



HOLLIE SPOONER

Hi I'm Hollie, a born and bred
Geordie, living in Leeds, where I am
currently a third year student at
Leeds Arts University!

Depart From The Pressure

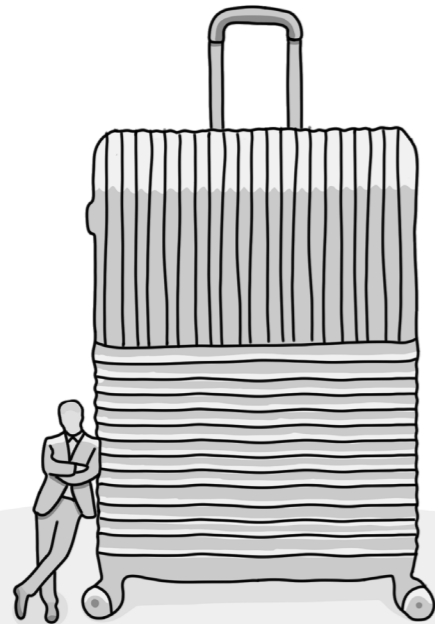
Target Audience: Small business owners.

Insight: Bettering yourself, betters your business.

Proposition: Better journeys lead to better business.

Description: Running a small business is stressful enough, without the hassle of going through an airport. We want to alleviate that pressure, by showing you the

DROP ALL YOUR BAGGAGE.



*Claim your calm
with PRIORITY PASS™*

DEPART FROM THE PRESSURE.

Time	Flight	Gate	Status
12:07	WORRY	4	LEFT
04:44	STRESS	14	LEFT
18:32	ANXIOUS	34	LEFT
16:17	PANIC	15	LEFT

*Claim your calm
with PRIORITY PASS™*

THE WIFI IS FINALLY WIFI-ING.



*Claim your calm
with PRIORITY PASS™*

Don't be Lonely this Christmas

Iceland X Salvation Army

Army

Target Audience: General Public

Insight: Sharing is a sign of love!

Proposition: The Power of Frozen. Food is better, more fun, cheaper and more sustainable when frozen at source.

