



**Roisin Ellen Mumby**

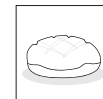
Brand artworker, copywriter, pun maker.



# Who'd have thought it?

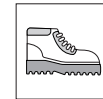
School of Thought - Leeds 2022

Hi. I'm Roisin (or just Rois). Full-time Brand Artworker and Copywriter, occasional pasta chef and this is my final submission to School of Thought 2022. From 'Funk it, it's Friday' to the appropriately titled lock-down jam 'Chaos Kitchen' I've made a lot of Spotify playlists. These past 12 weeks have taken me on an incredible (sometimes frustrating) but unforgettable ride. So sit back, buckle up and enjoy some tunes whilst you give it a browse, because after all what is a great journey without an equally epic playlist?



## My Way (Calvin Harris)

Finn x Jason's Sourdough - It's our dough



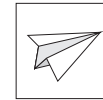
## Common People (Pulp)

Syn x Dr Martens - Uncommon People



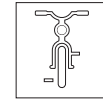
## I Can't Get No (Satisfaction) (The Rolling Stones)

Ponderosa x Ty-phoo Tea - Bring Back the ooo



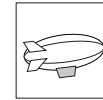
## Paper Planes (M.I.A)

IMA Home x Jet2 Holidays - Hey there Jet2Setter



## Bicycle Song (Red Hot Chilli Peppers)

Mediaworks x Gigable - Get a Grip



## Feel Good Inc. (Gorillaz)

Tomoro x PimpdInk - get INKsured



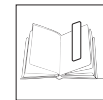
## YRA (Skylights)

McCann x Leeds 2023 - Exposed



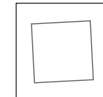
## Sk8er Boi (Avril Lavigne)

IMA x Bumble - The Tick List



## Inform - Educate - Entertain (Public Service Broadcasting)

The Sharp Agency x Bookmark - Bookmark This



## Hip To Be Square (Huey Lewis & The News)

Journey Further x Ritter Sport - Square Off



## And She Was (Talking Heads)

Propaganda x GenM x Boots - Unfazed



## Shiny Happy People (R.E.M)

Creode x HM Coastguard - Be Your Own Hero



# JASON'S IT'S SOUR DOUGH!

**Jason's Sourdough | It's Our Dough | OOH + Radio + TikTok**

**Audience** 28-45 year old bread/toast/sandwich/toastie/grilled cheese lovers.

**Insight** Different is scary and Warburtons Toastie is a delicious national favourite for a reason. Besides. Our TA don't even know what sourdough is... Sour Dough? isn't that like off dough? Nah, no way I'm trying that.

**Idea** Dispell some myths, take away the fear of the unknown and spell out what sourdough is, right there on the billboard. Delicious, nutritious and naturally leavened bread. That's really all sour dough is.

**RADIO** Sourdough?  
Forget it, no idea. Pass the Toastie.

**40 year old man (strong regional accent)**

Sourdough... **What's sourdough?** ain't that like off??  
Fooooorget it mate. leaved.. leavened? What ARE you even on with... I'm a white bread kinda guy.

**Second older man (strong regional accent)**

\*chuckles\* It's actually delicious, plus the kids say it's better for me too. Just natural, straight up bread. **That's sourdough** from Jason's pretty good if you ask me. Just try it!

\*sandwich wrapper rustles\*

**40 year old man (strong regional accent)**

**It's sourdough?**... I mean it does smell alright... ooh pickles too... better than alright actually.

\*bite of sandwich and a loong mmmm\*

**Second older man (strong regional accent)**

oi, give that back!

**Female voiceover.**

Jason's. Naturally leavened, straight up sourdough. So good you'll want to tell everyone... just not share. It's our dough. It's Jason's Sour Dough.

**Tiktok Collab (pester power from social savvy kids)**

Collab Jake Pauwels - Roll for Sandwich.  
Rolls a D20 dice to make a random lunchtime sandwich, throw Jason's into the mix.

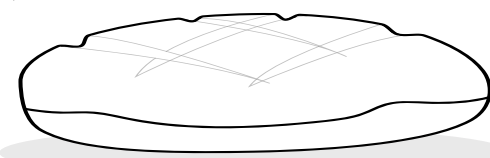


Lettering wordplay: sour/our

**WHAT'SOUR DOUGH?**

Delicious, nutritious, naturally leavened bread.  
Sour dough? It's our dough.

**JASONS SOURDOUGH**



Roads? Where we're going we don't need roads... (just an escalator and some smart lettering).

**London Tube Network**

We're hitting the underground to take our TA on a journey. Using the panels by the side of the escalator, we're going through our three campaign stages;

- What's our dough
- That's our dough
- It's our dough

**WHAT'SOUR DOUGH?**

**THAT'SOUR DOUGH?**

**IT'SOUR DOUGH?**

**JASON'S SOURDOUGH**



**Roisin Mumby** Brand Artworker, Copywriter & pretty decent toastie chef.



made in england  
**uncommon**  
 PEOPLE

**Dr Martens | Uncommon People |  
 Experiential + Social**

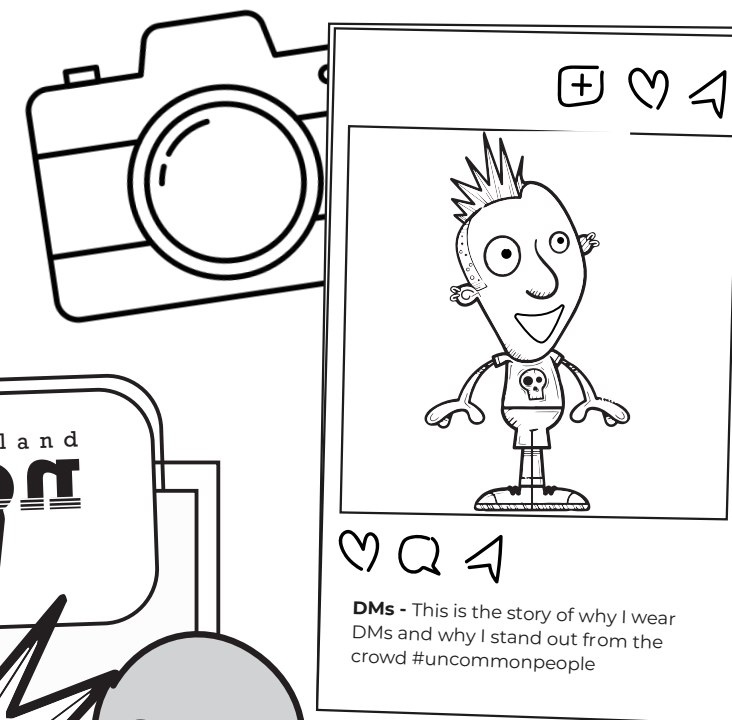
**Audience** Shoppers with a mature sense of style, who value quality + craft above all.

**Insight** Dr Martens define themselves almost ironically as being undefinable. As a brand built for relentless rebels and the unapologetic individuals, authenticity is key to the brand.

**Idea** Start with authenticity and push our consumers to the limit of their individuality, and then tell their story. The legends at Wallaston, your mates punk grandma, the guy with the mohawk who delivers your weekly Deliveroo... and you.

**!** Path leading into store 'Builds the boot' going through the materials and leading straight up to the experiential mirror!

In re-seller stores, this could be a 2D, simply printed graphic along the floor of stores guiding people in from store front, straight up to the Docs stand!

