Boat and Kits and talk to the Coastguards
- Family learning games and quizzes (Which signs/ flags are those? How To Recognize a Riptide etc.)
- Paddle Boarding Taster sessions
- Give aways: phone pouches, Coastguards beach towels

## SOCIAL:

Take videos and photo content of real reactions, fun and common mistakes made by kids and parents



Beach will have sand, Coastguards to talk to, a small 2 feet pool



HM Coastguard

*Leeds-at-Sea*

JULY 8th - JULY 20th 2022

We are bringing the beach to you so you can bring safety back to the beach