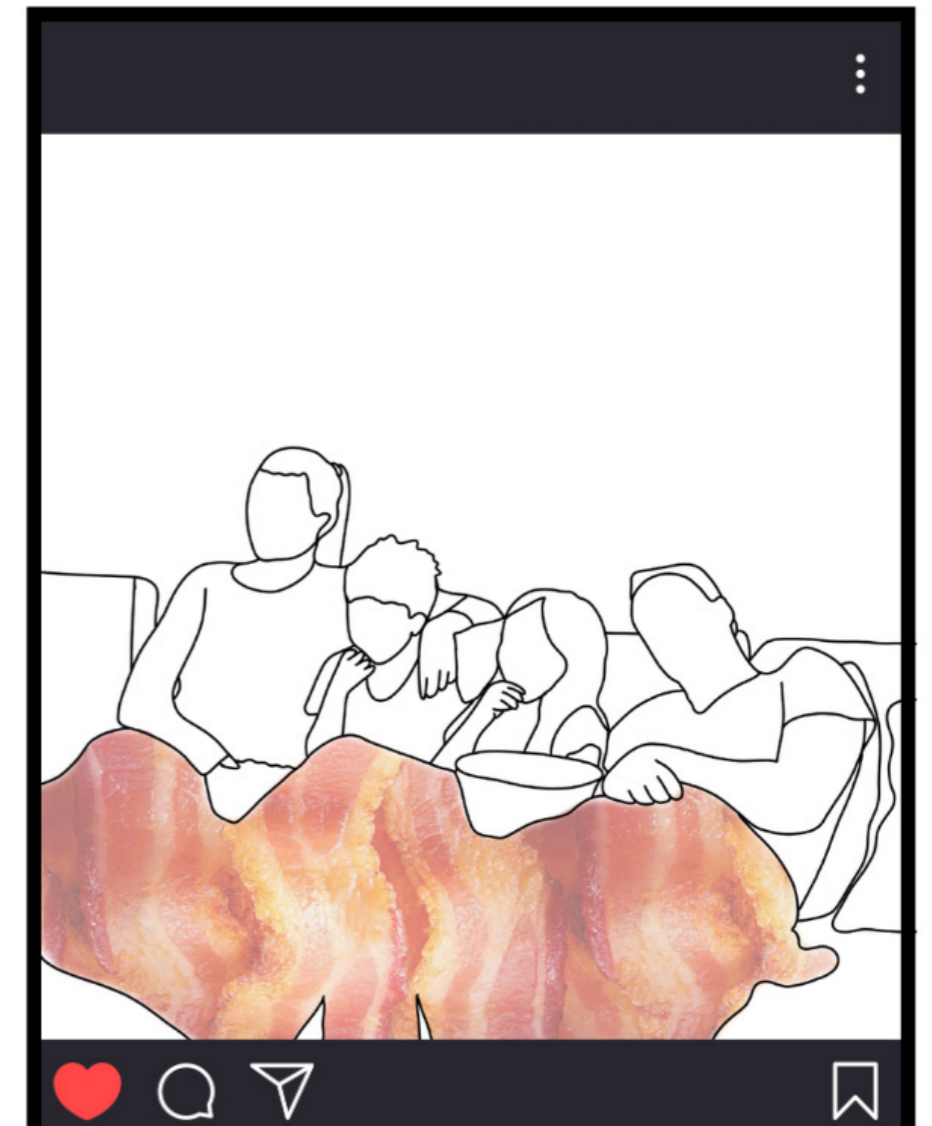
Description: Iceland want to spread the joy of sharing this Christmas. Sharing will be at the heart of the campaign. Iceland will show this by going the extra mile and partnering with The Salvation Army, showing how you can share with others in need at Christmas time.



Iceland will provide a foot long pig in blanket as part of the Christmas dinner box that the Salvation Army do every year.



In Iceland shops customers will have the opportunity to scan the side of a foot long pig in blanket, to be able to purchase an Iceland bacon blanket, where proceeds will go towards The Salvation Army.



Piggy's in One Blanket Challenge

To make the campaign more sociable there will be a challenge. The "Piggy's in One Blanket" challenge invites people to gather family or friends, and see how many can fit in one blanket, share it on social media, and optionally donate to The Salvation Army.

Go Even Further

Target Audience: Young professionals, aged 28-35

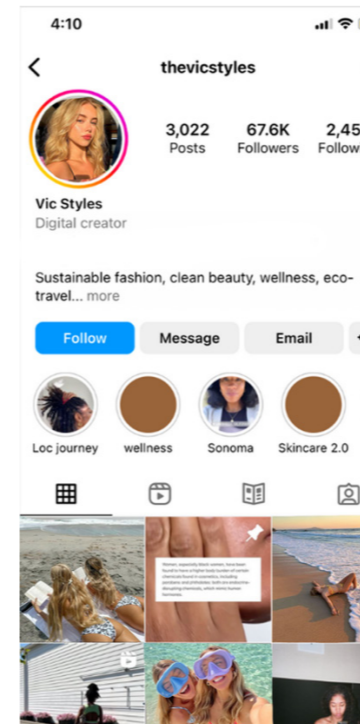
Insight: There is more to the world, than the end of the bus route.

Proposition: The ultimate city car for a sustainable lifestyle- compact, efficient, and flexible.

Description: City-living doesn't demand a car, and because of finances and renting young professionals are owning cars less and less, so they take public transport. But you do need a car to travel to rural places... The Toyota vibe allows city people to go further with its daily rental scheme. And show how much further you can go and explore the world, than the regular boring bus route.