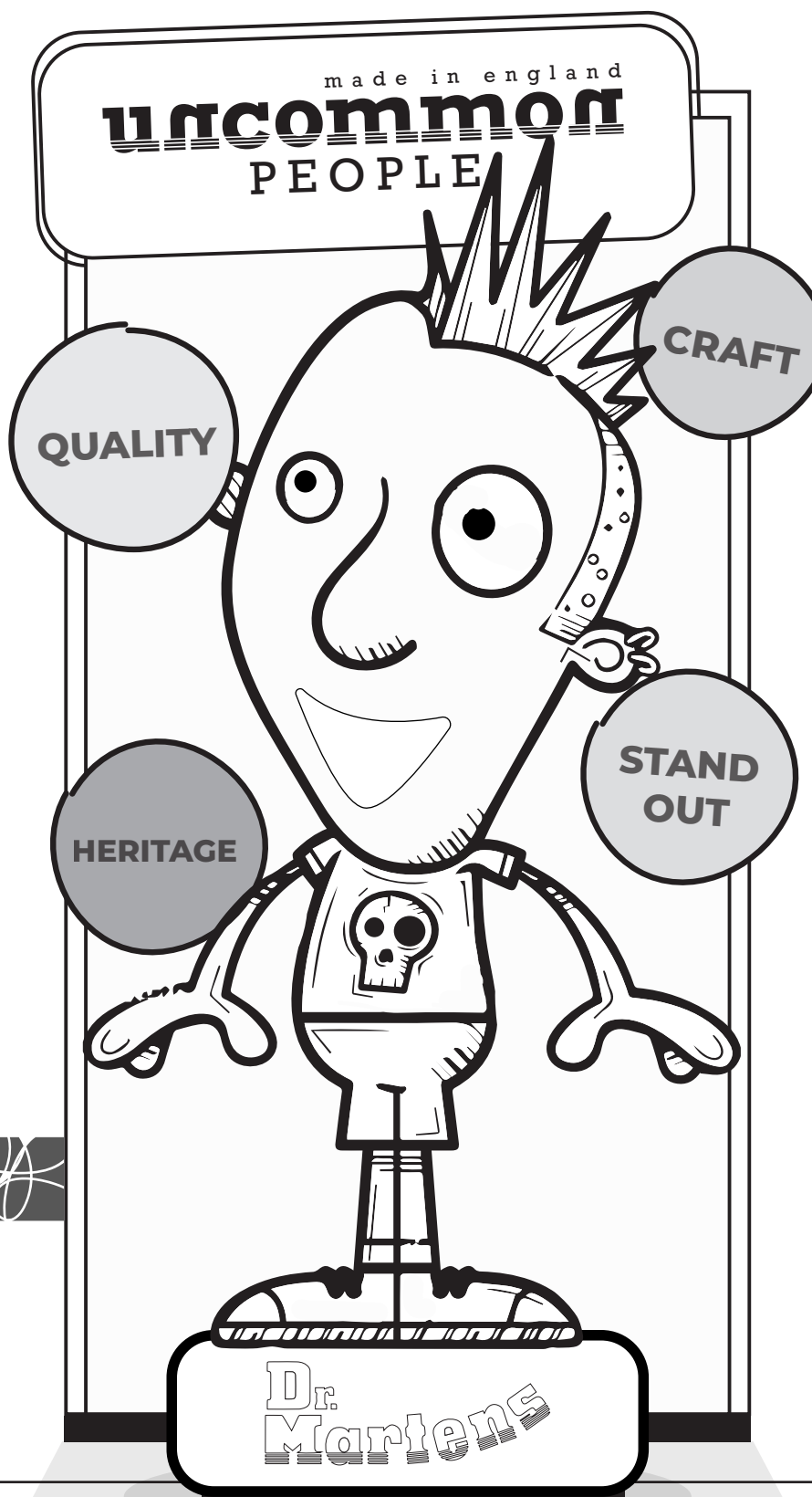


**! The ONE SHOT  
 'black mirror'**

Interactive mirror experience in flagship Doc Martens Stores.

> Experience unlocks with the MIE collection boots and customers can explore the heritage of the boot and the stories of fellow Docs.

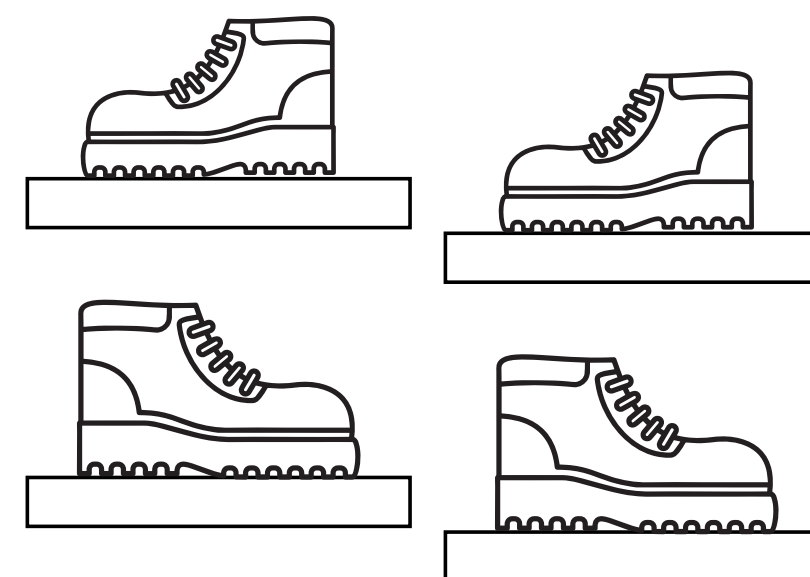
> Ends by taking an 'unseen' one-shot photo where customers pose as their authentic selves, they'll receive as a Polaroid.



**The UNSEEN photo**

Being your authentic self is about living in the moment. It's not about taking 100 pictures to get THAT perfect angle. By having no screen and one take, our customers are forced to be themselves.

**BeReal.** partnership opportunity?



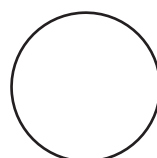
*Roisin Mumby Brand Artworker, Copywriter & Crocs fan.*

# bring back the @@@@

## Social Strategy

### Link up with other companies online!

Let's make friends with complimentary category brands and encourage them to interact with us and our customers on social to bring some more OOO.

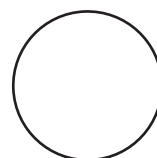


**TYPHOO**  
@TYPHOOTEA

We're in the mood to ooo, so time to spill the tea. Let us know what's been making you AHH today and we'll see what we can do to OOO  
#BringBackTheOOO

10:04 AM · 10/05/22 · Twitter for iPhone

25 Retweets and 16 comments 248 likes



**Phillip Calvin @KP\_leeds**

Kit-kats didn't show up on the Tesco shop... what am I meant to dunk now?



**TYPHOOTEA**

No way! Everyone needs a good biccyy to dunk. Shall we join up and help Phillip together @Kit-Kat??

