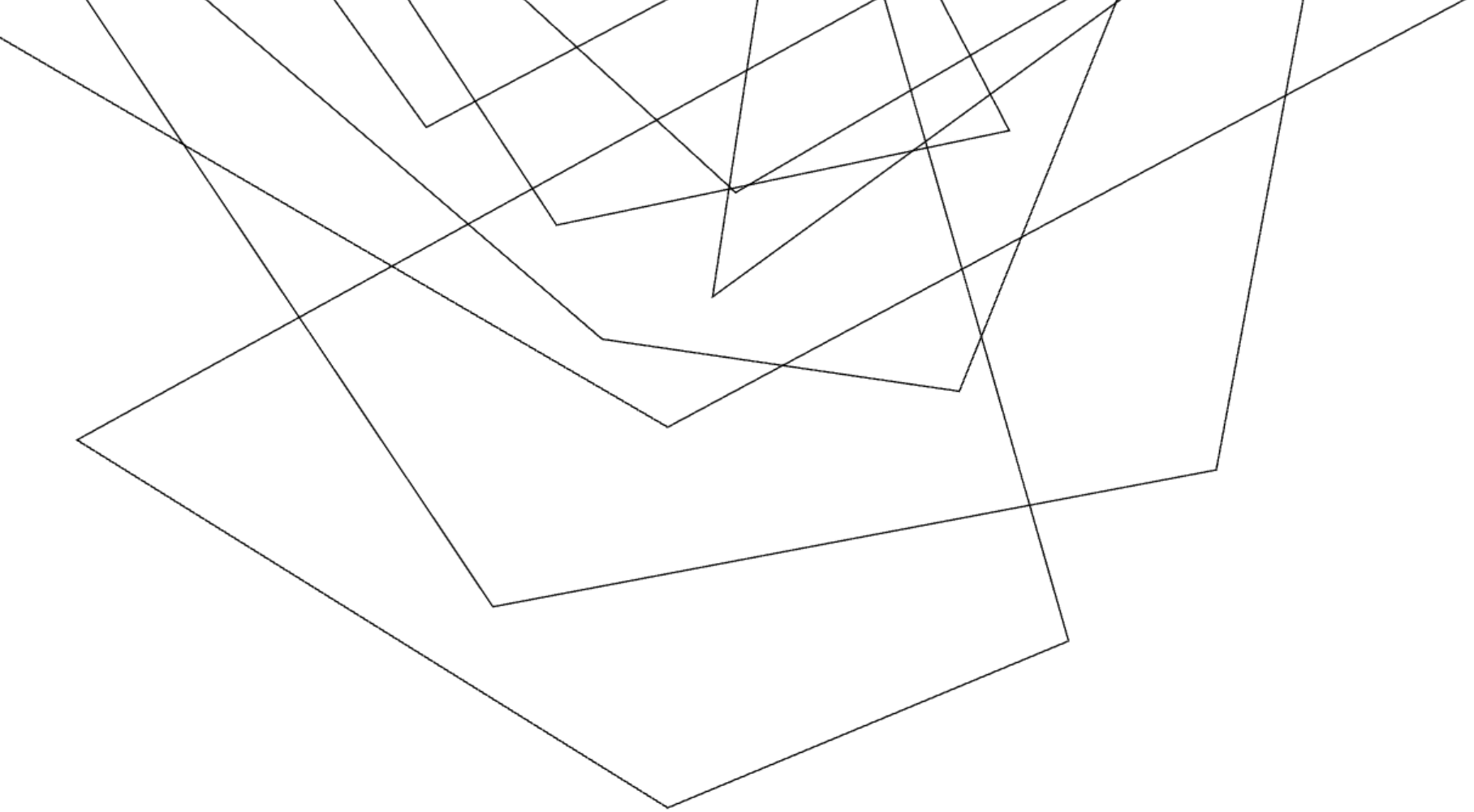


Process Book

Creative Rogues Jack Carr 2024

Brief 1: Discover your creative DNA

CREATIVE ADVERTISING. UNIVERSITY OF LINCOLN

Creative Rogues
AAD1017M

Brief:

Discover your creative DNA

DNA

Timeline:

Interim Deadlines

Concept Pitch - Thursday 26th September 10am

WIP (Working In Progress) - Monday 28th October

Deadline

Friday 15th November (Formative Assessment)

Assessment Criteria

- Depth of reflection
- Range of Ideas
- Creativity in visual representation
- Originality & Risk-Taking
- Authenticity and honesty in process book.

Learning Outcomes:

LO1, LO2, LO3, LO4

Background

The Creative Advertising course at the University of Lincoln is not your typical course. We're not here to churn out cookie-cutter ad makers. We're here to cultivate the exceptional, the unique, and the game-changers. But to do that, you need to know yourself like never before. This creative brief is not about clients or campaigns; it's about you, the advertising student. You'll identify your strengths and weaknesses and what might be preventing you from being your best creative self.

Objective:

Identify a personal challenge or area of growth that may be limiting your creative potential, and develop a creative solution that addresses it. The solution should be designed to help you overcome this obstacle and unlock new possibilities in your creative work.

Creative Deliverables:

Personal Challenge:

Identify a specific personal fear, habit, or mindset that you feel holds you back creatively.

Document why this challenge affects your creative process.

Be specific—think about how it limits you in brainstorming, ideation, execution, or experimentation.

Solution Development:

Develop a creative concept that addresses this challenge. Your solution could be a product, tool, or a unique process that supports your growth.

Consider three levels of solutions:

Cookie (Safe): A small, realistic step or habit you could adopt to tackle the challenge.
Curious: A bolder idea, potentially a tool, method, or shift in thinking that challenges the status quo.
Crazy: A wild, out-there solution that may feel unrealistic or unconventional but pushes the boundaries of your creativity.



Final Concept Pitch:

Present your concept through a visual and/or written piece. This should include:

A rough prototype, drawing, or diagram of your solution.
A written explanation of your thought process and why this solution could help.
Reflect on which solution (safe, curious, or crazy) feels most achievable and impactful for your personal growth.



Tone and Style:

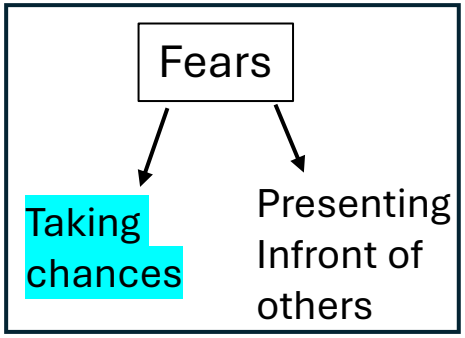
The tone should be personal, introspective, and unapologetically authentic. You are encouraged to embrace your quirks, celebrate your strengths, and confront your areas for growth head-on. This is a journey of self-discovery and growth.

The real reason

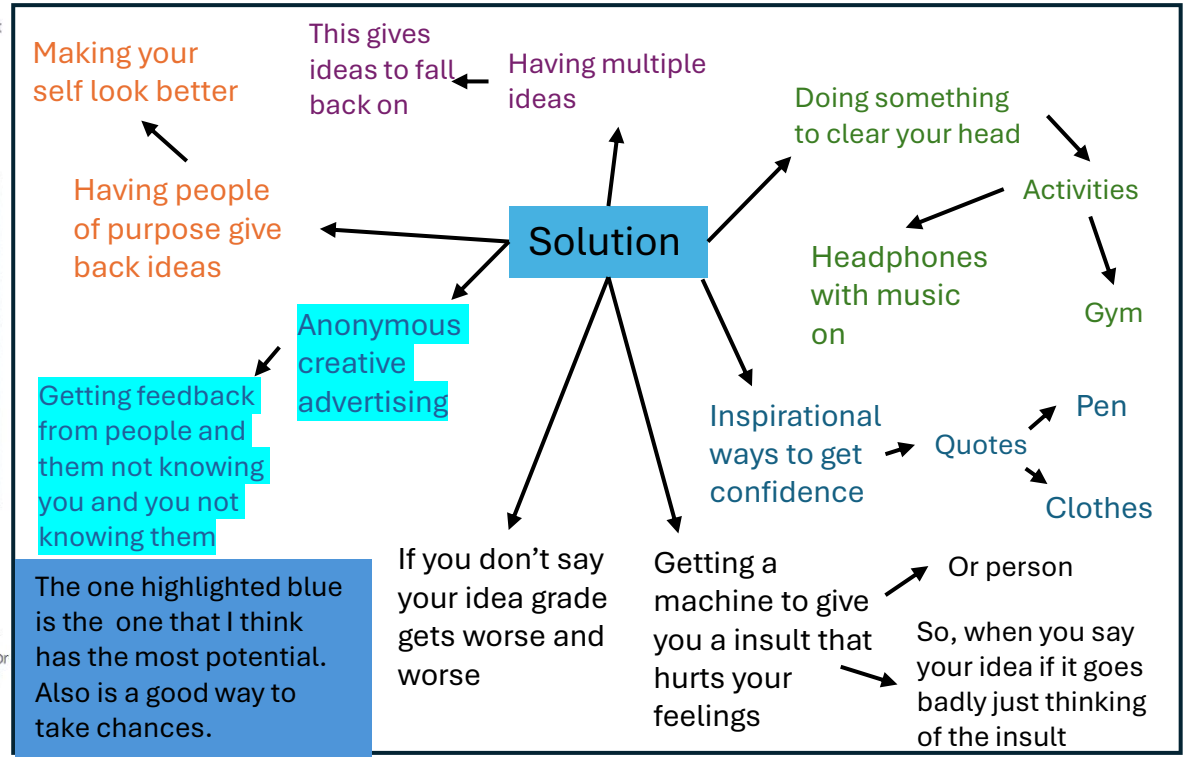
Why do you find it difficult to take chances?
Because if is not correct or right would mean I would have to restart.

Why do you find it hard to restart after taking a chance that's wrong?
Because I have put my time and effort into it.

Why do I mind that I put my time and effort into it?
Because I feel connected to my idea and attached as I put my time and effort into it.



Doing this question system helped me break down and find out the real reason that I find fearful about taking chances.



The one highlighted blue is the one that I think has the most potential. Also is a good way to take chances.

A lot of people often avoid taking risks because of the chance of making wrong choices and mistakes. A good way to improve of this is by build the tolerance for errors and imperfections. Accepting mistakes into your normal life is a sign of improvement and mental flexibility.

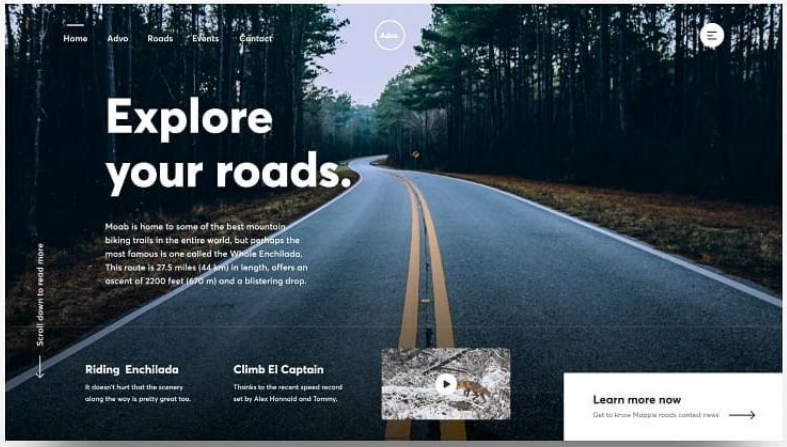
Fear stats:

- 6 in 10 British people admit to being afraid of taking risks, a study has found. Instead of living life on the edge, millions consider themselves to be 'risk-adverse' with more than two thirds blaming it on a fear of the consequences.
- The study of 2,026 respondents found 61 per cent reckon they are 'risk-adverse' with just 34 per cent happily describing themselves as a risk taker.
- Sixty-nine per cent are too worried about the consequences to take a risk, while 58 per cent fear failing so play it safe instead.
- Forty-five per cent even admitted they like to sit back and watch while others take the risks instead.
- Almost three in 10 admit they have taken a risk before which didn't pay off, putting them off another gamble.

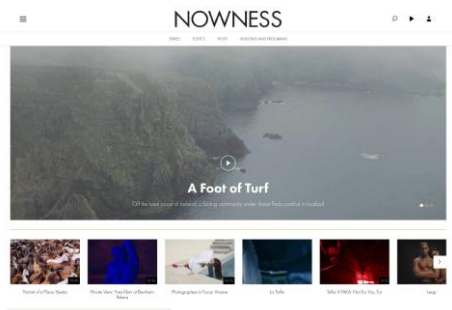
Six in 10 British people are afraid of taking risks, study finds | The Independent | The Independent

This was taking from this website study as they show of good statistics of people having the fear to take a chance.

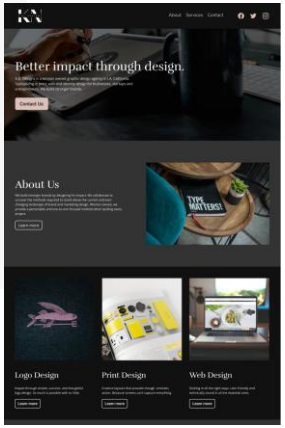
Mood board

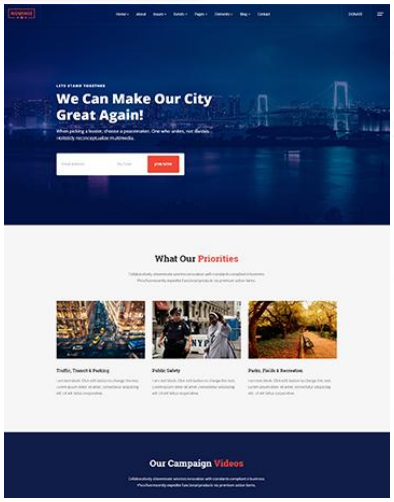


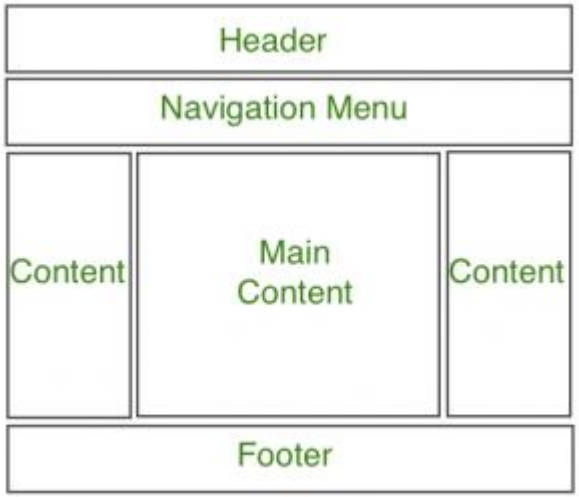


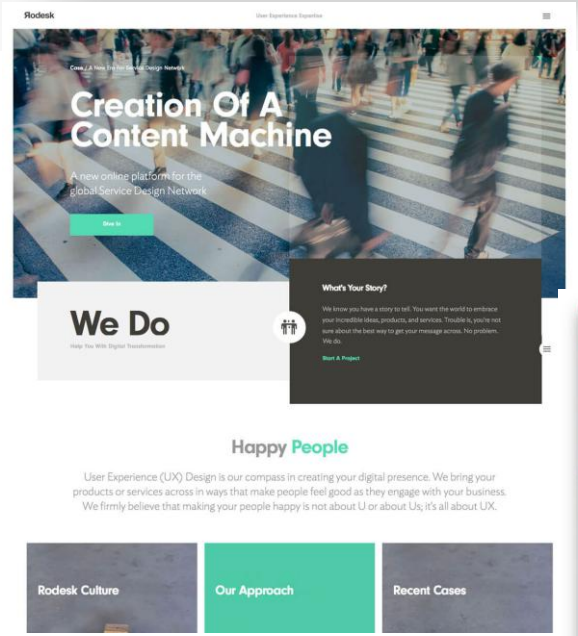


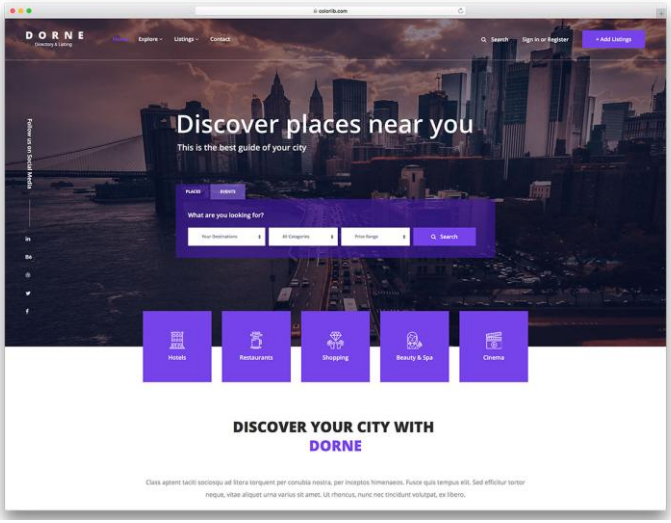
I will use this mood board to create a good first visual representation of my website.

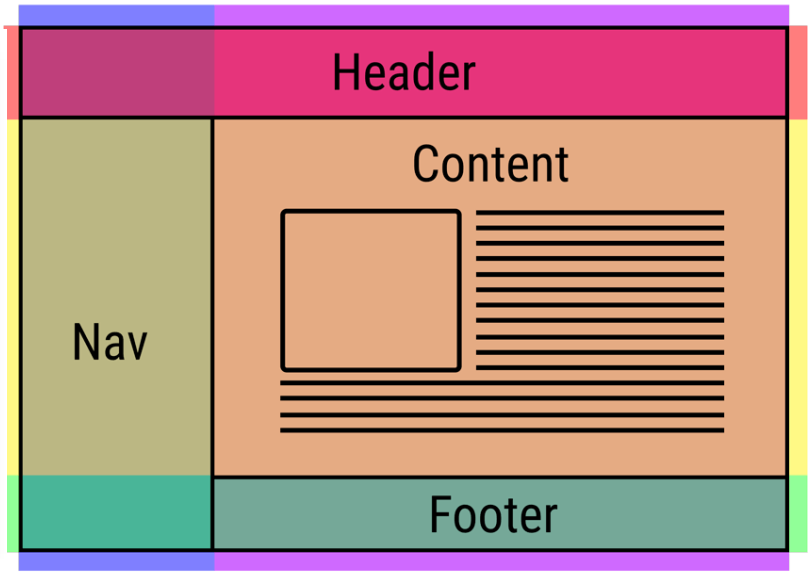


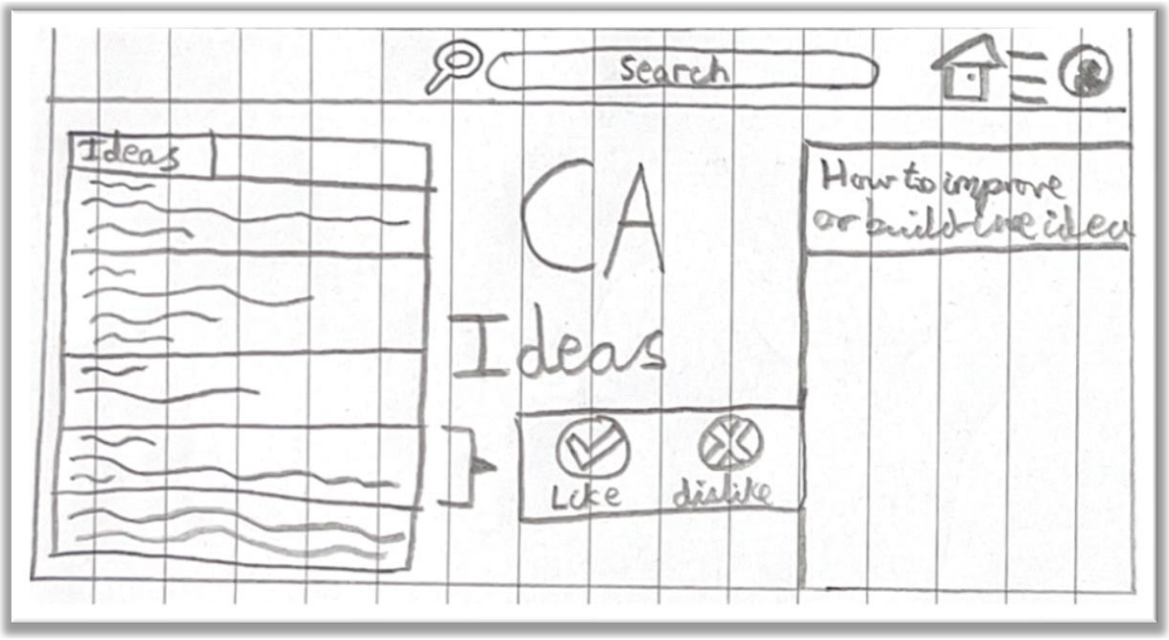












Anonymous CA ideas

A website that you can anonymously put out your thoughts and idea, with getting feedback. To create this sketch and show of how the website could look I used my mood board to consider the layout.