AI website experience

Analysing potential customers social media to discover their preferred getaway—beach, countryside, or mountains—we can use AI to suggest a unique, personalised travel destination beyond the reach of public transport. For added personalisation, customers can enter their address to find the closest adventure spot that matches their interests.



Race to the highest point in the Lake District



Take a group of well known youtubers, within the 28-35 year old age group, and challenge them to do a race against each other to a specific point in the UK. One group taking the Toyota Vibe EV, and the other taking public transport.

A white Toyota Vibe EV car parked on a pier. In the background, there is a large building with a Ferris wheel and the text 'BRIGHTON PALACE'.

From your Instagram, it's clear you love beach day trips with friends. Upgrade your adventure with the Toyota Vibe EV! Featuring a sleek touchscreen, real-time navigation, and voice controls, the Vibe keeps you connected as you head to Brighton Pier. With adaptive cruise control and parking sensors, parking is effortless. Its fast-charging and long range mean fewer stops, while AI curates playlists and suggests spots to explore. The Vibe is your perfect smart companion for a Brighton getaway.

Including Influencers



Getting well known TikTokers who live in the city, like Summer Fox and Max Balegde to take part in the challenge to spread the campaign further, where they can encourage people to take part in the AI experience.

Belta Beats on the Bus

Target Audience: Lapsed and infrequent bus riders

Insight: People listen to music as a way to transform mundane commutes, into enjoyable moments.

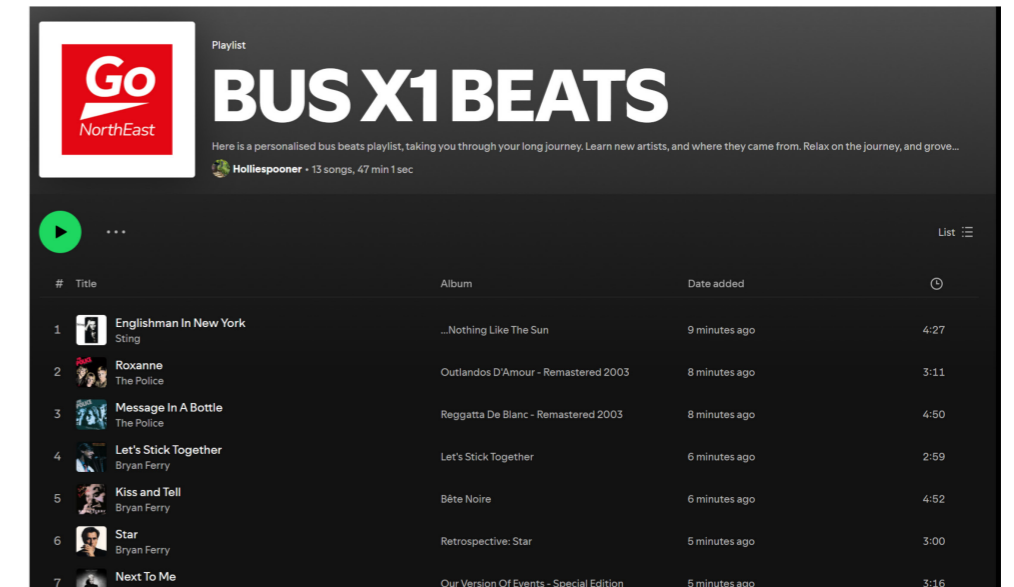
Proposition: GNE buses are back!

Description: GNE buses want to show that they are back and better than ever. Alluding to the fact that they did mess up, in the past, through the use of popular song lyrics. GNE buses want to be shown as the reliable source of public transport you can take once again. Getting you back on the move, while having a groove.



BeltaBus

Hop on the X46, however just a bit different. The top deck windows are blacked out and when you get on be surprised by Geordie icon Sam Fender and his band playing to you on your journey. Showing further just how great GNE bus journey truly are.