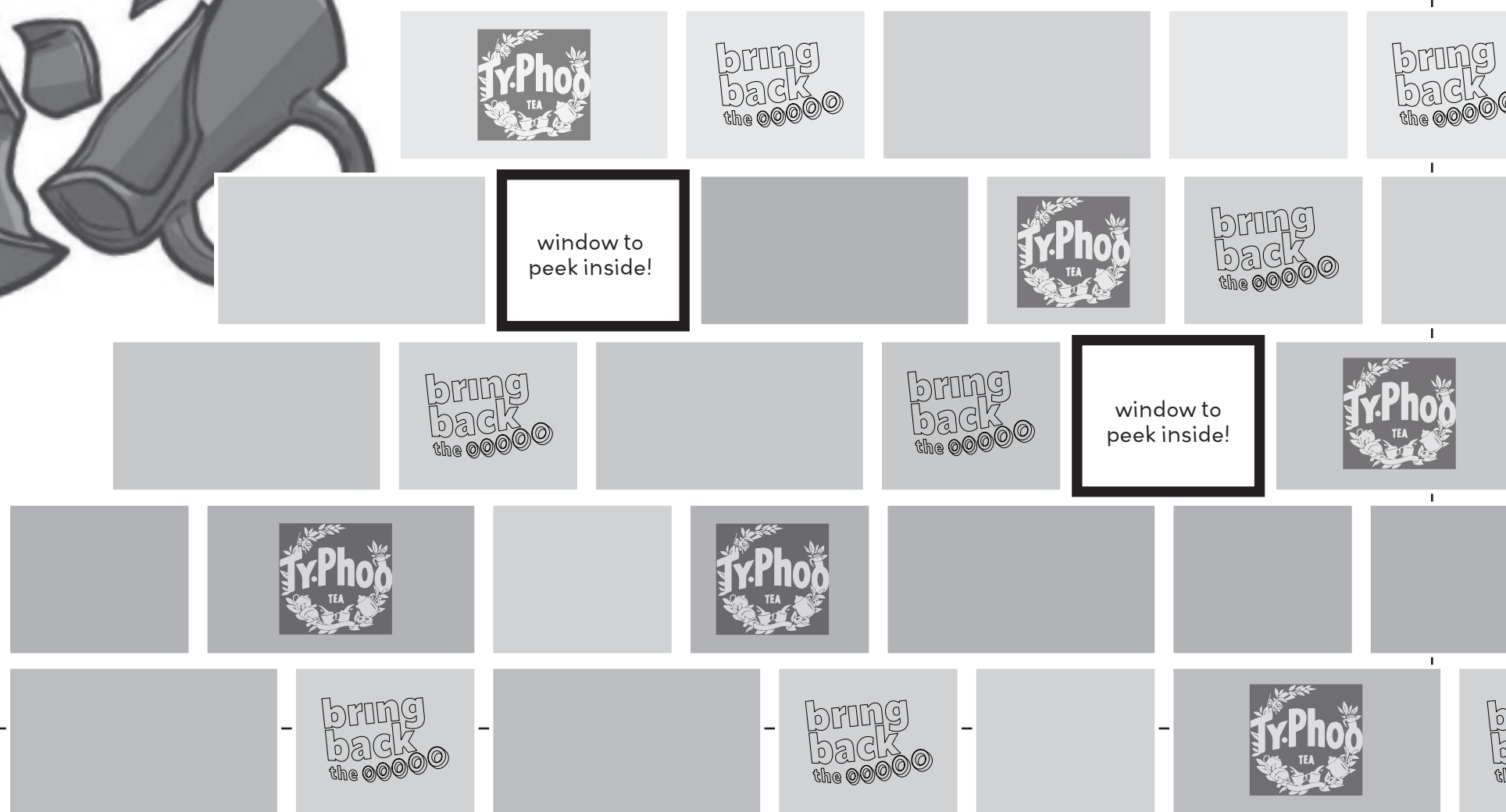


## Typhoo Tea | Bring Back The Ooo | Social + Experiential

**Audience** Female tea drinkers, doing the food shop for the home.

**Insight** Life is pretty stressful (sometimes). There's too many things that make us go AHH and not enough to make us go OOO anymore.

**Idea** Bring a bit of wonder to our tea-drinkers by interrupting their day to inject some life (and some tea) into their schedule and make them go OOO...



### Fallen wall of Ty-Phoo tea in high footfall areas

make consumers worry something has gone wrong BUT behind the wall is a **RAGE ROOM**. Inviting customers to come in and take out their AAHS against lifes stressful moments, by writing their problems on a tea-cup and throwing it at our targets.

Before being awarded with their OOO - a delicious cup of Typhoooooo.



Roisin Mumby Brand Artworker, Copywriter & brewer of terrible tea.



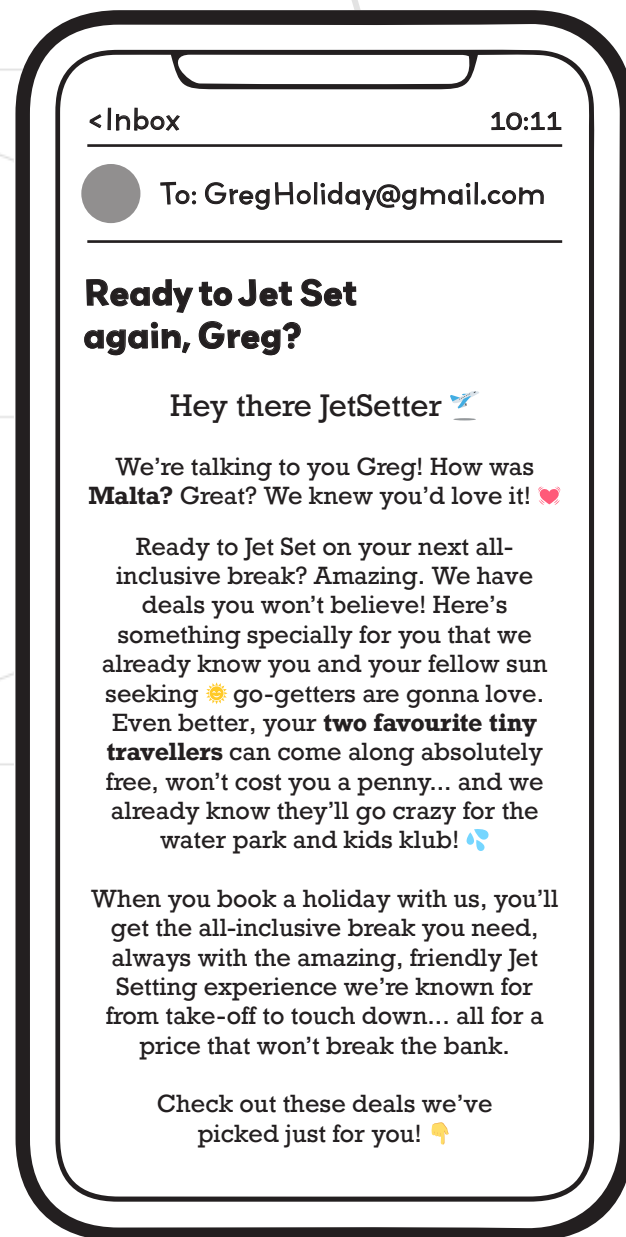
# Hey there Jet2 Setter

Jet 2 Holidays | Hey there Jetsetter | E-mail + OOH + Radio + Social

**Audience** Sun-seeking, go-getting families and couples looking for their next break.

**Insight** When you book a holiday with Jet2 Holidays, you'll get the all inclusive break you need, always with the amazing, friendly Jet Setting experience they're known for from take-off to touch down... all for a price that won't break the bank.

**Idea** Jet-Setting isn't only for the rich and wealthy anymore. We need to share the value and offering Jet2 provides, making you want to go away with them again... and again... and again.



Personalised e-mails, talking to customers who have just been away to send them ideas about what to do next!

## Our values



## Our offering



## Places



OOH posters that share the Jet2 Holiday Values, Offering and highlight the wide list of places they travel in a playful TOV that customers recognise as common Holiday 'dilemmas'.



