

# HI, I'M ANGELICA!

An insight-driven, copy loving freak. Even if it involves boring a stranger to death with my briefs or diving deep down the Reddit rabbit hole.

I've spent the last 84 days learning to trust my gut, take risks and sell my idea like there's no tomorrow. I hope my journey reflects in what you see next, if not, I'm always up for a chat :)

My key takeaway?  
Fail as fast as you can. Keep it simple. Have fun with it.

Find more of  
my work on



Or connect with me on  
<https://www.linkedin.com/in/angelica-monteiro-junior-copywriter/>



# HEALTHY HAIR HOTTIES

World's first support group for women with hair damaged by heat

## The insight

Over 80% of women have damaged their hair from heat and 91% continue to do so. No one really understands how this affects a person's self-esteem and shatters their confidence.

## The idea

Cloud Nine makes history by creating the world's first support group for women with hair damaged by heat. The Healthy Hair Hotties is not just a cheeky support group—it's a hair-volution. One, that empowers women to wear their hair with confidence and gives them the reassurance they deserve. Because hairstyling should be healthy and fun, hun.

## Experiential Event

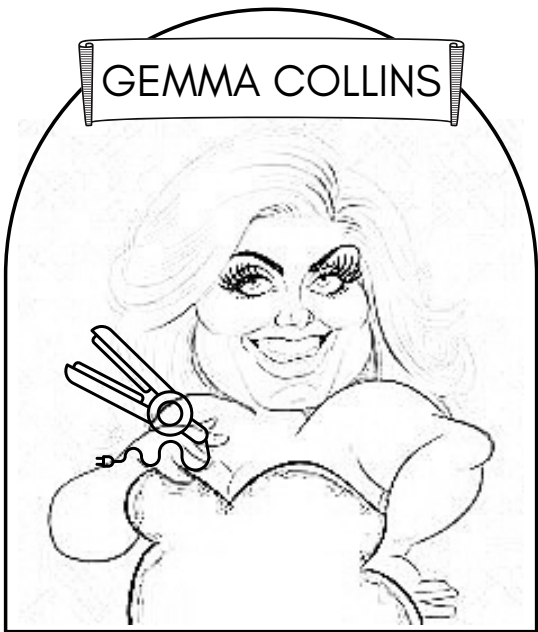
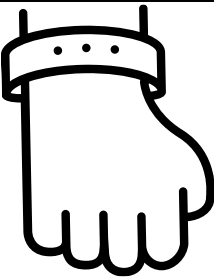
An event where hair experts, lovers, enthusiasts, and people with damaged hair come together, get a check-up, get a revitalised day, get tips and tricks, learn about their hair, and more.

At the event, you can engage with other healthy hair hotties with similar hair types or even seek expert advice from hair experts with your hair type present at dedicated installations to provide optimum care.

You can get a revival treatment done using Cloud Nine products or even get products at discounted rates.

## How can you enter this event?

It's simple—complete the temperature calculator and show your unique hair-type code at the event box office. You'll then receive a colour coded-festival wrist band which you can use to engage with hair experts and other hotties.



## The Support Queen

She's the UK's most relatable woman, a staple of HUN culture, and an advocate for diversity and inclusivity but most importantly, she's CAMP. She'll be the eyes, ears and mouth of the campaign.

X



## The Go-To Queens

The go-to queens are a chain of hair experts, who share the same hair type as yours. Not only have they lived your experiences, but they've come out of it with healthy hair and how!

## Post-event subreddit community

Anyone who attends the event or purchases a Cloud Nine product automatically gains access to the world's first online support group community.

# PIPPETA♥ IT

'Feeding on your terms'

## The insight

New mothers just want to be left alone, in peace and away from all the unsolicited advice. They know what's best for their child and do not want to be judged on every little decision they make.

## The idea

We want to empower and enable moms to make the decision they feel is best for THEMSELVES and their children. This is only possible once they feel reassured that what they feel is normal and does not need any judgements from anyone.

### Social media posts and conversation starters

Your baby rejects formulas.  
Feeding hurts your back.

**Pippeta.**it.

Feeding on your terms

Your firstborn fed smoothly.  
Your newborn isn't latching on.

**Pippeta.**it.

Feeding on your terms

You're a twin mother. You're  
alternating often.

**Pippeta.**it.

Feeding on your terms

### Social reactivity

To stand up for mothers who are victims of judgements, we'll keep an eye out for haters and show support to mothers who are expressing their concerns online.



@susan121 15/07/24

*I'm just tired, motherhood is an over-time, underpaid job. Don't fight me on it.*



@pippeta 15/07/24

*@Susan121, you're a queen. Never forget. Take a break. Just Pippeta it! #feedingonyourterm.*

OOH

It's your anniversary.  
You want to paint the town  
red.

**Pippeta.**it.

Feeding on your terms

### REASSURANCE STICKERS

You've got the baby blues.  
You need to take a break.  
**Pippeta.**it.  
Feeding on your terms.

MY JOURNAL

### OTT pre-rolls

The video, shot from the eye-view perspective of the mom shows her first looking at her breasts that are full and heavy and then looking at her sleeping baby.

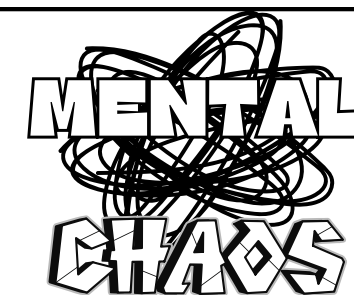
Chaotic background music



My breasts are full



They're getting heavier



'Screams in the void'

Lullaby background music



But she's asleep



But I can't wake her up now

**Pippeta.**it.

Feeding on your terms.