BusBeats

Scan the code on the back of the bus seat to take you to the GNE bus profile, choose the bus route you are on, and listen to the personalised playlist of famous artists who came from all the stops.

The True Christmas Magic

Target Audience: Parents of young children.

Insight: Without sleep you are not the best version of yourself for your family.

Proposition: "Sell sleep" - the best immunity solution.

Description: Holland and Barrett want to show their night time gummies as the hidden meaning behind the true Christmas magic! Helping tired parents power on, and giving them back their magic sparkle they miss out on a Christmas time.

Mood board for Art Direction of the print:



Scan the QR codes to download the TikToks I made:



Social Media Print:



The Second Chance Program

Target Audience: Everyone who watches football (Or is impacted by it)

The average age to join a high intensity football academy is 15-17. When training in a football academy, you have to train there for at least 8 hours a week, meaning every week, you lose 8 hours of your education.

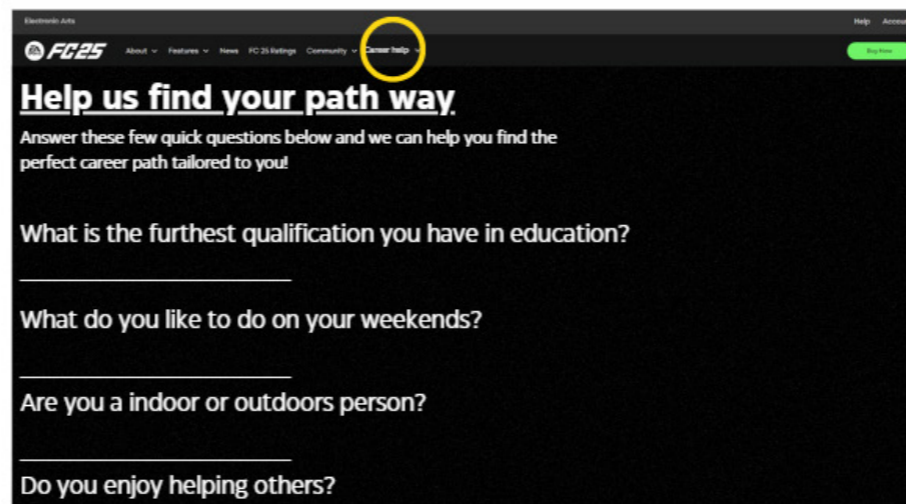
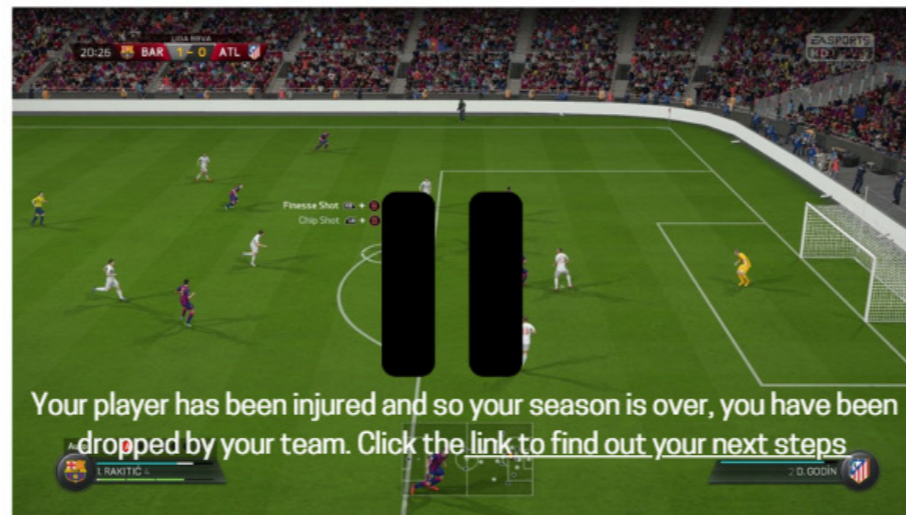
Insight: So much time is lost for getting an education, that it's hard to make it up when you get dropped from a football academy.