Doing an anonymous piece of work to get feedback is good as you can been unattached from your work. Which being unattached from your work solves the key fear. Taking the pressure of and feeling unlinked from your idea.

Online makes it easy to access and put your thoughts on at any time.

Curious idea

SWOT

Strengths:

- This idea will take the pressure off, taking the chance with your idea
- You're not linked to your idea meaning you won't take it personally
- Everything is moving towards using devices and technology for everything, making this fit the way things are done today (to date)

Weaknesses:

- It might be better to do something else different from a website, could use the anonymous sharing idea but in a different way.

Opportunities:

- Creating and giving a safe space to give your thoughts
- Gives the opportunity develop your idea if you get stuck, not being stuck for ages on what to do next and not to work alone

Threats:

- As it’s a website might be quite hard to find- could try in a app for instead to make more efficient

How can I take this idea forward

Won't be doing creative advertising and might want feedback that do the same subjected as you

Could just put up in the creative advertising study area

Keeping the anonymous factor still so no one is scared to take a chance

Be presented by all the teachers

Done as a QR code that people scan and say what they think of it

Putting the ideas anonymously in a box

Speed dating- could follow the same sort of layout where people swipe left or right for the idea

Made in an app form instead

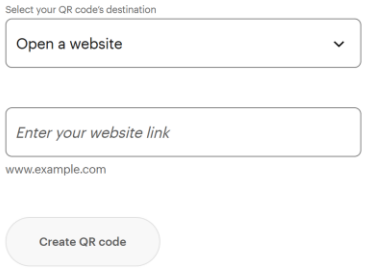
Could be more suitable for users more attractive

Making the website a game or point process

Meaning people can see that the anonymous player has a certain amount of points meaning they can trust their feedback more

Ideas spread out on a big board with a sheet under it where people put there thought or use the SWOT use.

Creating a QR code



Creating a QR code would be very simple to do as well as efficient. As shown from the picture above you can get a QR made and to link to your work.

I would say that this might not be as good as my ideas of making an app or website where you put your ideas. This is because you would need to put up the QR codes everywhere for you to get a lot of people the scan it and give you feedback. When you could just put your idea of a app or website anonymously to get feedback.

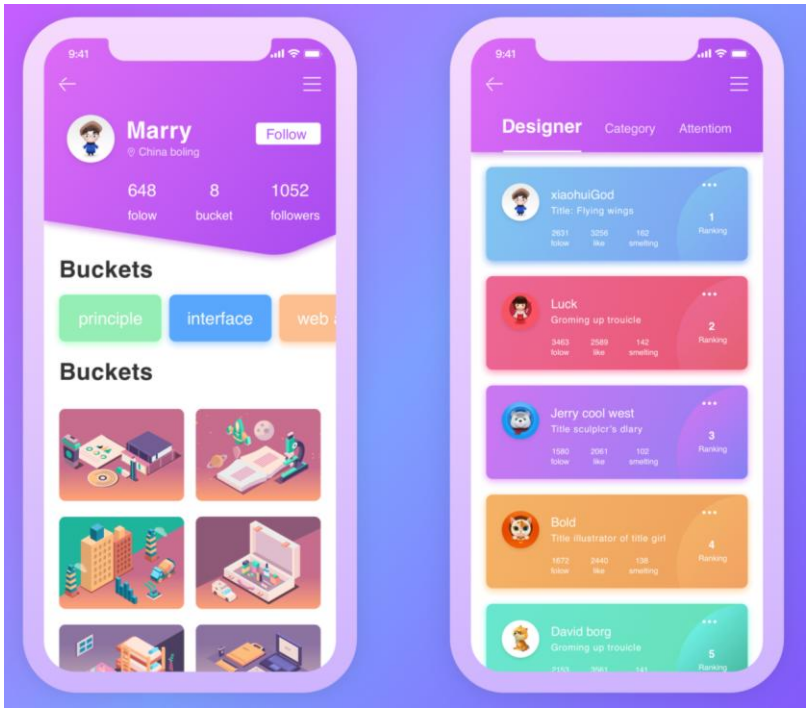
You don't want to put in lots of effort to get your idea out there and then liked.

Statistics



The more feedback that you get the easier it is to see what people think, with also you getting more ideas from people's feedback. The stat for someone to scan a QR code is only 37%.

Making it an app instead

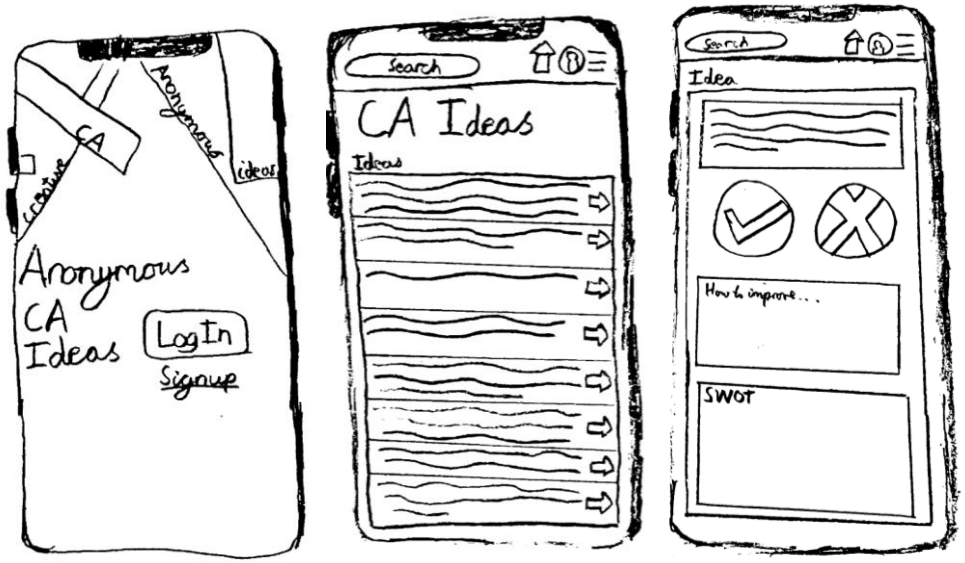




Making it an app instead so that it its easier more simplistic and easier to get to for creative advertising students.

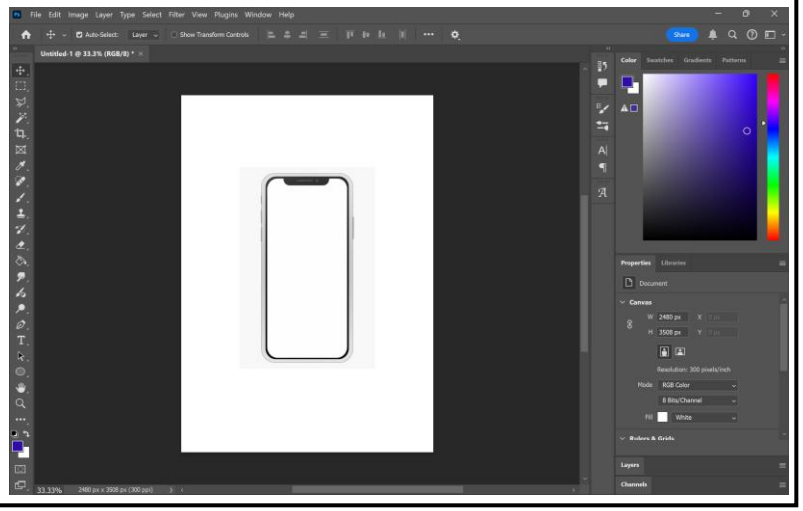
I feel the stuff on the app and how its set out will work better for the app as it doesn't need to have lots of space, when it's an app can do lots of detail and stuff on it or can be very simple of what you put on it.

I feel like this is a better and smarter way to get feedback as the QR code would have been separate feedback, with this app you could add to other people feedback as well.



Here I have shown of how the app would look on multiple pages of it. I have picked the main parts to show of, like the login page then the more important pages showing of how to comment and give your opinion. The key point is there isn't a link to the owner of the idea.

If I ended up doing this idea, I would further develop this by using photoshop. This would let me get a better understanding of how I could make my app look and work.



Anonymous hat of ideas



Having it in a hat would be a lot more of a simple idea that would be put in anonymously that the teacher could pick out and will be discussed and notes will be put up to have them for the person who did have take a picture.

Has the app idea is to complicated I'm going to think of some other ideas that have the same underlining point of the idea. As the underlining point is for the anonymous idea.

Mailbox of thoughts

A mailbox where people heavily roast the anonymous idea, this way you can see if people don't like your idea and see if you feel connected and hurt to what's said about the idea. The idea could be on the mailbox and people put what they think on paper in the mailbox.

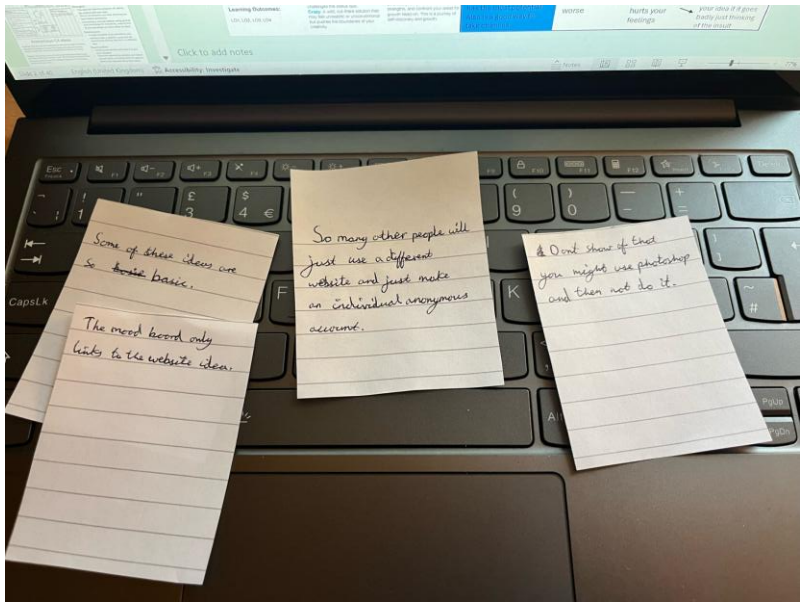


New different anonymous ideas

Letter system

Where once you have put your idea down on a letter you put them in a box round the corner from the room and when the lesson is over the teacher goes and gets it and lays the idea out and everyone give feedback. After he leaves them there and you can grab the piece whenever you want when its back in the hall

Final anonymous idea



I have gotten a friend and said that its someone else's work and asked him to only give criticism. They were all points against my first brief.

All of these points could just help with change, and I found the points did not hurt my feelings because of the fact he didn't know that the work was mine.

Brief 2: Finding and solving problems **(STUCK)**

CREATIVE ADVERTISING. UNIVERSITY OF LINCOLN

Argument & Ideation
AAD1014

Brief:

Finding and solving problems

STUCK

Deadline

Thursday 3rd Oct 10am

Interim Deadline

Tuesday 1st Oct - WIP (Work in progress).

Assessment requirements

- Depth of reflection
- Range of Ideas
- Creativity in visual representation
- Originality & Risk-Taking
- Authenticity and honesty in process book.

Learning Outcomes:

See Module Handbook

LO1, LO2, LO3, LO4

Useful References:

activationideas.com

Background

Every day, we encounter small but impactful problems, whether it's waiting too long for a coffee, finding a seat on public transport, or dealing with unexpected surprises in our daily routines.

You will need to find a solution to a problem that arises in a specific scenario using a brand of your choice e.g.

Oreo launched "Dunking in the Dark" during the Super Bowl blackout, solving the problem of how to stay relevant when the lights go out.

Coca-Cola installed vending machines that dispensed more than just drinks—sometimes flowers, pizzas, or even hugs—surprising people and spreading joy in public spaces.

Domino's identified that potholes were ruining pizza deliveries, so they launched a campaign to fix roads in towns across the U.S., solving a real, everyday annoyance for their customers.

The Challenge

Scenario: Imagine you've been stranded in an airport for 12 hours due to flight delays. Frustrations rise, boredom sets in, and travelers around you are losing their patience.

As a creative, your job is to identify a **specific problem** in this situation and solve it using the creative power of a **suitable brand**.

Your task:

Identify **one problem** from this scenario that would make the 12-hour airport experience better.

Choose a brand that can effectively solve this problem.

Develop a creative solution aligned with the brand's values and purpose.

Audience

Travelers of all types: business people, families, solo adventurers.



Problem

Clearly outline the problem you are trying to solve. Root cause? Is it boredom, discomfort, confusion, lack of amenities, etc.?

Insights

Identify human truths about travel and being stranded: for example,

"Waiting with nothing to do feels excruciatingly long, making every minute feel like an hour"

"After sitting for hours in a stiff chair or on the floor, even small comforts like a soft seat or blanket feel like a luxury"

"Strangers stuck in the same situation tend to strike up conversations, finding camaraderie in their mutual inconvenience."

Media

You decide! It could be a pop-up space in the airport, a mobile app, a product, or even a unique brand experience. Present your ideas as marker visuals that communicate the concept clearly.

Scenario Variations (Optional):

You're stuck in traffic for 2 hours during a heatwave.

You're in the quiet carriage, but some passengers aren't following the rules, making the space noisy and uncomfortable. How could a brand intervene to ensure everyone respects the space?

The highlighted one is the one I'm going to take forward.

Reasons why people go on holiday:

- For a break
- Funeral
- Business and work

Things you do and need if flight is delayed

Need to sleep
- Help you sleep
- Ear plugs
- Sleeping mask
- Or hold and take your luggage
- When sleeping to make sure no one takes anything
- A Lock
- Travel pillow
- Easy to sleep as waiting for your plane
- Tablets to sleep to get deep sleep
- A floor of comfy bed and chairs

Need to stay awake
- Red bull sponsors loads of sports. Do a sports competition to win stuff.
- Slogan is wings to fly
- Red bull
- Energy drinks
- Monster

Board
- Casino
- Play cards
- Board games
- To watch movies or listen to music
- Area to play them for free to get a taste of the game to then want to buy it when you go on your holiday

Distractions
- Drinking
- Competitions
  - Last to leave the chair
  - Last to take your hand of something
- Burger king constructed your own burger

Health
- Make nicer more taken care of toilets that people with delayed flights can go too
- Need toilet
- Toothpaste
- People don't think that a plane would be that delayed
- Means have no toothpaste → Brush no need to rush

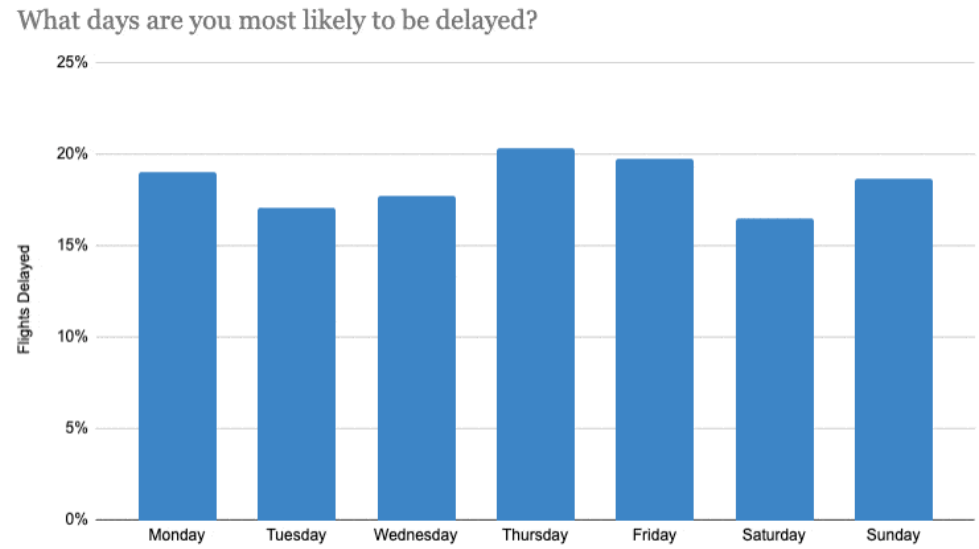
Planning out what's around that you could do when you get to your holiday

People tend to get to the airport hours before their flight. This is because they don't know how long the queue of waiting will take and don't want to rush. Meaning most people get in the waiting area with plenty of time to spare, making them go shopping and getting food, still leaving them with plenty more time before there plane. This means there could be time to fit in other activity or things to do, especially if your plane is delayed a lot longer.

The average wait time in the waiting area of an airport varies depending on the specific airport and the time of year[1]. However, **research shows that the comfort of waiting areas is a crucial driver of customer satisfaction[2]**.

Statistics of the airport:

- 54% of flights to the four largest airports were bumped off schedule in the seven days between June 22nd and 28th . More than 44% of the 4,815 flights were delayed while 8.5% were scrapped altogether. This is in Canada
- 7.38% of the delay come from the aircraft arriving late, 6.78% of the delays come from the air carrier, 5.22% is due to a national aviation system delay and weather issues only represent 0.68% of the delays. These stats show there are many problems and things that can go wrong to create the plane to delay.
- The average flight delay increased to 25 minutes per flight in the uk



Notice how every single day has a high chance for the plane to be delayed meaning that extra activity's and using time officiality will be needed at airports. If there is stuff that helps you for your trip or others bring a lot more worth to your time waiting for your plane.

Planning out what's around that you could do when you get to your holiday

Brands that could link with it:

1. Spotted by locals
2. Watch brands
3. Organising brands and apps

1. Spotted by Locals

Experience cities like a local

Spotted by locals is travel guides (apps and blogs) with up-to-date tips curated by handpicked locals in 80+ cities in Europe, The Middle East and North America. The city guides are curated by "Spotters" - people who live in the city they write about and speak the local language.

This brand would be perfect for this idea, as the idea could work with people putting down where they went on holiday with how fun certain activities around them where well (with what to recommend and what not to recommend).