# HERE TO STAY

## The insight

A child's drawing is the ultimate stamp of approval. Whether it's her nanny, her brick or the new family car.

## The idea

Investing in a car is like investing in over a decade's worth of memories. The 'Here to Stay' campaign will use the art direction of a child's drawing to imply that our cars are thoughtfully designed with you in mind, powered to take off to literally anywhere (within reason), but are also **here to stay**. Just like the memories.

## Live digital billboards

A series of images will be launched together, showing a child's drawing in different scenarios—creating a digital photo album of adventures. This would provoke potential buyers to imagine their future with their families.

Some of the other scenarios can be

- In the snow
- A casual school run
- In the terrain amidst a flock of sheep
- In a new country

## Interactive billboards

Buyers can also send their child's drawing via the website to feature it on our digital billboards and on our socials.



**POWERED TO TAKE OFF, BUT  
ALSO *HERE TO STAY*.**



**SUBARU**

All electric, no compromise



ON  
THE  
MONEY

The insight

The average person spends £21 a week on their work lunches, which equates to £1,092 a year.

Human truth

If you're spending so much money on food on the go you want it to taste good and have the best ingredients.

The idea

Great flavours, No compromise.

TASTIER  
THAN YOUR  
LAST  
PAYCHECK

JASON'S  
SOURDOUGH  
TOASTIE

HAM  
HOCK &  
MATURE CORNISH  
CHEDDAR



MORE  
LOADED  
THAN YOUR  
BOSS

JASON'S  
SOURDOUGH  
TOASTIE

THREE  
CHEESE  
& ONION



MORE  
REWARDING  
THAN YOUR  
OFFICE  
PIZZA PARTY

JASON'S  
SOURDOUGH  
TOASTIE

KIMCHI  
& MATURE  
CORNISH  
CHEDDAR



CRUNCHIER  
THAN  
CLIENT  
DEADLINES

JASON'S  
SOURDOUGH  
TOASTIE

THREE  
CHEESE  
& ONION



MORE  
FLAVOURFUL  
THAN YOUR  
OFFICE  
GOSSIP

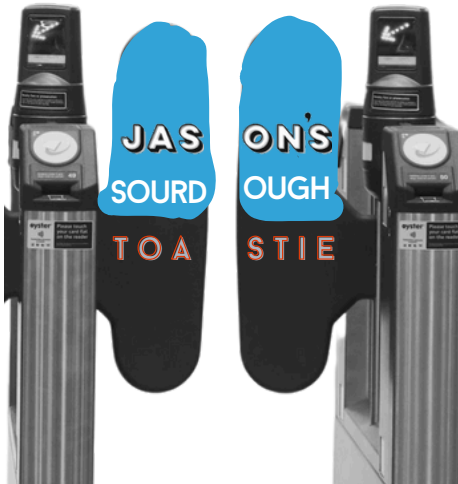
JASON'S  
SOURDOUGH  
TOASTIE

NDUJA  
& MATURE  
CORNISH  
CHEDDAR



Hijacking  
locations people will look at even if they  
don't want to, especially on the move.

Ticket  
scanners



Direction  
signages

↑	✈️	Terminals
↑	🚻	Toilets
↗️	🛋️	Lounges
←	🍷	JASON'S Sourdough Toastie

Old fashioned transit  
ads to capture the  
attention of those on  
the move

Schedule  
time-tables

DEPARTURES		
TIME	DESTINATION	STATUS
10 11	Leeds	On time
10 23	Manchester	Delayed
10 34	Jason's Sourdough Toastie	On the money
10 42	London	Cancelled



# BUILDING BOSS BABIES

'Because the world is their oyster'

## The insight

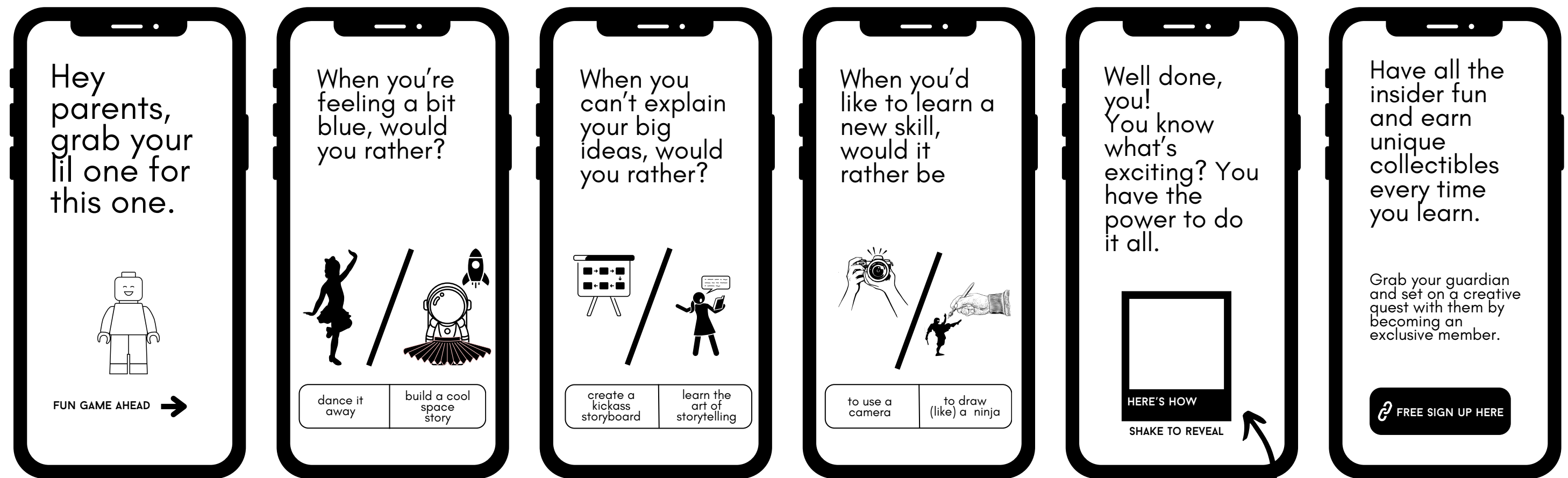
Gen-alpha are quite knowledgeable, self-aware, opinionated and mature for their age. They also want to express themselves, feel powerful, have fun and most importantly, be taken seriously.