Proposition: Sport can change the world for good.

Description: EAFC25 is going to give them back their education that they lost, and provide them with a second chance to find their chosen career path in life. Showing



Ben Foster will interview people who have been dropped by their academy, and the next steps they took after leaving the academy. Ben Foster's podcast is a good choice for the campaign as he talks to ex footballers and ex managers on what they have done after leaving the football community.



At the end of May, EAFC25 will do a stunt, where a player from your team will get injured half way through a game. Signifying the end of their career, and the end of the season.



The game will pause, and a tab will pop up leading you to a link for a website. Where you can fill in a set of questions asking you about what you want to do in the future, and we will AI generate the best career path for you.



If the career path you have been suggested is hard to get there due to a lack of education, we will send you a free personalised code where you can log into MyTutor and get a free years worth of education in order to get you to that career.

I Will Win This Battle

Target Audience: People with menopause (More specifically surgical menopause).

Insight: Women who experience surgical menopause often feel overlooked in discussions about supporting well-being, self-confidence, and sexual health during menopause.

Proposition: There's no shame in getting a helping hand with you sex life.

Description: 33% of menopausal women have got surgical menopause. These women often face challenges like diminished sexual well-being due to menopause's side effects, and it's important they feel included in these discussions. We want to show that these women have overcome so much in life, and so we want to help them



I BEAT OVARIAN CYSTS
I'M BEATING SURGICAL MENOPAUSE
I'LL BEAT SH*T SEX


95% of surgical menopausal women feel like they are excluded in conversations around menopausal sex, receiving little to no help on how to get their sex lives back on track

Knect Lube can help **you** get back to yourself.

I BEAT SARAH FOR STAR OF THE WEEK
IN YEAR THREE,
I BEAT MY TEACHERS GRADE PREDICTIONS
WHEN I GOT FOUR A* IN MY A LEVELS,
I BEAT THE TYPICAL BRITISH WEATHER ON
MY WAY TO WORK,
I BEAT MY PERSONAL BEST AT THE GYM,
WHEN I FINALLY RAISED THE BAR,

I BEAT BENIGN OVARIAN TUMOURS, BUT IT
LEFT A LASTING SCAR,
I'M BEATING SURGICAL MENOPAUSE,
BECAUSE I CAN'T BE RATTLED.


AND I'LL BEAT SH*T SEX BECAUSE
I ALWAYS WIN THE BATTLE.



I BEAT SARAH FOR STAR OF THE WEEK
IN YEAR THREE,
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AND I'LL BEAT SH*T SEX BECAUSE
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I BEAT OVARIAN CANCER
I'M BEATING SURGICAL MENOPAUSE
I'LL BEAT SH*T SEX

95% of surgical menopausal women feel like they are excluded in conversations around menopausal sex, receiving little to no help on how to get their sex lives back on track

Knect Lube can help **you** get back to yourself.



Have Your Sight and Your Style

Target Audience: Glasses wearers

Insight: Young people try not to wear glasses as they think they don't look cool, apart from the one and only time they wear sunglasses- at a club or a festival. This is because they would rather have their cool style over their sight.

Proposition: See the summer in style

Description: To show young people who enjoy going to concerts, and normally swap out their prescription specs for their boring shades, to see that with Vision Express

Spotify Advert

Jake: I can't wait for this, I've been waiting to hear the Rock Godzilla's for ages!

Sonny: Aye mate, me too.

Queue old folk music

Jake: Hold on a second, did we walk into the right tent? I swapped me specs for me shades, only just realised I can't actually see...

Sonny: Wait what the fu...

The narrator interrupts Sonny talking

Narrator: You don't need to trade your sight for your style- when you can have both with Vision Express prescription sunglasses

Transport Audio

This will be placed on transportation that goes to popular concert stations, for example, Wembley Park, Newcastle O2 Arena, and Leeds First Direct Arena.