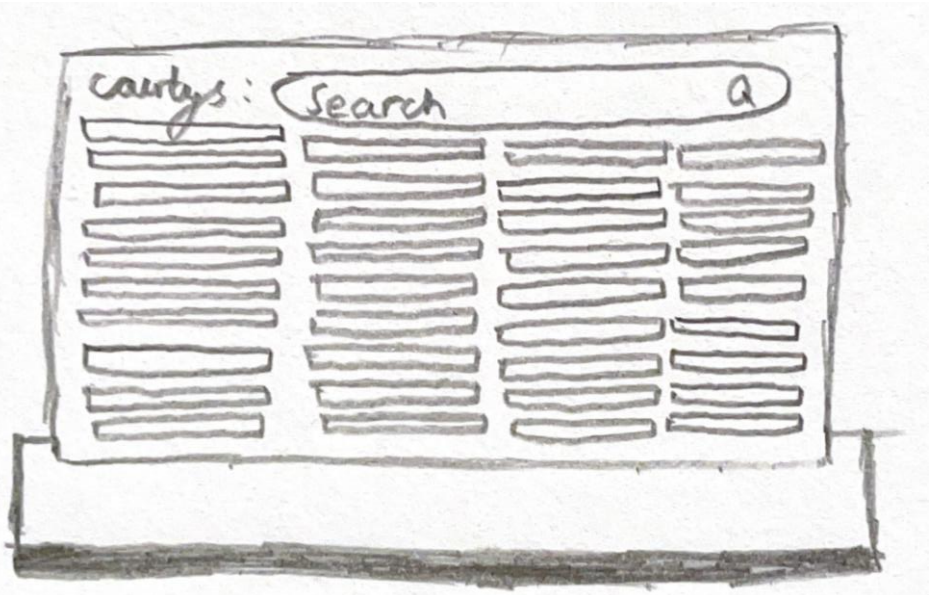
2. ROLEX, Cartier, BREITLING 1884, Chopard, OMEGA, TAGHeuer, EBEL, Bell & Ross, BAUME & MERCIER GENEVE · 1830, LONGINES, Dior, TIFFANY & CO., TW STEEL

Could also use a watch brand to talk about what can be gained in this time.

3.



A good brand to help this idea could having a planning app to do it very tidy way to sort your activities you will do on holiday.



In the airport it could be set up like a big board where they are throughout the airport. And would pick your country and the part of area you were near to, and you could add in where you went to with what was good and bad about the places. This would follow more of the spotted by local's sponsor.

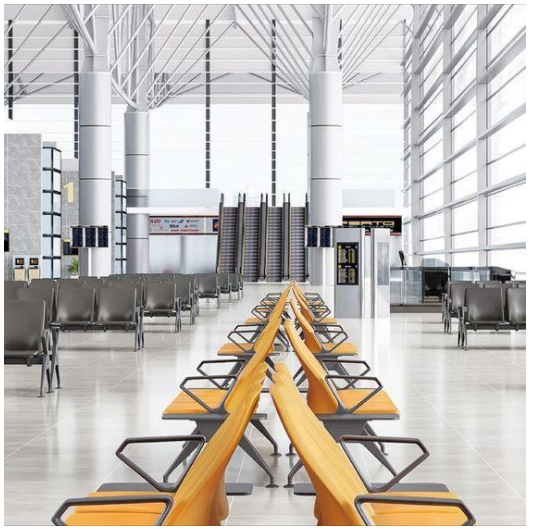
Advantages on the idea

- You're doing something that your really look forward too
- Sharing culture
- Doing something to use the time up
- Sharing what you found fun and that you enjoyed
- People will want to put it down as they are passionate about what they found fun or hated

Mood board









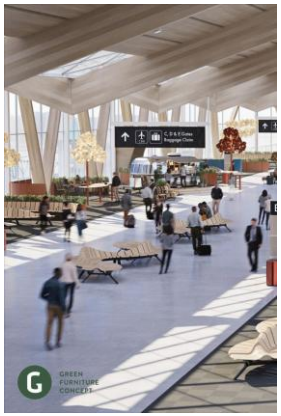




This mood board shows of a layout of the waiting area of a airport, as well as showing how the screens could be set out and done for this idea.









The base of this idea

Write your best and wort things you did on holiday and recommend what would be good to go do. With giving tips and tricks on where you are going.

SWOT

Had people comment and give their opinions by using SWOT

Strengths:

- Helping you get the most out of your holiday
- Productive
- Sharing culture

Weaknesses:

- What if you're coming back from your holiday?

Answer:
At first, I was unsure, but they would be commenting on their holiday and saying what's good and bad about it.

Opportunities:

- I lot of different brand could sponsor
- Share experiences (people who have been on holiday there)

Threats:

- Trip advisor exists

Answer:
Spotted by locals is just who could sponsor it could also have trip advisor sponsor it by I think the brand I have now would fit the idea

Ways I could do my idea

A board that you have all the countries on the airport and has other people's ideas about the countries in there

Have an app that structures your plan as well in an order of how ever long you go for

Big digital screen

A booth where you can ask people that have just came from the country and ask them for advice on what to do

Can't even see them just speak opposite sides of a wall

Getting over awkwardness to speak to people
Speed calling to ask questions in a booth

Booth



These pictures shown are from google and some generated on firefly. The top left one is from google and just was to show the visual representation of the double booth. Then the other three pictures I generated to how of different version you could have, one with people in and also a more modern and nicer version to look better and more aesthetically pleasing for people.

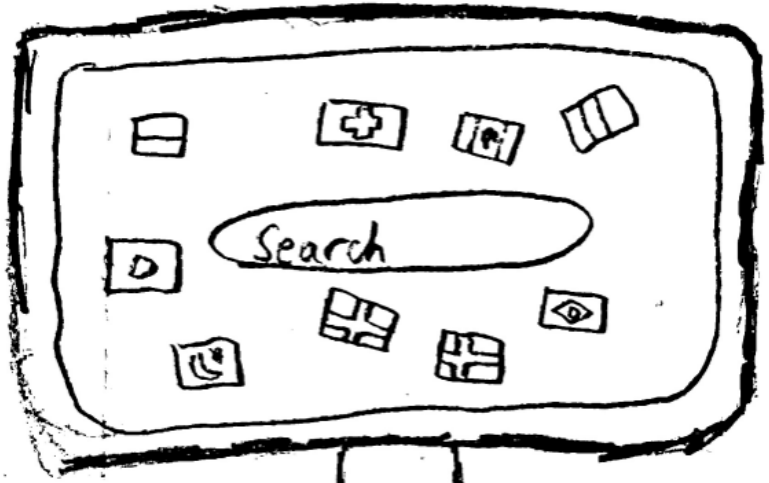


This idea is to keep your time used efficiently with making plans of other people experiences and places they have gone in person. Could do it as a live facetime from different airports, this will allow people to never not have some that will be able to talk at the opposite airport of where they are going to. Also you could not just speak to people that are from there but also people that are leaving that country or place meaning they can give all the fun activity's to do.

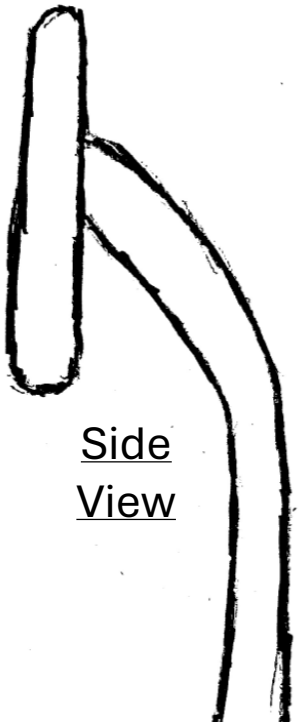




Sketch's of how the digital plan holiday works



Front View



Side View

This is how I would want the digital screens to look, I have taken some inspiration from the research but made more of a slick and modern feel and look. The front view represents how the screen will look when untouched. As you can see from the picture this is from my mood board and this is how I would want them laid out at the airport.

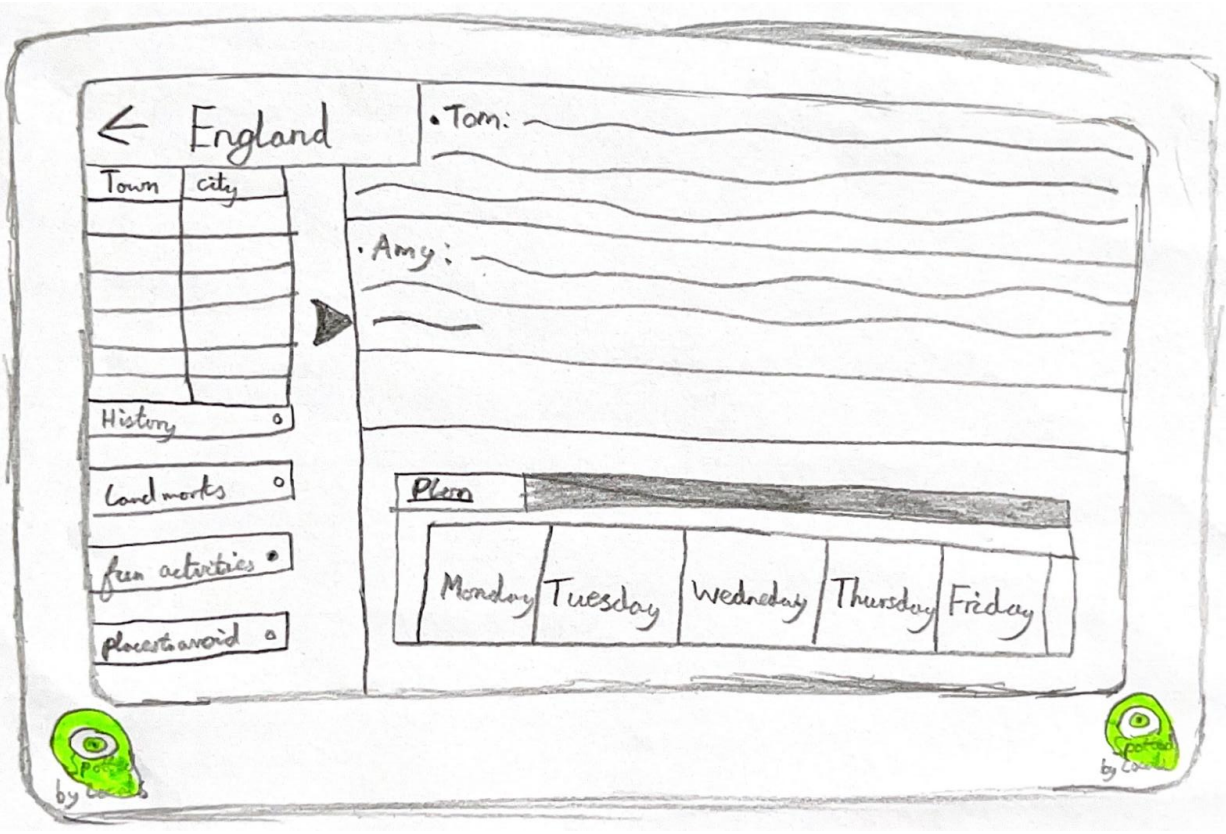
How I want them set out.



I decide to not go for the booth idea as this would attract less people, as the digital screens with all the thoughts of people's places and holidays are.

Once you have searched the country your going to you then put in what country or city you are in or nearby. Then allowing you to pick history, landmarks, fun activities and places to avoid. Once you have done that you then look at what people recommend and put it into a holiday plan.

I have used the spotted by locals logo in the bottom two corners as from my research I think it's the best partner for this idea.



Starts of brief 3: Speed fusion

Jewelbit

Brands: Fitbit and Tiffany and Co





Having fashion and style for a strap watch and a sporty well functional watch face combine to get the best of both.









Speaker cup

Brands: Spotify and Starbucks

A speaker cup that you can connect to and listen to music well enjoying your drink.



M and M cat food

Brands: M and Ms and Whiskas







Creating a very strange a random product that will keep the people knowing the brand and keeping the brands relevant.









Racing car vacuum

Brands: Ferrari and Dyson

Having a Ferrari and Dyson combine to show how fast and strong the vacuum is.

Brief 3: Finding and solving problems **(FUSION)**

CREATIVE ADVERTISING. — UNIVERSITY OF LINCOLN

Creative Rogues
AAD1017

Brief:

Finding and solving problems

FUSION

Deadline

Thursday 10th Oct 10am

Interim Deadline

Monday 7th Oct - WIP (Work in progress). Initial research.

Assessment requirements

- Depth of research
- Range of Ideas
- Creativity in visual representation
- Originality & Risk-Taking
- Authenticity and honesty in process book.

Learning Outcomes:

See Module Handbook

LO1, LO2, LO3, LO4

Background

In today's rapidly evolving landscape, not only are new technologies and services emerging, but existing technologies and platforms also present untapped potential for innovation.

By thinking creatively, we can repurpose or redirect the use of established technology to solve problems, deliver impactful messages, or engage audiences in unexpected ways.

Examples like **Burger King's Subservient Chicken**, which turned a simple website into a viral interactive experience, **Volkswagen's Piano Stairs** that promoted healthier behavior by making stairs musical, or the **Tour de France Chalkbot** that let fans write messages on the streets, show the power of creativity in transforming familiar tools for new purposes.

The Challenge

Your task is to either:

Identify an emerging technology, service, or platform and use it in a creative way, **or**

Repurpose an existing piece of technology or service in a new, innovative way to solve a problem or deliver a unique message.

e.g Repurposing CAPTCHA images (traditionally used for security) to potentially help people identify melanoma (skin cancer) instead of recognising bridges and mountains,

In either case, your idea should push the boundaries of how technology or services can be used in advertising, messaging, or problem-solving.

Explore how existing tools can be adapted or evolved for new purposes.

Audience

The target audience will vary based on your chosen concept, but think carefully about who would benefit most from your solution or be most engaged by your idea.



Problem

Clearly outline the problem you are trying to solve. What's the root cause? Consider audience behaviours, technology usage, and needs.

Deliverables

Concept: Clearly explain your concept, detailing how the technology or service is used or repurposed and why it's relevant.

Execution: Demonstrate how your idea could come to life. This might include storyboards, sketches, mock-ups, or prototypes.

Support Work: Document your research into the technology, similar case studies, audience insights, and a step-by-step breakdown of how you developed the idea.

Mandatories:

Ensure your idea aligns with the brand's values and audience needs.

If repurposing an existing technology or service, explain how it solves a problem or delivers a message in a novel way.

Be sure your technology or service is relevant and useful (don't use outdated or overused platforms).

Making ideas and ways to make a generative ai platform more specific to what you want → Make a celebrity or a friends

Chat gpt

IA

Emerging technology services/ or existing technology services → Strava

Why do people leave health and wellness apps?
Because they can't keep viewer attentions
Why can't they keep viewer attention?
Because people get bored of the simplicity.
Why do people get bored of simplicity?
This is because people start to not like doing it alone.
Why is doing it alone bad?
Doing it alone isn't bad just makes you lose motivation and then makes you abandon the app and your progress.

Health things help style

Health and wellness apps: personalized apps that offer fitness tracking and nutrition guidance.

nutritional ai → Known app

Keep viewer attention → Ways to visually show of your progress

Research of stats on fitness apps

- The fitness app market is worth $22bn in 2024 and growing at a rate of 14.3%
- Its predicted to be worth $33bn by 2027

Almost 1 in 10 people use a fitness app in 2024 and the probability is likely to increase by 3 percent by 2027

From these statistics there is shown that the audience and customers are there. Meaning its worth to develop and make a better experience for people to increase the amount of people using fitness apps even higher.

Article of why people loose motivations of being healthy

Article-**The missing rewards that motivate healthy lifestyle changes**

- few people are actually ignorant about the number of calories in a chocolate truffle,
- the benefits of exercise, or the incredible danger, discomfort, and inconvenience of diabetes and stress. Still, despite this awareness, maintaining these changes is an uphill battle.
- going to the gym is far less appealing than staying in bed for one more hour.

The missing rewards that motivate healthy lifestyle changes - Harvard Health

The 10 key things that will help you stay healthy

1. Know where you are starting.

2. Home in on your goal and make a plan.

3. Identify barriers to your goals — and ways to overcome them.

4. Identify current habits that lead to unhealthful eating.

5. Control your portions.

6. Identify hunger and satiety cues.

7. Focus on the positive changes.

8. Go with the 80/20 rule. Stay on track 80% of the time, but leave some room for a few indulgences. You don't want to feel deprived or guilty.

9. Focus on overall health. – exercise

10. Eat slowly and mindful.

This is from a website that I think I should take these point and implement that within my work at some point This is so that we can see that my work can link in a way with is. Link to website- 10 behaviors for healthy weight loss - Harvard Health

How advertising presents losing weight

Mood board









As you can see the advertising promotion is all very consistently similar. The similarities are from showing of the types of changes peoples body's go through as well as all the healthy food.







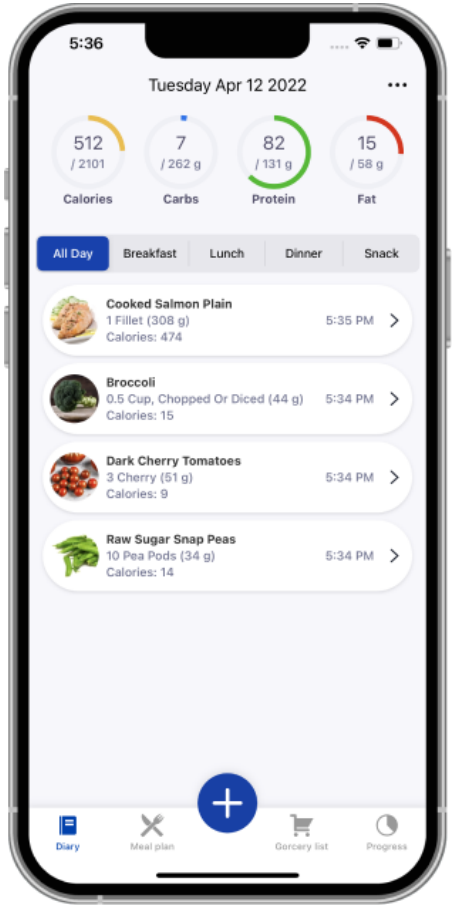
Idea 1

Do your health journey together

Classes on the app to go to at the gym to make it a supportive competition with how much you can lose. Having the people on the app be match people in the similar age as well as weight making people not feel different or in a worse stop than others.

On the pictures either side a new part of the website would open up to be a way to go to session where you can meet people to go on the health journey together.

Nutritional IA





Advantages

- Meet new people and friends
- Getting motivation and support
- Being able to stay on track with your calories and your progress as someone else is doing the same thing
- Good for your social life as well as your mentality

Disadvantages:

- People won't always be motivated by others in that way
- People might rather do the journey on them self and not be limited to certain times
- Might be scared and not want to meet new people
- Already have to much of a social life and too much stress to add it in

There are 46% of customers that get a fitness app and abandon it, which is extremely low number for people giving up. Means making something to keep people motivated to stay on progress. This might not be the right idea as this idea might not work with everything but will need a good motivation system to keep them disciplined.

Idea 2 Ai generated friend/ celebrity

https://www.youtube.com/watch?v=jPajqAJWiNA&t=2s



Can customise a friend or celebrity to how you want to get motivated. For example people like different sort of approaches, with a tough and very aggressive mean approach or people could prefer a softer and supported caring approach and ongoing. This can make it work for multiple people.

Could make it as an individual app or could join it to a healthiness app.













Ai Generated Images of People - Search Images (bing.com)



As you can see with the time we are in now you can make a person look very realistic. Meaning you could make a customised person to motivate you. Even do a celebrity for example above is a ai made friends character called Joey (actor called .....).