! Take a photo of you and your family at home or on holiday  
Say HELLOOO  
to someone who needs  
to get JetSet.  
To win holiday prizes!  
#heyThereJetSetter



Jet2holidays  
Package holidays you can trust

Roisin Mumby Brand Artworker, Copywriter & amateur paper plane pilot.  
(Love/hate this idea? Fold along the lines to make a plane and fly it to a friend/straight into the trash)

# GET a GRIP

**Gigable | Get a Grip | Experiential, OOH + Giveaways!**

**Audience** Riders already out, pedalling the streets and looking for a fairer deal.

**Insight** Riders are as important to our favourite food haunts as waiters to the friendly dine in experience. When it comes to delivery, they rank reliability THE most important aspect but keeping a close knit team of great riders that deliver not just great food but a great and consistent brand service just isn't possible.

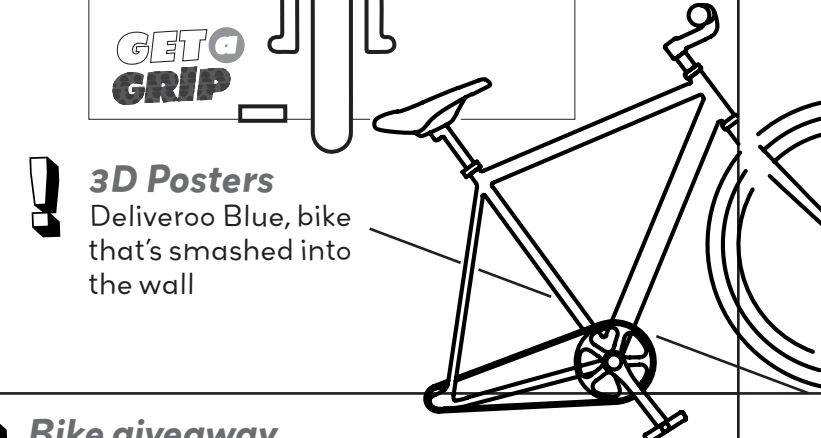
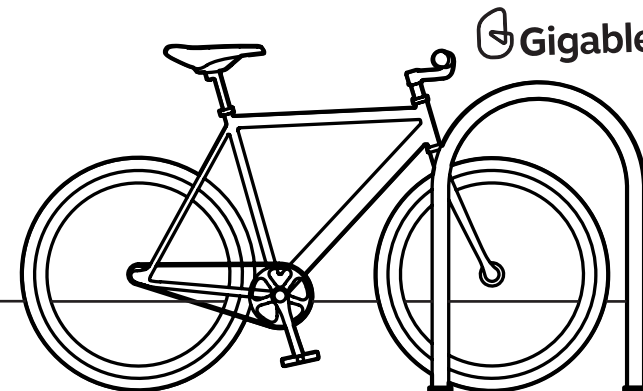
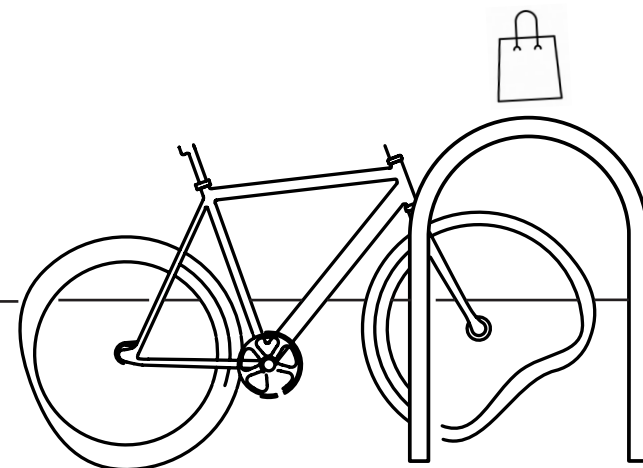
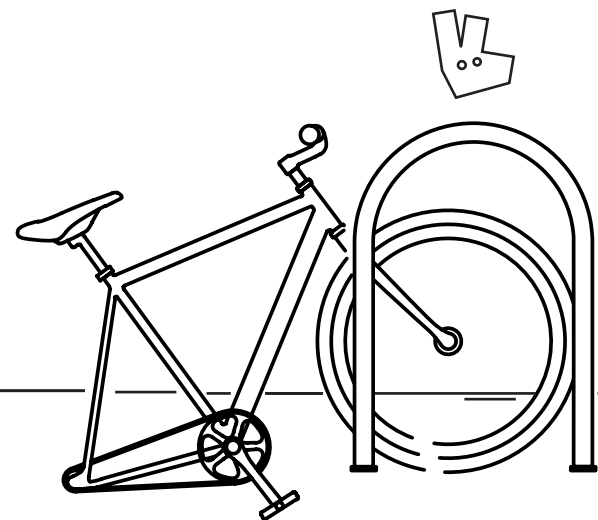
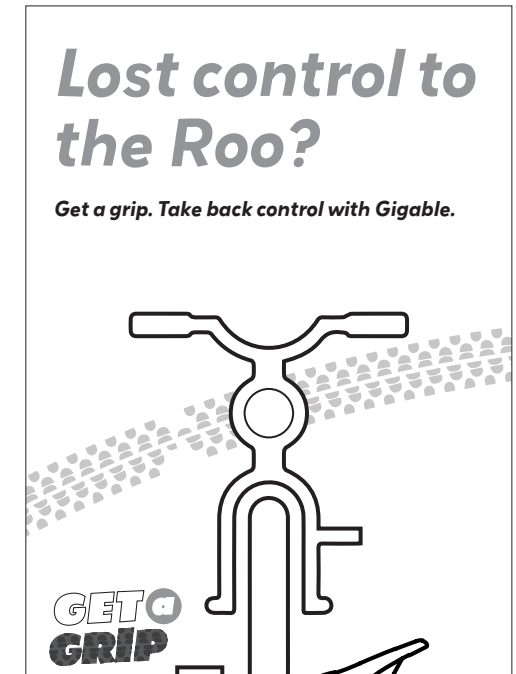
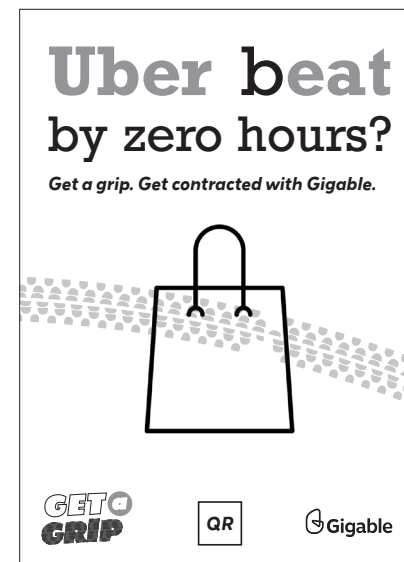
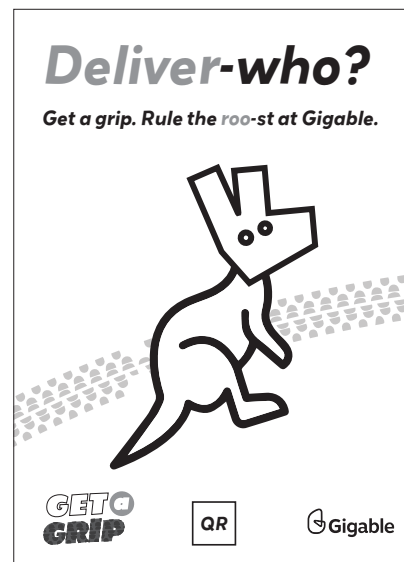
**Idea** We want to empower riders to take back control, understand that they're a vital cog in the ever expanding delivery machine and GET A GRIP.