Conductor, (voice will be in Geordie accent) :

The next station is,

Robot voice:

St James' Park.

Conductor:

Can all passengers please remove the useless sunglasses and put back on their prescriptions instead?

As we all know you can't see Sam Fender in them anyway, so why bother wearing them?

If you really need to look cool you may as well try some of those fancy new prescription shades by Vision Express, because at least that way you can have both style and practicality.

Thank you!

In Arena Audio

This will be played just before concerts begin, to engage the crowd and capture their attention.

Voice Over crowd:

Ladies and Gents please remove those god-awful sunglasses, and pop back on those prescriptions. If you're going to come to see Charlie XCX at least make sure you can actually see her... or, do yourself a favour and pop to Vision Express, and grab yourself one of those fancy new prescription sunglasses. So you can have both style and practicality. Thank you!

Your Quirky Obsessions in your Quirky home

Target Audience: 26-35 year olds / first time buyers

Insight: Because of the cost of living young people tend to buy smaller houses. And with smaller houses comes smaller quirky spaces.

Proposition: Fittingly helps conquer your home with self fitted furniture

Description: Fittingly helps you find the perfect fit for all those tricky, unconventional spaces—and gives you a place for your unique collections and quirky treasures. Because after tackling the housing market, you deserve room for every passion, no matter how niche.

TV 30:

It starts off with a 30-ish-year-old man who is very muscly and has a shiny bald head.

The man is lifting an extremely heavy wardrobe, around 2 meters long. It is wood and white with black handles.

He wraps his arms around the wardrobe and edges it towards the gap in the wall, huffing and puffing as he does it.

All you can hear is the small squeaks of the wardrobe edging towards the gap.

The man gives up, shrugging his shoulders, and sighs, looking at the wardrobe.

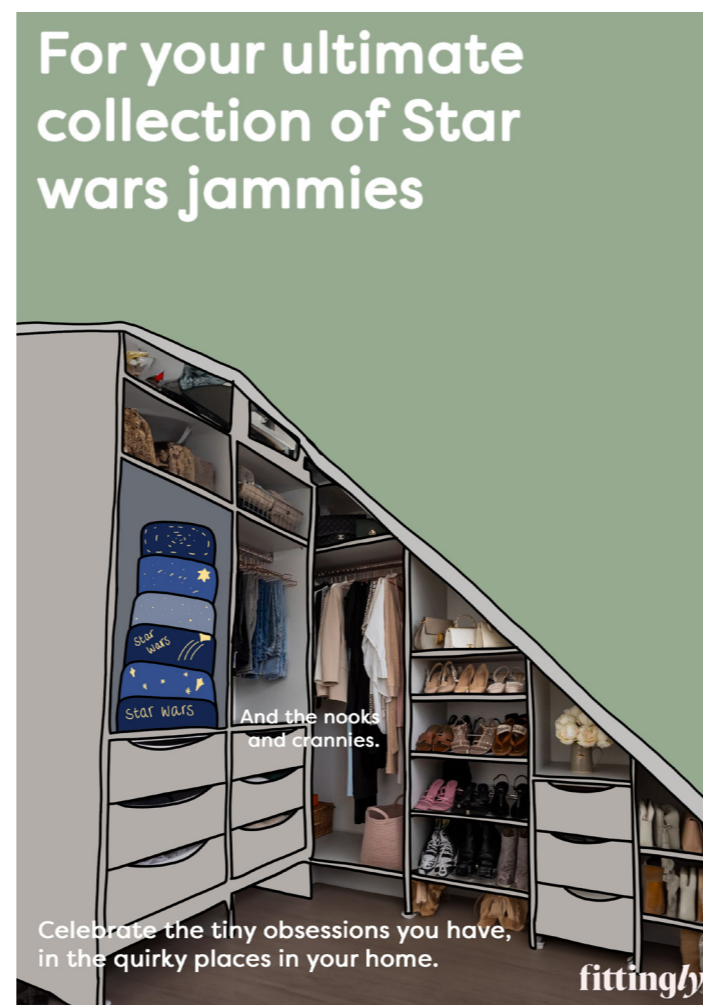
Cuts to the next scene, and all you can see is a black screen, and all you can hear is drilling, chopping, and hammering.