## The truth

Lego's Insider Club does exactly that. It empowers them to believe that the world is their oyster. They can do anything they wish or go anywhere they want in their life because they have the ability to do so.

## The idea

To create a parent-child decision making process that will spark conversations in the most fun way and nudge children into thinking for themselves aka signing up for the Lego Insider's Club.



Using Instagram's tap and poll features to engage more children and parents and take them from attention to action within minutes, while sparking conversations.

## Social reactive

Keeping an eye out for tweets, comments, reviews and responding to them.



↗ Not all screen time is bad screen time! Have them try Lego's Insider Club Creative Quests instead. Safe, fun and rewarding. Exactly what a preteen needs :) #buildingbossbabies



# PULSING WITH POWER

## The insight

People who train hard, always have their eyes on someone who is doing better than them and the lingering thought that occurs is "how can I keep up with them?"

## The idea

To show athletes that their own potential is limitless, once they have the boost they need.



## For those on the move

The billboard would be designed in such a way that it looks almost titled or 'out of order' because the people who've drunk the energy gel are now pulsing with power.



## For those on foot

Through AR on phone cameras, people would be able to see a bunch of athletes going absolutely bonkers, pulsing with supernatural power. Climbing, swimming, running; basically doing everything possible after consuming the SIS energy gels.

These billboards will be placed strategically at tourist locations with monuments in the backdrop, leading to 1000s of videos being organically hijacked by SIS.



# THE GENESIS OF ELITE FITNESS

## The insight

The sense of pride in being 'better than the rest' is common between gym owners and luxury fitness customers.

## The emotion

Both gym owners and customers would love to be the first to work with SYMBIO—preparing them to be the best and differentiating them from the rest of the world.

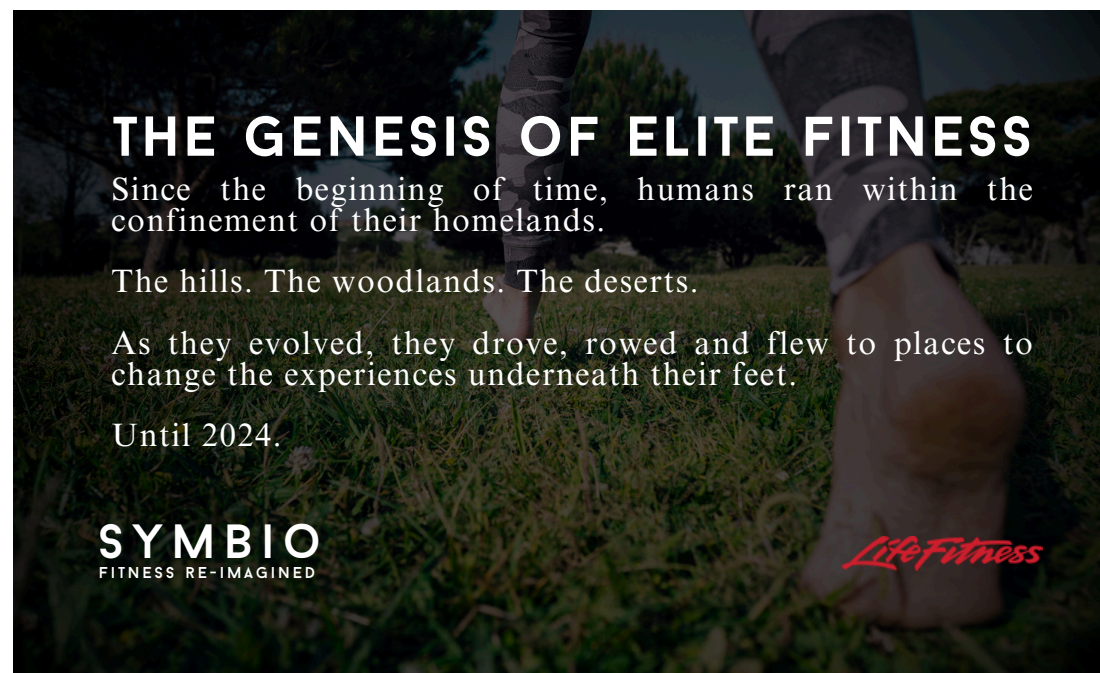
## The idea

In order to attract the elite, you need to have the elite. And SYMBIO is the elite.