## ! STREET MARKETING

### Take over bike racks

Get broken bikes, painting them the core colours of our competitors, with tag-lines to match that poke fun at our competition.

Use Get a Grip messaging and tag-lines, with the final, perfect bike being Gigable blue that captures attention.



! **3D Posters**  
Deliveroo Blue, bike that's smashed into the wall

! **Bike giveaway**  
Sign up VIA the QR to win a blue Gigable bike.



**Uber beat by zero hours?**

*Get a grip. Get contracted with Gigable.*

! **Clean Graffiti**  
Use jet washers and stencils to 'graffiti' our message into bike lanes and paths where we know our riders are <<

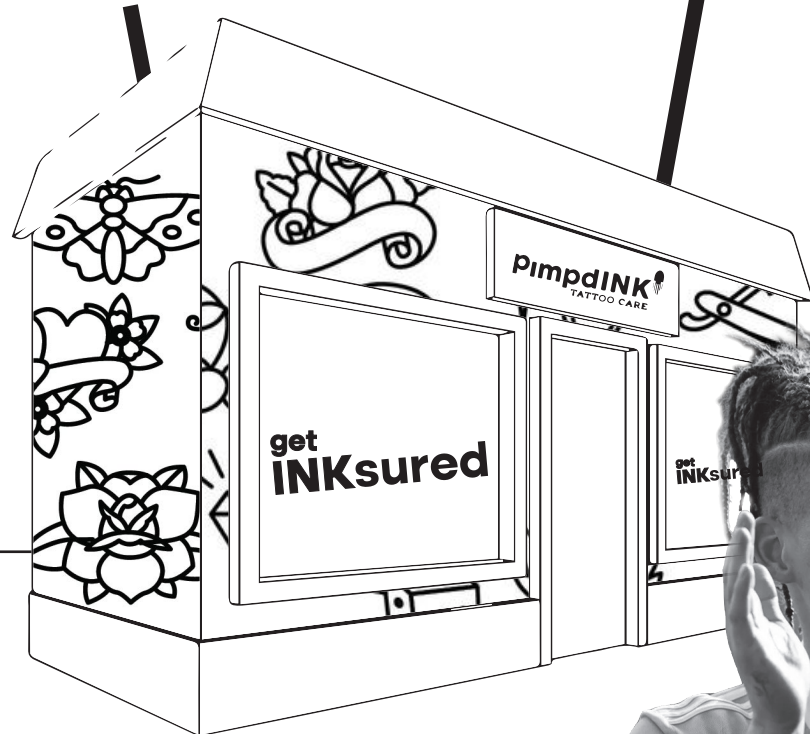


**Roisin Mumby** Brand Artworker, Copywriter & wheelie great at puns



# get INKsured

**Pimp the Blimp**  
Giant, pink, tatted Blimp flying over BIG cities. Think Leeds, Manchester & London



Bright PINK pop-up building, covered in tats.

POP-UP to have a go tatting a design onto a VEGAN leather phone case,

Offer chances to use the product, free samples and can use them on the cases.

Invite tatted celebs to a launch night, relevant to each city, like Calvin Phillips in Leeds\*

\*I GUESS this works in Manchester now too... but all-ways Leeds aren't we?

**Pimpd Ink | Get INKsured | OOH + Experiential**

**Audience** Anyone with ink that deserves to be preserved.

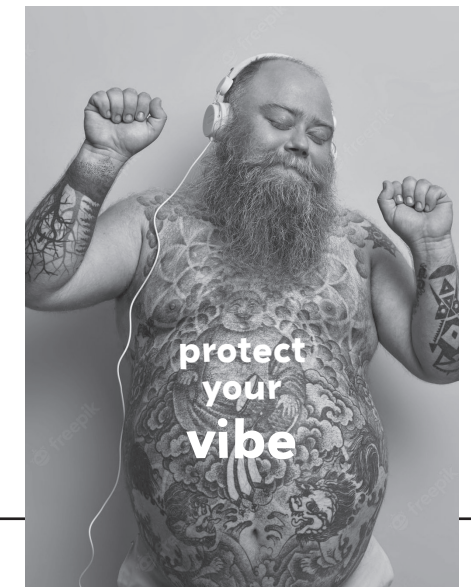
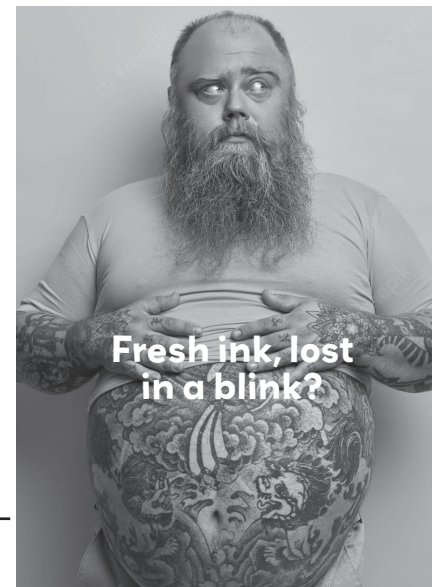
**Insight** We pop our laptops in cases, clean our cars on lazy weekends and dry-clean our favourite clothes. We preseve what we love the most, so why aren't we investing the same care and love into the tats that makes us?

**Idea** Get INKsured invites everyone to take care of what means the most to them. Our identity is everything and it deserves to be preserved, shown off and presented to the world.

**Magazine Ads**  
Mimicing bike and life insurance...



**Digital Billboards**  
Mimicing phone insurance.



**tomorrow** | **PimpdINK**  
TATTOO CARE

Roisin Mumby Brand Artworker, Copywriter & ink-redible meme creator



# LEEDS EXP SED

**Leeds 2023 | Leeds Exposed | Experiential**

**Audience** People from big cities, looking to travel for culture and entertainment.

**Insight** 2023 may be the year of culture, but we never needed to bring the culture. It's always been here, it's just about finally uncovering it.

**Idea** Culture. It's what makes us human, it's the epic building blocks that make up who we are... so what happens when we take these building blocks and shine the right light on them? Culture is calling, and we're going to ramp up the intrigue in big cities with a drawn out, three step campaign.

**Stage one | The Arrival | Sept - Oct 2022**

## SPECIAL DELIVERY

Hello Manchester!  
We're busy prepping for something big.  
Look after this for a while will you?

Culture is calling. Leeds 2023.  
#LeedsExposed.



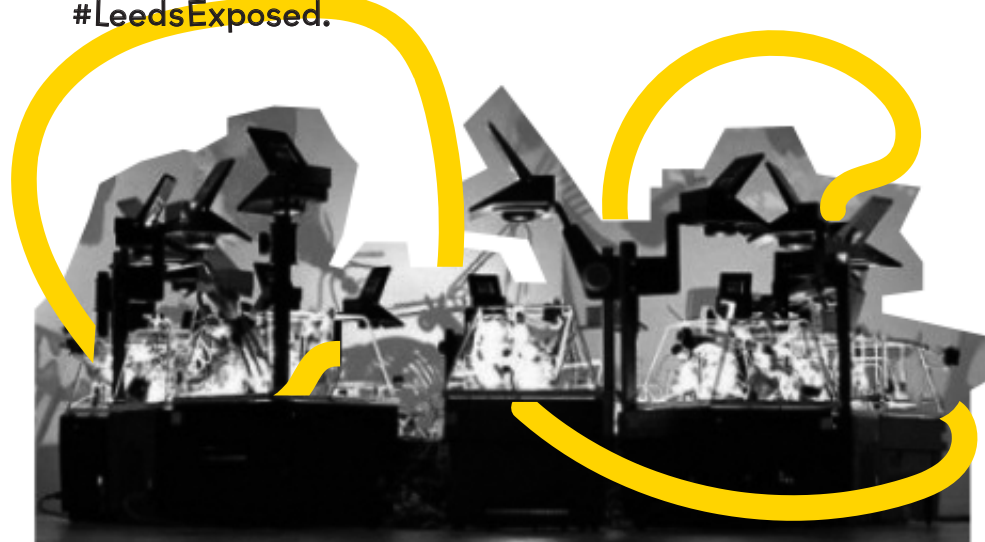
CRASH land, piles of items relating to culture. We're talking musical instruments, dance shoes, mics, poetry notebooks, footballs, paints, brushes, portraits ... BURSTING out of the streets.