As shown from the picture someone has been able to do an AI Gordon Ramsey. The link below will take your to a video of Gordon ramsey cooking (all ai)

More AI generated Gordon Ramsay in the kitchen (youtube.com)

Advantages:

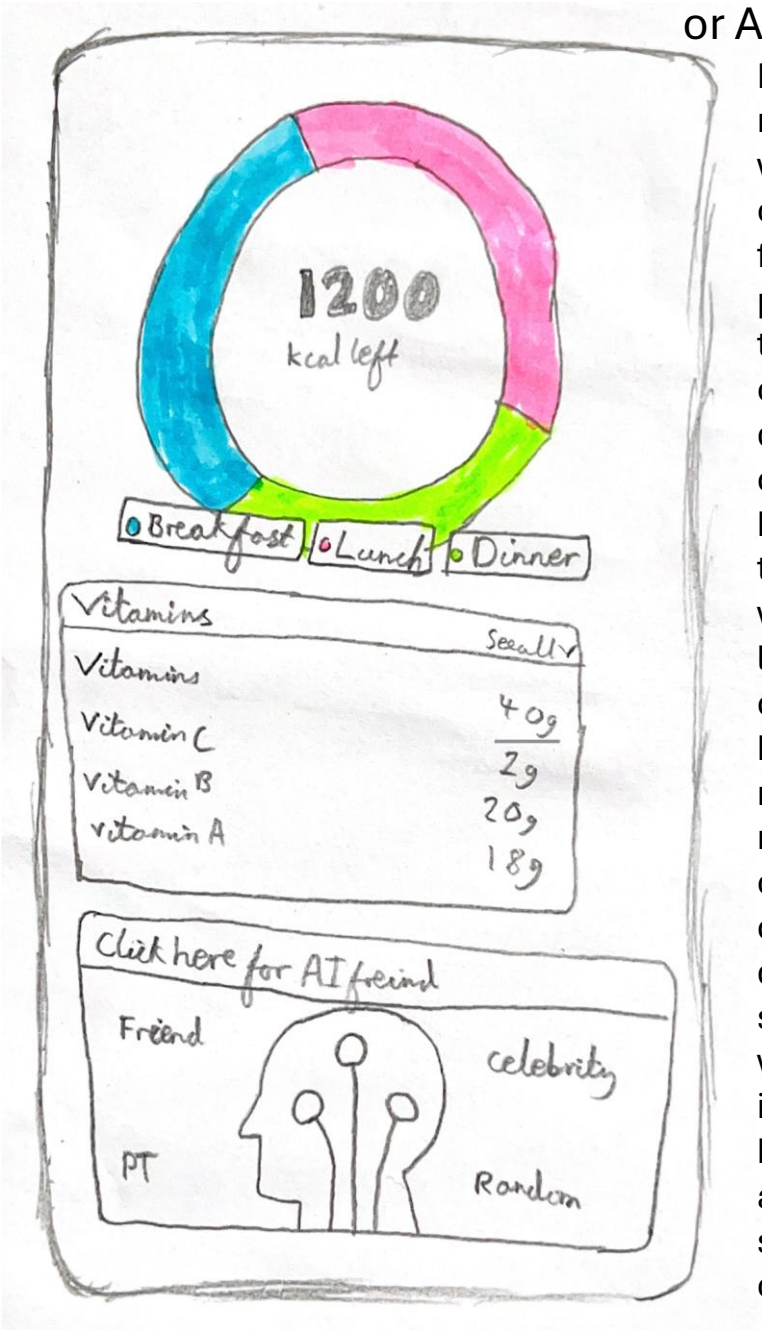
- That you can do it so realistical now it will be generally motivating
- That you also pick it and who the ai is

Disadvantages:

- Not everyone will be a fan and want to do it

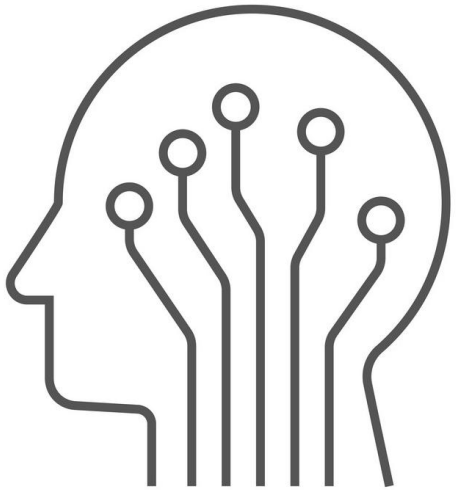
Further work on idea 2

Name: customised motivative ai or AI friend



How the customised motivative ai system would work is by it being on a nutritional app or fitness app. Where the ai person would help give the motivation or the opposite of motivation depending on what the customer likes. Once you have clicked on it you get to pick and customise on what it is going to look like, to your friend or a celebrity or pt trainer to help you and final just randomise it to be a random person. As shown on the sketch on the left it could be shown of in a different way on a separate page just wanted to show of a way it could be shown of. I have incorporated the artificially intelligence sign to be shown of in the centre on my sketch.

This simple represents an artificially intelligence, which I will use for the sign of the customised motivative ai.





Making your AI friend

Once your have clicked onto the AI friend you would them be given a process to follow to create your AI. You would have to put in multiple pictures of your celebrity or friend etc to create the look of the ai. Then takes you into how you would want to acted and their emotions. And will carry on asking you multiple more stuff until you have created your own motivational AI friend.

Brief 4: ZIG/ZIG

CREATIVE ADVERTISING. UNIVERSITY OF LINCOLN

Creative Rogues
AAD1017M

Brief title:

ZIG/ZAG

Subvert the norm!

Deadline

Thursday 24th October

Assessment requirements

- Depth of research
- Range of Ideas
- Creativity in visual representation
- Originality & Risk-Taking
- Authenticity and honesty in process book.

Learning Outcomes:

See Module Handbook

LO1, LO2, LO3, LO4

Background

In advertising, the most memorable campaigns are those that break free from the predictable. This brief explores the power of subversion—challenging norms, disrupting expectations, and creating a brand or product that defies convention while delivering a clear, compelling message.

Subversive advertising can turn the ordinary on its head, revealing hidden truths, sparking new perspectives, and inviting audiences to think differently.

Your task is to harness this power of subversion to create something that stands out, breaks patterns, and redefines the conversation.

Challenge

Identify a pattern or norm in a specified advertising category then **develop a subversive idea** that breaks from this norm in an unexpected and impactful way.

Your concept should clearly communicate a **single-minded message**.

Afterwards, you will **identify an existing brand** that could benefit from this subversive approach to help it stand out in a competitive market.

Deliverables:

Identify Patterns in Advertising:
Analyse existing advertising trends and identify established patterns within your given industry or category. Understanding these norms is crucial to effectively subverting them.

Pattern-Breaking:
Develop a concept that disrupts these identified norms. Aim to redefine what is typical or expected in your advertising approach.



Clear Message:
Ensure that your brand/product communicates a single-minded message that is both understandable and memorable, even amidst its rebellious nature.

Meaningful Impact:
Your subversion should not be purely for shock value. It should create real value, provoke thoughtful discussions, and deliver on its promise.

Innovative Thinking:
Explore unconventional approaches, pushing the boundaries of what is considered "acceptable" or "normal" within your category. Emphasize creativity and boldness.

Brand Benefit:
After developing your subversive concept, identify a real-world brand or product that could benefit from this subversion to stand out in its market.

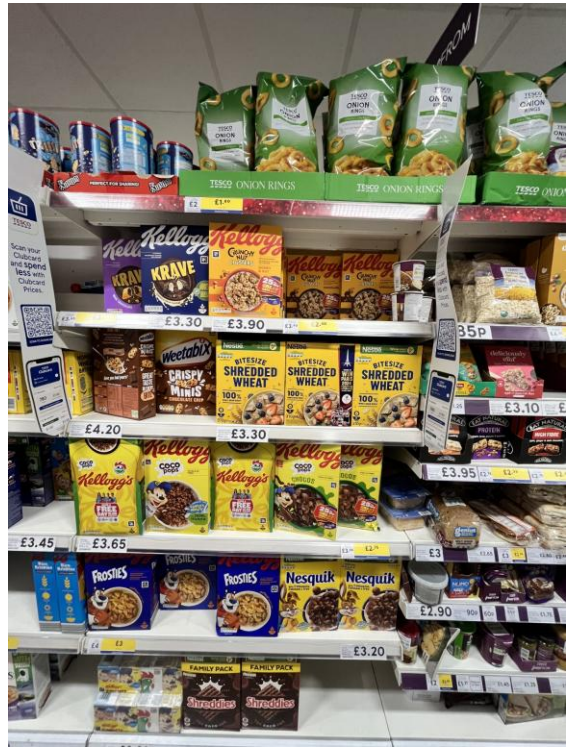
Key Considerations:

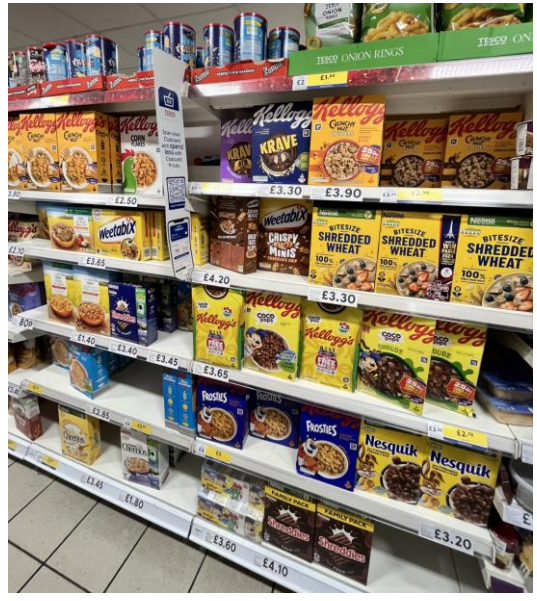
Subversion with Purpose: Aim to break conventions with intention. Consider how your subversion resonates with your audience and reflects their values.

Research-Driven: Understand the values of the brands you're subverting or the category you're entering. Successful subversion requires deep knowledge of what you're challenging.

What do cereal adverts have in common

- Focused on the most healthiest part of their cereal
- All the boxes are bright coloured
- Mostly animated
- Most have a mascot
- Saying it is the best way to start your day of
- More focused to aiming at children and family
- Everyone is very happy





For some of our research I went into my local Tesco's and took these pictures to how of how similar all cereal looks.

Mood board of cereal

As you look at this mood board you can tell nothing stands out. With either very unhealthy branding on boxes or even healthy.





















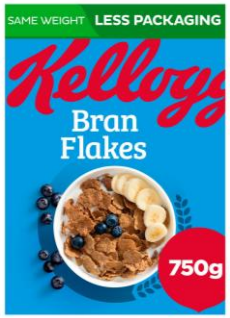












Ways that cereal gets advertised



Most adverts have the common close up shot of pouring milk into the bowl of cereal. Or pouring the cereal into the bowl.







Word play with surreal

This is a cereal company that has tried to stand out.



This company's cereal focuses on the health side of things as well.





Links to cereal adverts

Trix Cereal Commercials Compilation All Ads (youtube.com)
Froot Loops® | Wild Dance (youtube.com)
Frosted Flakes Commercials Compilation Tony The Tiger (youtube.com)

A lot of these adverts that I have looked out have a lot in common and nothing to make them stand out. for example like the fact most of the ads are all very cheerful and very animated ads.







Article on cereal

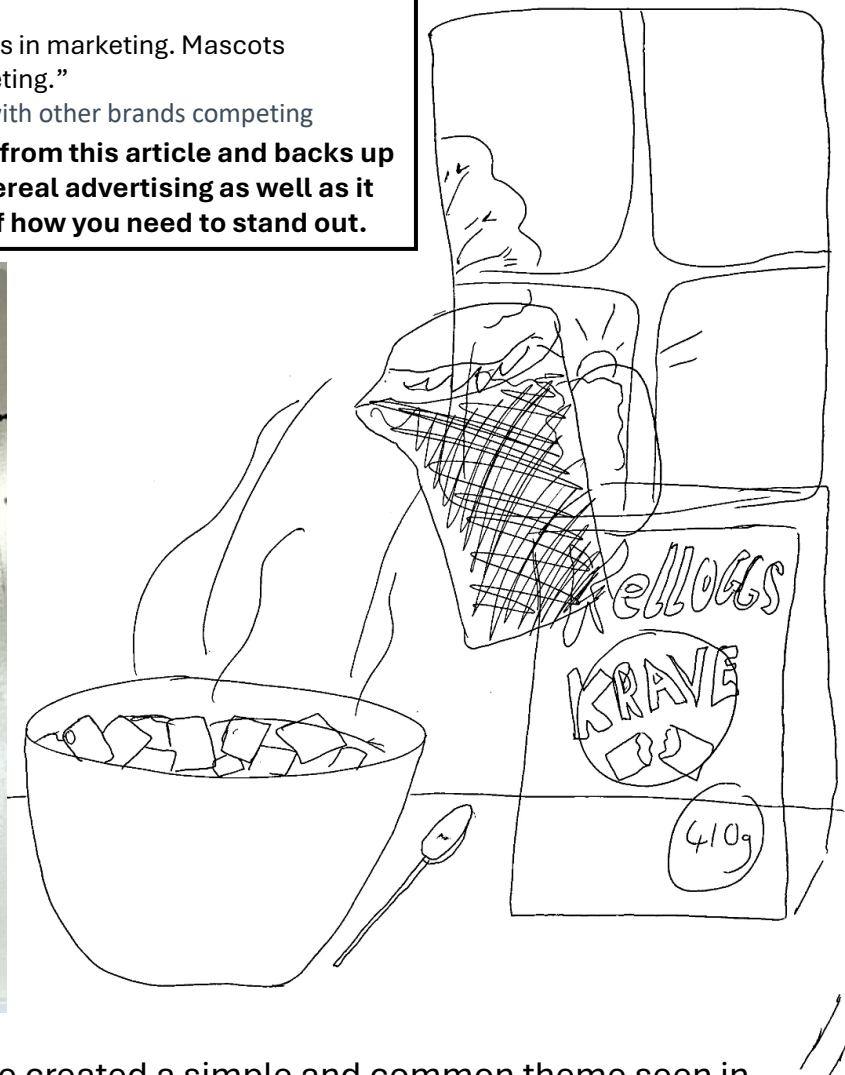
"If there is one thing common among cereal brands around the world, it's the effective use of mascots in marketing. Mascots work particularly well among family audiences and hence have always been valuable in cereal marketing."

"Always sticking to the rules and doing what's already done will not help you attract attention especially with other brands competing for attention as well. You need to do something extraordinary to stand out."

Beyond the Bowl: 8 Marketing Lessons From Cereal Brands - Kimp

We have learnt plenty from this article and backs up a lot of the common cereal advertising as well as it giving similar saying of how you need to stand out.





From looking at everyone's sketches of their ideas they are all quite similar with the product being sold as being the main attention with someone holding it. This is basic as it has no back story as to why this product should be used over other similar products. Two of them do but its presented a boring and simple way. For example, with the drill in the top left its just showed off with saying its tough but isn't expanding on this. This also doesn't show of ways that the product can be related to with customers and the audience.

We created a simple and common theme seen in adverts. By making it simple we added in a happy sunny background with presenting the cereal with the milk being nicely poured into the bowl. This just presents the cereal in a very simple and mundane way with having no fun and relatable aspect to it.

Opposites of stereotypes

Everyone happy – everyone is sad
Morning – nighttime (shit workers, teatime)
Healthiest cereal – dessert cereal
Families and children – one singular person (alone)

What do all ads in the cereal category have in common?

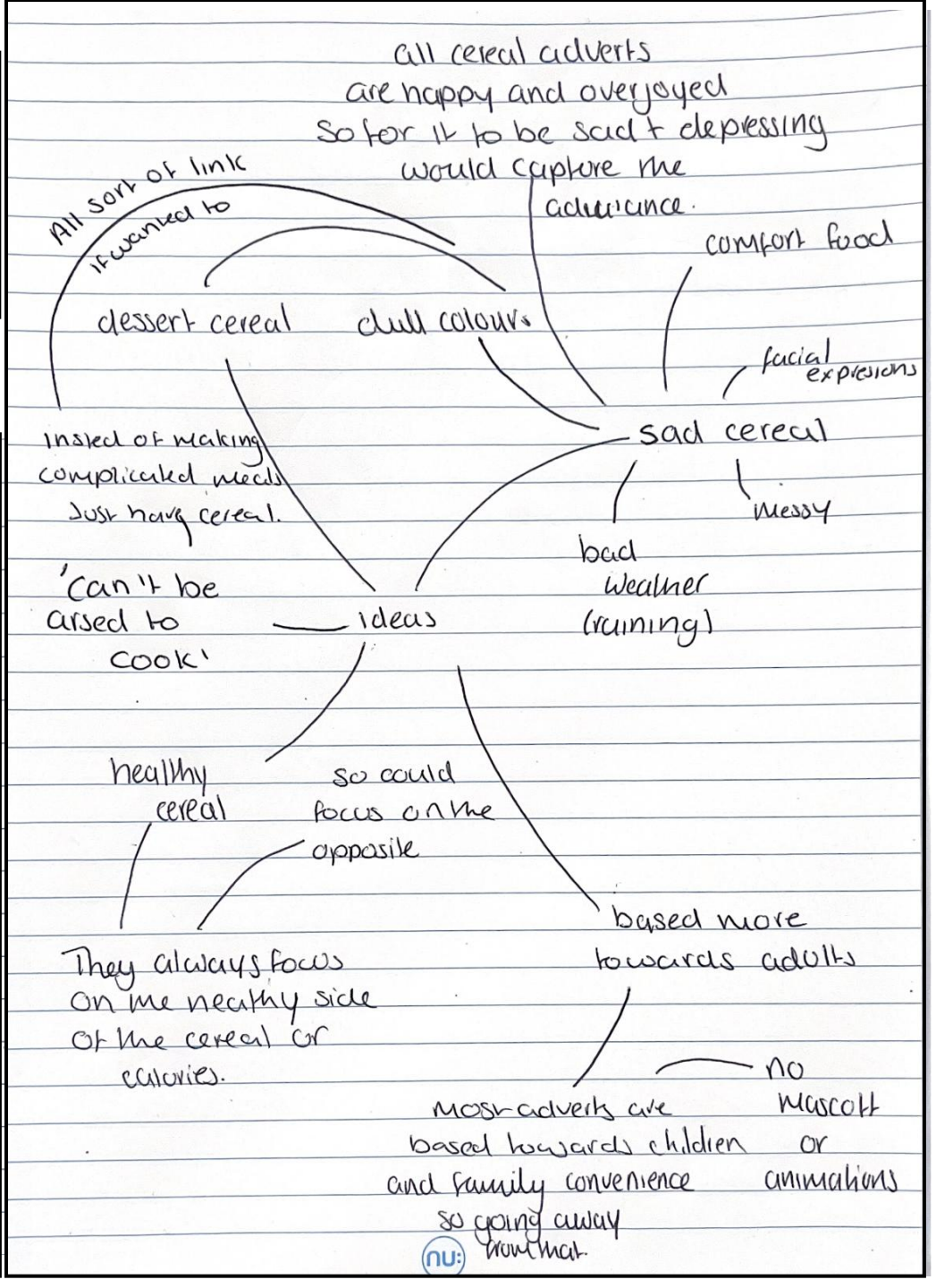
- Mostly animated
- Mascots
- bright colours
- aiming at familys + children
- focused on healthiest parts of cereal
- Everyone very happy.

What stands out most? / repetitive?

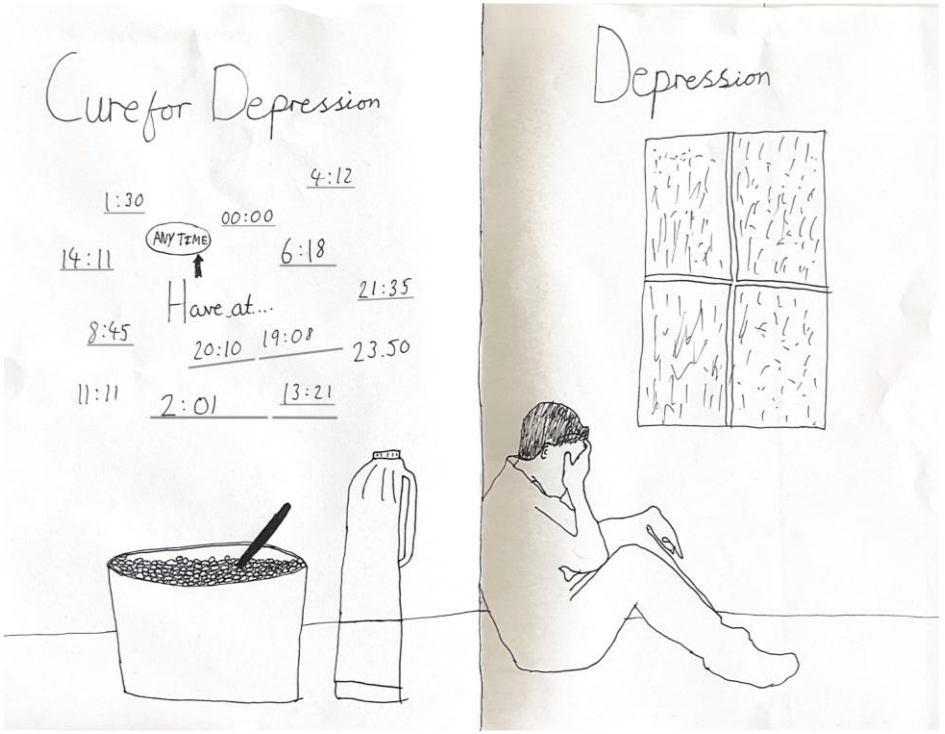
- using children to promote and making them always very happy.
- slow motion pours.

common clichés / stereotypes?