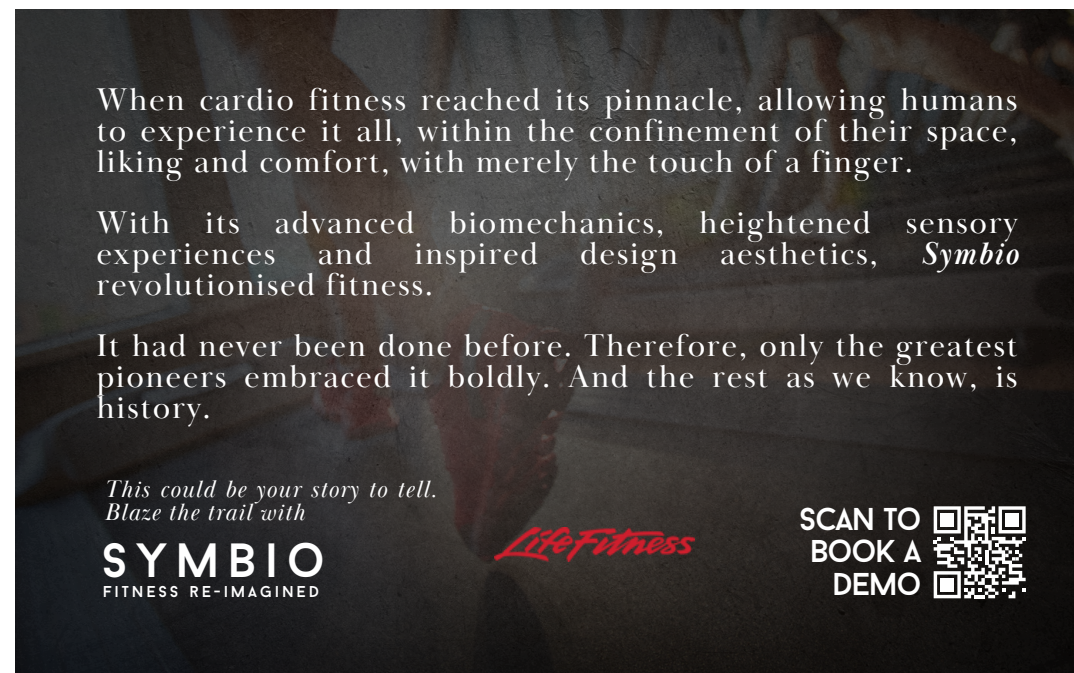
## Direct mail postcards

Painting the most desirable picture of the world's most premium trailblazers in the fitness space. Investing in the Symbio cardio range makes premium gym owners and investors the obvious talk of the town and go-to for the elite fitness enthusiasts.

### Front



### Back



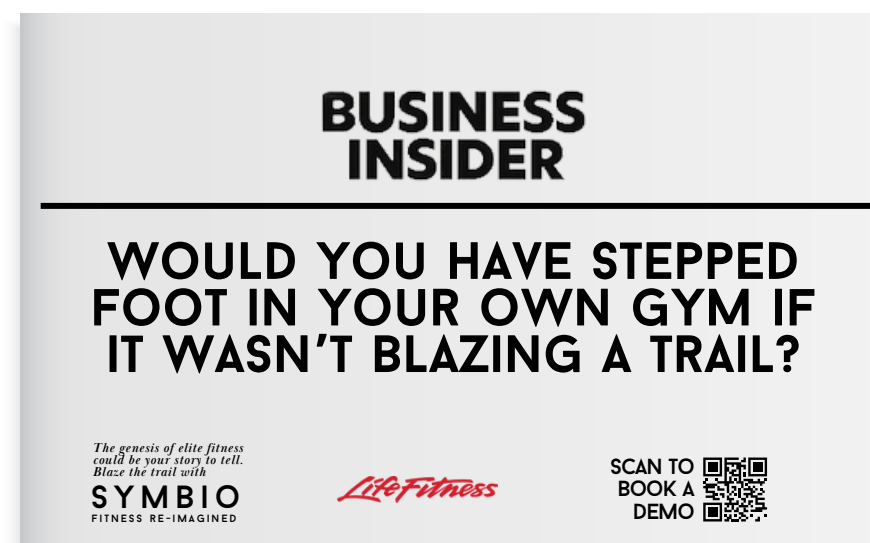
## Brand ambassador

Christiano Ronaldo will be the face of this campaign. The most G.O.A.Ted footballer, well-known for his discipline and hard work, Ronaldo is the literal face of elite fitness. With the highest following of 633 million on Instagram, he could also be the source of B2C communications for Symbio.



## Press

Using a provocative headline in the most business-centric magazine—the Business Insider.





# LIVE ON THE LOOSE

'Have a mad moment'

## The insight

Nights remind adults about their pending responsibilities. Mornings require adults to chase and complete said responsibilities. Therefore, they dread looking forward to the next day.