**Stage two | The Build | Nov-Dec 2022**

## UNDER CONSTRUCTION

Us again Manchester!  
Thanks for looking after this...  
Hold on tight, we just need a bit longer.

Culture is calling. Leeds 2023.  
#LeedsExposed.



BUILD the items into structures made out of the items... just free-standing they look like pretty cool sculptures... but don't really mean a lot. Driving people mad... what ARE Leeds up to?



Employ local sculpture artists to make these!

**Stage three | The Light | Dec-Jan 2022/23**

## CULTURE IS CALLING YOU.

Thanks for looking after us Manchester.  
We're ready for you.  
All you need to do, is find the right angle.

Culture is calling. Leeds 2023.  
#LeedsExposed.



FINALLY we show our hand. By shining a light EXPOSING the sculptures, as they produce incredible shadow art that looks like various places in Leeds hosting City of Culture, with the CTA.



**McCann**

**LEEDS  
YEAR OF  
CULTURE  
2023**

*Roisin Mumby Brand Artworker, Copywriter & all Leeds (aren't we?)*



# The Tick List

**Bumble | The Tick List | Social + OOH**

**Audience** Single but picky 18-34 year olds, finding their way in the online dating world.

**Insight** Online dating has made us superficial and we're too quick to get the 'ick' for unjustifiable reasons.

**Idea** We're going to tap into our human truths and vulnerabilities and give the Ick the Flick. Instead of focusing on the negatives we'll celebrate what makes us all different and embrace our authentic quirks for what they are.

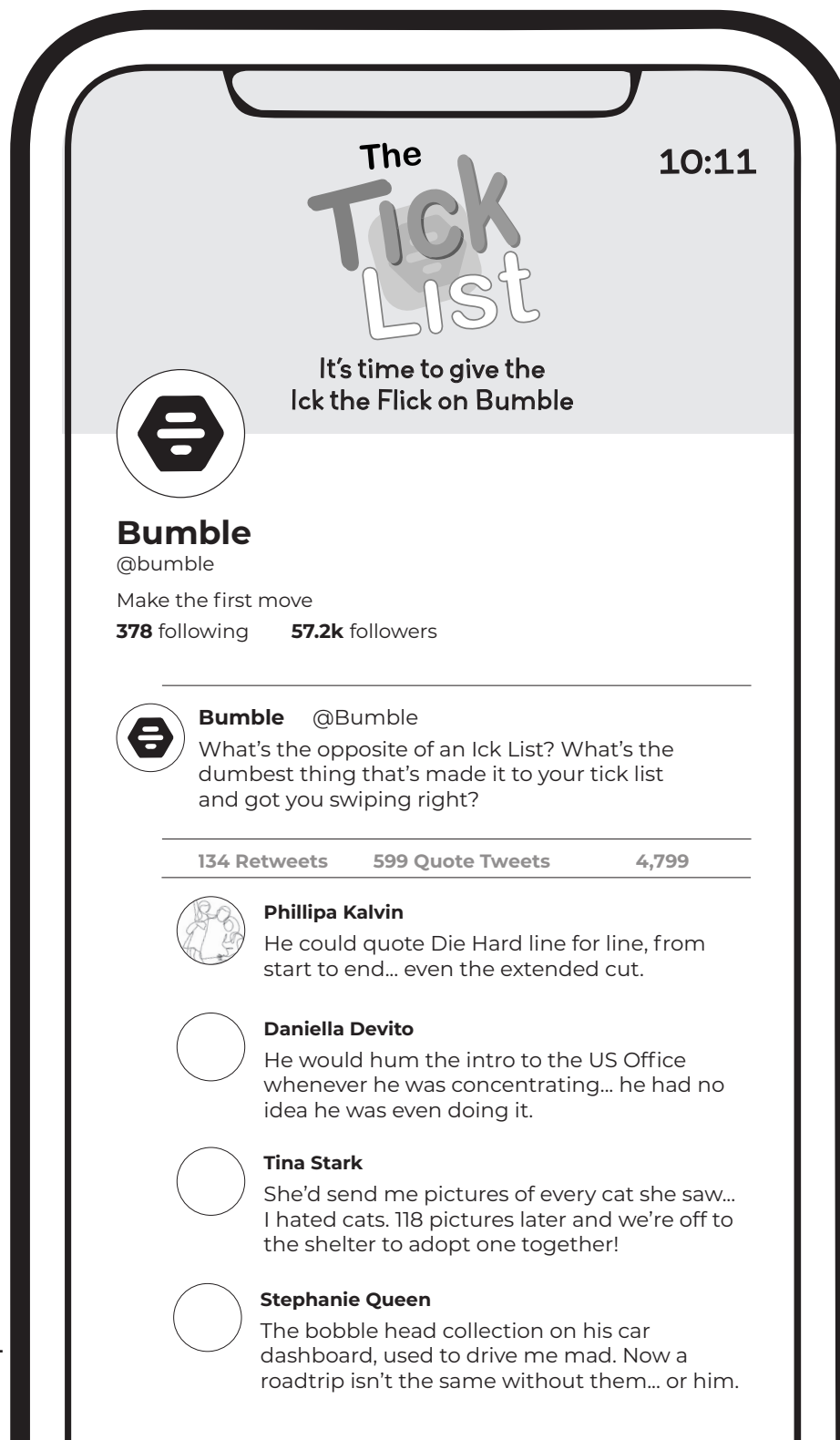
## Campaign Manifesto

### The Ick. We've all been there.

One second, everything's pretty perfect. You've met someone new. They're funny, you have so much in common and you've already planned the outfit you'll wear when you meet their mum. But suddenly, with a transmission rate to rival COVID-19, you catch it. **The Ick.**

Maybe it's the over-use of the monkey emoji, the cartoon character socks or the awful celebrity impressions... yeah, not really justifiable are they?

One person's ick is another person's tick after-all (as the saying goes). So, instead of focusing on the negatives, let's switch it on its head. **Let's give the ick the flick, and celebrate what makes us different.**



**Build a connection on social and transfer the UGC into OOH advertising...**



# BOOK MARK THIS

## Sorry to bother fellow Bookworm!

Time flies when you're stuck into a good book. Most adults read a page every two minutes... that's a LOT of adventure packed into the average 30 minutes reading session.

Help a child get to Hogwarts, travel the Shire and climb the Faraway Tree with our six-week reading programme. Just two 30-minute sessions each week, can be a game-changer for a child who needs extra support with their reading.

Find out more at  
[bookmarkreading.org](http://bookmarkreading.org)

### The Plan

Hide Bookmark bookmarks in books across libraries and bookshops in major cities, placing them 15 pages in to every book with the statement 'Sorry to bother!'