- supposed to be eaten in the morning.



New sketch (1)



Comparing our new two sketches

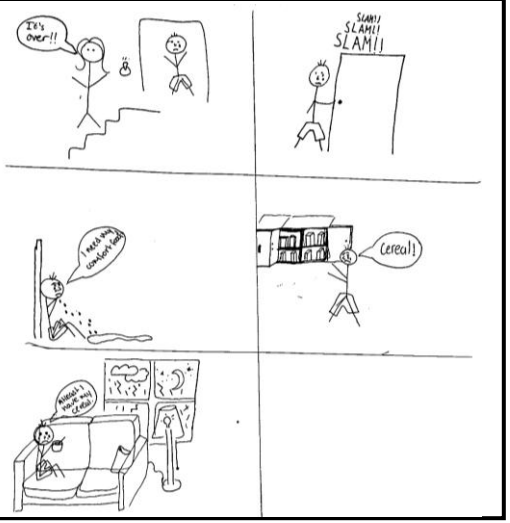


New sketch (2)



I think that the key change from the first simple sketch to these 2 sketches is that its relatable to the audience. Demonstrated how we have asked a lot of people when they eat cereal, and a lot don't eat it in the morning (online stats suggest that 70% of people eat cereal at a different time of day that the morning) Both of them have this in common on how the first sketch says to have cereal when ever as well as the second sketch shows you have it whenever and wherever. They also both show a subversion difference from instead of being normally happy bring very sad and the difference of being with family to being alone.

We did a little skit story of showing how an advert could be used with this idea. Of having a breakup to then a man being flooding with tears. With the man then rushing to grab his comfort food (cereal) and sit eating it as he cries.



The family extremely happy in a weird/ horrible scenario

We have changed our idea to make people extremely happy when people are in a weird and bad experience. But the underlining point is the fact they have the cereal when very happy in the weird place.



‘a family in a flood overly happy eating cereal even more happy’

From using the AI generator we have notice that making the scenario extreme with them happy with cereal really makes it funny and weird that I like, as it gets people attention.







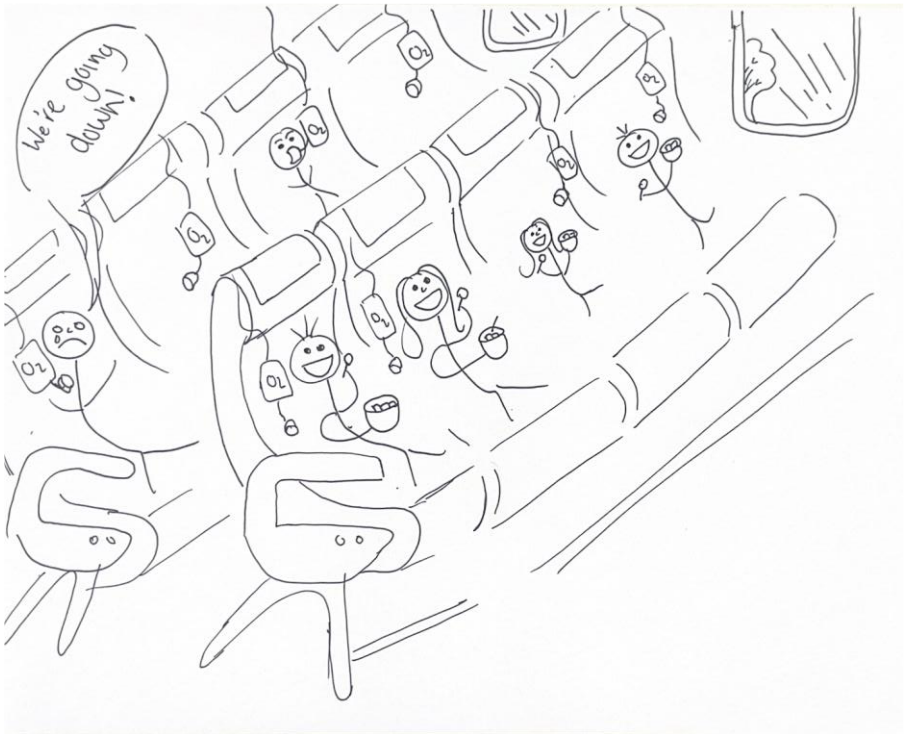
As I liked the Ai pictures I decided to do it again and make them sat there with there cereal happy. This idea is good as it could be taken so many ways from them being in a court.



‘a family in court sitting down all happy eating cereal even more happy’







Swot

Strength:

- Prefer them being overly happy in a bad scenario because it helps them standout.

Weaknesses:

- Maybe can't tell it's about cereal

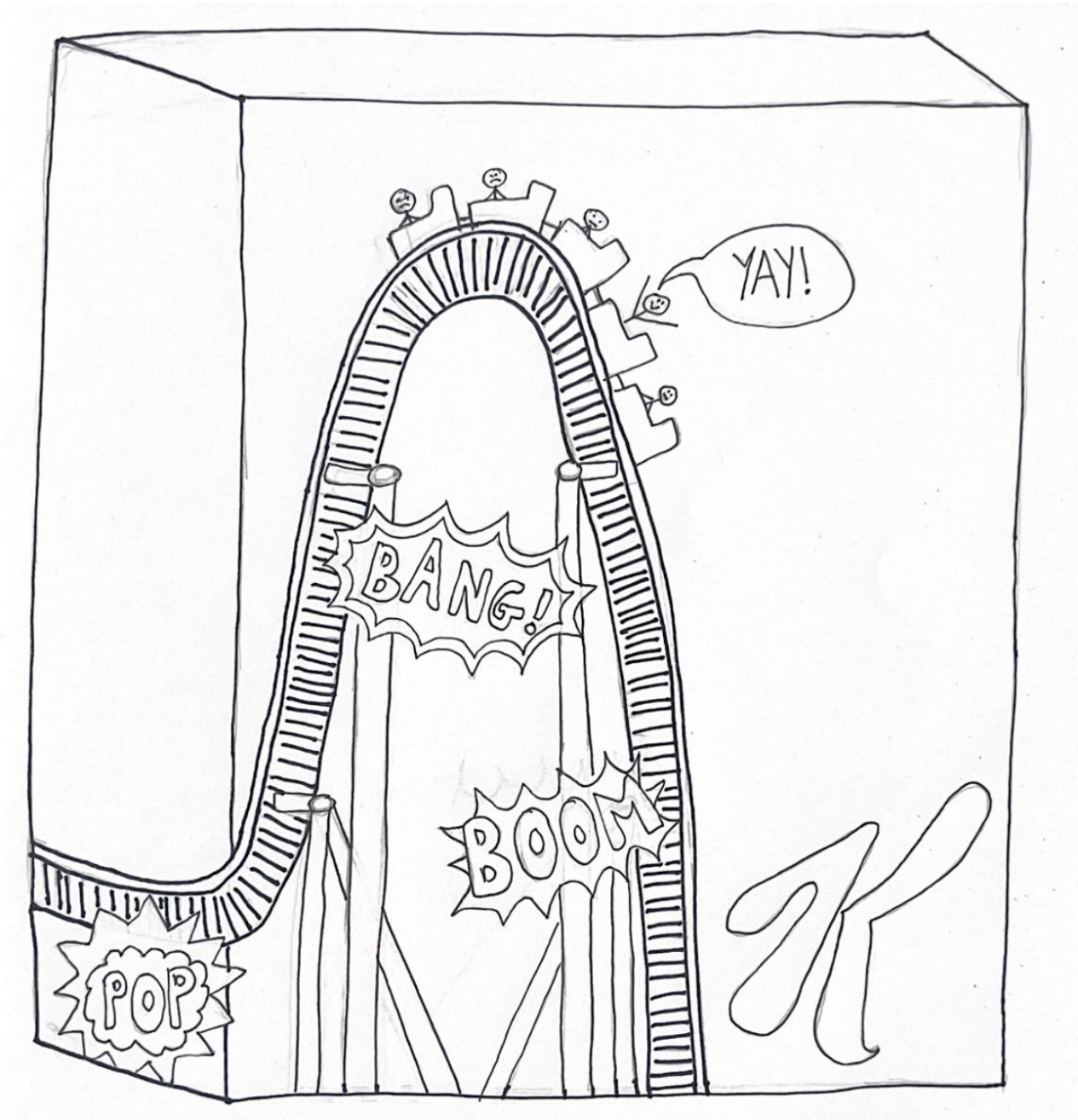
Opportunities:

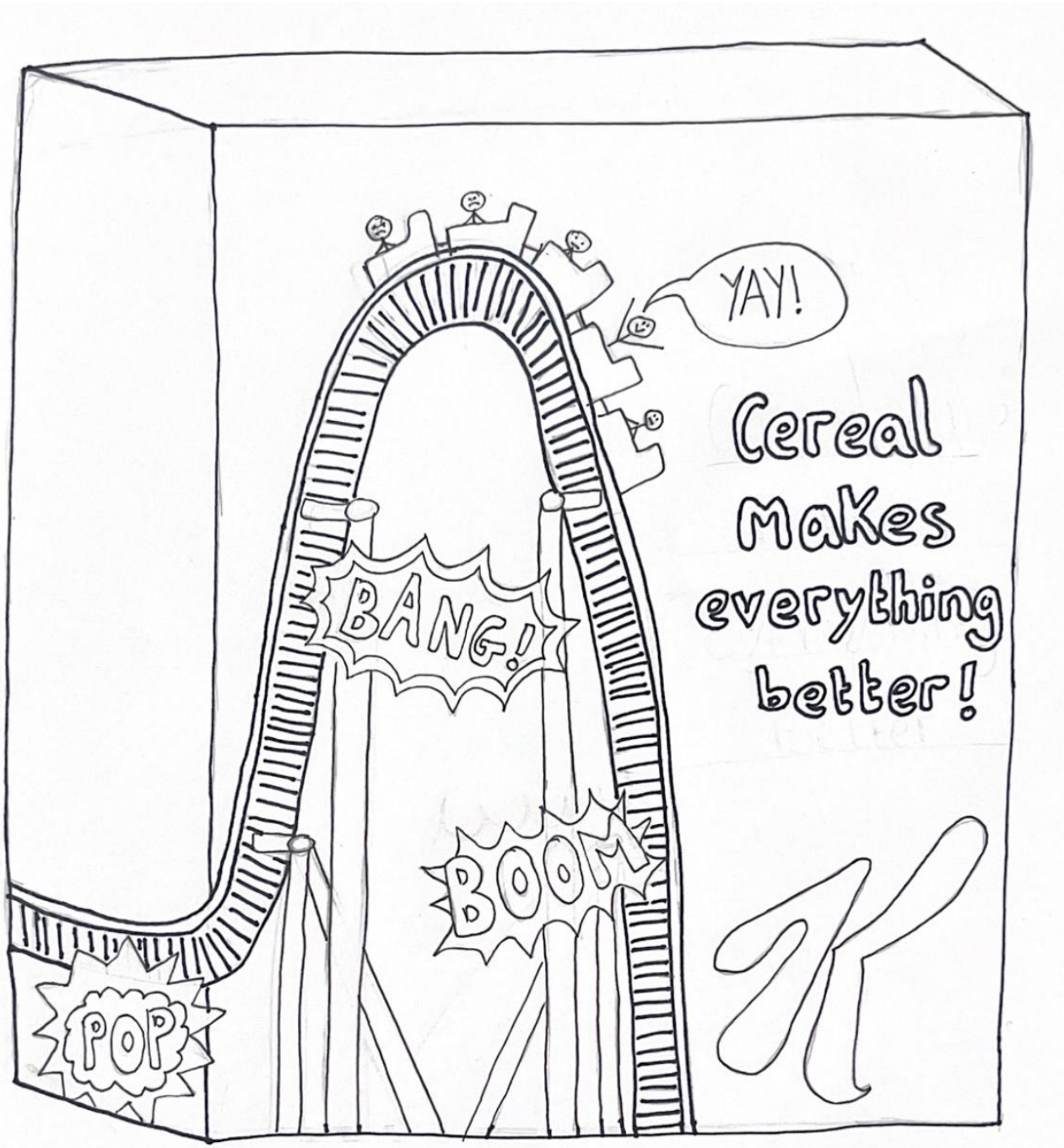
- Different ways to advertise it and can do multiple or a proper advert

Threat:

Making it more clear

The idea to take on the weakness and threat is by having a quote on the cereal box to take on the idea that it's not clear and showing that cereal makes your whole day happier, even on a roller coster that's stuck.




YAY!
Cereal Makes everything better!
BANG!
BOOM
POP
K

Busy Working Professionals (Ages 25-40):

Observation (Rational): These professionals are juggling work, social life, and personal development, leaving them craving moments of peace and simplicity.

They seek products that offer convenience while also enhancing their well-being.

Smoothie icecream - 5 day
Energy drink icecream
coffee / tea + biscuit — digestive + coffee
bourbon + mocha
custard cream + tea

Busy Working Professionals (Ages 25-40):

However (Irrational): They buy into "self-care" products but rarely take the time to actually relax, constantly overloading their schedules with tasks and commitments.

These professionals crave moments of peace but struggle to prioritize it.

weed 'Grass' maryjane - Speak to her about a 'fue'

Parents of Young Children (Ages 30-45):

Observation (Rational): These parents prioritise health for their children but also want indulgent treats that can double as fun activities to engage their kids.

hidden veg inside
super fudgy chocolate brownie
↳ small print - filled with fruit + veg

Recently Divorced Individuals (Ages 35-50):

Observation (Rational): Recently divorced individuals often experience a mix of emotions, from relief to loneliness, and are looking for products that offer comfort and help in processing these changes.

chocolate smash - anger / stress
ice cream - comfort
↳ go to shop print pic of face

Brief 5: ICE CREAM

CREATIVE ADVERTISING. | UNIVERSITY OF LINCOLN

Creative Rogues
AAD1017M

This final brief has been set by Simon Lloyd, Deputy Chief Creative Officer at VMLY&R (now VML).

Brief title:

ICE CREAM

Deadline
Tuesday 12th Nov, 1.30pm

Assessment Criteria

Depth of Audience Insight: How well have you understood your audience and uncovered meaningful insights?

Creativity & Originality: Are your ice cream concepts fresh, bold, and unique?

Strategic Alignment: Do your ice cream ideas clearly stem from your research and audience insight?

Presentation Quality: Is your research and concept presented in a visually engaging and persuasive manner?

Learning Outcomes:

See Module Handbook

LO1, LO2, LO3, LO4

Background

Knowing your audience is the key to unlocking innovative ideas. Your task is to create a brand-new ice cream, inspired by your audience's unique behaviours, desires, hidden needs, and irrational behaviours.

The Challenge

Research & Discover: Immerse yourself in understanding your assigned audience. Avoid stereotypes and dig into their motivations, behaviours, and needs. Consider both rational desires (what they logically want) and irrational behaviours (actions driven by emotions, habits, or contradictions). Think about what excites, frustrates, and how they interact with brands and media.

Identify the Insight: From your research, find a unique insight – the "ah ha!" moment that reveals what your audience truly wants or needs from a brand-new ice cream. This insight should reflect both rational desires and irrational behaviours, guiding your product development to design an ice cream that resonates with them on a personal level.

Create the Ice Cream: Use your insight to inspire the creation of a new ice cream concept that is bold, exciting, and tailored to your audience.

Important Research Note:
Don't rely solely on Google. Explore diverse sources like articles, podcasts, social media trends, and interviews to gather unique insights, especially into irrational behaviours.

The more diverse your sources, the richer and more unique your insight will be, especially in identifying irrational behaviours.

Target Audience:

You will be assigned a specific audience. Understand them deeply, avoiding clichés, and uncover actionable insights – both rational and irrational – to inspire your product.



An antidote for relationship breakups that literally helps 'numb the pain'.



A mindful icecream for busy workings professionals, delivered in a 'zen garden'bus stop.

Message:

Your ice cream must have a clear, single-minded message that reflects your insight and engages your target audience in a memorable way.

Deliverables:

Research Pitch: A3 mood board or visual presentation demonstrating your deep understanding of the audience and the insight that emerged from your research, including both rational and irrational behaviours.

Ice Cream Concepts: Marker visuals on A3, showing at least 3 unique ice cream ideas that stem directly from your insight into the audience.

Final Presentation: A persuasive pitch that presents your research, audience insight, product concepts, and how your ice cream will appeal to your audience.

For our research we will:

- Research advantages and disadvantages
- Interview recently empty nesters
- Stats of what hobbies/feeling they go do or have
- Research most popular ice creams
- Looking into a article
- Empty nest syndrome

Empty nesters

Advantages:

- Rediscover your self
- Better relationship with your kids
- Refocus your self of marriage and intimacy

Disadvantages:

- Loneliness
- Lack purpose
- Relationship issues
- Anxiety
- Regret

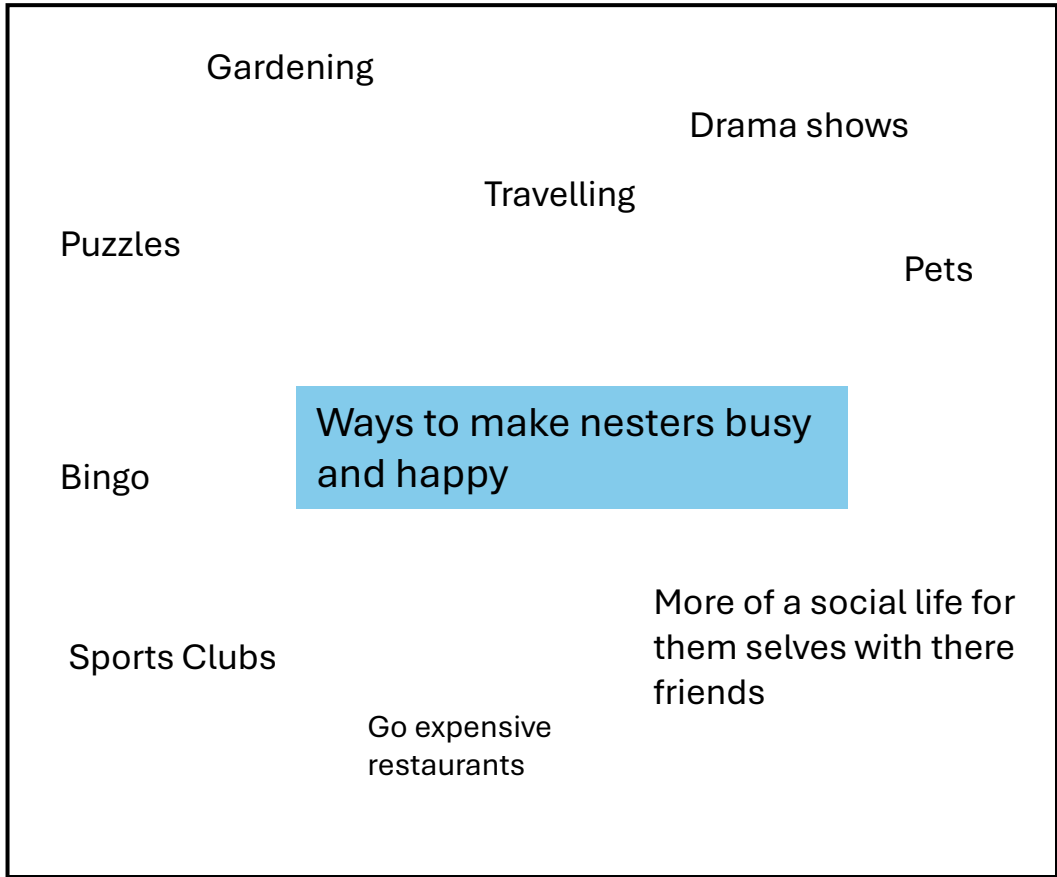
Definition:

Empty nest syndrome refers to the distress and other complicated emotions that parents often experience when their children leave home.