## Human truth

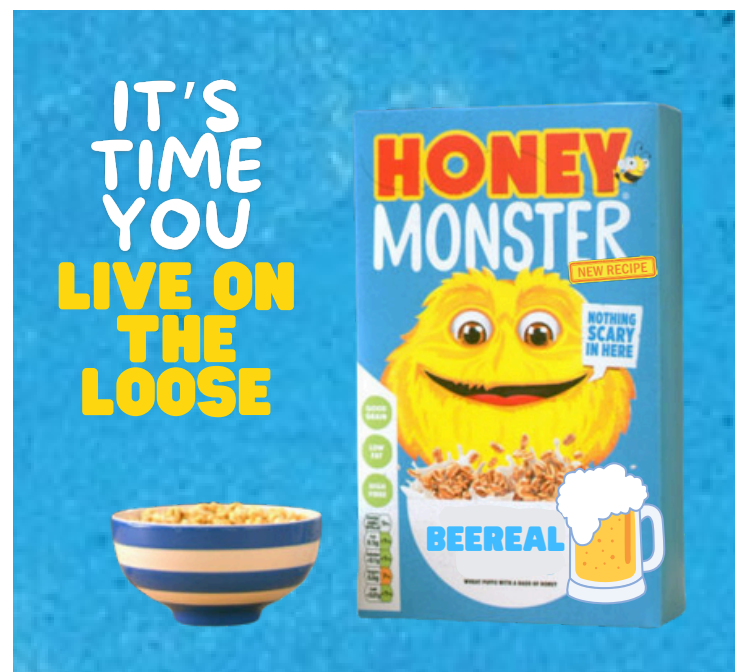
Adult life can be shit sometimes. If people could travel back in time to their childhood, they'd do it in a heartbeat. No responsibilities, only fun and play.

## The idea

Letting adults know that they deserve to have mad moments in life, and Honey Puffs can make those moments a tad bit sweeter. And helping them reconnect with their inner child and reclaim their playfulness.

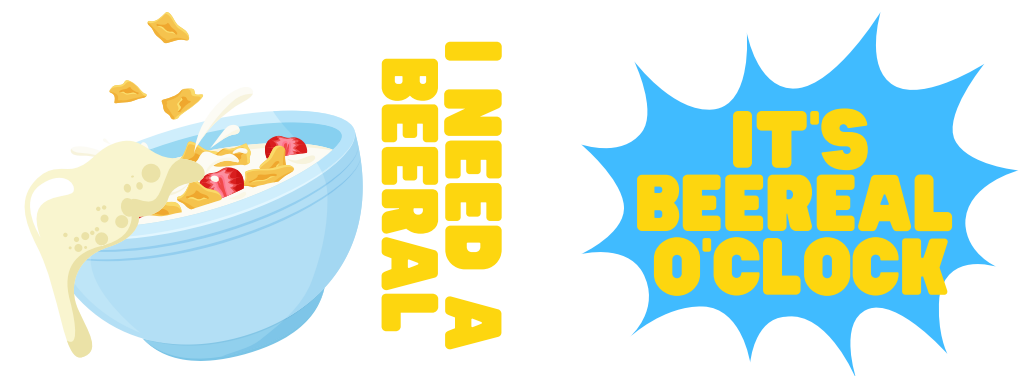
## Social

Launching a fake product called 'Beereal' and encouraging people to have it for their mad moments.



## Animated stickers

These stickers can be used on socials like Instagram and TikTok to let followers



## Social reactive

Keeping an eye out for tweets, comments, reviews on people losing their mind or doing something unhinged.

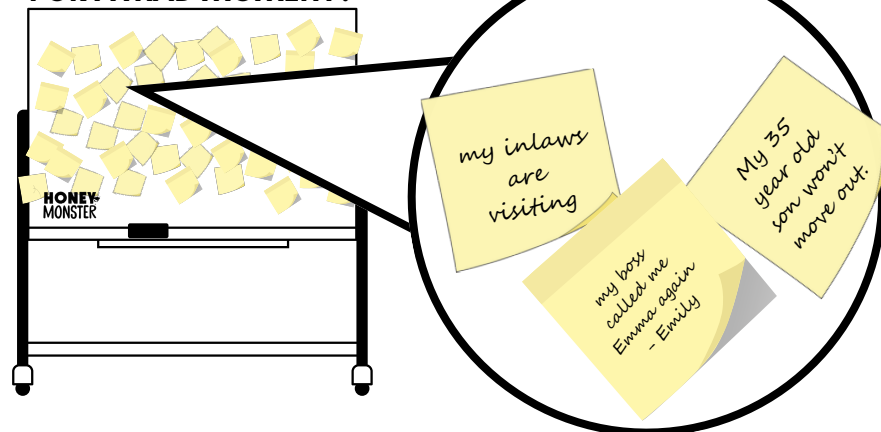
- ↕ Why so cereal @rishisunak? Have a Beereal.
- ↕ It's not you Susan, it's your boss who is crazy :) Looks like you need a Beereal.
- ↕ If a Beereal can't shut your mum-in-law up, we don't know what can, David.

## PR

Honey Puff Hit Squad hijacks offices, creates chaos, walks around town doing improv with strangers and performs harmless pranks on adults to let them know that they deserve to have mad moments in life, and Honey Puffs can make those moments a tad bit sweeter.



## WHAT'S YOUR REASON FOR A MAD MOMENT?



## OOH

An interactive whiteboard where people can tag their mad moments using sticky notes will be placed at key locations like train stations, and city centres.

Funny responses and reactions can be repurposed on social media.

# THE FINAL WAKE UP CALL

## The insight

65% of the UK is still sleeping on the idea of having life insurance.

## A quote for inspiration

"The trouble is, you think you have time" – Buddha

## The idea

To host a country-wide wake up call, in the most hellish way.