#BookmarkThis

Bookmark

**Bookmark** | **Bookmark This** | **Guerilla + OOH**

**Audience** Adult bookworms looking for a rewarding volunteering opportunity.

**Insight** Adults who love reading, already know the importance of reading. But they need to be convinced that they CAN find 30 minutes in their busy schedules to help out.

**Idea** Capture our bookworms at the source. Interrupting them as they browse at book shops and libraries to make them realise the impact 30 minutes can make.



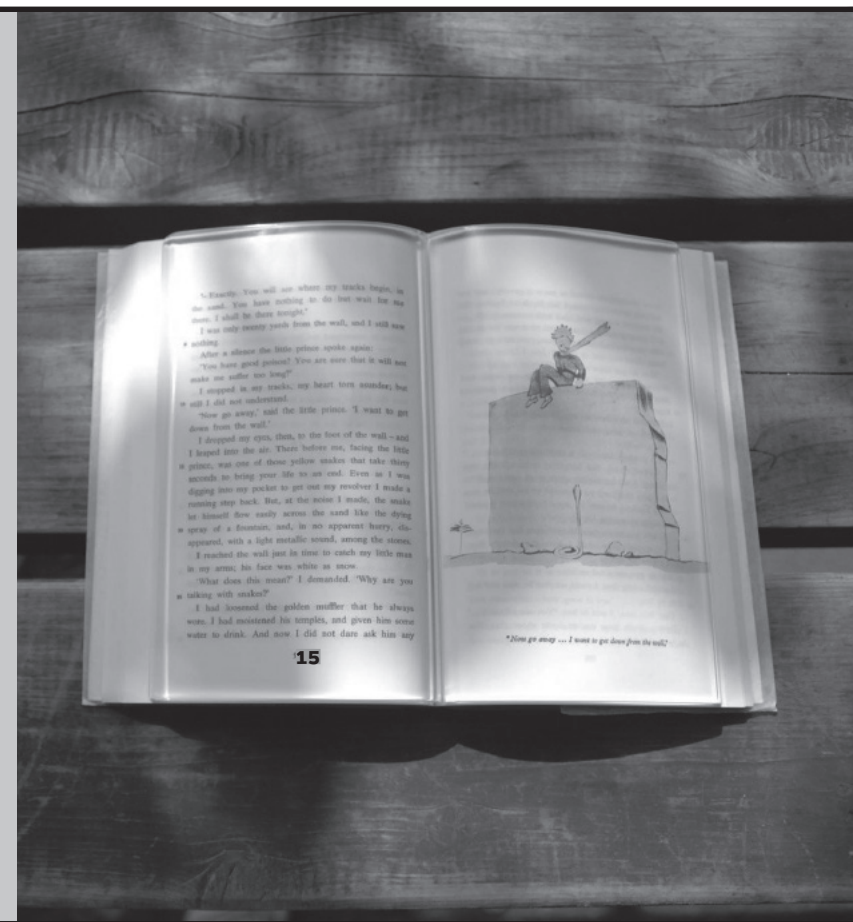
## Time flies\* when you're stuck into a good book!

(\*And by flies, we mean at 1 page every 2 minutes)

You **could** read 15 pages of The Little Prince or you could help teach a child to read, share the tale of a tiny prince, from a tiny planet and make their planet that bit bigger.

**30 minutes for you.  
A lifetime for a child.**  
Take a bookmark and volunteer at [bookmark.org](http://bookmark.org)

Bookmark



! Rip off strands on bottom of billboards with details on, can be used as bookmarks

Sharp Bookmark

Roisin Mumby Brand Artworker, Copywriter & bookworm





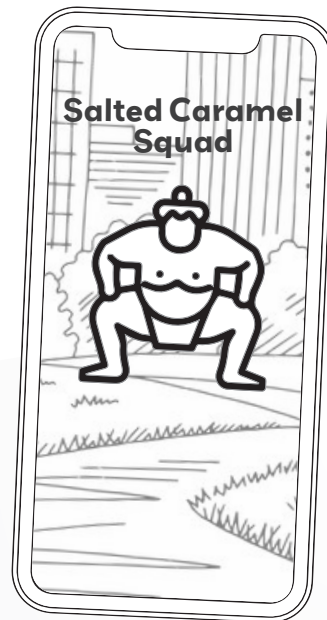
# Square Off

Ritter  
SPORT

All's square in love and war,  
so who are you joining?

Coconut Crew, Butter Biscuit  
Band, Peppermint Posse, Salted  
Caramel Squad or Praline Party...

Let our vending machine decide your fate... what flavour will  
you be fighting for, all in the name of the ULTIMATE prize.  
Picking the next Ritter Sport flavour.



Ritter Sport | Square Off | Experiential + Social

**Audience** Pleasure seeking, eco-conscious consumers looking for a new taste sensation.

**Insight** Consumers reach for what they know, so we need to raise awareness of the only square bar on the market and alllllll the flavours that you can grab.

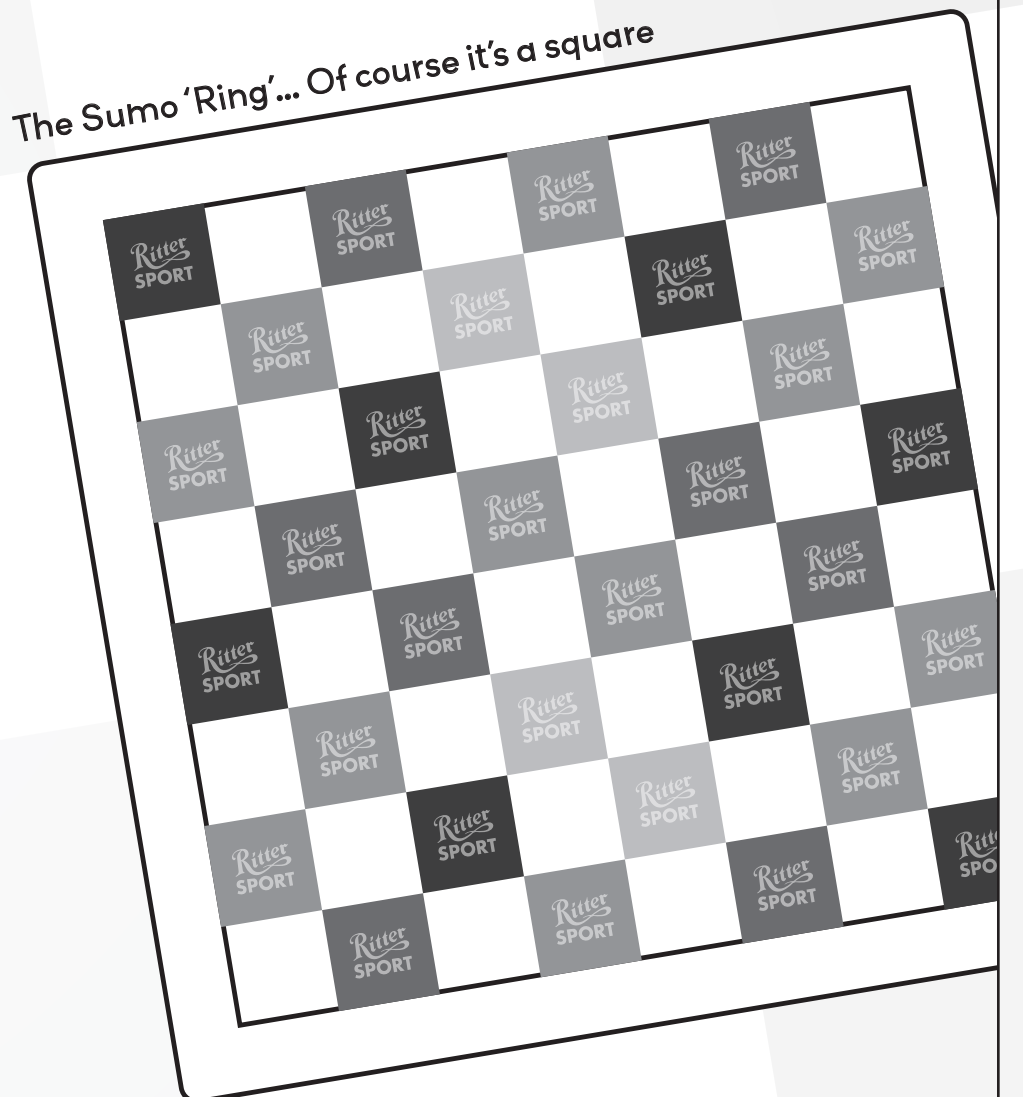
**Idea** Millenium, Albert or Trafalger, we're a country of squares! So let's head to them all to spread our message. All's square in love and war, so we're inviting consumers to find their team and then Square Off to decide the ultimate flavour to win the ULTIMATE prize.