More likely to be woman
Goes unrecognized because your children leaving is a natural process that happens
It may take 18 months to 2 years to turn from mum to independent woman

Ways of coping:

- Acknowledge your grief
- Allow your self to feel upset
- Discuss your feeling with your spouse
- Seek advice from other people that have gone through it
- Give your self time to adapt to the change
- Pursue your hobbies and interests
- Keep a regular routine



Statistics about empty nesters

- Most empty nesters are between 40 and 60
- There is almost 4 million people with empty nest syndrome
- Divorce rates increase for empty nesters
- Most empty nesters experience financial freedom
- They make up 8 to 10 percent of the UKs populations
- Some empty nesters downsize to smaller homes

Empty nesters article

'It struck me like a thunderbolt': how to survive empty-nest syndrome – and come out smiling | Parents and parenting | The Guardian

Quotes from the article

utterly ordinary and so emotionally freighted it has become a cultural moment

"for the next three days I felt like I'd had my womb ripped out … I was sitting on his bed, sniffing his pillow"

he wore his son's pants

I have always been impatient for the next milestone.

I haven't spent more than a week alone with my husband for 20 years and I'm curious how we'll cope.

Will we ever eat at a table again?

Interview Questions:

1.How well did you adjust in first week?
2.What tasked have you found hard since I left?
3.Have you taken up any new hobbies?
4.Have you spent that extra time you now have with your partner?
5.What's been the worst part of me leaving?
6.What emotions have you felt as I have left?
7.How has the mum compared to the dad deal with it?
8.What's your favourite ice cream?

1. The first week was the hardest. I was worried about how you were doing / worries about you meeting friends and getting to get to eg lectures and I felt like there was a big hole left in our house. I didn't like going in your room.
2. I have found looking after the dog hard as you used to come in before me and I knew she had your company. You used to walk her too. I miss you when I have heavy things to move as you used to help me.
3. I don't have new hobbies yet but I have had more time to do decorating in the evenings and after work.
4. Yes I've spent some extra time with my partner and more time with other children or friends at the weekend.
5. The worst part of you leaving is when I come home from work we would have a chat and a catch up and I miss you then. Also when Tim's away I miss our tea together.
6. I have felt:
   - sad as I miss you and I have no children at home,
   - worried about you settling in,
   - proud of how well you are doing and sorting things out for yourself eg getting trains and
   - helpless when you have felt homesick and I can't do anything.
8. Carmel

Ice cream research

Why people eat ice cream:

- Taste delicious
- Comfort food
- For the experience
- For nostalgia

Most popular icream flavours in UK

- Vanilla
- Chocolate
- Mint choc chip
- Salted cameral
- Cookie dough
- Rum and raisin

Statistics

What age buys the most ice cream
Mean aged between 16 and 24 eat the most ice cream in the UK
In the USA over 55 eat the most ice cream
Globally under 15 is most popular
Average UK homes eat 87grams per person per week
Ben and Jerrys ice cream is the leading brand for tubs then magnum next

---

Competitors:

Magnum



In 2023 magnum was the most popular brand in the UK with 14.6 million consumers. They sold 235 million in value sales.
Target audience, individuals who are willing to spend more of higher quality ice cream.
Magnum is known for there annual innervations as they make a new flavour each year.
People also enjoy they outer layer of there chocolate that cracks open to get to the ice cream.

Ben and Jerry



In 2023 they had 7 million consumers, selling 20.1 million.
Target audience young profession and students typically for under 24.
Most popular flavour is cookie dough.
Known for its unique flavours as well as supporting sustainable food production.

Questions to do with your enemy's

How might this enemy limit their ability to enjoy certain moments or activities? Doing memorable stuff might just make them more sad and upset.

•Is there a sense of missing out, like not having time for themselves, missing social gatherings, or being unable to relax? Your children are out doing new things as your at home stuck doing not much.

How does this enemy impact the audience's daily life? Small everyday tasked reminds you that your alone. Not being able to move on and not want to do anything as your stuck in them old ways.

•Does it make certain tasks harder, more frustrating, or more time-consuming? Yes for example a big one is dinner time, this is because the family would normally do this together.

We noticed that empty nesters are going to feel lonely and bored when their children have moved out. However, they don't worry about them selves after their children move away, they continue worrying and thinking about how their children are. So, we are going to create a simple idea to keep the parents unstressed that will still add to there daily routine.

Our ice cream ideas

Puzzle

- Puzzle pieces in the ice cream to create a message or picture. Add a disclaimer (sending it both ways) enemy's loneliness boredom) travel and puzzle
- Make the puzzle to get to the ice cream (it's a code)

Gardening

- Grow the different flavours
- Eat with a shovel, a massive amount of ice cream as this will keep them busy

Travelling

- Eat an ice cream and will show of what country you will go to

a form of bingo

- With the ice cream with each level of the ice cream there is a number and have to cross it of with your card of number and if get any rows you win small prizes

Puzzle ice cream

A ice cream with puzzle pieces in that create a personalized image or message to your children or parents.

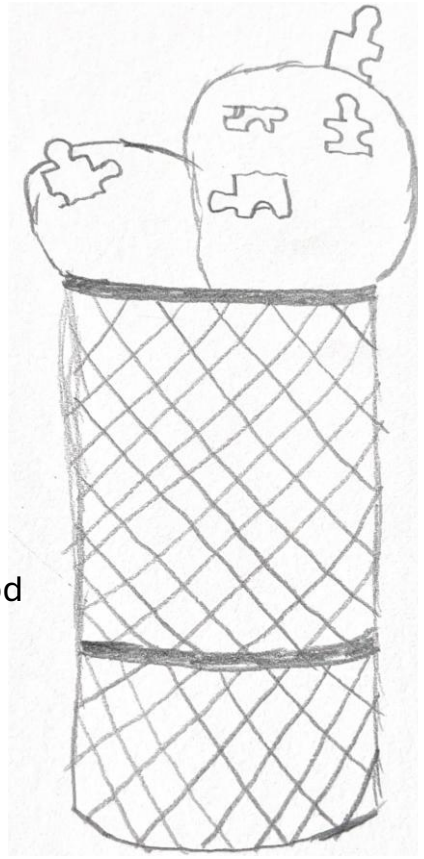
How this helps empty nesters

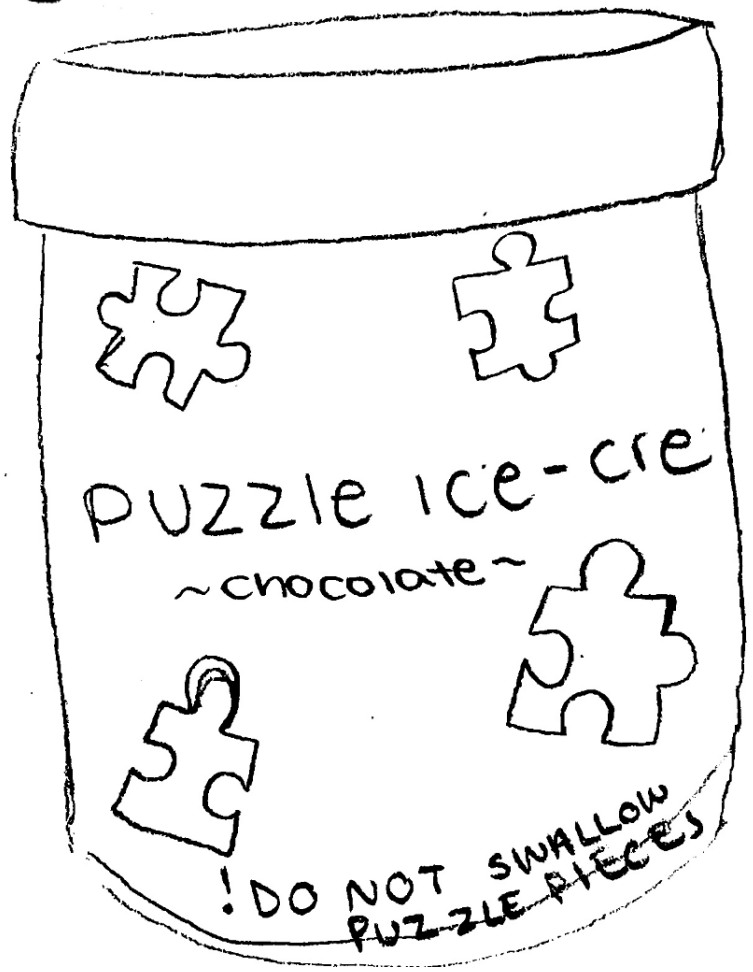
This will help empty nesters as it will make them still feel connected even though they are far away. We have given the idea of an image or a message to people have options to what they would prefer. This idea can be sent both ways to also help the children if they need it. This idea could also be a monthly subscription making there be always something to look forward to

We would want waterproof puzzle pieces to stop them from being damages whilst in the ice cream. Also have a disclaimer for per people not to eat the puzzle pieces. Would also make the puzzle pieces bigger to lest of a choking hazard.



For sketch's we tried a cone and a tub but realised that a cone wouldn't work as its delivered, meaning it would go soggy. This is the reason why we diced to pick the tub instead.





Advantages:

- Brings you closer with your children
- A fun way of communicating
- A personalised and meaning full
- You can keep the puzzle afterward, making it life lasting

Disadvantages:

- People that eat fast will be irritated by obstacles in their food
- People might not like puzzles

Ice cream

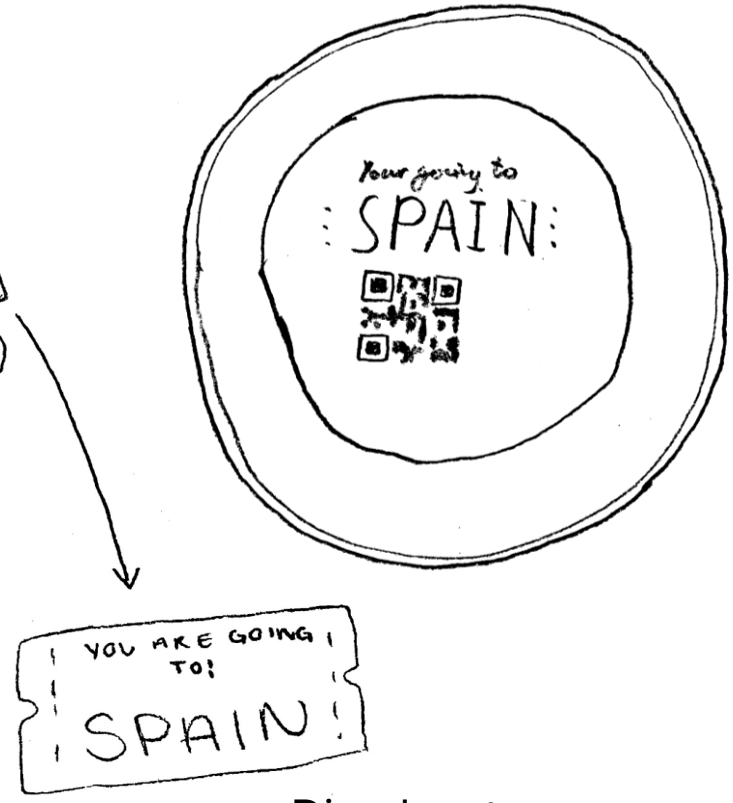
An ice cream that once you finish there is a note that tells you what country you are going to that is chosen by your children.

Ice cream in all different languages:

- Italian: Gelato
- Spanish: Helado
- Portuguese: Sorvete
- French: Glace
- German: Eiscreme or Eis
- Mandarian Chinese: Bingqilin
- Japanese: Aisukurimu
- Greek: Pagoto

Our name will be ice cream in different languages around the tub, as they can go to any of these places.





We would give a vague hint of where you are going by choosing a flavour that matches the country's in flavour.

For example, Italian would be stracciatella (vanilla with chocolate bits) as its made by Italy.

Another example is Japan which is Matcha which is a traditional Japanese flavouring.

Or you can change the flavour and have a choice instead so that the parents like the flavour as well.



Matcha



Stracciatella

Advantages:

- Its real fun
- The chance to explore a new country
- Distraction from your feels
- A chance to focus on your self

Disadvantages:

- Extremely expensive
- Might not like the ice cream flavour
- Might be really excited for one certain country and get disappointed
- Might not like to travel

From the disadvantages we decided to not choose this idea as the expense is large, also this makes it not accessible for the majority of the empty nesters.

Further development on the puzzle

Ai generated

‘a tub of ice cream with puzzle pieces inside the ice cream and the pieces make a picture of a mum and daughter’





These images show of a clear understanding of how were would make the product. The image to the right and below show of different ways of laying out the puzzle pieces. With having them random in the ice cream or more of a layer and then just get ice cream.



This style doesn’t really present a typical family picture.









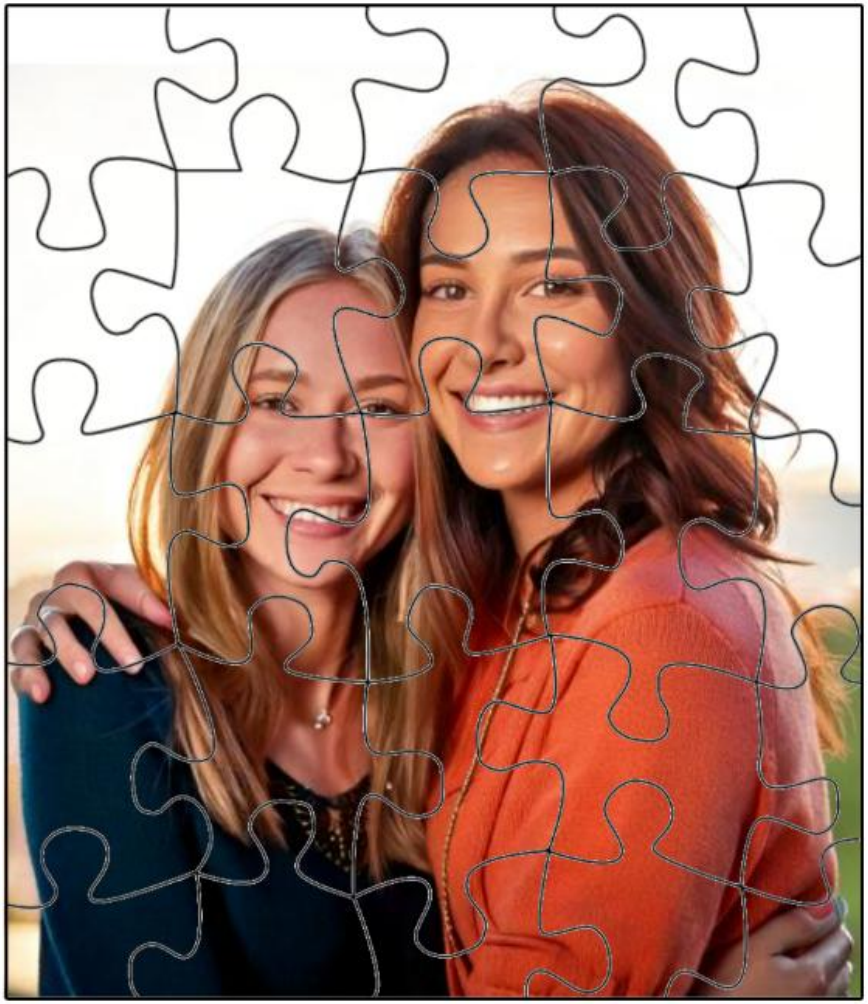
This was another idea where the picture would be on top of the ice cream before you got to it. This would take away the activity, as empty nesters have lots of time we wanted to make the parents do the puzzle themselves.



Final piece



‘18 year old in a nice picture with their mum’



Our puzzle ice cream helps the problem of boredom and loneliness that empty nesters face. This improves your relationships due to it being more thoughtful than a lot of other contact you make with them for example messaging.

Process Book 2

Argument & ideation

Jack Carr

2024-2025

KITKAT SAVERS

Brief 1 Specsavers: Slogan: Should've gone to Specsavers



'Should've gone to Specsavers' is one of those slogans that has transcended advertising to become ingrained in people's everyday vernacular. Since the tagline's inception in 2002, the optical retail chain has not only clung to those four words but has run with them and created its own brand of humor in the process.

Statistics

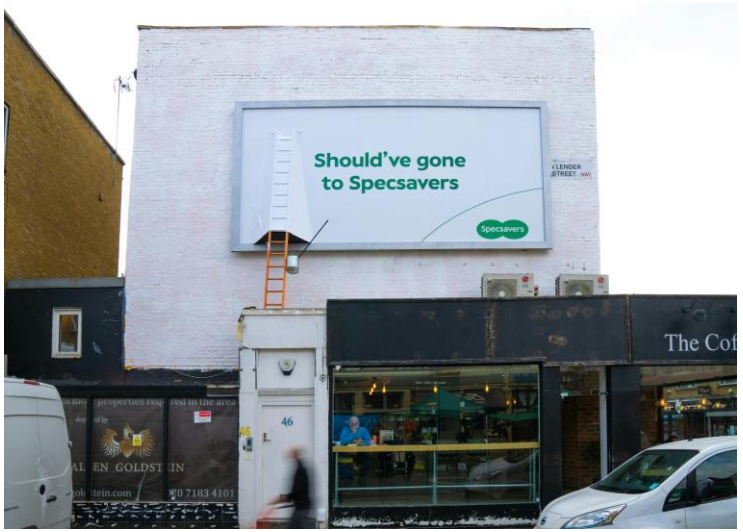
- Today have more than 36 million customers
- 2800 partners worldwide
- More than 32500 people working across the stores
- Specsavers revenue reach £4bn globally across 11 territories
- Specsavers is 40 years old
- Specsavers will cover anyone's full eye operation in the UK if they qualify for it
- The businesses is still a family-owned businesses after 40 years
- Founded on November the 10th 1983

I did some very quick primary research of having a look at the Specsavers that's in Lincoln. With doing this it helped me to see there main marketing strategy is making there work simplistic.



Existing examples















Their advs always repeat the same plain white background with black and green text. From all these existing pieces of advs they have a similar technique with making people think and be slightly confused. For example, a very confusing piece is with Specsavers saying, “Welcome to Melbourne”, when they exit Gantry Sydney airport. All the ads show a small mistake due to poor eyesight that would never have happened if they had gone to Specsavers. This is impactful as it makes them focus and is an anomaly idea. Another reason behind them doing these minor mistakes is to add humour to their ads.

Campaign they did



Elegant new Specsavers campaign focuses on the joy of everyday sounds

This campaign represented the wonders of hearing, with mainly using satisfying sounds. As the world has gotten busier people have started to see the joy in small things like satisfying sounds. The campaign includes a film which focuses solely on evocative sounds of wellies squelching in mud as well as tent zips closing even bus door opening and shutting, this provides a calm sense of simplicity. The brand then takes this notions on to billboards as you can see scattered around on the page.



All these posters feature onomatopoeia words and phrases for everyday sounds, like a kettle boiling or popcorn popping.





[The joy of ordinary sounds | Specsavers UK]

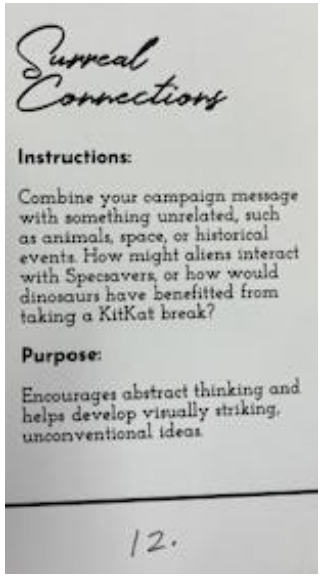
This is the link to the sound effects ad for Specsavers.