## App notification

TIME SENSITIVE

**THIS IS YOUR FINAL WAKE UP CALL** ⌚

It's been a lifetime of reckless living without life insurance.

Get one soon – The Grim Reaper at Aviva.

## Radio

SFX: *Low, echoing toll of a bell. Soft, eerie background music begins.*

\*A deep, slightly sinister tone of voice\*

Grim Reaper: Greetings, mortal. Your time in this realm has reached its inevitable end. Let go and let me walk you to the other side.

SFX: *Record scratch sound*

Grim Reaper: PSYCHHHHHH! Haha.

\*A Casual, fun tone of voice\*

Grim Reaper: I'm just messing with ya mate. Stay out of trouble and get your vincible arse insured with Aviva; before it's too late. This is, your final wake up call.

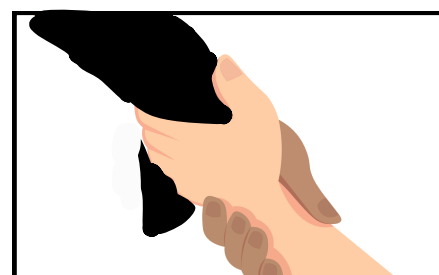
## Ad film



A mysterious stream of water makes its way to the bathtub



A man sets his foot out of the bathtub and slips on the mysterious water source.



A mystery man lends him a helping hand.



They confront each other.  
GR: Greetings Mortal. Your time in this realm has reached its inevitable end.



GR: PSYCHH! I was just around the block, mate so I thought I'd remind you to stay out of trouble and get your life insured.  
Man: Oh bollocks. You got me there.  
GR: Sorry, haha. I'll be better next time.



Supers appear: AVIVA.  
VO: This is your final wake up call.

## PR & Social

## AVIVA x COSTA

According to Statista, coffee is now the UK's leading 'hot drink of choice' and Costa Coffee is Britain's most visited coffee chain.

## The idea

To punk coffee drinkers by having the grim reaper serve them their hot coffee at their table instead of the regular staff.



Their coffee would be branded with the 'Wake the f\*ck up' to add the brit humour element and the logo. The grim reaper would only say 'This is your final wake up call' and leave, to create a cinematic suspense. Their reactions would be recorded and uploaded on Aviva's socials to start a conversation. People could post images of their coffee using #TheFinalWakeUpCall



# ONE FOR THE VOICES

A never-been-done-before party, in Leeds.

## Experiential event

A never-been-done-before karaoke event in the world, where the singers are kids who have found their voice again.

It's a simple event where a large dual screen facing both, the singer (kids who learnt to read through Bookmark's volunteer programme) and the audience will be placed near the stage. The audience will sing along to the child's favourite song, making the karaoke a fun experience for both parties.

This wholesome event will aim to create an opportunity for more individuals to sign up after witnessing joy in these kids' eyes after being able to read and sing.

It's a special event to witness because not only have volunteers added life to the days of these kids but also days to their lives.

 MILLENNIUM SQUARE, LEEDS

## Organic social

Videos from the event can also be repurposed on social media and drive more earned media.

## A fact

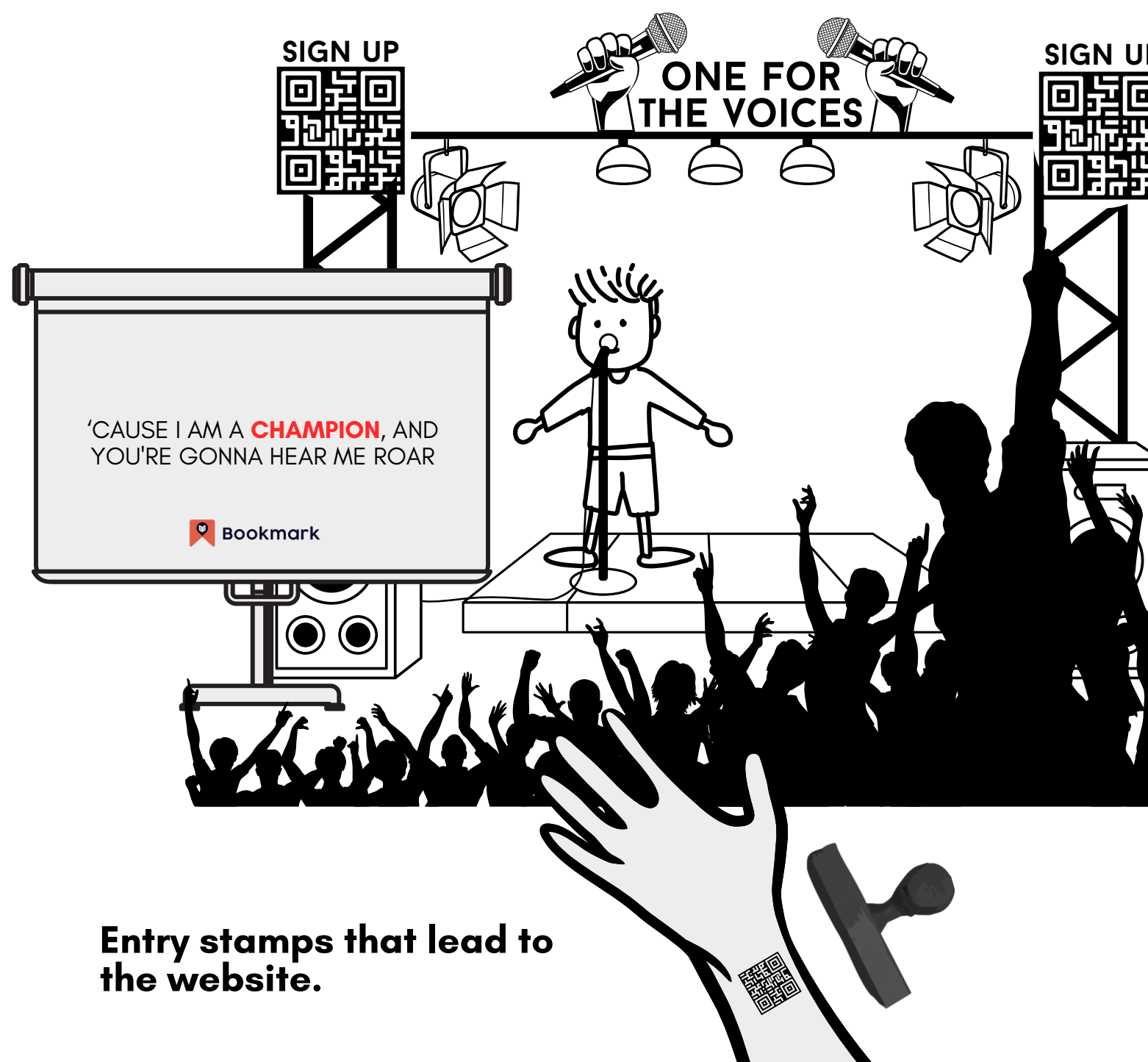
Karaoke nights are perfect for blowing off steam or just having fun. They combine relaxation, camaraderie, and musical merriment. Singing boosts neural connections and cognitive flexibility, making karaoke a great mental workout that enhances brain health and creativity.