## Getting the angle right online

- > Use micro influencers to 'head up' different teams and push the campaign online.
- > Fun filters to create UGC.
- > Use content from the experiential campaign to go live and to create a campaign video.

**! Win your bout for your team?**  
We'll be giving away chocolate, cool merch + a chance to thrown your token in to pick the new flavour.

The Sumo 'Ring'... Of course it's a square



JOURNEY  
FURTHER



Roisin Mumby Brand Artworker, Copywriter & Choc full of ideas.

# unfazed

same you.  
new chapter.

GenM x Boots | Unfazed: New Chapter | In-store + OOH + Product

**Audience** Underserved and misrepresented midlifers

**Insight** Menopause isn't an end to femininity, it's just a case of getting older. Women are still the same intelligent, strong, bad-ass women they always have been.

**Idea** Take some powerful women who have powered their way through menopause and invite them to share what helped them remain unfazed in their new chapter.

OOH Billboards at stations

Hot flushes?  
**Michelle is unfazed**

Wherever this new chapter takes you.  
Get real menopause advice from real women.

QR  
GenM

Is it getting hot in here?  
Hot flushes used to affect me massively (I'd get so cranky too!) I found these vitamins realllly helped.

Amelia is unfazed

QR

Can you say that again?  
This really helped clear my new found brain fog! I could enjoy my hobbies again!

Jane is unfazed

QR

Scan the QR codes to hear Talking Heads from real women talking their truths >>

UNFAZED branding on shelf recommendations (Think Waterstones, book reviews) products that have helped women through menopause <<

^ Real and honest product recs from real women

! Collab with brands as STAR products in the Unfazed line Wrap in a sleeve, containing branding a CTA to the GenM website for help and advice as well as donating money from each purchase to the charity to help women >>



GenM







**HM Coastguard | Be Your Own Hero | Online Platform + OOH + TV**

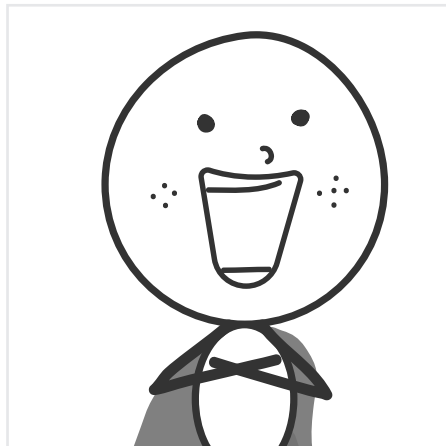
**Audience** Young families from big cities preparing for a holiday out to the coast.

**Insight** Being from the city, some kids only knowledge of the coast might come from shows, stories and social media, which don't accurately represent the dangers.

**Idea** Educate and empower kids to be their own hero, putting them at the centre of their story and letting them take control of their own safety at the coast.

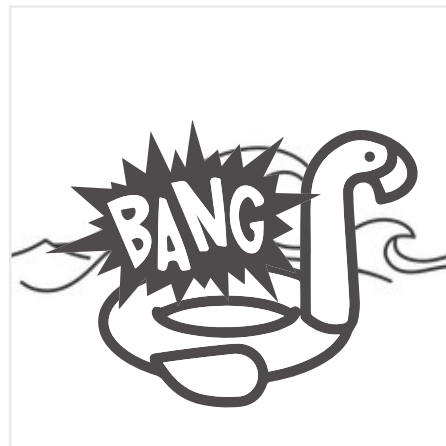
**TV ad art direction**

\*Young child stood on beach - same illustration as ads appearing\*



Don't think this is a boast,  
I'm just a hero of these  
coasts.

\*Waves lapping around ankles, bursts floatie, hands to adult hand\*



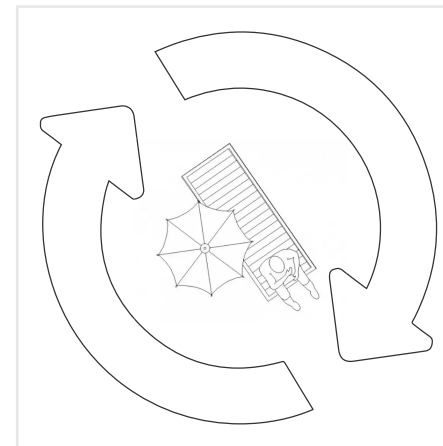
Can spot me in the sea,  
I jump the waves, no daft  
floatie.

\*Camera pans, new child at rock pool, tapping big retro watch\*



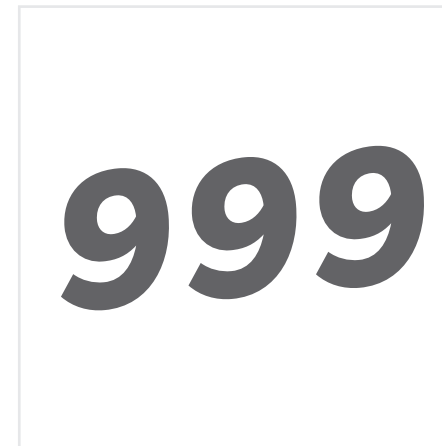
I'll be out on the rocks,  
Won't catch me out though,  
got my eye on that clock.

\*New child, running & yelling, pans up to see he's running on a sand track around his parents in the centre\*



See me on the beach,  
I run around with my mates,  
just never out of reach.

\*Kids walking down beach together, one grabs spade out of adult's hand, as he's digging a hole and throws\*



Beach, Coast or Sea, I'm  
a hero of them all, Ever in  
trouble, I know who to call.

\*Kids stood up on cliffs, all saying the line in sync before making their 'Power Pose' + show Hero branding\*



Staying safe is our power,  
But the Coast Guard are  
always on call, Trouble on  
the Beach, Coast or Sea?  
We remember 999 above all.

**ONLINE  
Pledge Platform**

Learning platform, for families to follow through safety tips. They then sign the pledge and submit their POWERPOSE to add cool, superhero graphics.



! Illustrators take some of the UGC to transform it into photography/illustrative mix that highlights kids as superheroes <<



HM Coastguard **crede**

Roisin Mumby Brand Artworker, Copywriter & Creative, ready to make waves.



***Leeds School of Thought 2022. Over and out.***