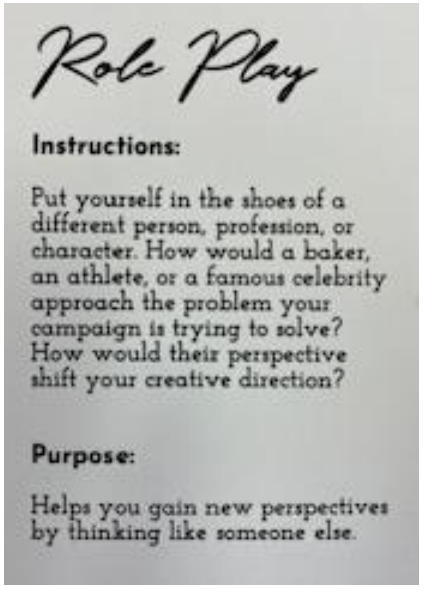


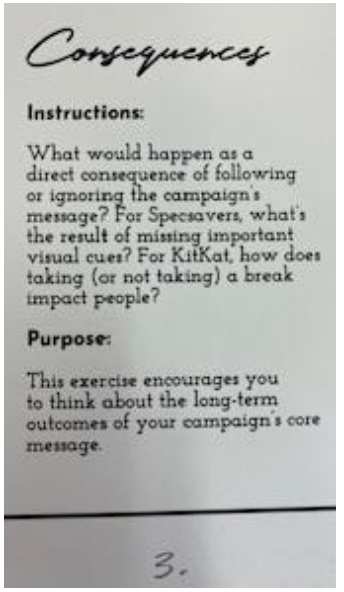
Ideas

Do get loads of small ideas we did an activity of having lots of advertising styles to pic from and keep of grabbing more after making ideas out of them. This was helpful to create pages of different ideas.

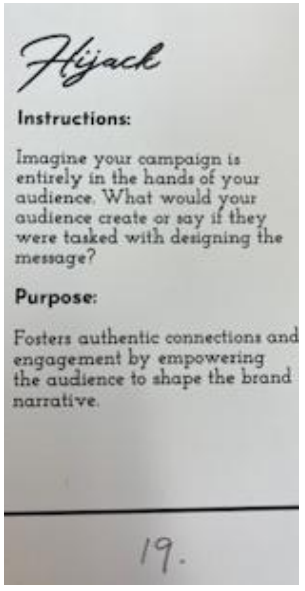
Types of advertising to get you tarted on your thoughts:

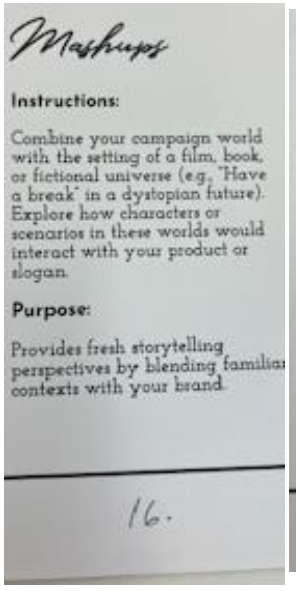


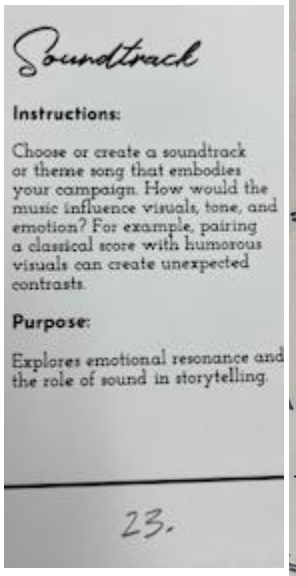












23.

* Soundtrack - really loud - needs hearing aids, deaf/time off - need glasses.

19.

Hijack - our generation - meme/ social - relevant to today + funny

child - random, funny - surreal connections

old person - go to houses

*16.

Mashups - velma scooby doo, narnia - can't find the wardrobe, rocky - misses punch - wouldnt hit a guy with glasses, cheese touch

24.

* You Decide - go to specsavers before vision gets too bad + can't fund it

* Frustrated - go to specsavers as old relative in denial blind/deaf

Picture of voting slot - trump

Boxing / mugged - shows people beaten up but one with glasses is in pristine condition - wouldnt hit someone with glasses, perfect vision + aim

12.

Surreal connections →

alien crashes spaceship - should've gone to specsavers

* blind dog crashing into things
  └ goes to specsavers
* fly bashing into window
  soldier in war - glasses blow up
  └ specsavers guarantee
  Accidentally nukes wrong country
* Astronaught lands on wrong planet
  Eve eats the apple

21.

Role Play -

* Athlete - high jump over bar but short distance eyesight
  Baker - icing sugar everywhere
* Troy Bolton gets line wrong in song
  Gordon Ramsey destroys someones meal thinks it looks bad, just needs glasses.
* Usain Bolt stops too early - thought he saw finish line

3.

~~Remember Thinking~~

consequences - ignored specsavers not going specsavers → blinder + dealer not knowing → annoy everyone around - in denial

11.

Opposites -

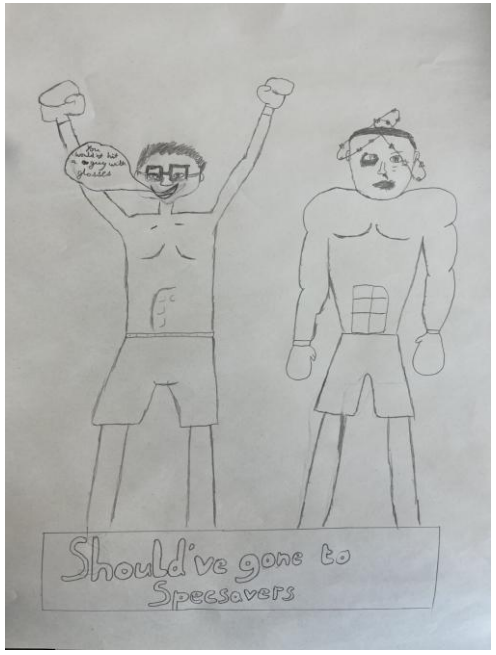
See something you didn't want to see - someone dying / something gross → wish you didn't have perfect vision

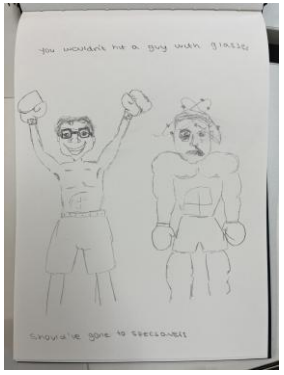
I decide what you see (remove glasses) removes anger + jealousy + frustration
↳ no one makes mistakes

22.

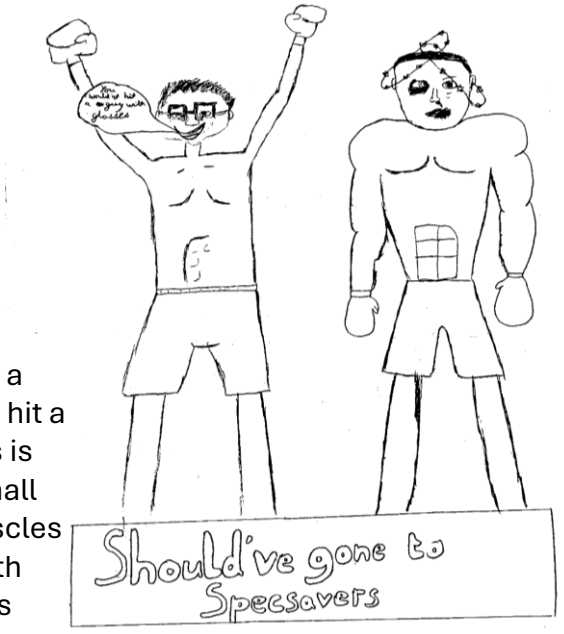
What if - glasses could x-ray
digital screen, change face with glasses, glasses for pets
electric shock - bad habit, telescope, goggle mask - different countries

Sketch's

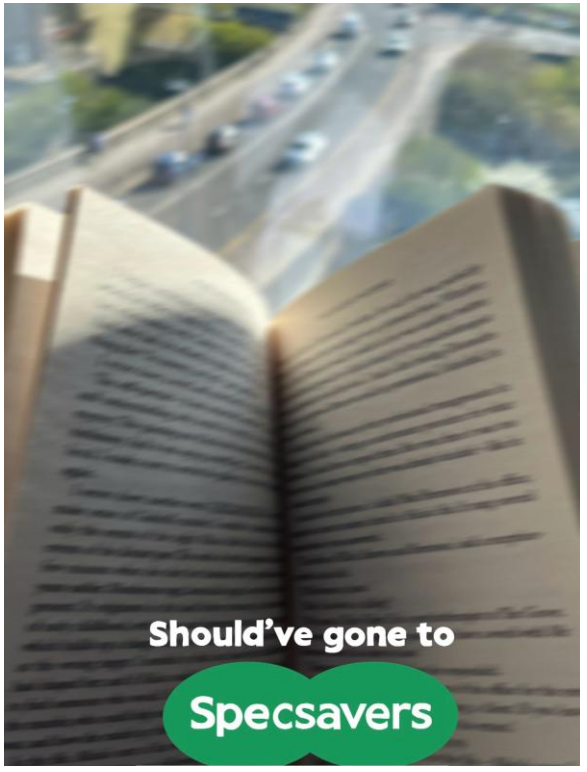




Our idea that we went forward was to do with a well know quote “can't hit a man with glasses” This is showing of how the small guy with not many muscles could beet the man with massive muscles that’s stronger.



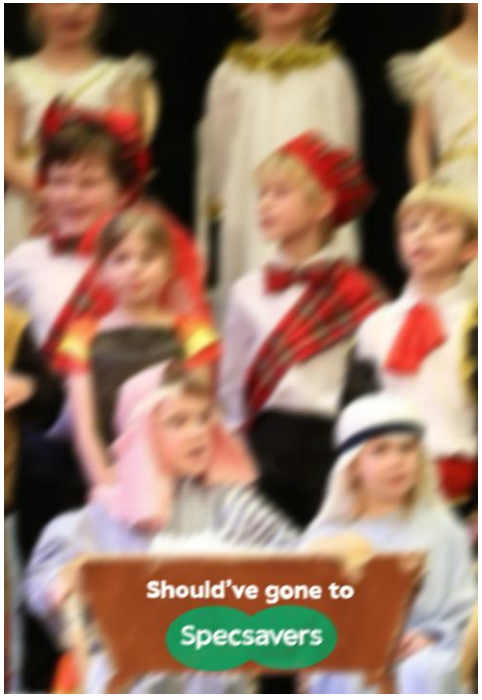
Idea 1



This piece is trying to give of things piece can relate to, in what the small joys people get from reading and having something to do when o the train or bus. I feel like this doesn’t have the biggest connection and link to people but using this sort of style with blurriness on something important will work well.

Idea 2

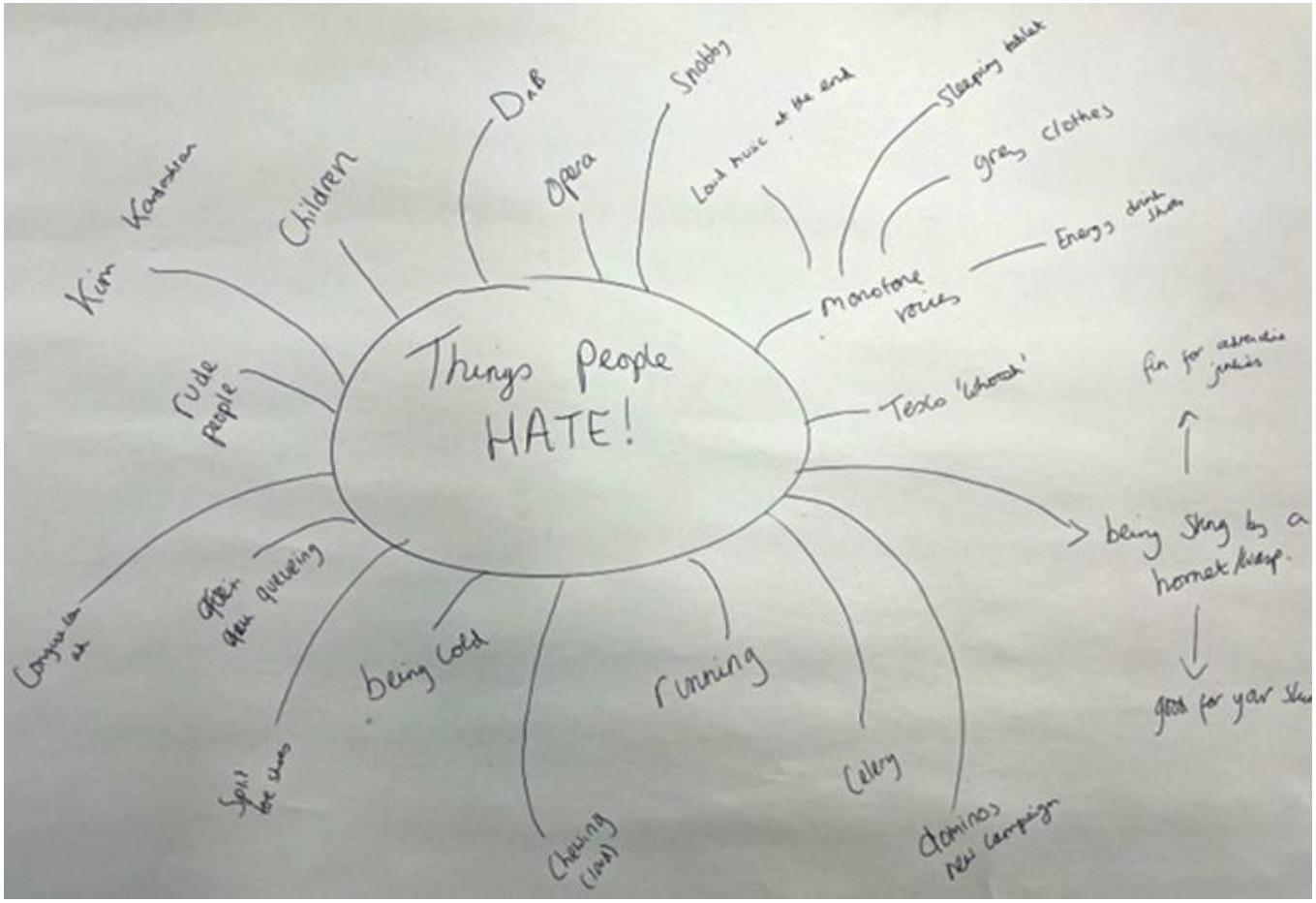
For the final piece I ended up using my ideas and relating to as many people as possible to everyone. The visual shows a primary school nativity play, something that the majority of people in the UK experience, but blurred showing the important proud moment you miss out on while being visually impaired. This create a smart way to approach it to get the most amount of people relating to this as well as giving a known felling that’s able to be connected too.



Brief 2: PITCH GUY

Did pitch with: Mia, George and Megan

For this brief we have been assigned to pick something that is commonly hated and create it into a positive and good thing.



Deciding on using monotone speaking

From using the mind map the most hated thing was monotone speaking. This was picked by my team because people liked the idea and style that we would present it in. As we planned to speak the lecture in a monotone voice and have the idea to have it as a falling asleep as learning experience. As well as having to wake you back up from the lecture a shot and load shot music to link to the student for lectures and drinking.

An app logo of a sleep music cover

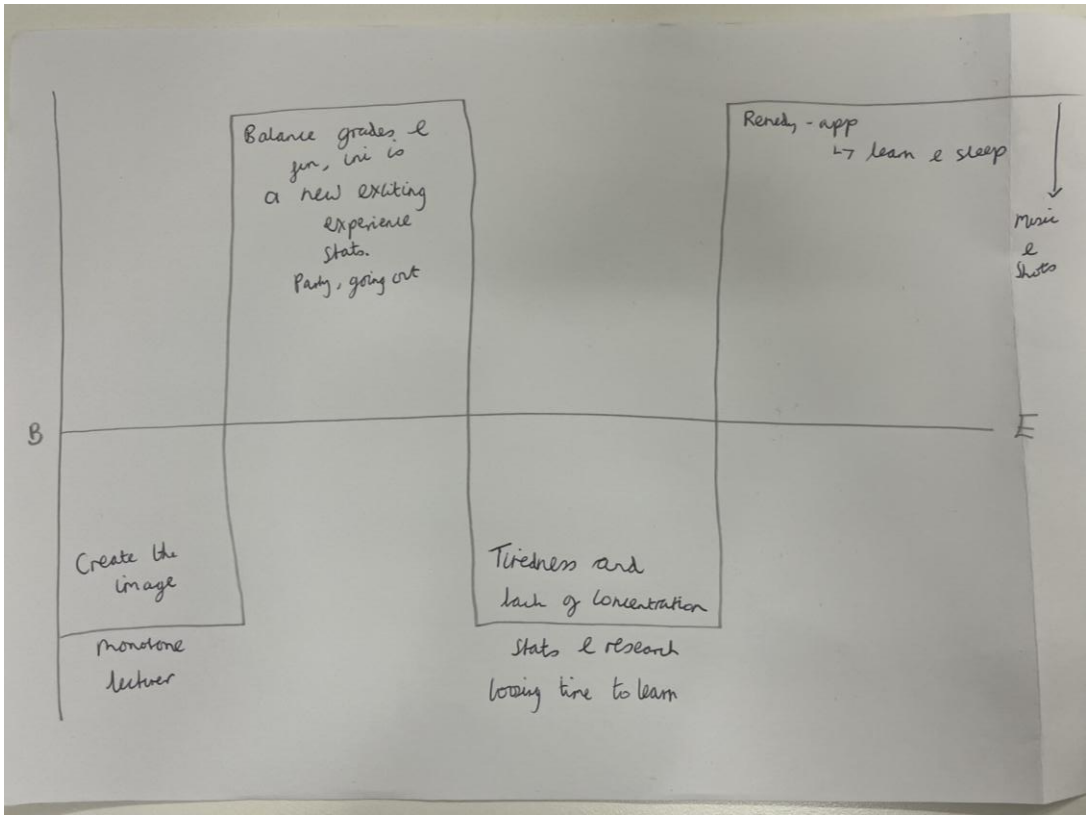


These are some ideas of app icons to use for the monotone speaking app. These were created by firefly and ai generated. Also used ai generator to create other pictures to put on the lecture slide show.





Lecture storyline



We used a story map to tell how we would tell the pitch and give our idea with the work. Step one with create the image of how annoying monotone is. Then having the story of how hard university is to fit in meeting new people, partying, going out and doing work. After going an idea about all the stuff people have to do go into the tiredness and lack of concentration is. Then finally going into the pitch idea with talking about the app and taling a shot to wake you back up from our monotone speaking.

Step 5- Fall asleep happy and learn while doing so.

Thank you everyone for listening to our pitch. Now its time to wake up, perhaps with an energy drink.

SHOTS

Green- George

Yellow- Jack

Grey- Megan

Blue- Mia

Pitch script

Pitch Script-

Good morning everyone, today our pitch is on monotone speakers and their benefits. Think back to your last lecture, in a dark, dim room feeling sleepy and potentially hungover. It's warm, it's uncomfortable and you just want to go back to bed. Suddenly the most boring man you've ever met starts to speak in the most monotone voice you've ever heard about the history, of a teapot.

You've never felt such boredom, such irritation, you're tired, fidgety and your hair is in serious danger of being ripped from your head. Our attention span is shorter than ever now, causing lecturers to grow more painful by the day. The relief you feel once it's over is worth its weight in gold.