## A stat

Quarter of Britain's kids will never get a chance to experience the joy and reap the benefits of karaoke singing.

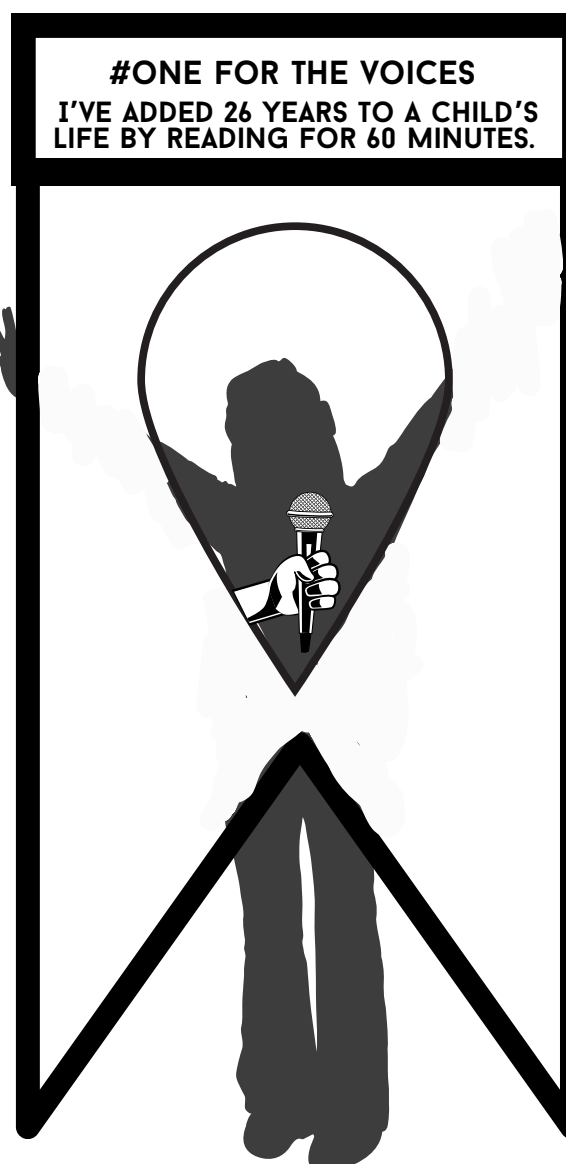
## The idea

The people of Leeds love a good party. If it's new, unique and free, they'll be there. It's time we throw the most unforgettable, one-of-a-kind party for the people of Leeds on World Karaoke Day - 19th July {Friday evening ;}



Entry stamps that lead to the website.

**In-concert photo ops**  
for those who sign up



# KNOCK AND FLYMO

Bringing back the mowement

## The insight

Kids nowadays don't know what it is to rake someone's yard for pocket money.

## The idea

Taking the heritage route, Flymo can partner with City Councils and create a sense of work ethic in the youth. Not only does this bring back pride in the community but also keeps an age-old tradition alive AND makes Flymo the most relatable mower brand.

TLDR; get someone else to mow the lawn for you.

### CSR case study video

We get teen volunteers to knock and mow the lawns of aged folks or anyone whose lawn needs it, earn some pocket money, and foster personal connections with their local community. We record their journey and create an organic social video ad.



### Flymo community building

- On every purchase you get this signage
- Implies that knockers and mowers are welcomed
- You'd pay them well
- Parents and kids are reassured

A KNOCK  
AND  
FLYMO  
HOME

### Why would this work?

- Keeps the young gen culturally rooted
- Makes gardening easier for the time-poor
- It is relatable, nostalgic and classic
- Promotes the efficiency and convenience of the product
- Targets all generations

### Brand extensions

#### Flymo x Occasions

We can leverage the excitement of community events like music festivals, weddings and sports games to create lasting, positive brand associations by encouraging teen volunteers to prepare the grounds for such occasions. This associates Flymo as the go-to mower beyond your backyard lawns.