Then cuts back to the same man smiling very proudly, the camera zooms out and the man is still smiling with his hands on his hips.

The camera then pans around to the original gap where the man was trying to fit in the giant wardrobe and turns out it was just a tiny gap where he was trying to fit the original huge wardrobe.

It's then revealed that he was trying to build a space for his special edition collection of Cat China wear.

End line: Celebrate the tiny obsessions you have, in the quirky spaces in your home. Fittingly.



Mood board for TV:



The Gift YOU can give this Christmas

Target Audience: General public

Insight: What we wish for at Christmas can vary greatly, reflecting where we are in life and what we need most.

Proposition: Give the gift of praise to doctors in distress this Christmas

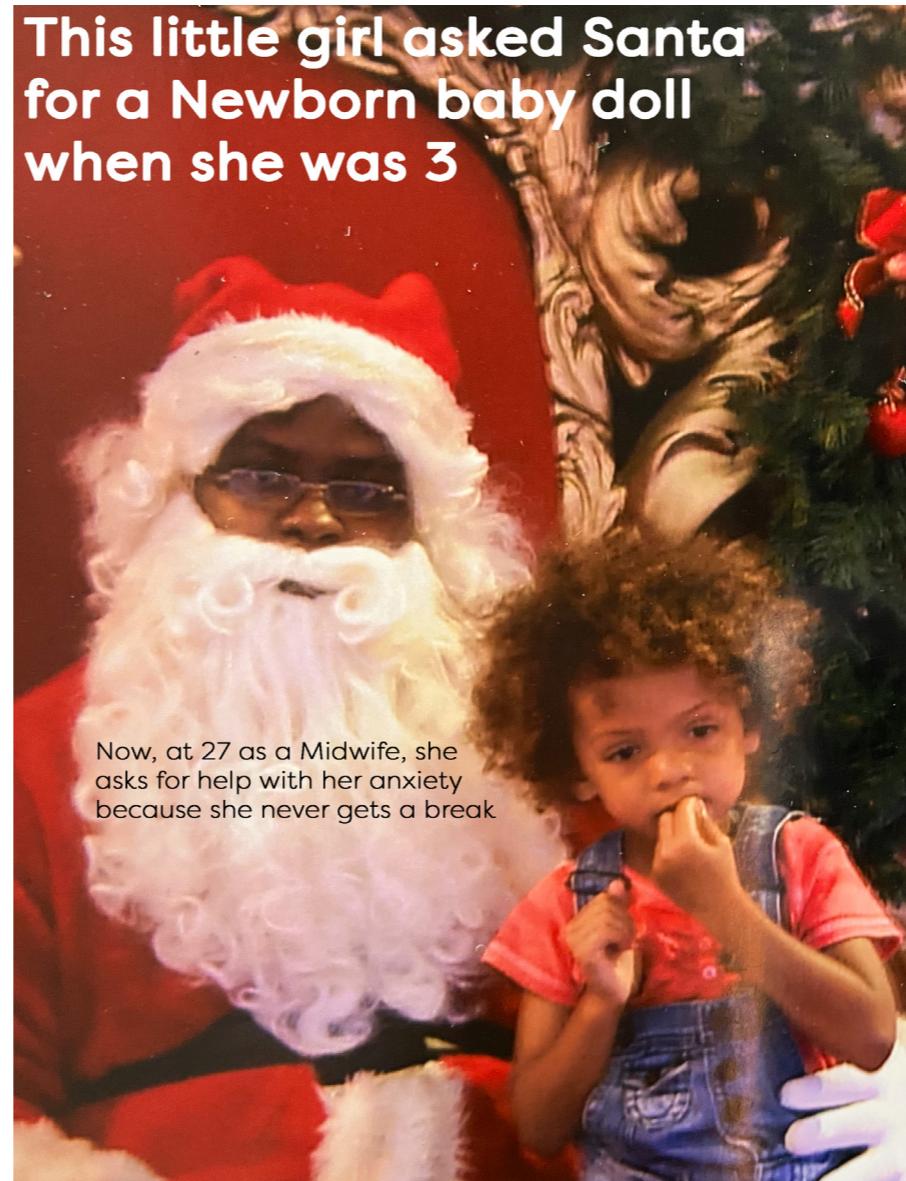
Description: Playing on the use of wish lists you wrote when you were a child to Santa, we are going to get NHS workers to tell us what they wished for as a child, compared to what they wish for now. Furthermore, using charity to express how grateful we are as a society to have our NHS workers.

Spotify Playlist, that will be played on Christmas Playlists:



Voice change:
 Over 50% of the NHS workers don't feel recognised at Christmas time.

The biggest gift you can give them this Christmas is a thank you.



The biggest gift you can give your doctor this Christmas is a Thank you! **Doctors in Distress**



The biggest gift you can give your doctor this Christmas is a Thank you! **Doctors in Distress**



I just couldn't get it

Target Audience: Adults 25-35

Insight: A holiday is not an actual physical gift, so in reality you are giving your loved one nothing for Christmas.

Proposition: Experiences are better than things.

Description: The campaign highlights the idea of giving a holiday as a Christmas gift—something intangible, something you can't physically wrap. It's like a riddle: there's nothing to hold or unwrap, yet there's still a real gift in what you're offering. Instead of a tangible item, you're giving a memory, an adventure, or a moment, something meaningful that lasts beyond the season.

TV 60' :

Its Christmas Day, the scene starts with 2 siblings (around the age of 23) getting the final gift from under the tree.

As they open the gift, they look to their parents, very confused as there is nothing in the box.

All of a sudden the mam bursts into a riddle, really excitedly saying:

"We leave on a Monday, but not till eight, as we have to get a jet to somewhere before it's too late. We can eat some pizza, near the world's largest Amphitheater. It's somewhere warm, but not too sunny, and if you haven't guessed yet you're going to Rome with your Mummy!"

The mam says:

" We booked it with Travel Supermarket"

The dad says:

"Obviously"

**You buy it online,
but it can't be put in a stocking...
What am I?**

Travel Supermarket
A SUPERMARKET.
FOR TRAVEL.
OBVIOUSLY.
TRAVELSUPERMARKET.COM

**We sell it,
but you can't wrap it up...
What am I?**

Travel Supermarket
A SUPERMARKET.
FOR TRAVEL.
OBVIOUSLY.
TRAVELSUPERMARKET.COM

Stunt :

Get Troy Hawk to go around city centres and read out riddles for Travel Supermarket, showing the deals they have with their Christmas holidays. Troy Hawk is a good choice for the stunt as he is seen as a strange character on TikTok.

This will provide some great UGC!



Lucozade keeps you Grounded

Target Audience: 25 - 40 years old with a physical need for energy.

Insight: Lucozade gives you a lift of energy without the high stimulant effects of caffeine that Redbull has on you.

Proposition: Lucozade Energy provides the fuel you need to stay on top form

Description: The campaign emphasizes how drinking Lucozade Energy helps you stay focused and grounded, ready to take on the day ahead. It highlights the idea that you'd rather stay grounded and in control than be caught up in the highs and lows of highly caffeinated drinks. Positioned as a direct attack on Redbull.



Whats better than a Mini? A Double-Decker bus...



Why do dare devil sports when you can do ones that keep you grounded...