A website extension that promotes upcoming and active jobs for teens to pick up as they go.

Products	About	Helpful Links	Other
Lawn	About us	Contact Us	Recycling Electrical Waste
Hedge & Grass Trimmers	News & Media	Warranty	Shop Spare Parts
Garden Tidy	Garden Blog	Non UK - Customer	Newsletter
View all products	Knock and Flymo	Manuals	View Flymo's online catalogue

### Community billboards

"YO MISS SPRING,  
YOUR GARDEN LOOKS  
LIKE IT NEEDS A BOUJEE  
GET UP. MAY I?"

It's that easy. Just knock and **Flymo®**

Using a warm, chatty and relatable tone of voice to get the teens involved.

"HEY MR. COOKSON,  
CAN I RIZZ YOUR LAWN  
UP?"

It's that easy. Just knock and **Flymo®**



# F\*UCK THE WORLD

Best before and always

Items at the front of the aisle are ignored, pushed aside and treated poorly because shoppers always reach for items with a later best before date.

This is a reason enough for a villain origin story.

But we'll do one better and make it a comeback story. The coolest one.

Because these products have fought adversity, resisted landfills, and are back on the shelf with new-found self-esteem, a tiny bit rough around the edges, but worth more for less.

**Why would this work?** 80% of millennial and 73% of Gen Z consumers consciously attempt to minimize waste. Moreover, 71% of Gen Zers would rather wait for a product to go on sale than buy at full price.

## PR & Social

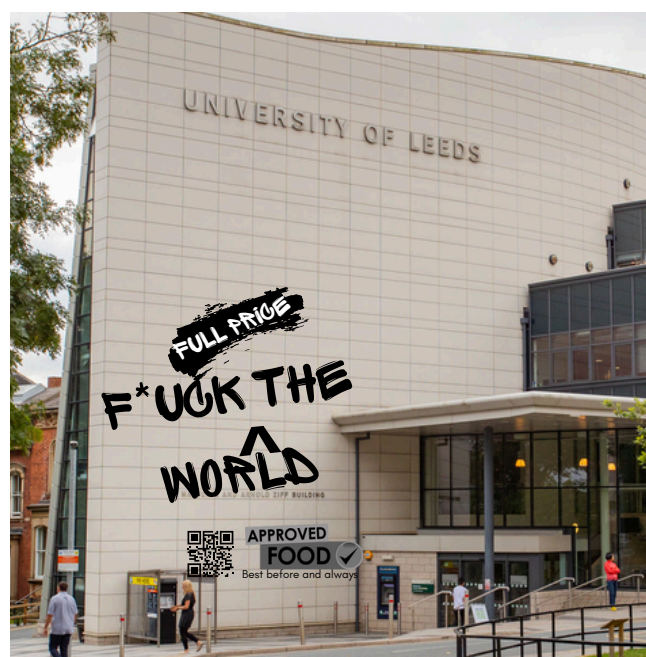


Graffitiing monumental structures has been an age-old way of conveying an important social message which may represent the views of the wider community. Graffiti also lets people express themselves and rebel against societal norms.

So we did just that. Rebelled. in universities. But this was supposed to be a comeback story, innit?

After a whole day of chaos, cops and clicks, we graffiti the whole message. That still rebels, but against the 'full price' world. A twisted but sure shot way of gaining attention without making a hole in the pocket. And letting the TikTok gen do the rest.

We will also use the BTS of this process for organic socials.



## Posters

Using trending songs from TikTok, Instagram and on the radio to share more information on Approved Food's USPs. These posters will be placed in Uni unions, cafes, libraries and behind toilet doors. I also thought of having impersonator singers and radio ads in the same format but we don't want Eminem suing us, do we? Or maybe he could get behind the cause, who knows?

**HEARTBREAK IS ONE THING,  
MY EGO'S ANOTHER  
I BEG YOU, DON'T  
EMBARRASS ME, BY PAYING  
FULL PRICE, MOTHERF\*CKER.**

Save £700 a year through Approved Food compared to high street prices, just by buying the same products that most people rejected.



**ABRA', ABRACADABRA (AND  
FOR MY LAST TRICK)  
I'M 'BOUT TO REACH IN YOUR  
CART, BRUH (LIKE)  
ABRA', ABRACADABRA (AND  
FOR MY LAST TRICK, POOF)  
JUST LIKE THAT AND I'M BACK,  
BRO**

In the UK, over 7 million tonnes of items past their 'best before' date get a second chance on shelves annually through Approved Food, at ridiculously discounted rates.



**THEY NOT LIKE US, THEY NOT  
LIKE US, THEY NOT LIKE US  
THEY NOT LIKE US, THEY NOT  
LIKE US, THEY NOT LIKE US**

Approved food has helped save over 30,760 tonnes of waste from going to landfill - the equivalent of 4,394 adult male elephants, unlike any other food retailer.



## Email marketing newsletters with offers

**Subject: Re:** YOU'VE BEEN MARKED ABSENT - by the most discounted food retailer of all time.

**Subject: Re:** A BIG F\*UCK YOU - to high street prices and tonnes of food waste.