As first years on average we go out 2 to 3 times a week, we meet friends for a drink and stay up late watching Netflix or gaming. 81% of students drink at university with it being a place to meet new people and socialise. FOMO and late nights result in sleep often being minimal leading to sleep schedules becoming disrupted, due to this falling asleep when we want to, or at all, can often be a struggle. This can go on to effect grades, health and attendance, disrupting the work life balance further.

The days are getting darker and late nights and late mornings (sometimes afternoons) alongside stress mess with our sleep schedules. Uni students should aim to get 7-9 hours of sleep a night though that's often not achieved. 60% of uni students suffer from poor quality of sleep...

Which is why our lecture app can help you to sleep better. Our app provides you with the perfect work sleep harmony, playing monotone, calming, insightful lectures to inspire sleep and learning all at the same time. According to studies, such as one done on vocabulary learning during sleep, humans can absorb information during slumber. Why then waste time struggling to fall asleep or trying to cram in knowledge that's just too hard to remember? Instead, you can do both with ease. How?

Step 1- Download and open our app.

Step 2- Pick a lecture relevant to your course.

Step 3- Choose a voice and set your desired level of monotone.

Step 4- Settle down in bed.

After having the storyline of the pitch down we went into writing the script. When making this we kept reading it out loud in order of our parts this helps us time our pitch and work out how well the pitch flowed and worked.

Monotone Lectures





Boredom , you tired







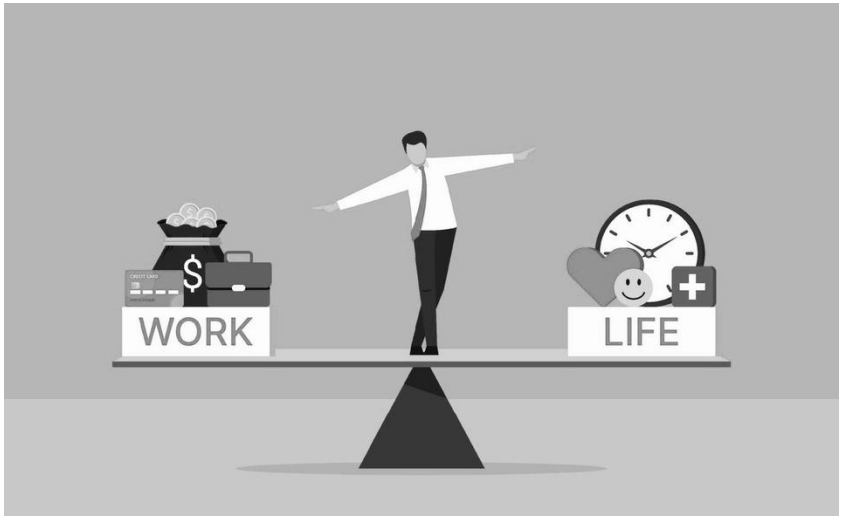


We fo out 2-3 time week

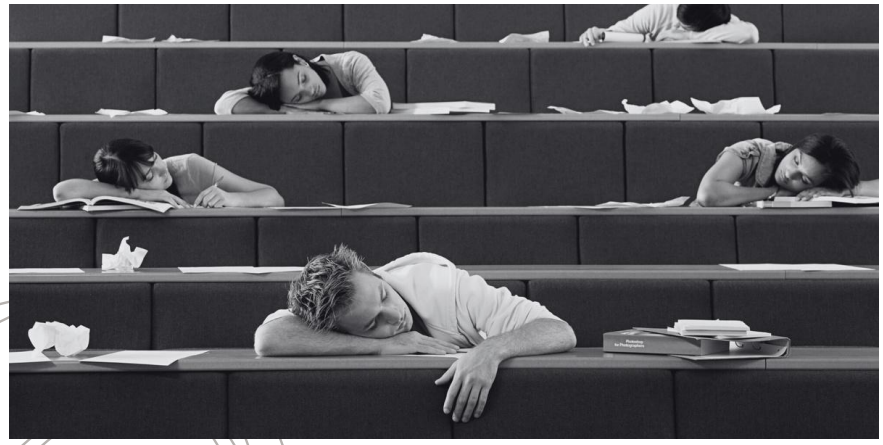


This effect grades , health attendance , the work life balance



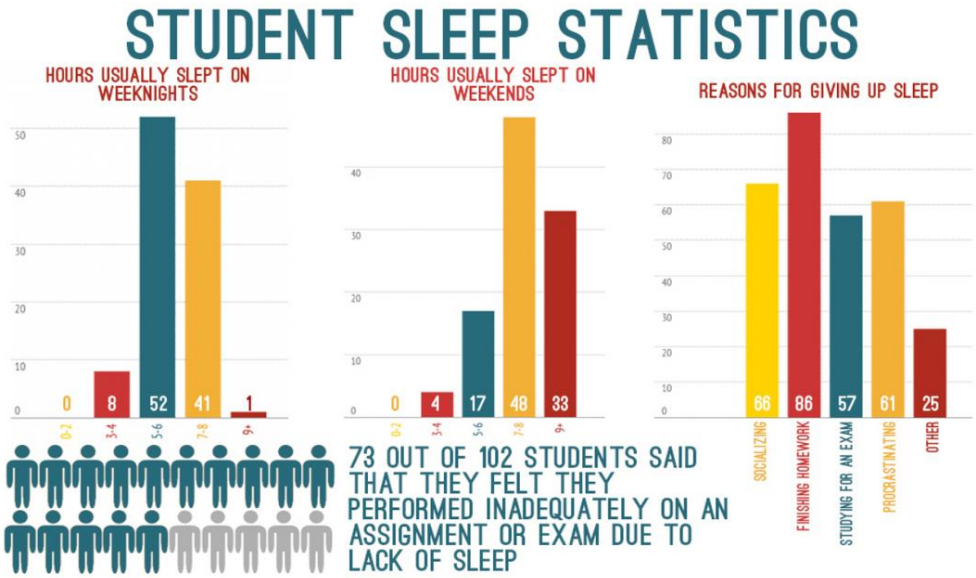






Aim to get 7-9 hours of sleeps a night .

60% of uni students suffer from poor sleep



01 Download and open our app

02 Pick a lecture relevant to your course

03 Choose a voice and set your desired level of monotone

04 Settle down in bed

05 Fall asleep happy and learn while doing so





Thank you Listening


SHOTS

Ideas to improve:

- By adding the shots at the important part of the information: doing this would be a good idea as it's the best time to wake them back up with an energy drink, when you do that its way clearer what the main pitch is about.
- Add more a story that's more focused on us and is with your life.

Time of the pitch:

- The time that the pitch was done in was definitely close to 3 minutes as when we create the pitch, we made sure to keep reading it. This mean when we came to doing the pitch and presentation it would be extremely close to the time of 3 minutes.

What worked well:

- With in the preparation what worked really well was the storyline creating how it would be made, the only thing that would have been better to do with the storyline would be to implicate the ideas to improve the idea within it. As this would make the storyline work a lot better.

The presentation slides:

- I think the presentation slide where very well put together that made the pitch work well, but certain improvement could have been done. For example, one idea is to be adding more of the facts onto the slide making the people listening seeing the most needed information to make out pitch showing of the valid comments.

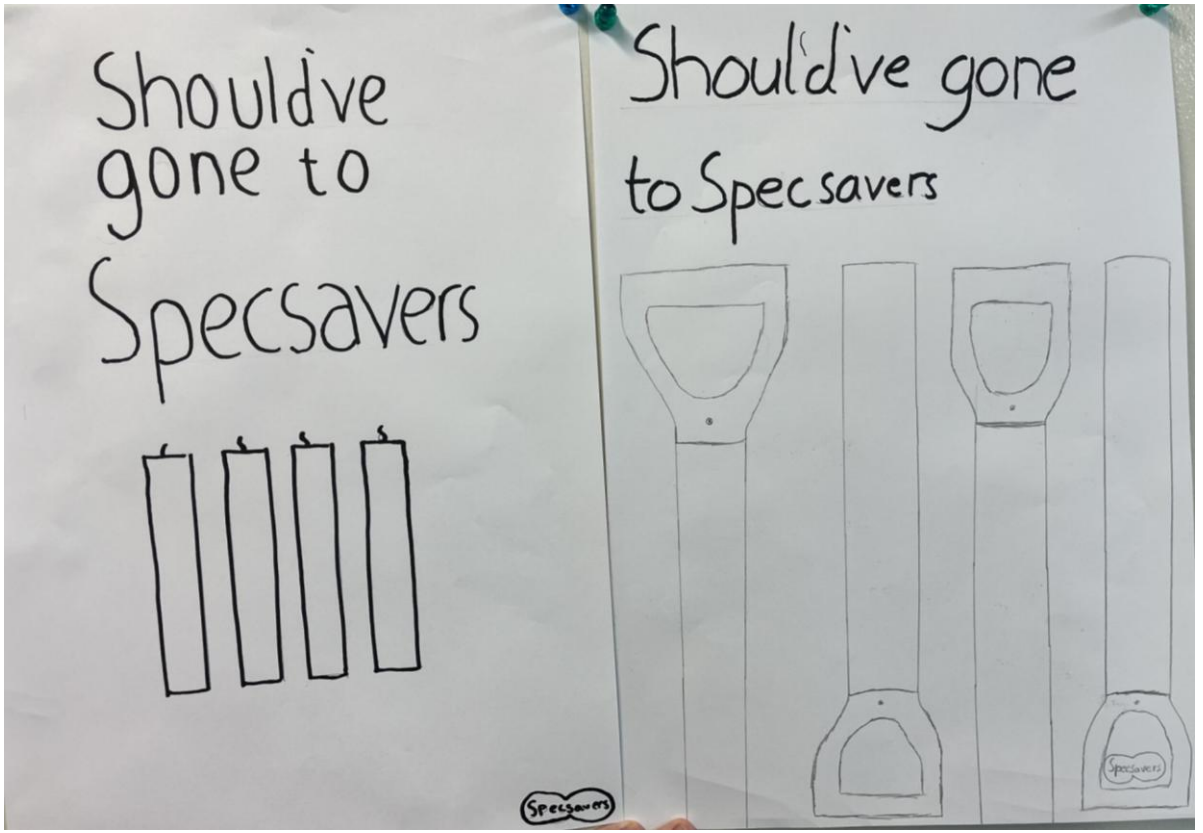
COPYCAT- A speed brief

This brief was all about making a good connection towards a brands slogan and coming up with a very creative and smart quote or sentence that links to the brands slogan. I started with just one liner.com to try generate quick fast ideas.

Just one liners.com ideas:

- 24 hours in a day, 24 beers in a case; coincidence?
- The fewer rules a coach has, the fewer rules there are for players to break.
- One night I came home very late; it was the next night.
- How long a minute is depends on what side of the bathroom door you're on.
- The day after tomorrow is the third day of the rest of your life.
- Every parent knows that for a kid, the car is chloroform.

Four candles/Fork handles



I ended up not using just one liners.com and ended up going for a old well known quote from a show called the two Ronnies. As the bigger side of Specsavers customers are older, this quote is very well known from an old show that relates for peoples hearing, from certain people hearing four candles and others from hearing fork handles. This links to Specsavers slogan (should've gone to Specsavers).

After making our posters we put them all up on the wall and gave each other feedback. No one knew what it was which is what we wanted except the teacher. We got given feedback on making it more clear towards hearing for Specsavers not glasses.

Feedback-

Strengths	Weaknesses
• Installing Pavegen on staircases can reduce energy costs by generating electricity to offset lift usage and lighting. • Encourages physical activity among residents, promoting healthier lifestyles. • By gamifying stair usage, residents may feel more connected and motivated to contribute to a communal effort. • Adding an energy-generating system with interactive incentives makes the building more appealing and innovative, potentially increasing tenant retention and attracting eco-conscious residents.	• Installation and setup of Pavegen tiles and interactive displays may be expensive. • These systems may require regular maintenance, adding to ongoing costs. • Each individual's kinetic energy contribution is minimal, which could limit the overall energy savings. • The system's effectiveness relies on residents choosing to use the stairs regularly rather than the lift, which may not be consistent. • Some residents may still prefer elevators, and incentivizing stair use may be difficult without significant rewards.
opportunities	**Threats**
• Partner with other services (e.g., gyms, local businesses) to offer discounts or other perks, making stair use more appealing. • Use collected data on stair usage to monitor and optimize building operations or adjust incentives over time. • Offering eco-friendly and innovative amenities could increase the property's value and appeal in the market. • If successful, this model could be expanded to other buildings or even public spaces, promoting broader adoption of sustainable practices.	• The Pavegen system may not generate enough energy to make a noticeable impact on energy costs, potentially lowering its perceived value. • If the gamification and incentives are not compelling, residents may continue using lifts out of convenience, diminishing the system's effectiveness. • Additional lighting, displays, and technology in staircases may lead to maintenance or safety concerns, especially if poorly maintained.

Brief 3: **BISCUIT**

Chocolate fingers



I have been assigned to do a project with a partner on showing a way that the chocolate biscuit is not the worst biscuit from all the other biscuits that have been given out in the class.

We picked this biscuit as only a few are a long shape within the biscuit box.





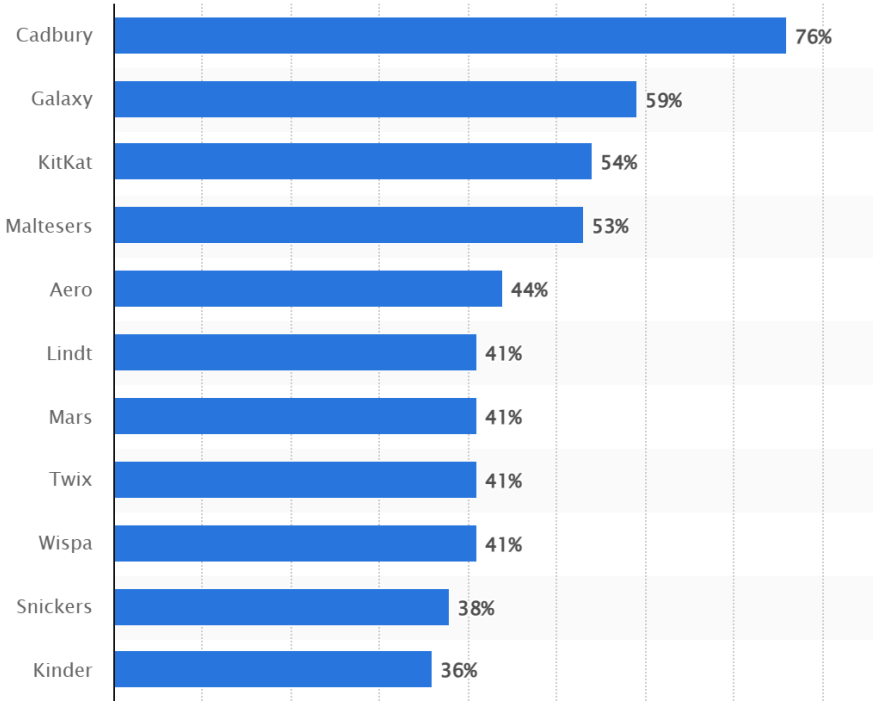
<u>At Tesco's express</u>

Bourbon- 65p
Jammie dogger- £1
Rich tea- £1.35
Short bread- £1.10

When starting this project, me and Ethan went to grab as many biscuits that we are competing against for our ideas we were thinking of.

<u>Statistics and facts on the chocolate finger:</u>

- There are 4 different types of chocolate fingers: white chocolate, dark chocolate, chocolate orange and triple chocolate.
- Introduced in 1897 128 years ago
- There are 108 calories in 21 grams of serving
- About 39 percent of consumers in the UK states cannot imagine their lives with out sweets or chocolate.



This chart shows that Cadburys chocolate is the most popular and liked. The reason why this is important is that the biscuit is coated in Cadburys chocolate.



Ideas and thoughts:

- Do a style of game with them for example Jenga, as well as coming up with different game ideas that can be used with chocolate fingers.
- Making a new tradition with in using chocolate fingers
- As there is different types of chocolate fingers made in the past, by randomizing what sort of chocolate finger gets put into your box could raise excitement.
- Video of people saying why it's the best, has to be a poster so pictures of everyone liking the biscuit and holding them up as their number one (this relates to the shape of the biscuit). This would be from the other teams as well making them abandon and not like there biscuit that we are competing with.
- Using the pictures of people holding the biscuits in a different way on a crime board to present it as why everyone is stealing, eating and taking the chocolate finger over everything else.
- Ed having all the other biscuits and not liking chocolate fingers or having Ed like the chocolate fingers and only liking them. We would use this idea as a lot of people from the top year don't likely his ideas necessarily making it the perfect idea, from the fact that the top year are deciding which idea/biscuit will get abandoned.
- Having an amazon basket where all the biscuit are in the shopping basket but chocolate fingers are sold out, making them the most wanted biscuit.
- A shopping list and making that thing on the shopping list at the top and the first and top thing.



















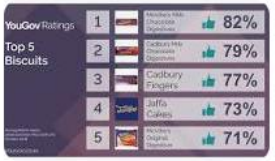
Research-

Milk Chocolate Digestives

Data shows **McVities' Milk Chocolate Digestives** are by far the country's most favourably viewed biscuit, with eight in ten (82%) feeling positively about them. In a near tie for second place are Cadbury Milk Chocolate Digestives and Cadbury Fingers (79% and 77% respectively). 17 Dec 2018

YouGov
https://yougov.co.uk › consumer › articles › 22165-brita...

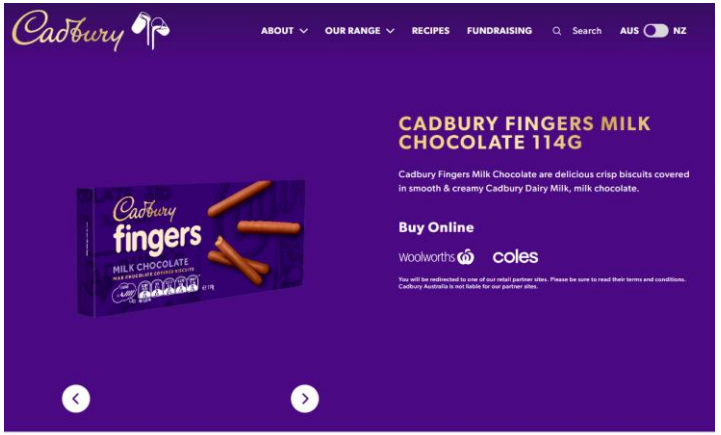
Britain's top five biscuits revealed - YouGov





Who doesn't love a biscuit? Small or large, soft or crunchy. Iced, or covered with chocolate. Sandwiched together or packed full of fruity bits and nuts. Made with flour, made with oats. Sweetened with sugar, honey, spiced, plain. Dunked or spread with butter, the variety is almost infinite. There are savoury biscuits (crackers for cheese), but when we think of biscuits most of us think of the sweet treats that we associate with a quick moment of pleasure.

Whether you prefer your biscuits for a mid-morning 'elevenses' snack, to tide you over 'til lunch, or as a pick-me-up in the afternoon, you are part of a long tradition of keen biscuit eaters. From Roman rusks to 21st-century 3D printed titbits, ***Food Historian Annie Gray*** *unpicks the toothsome history of a favourite snack.*



Product Information

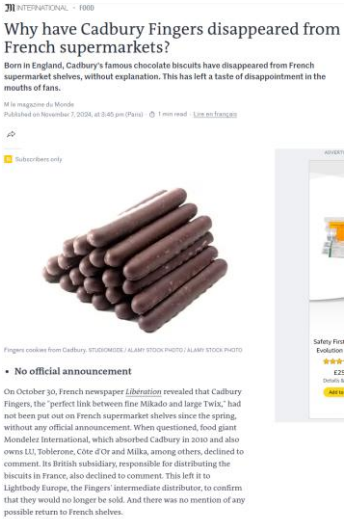
Cadbury Fingers Milk Chocolate is just moreish; delicious bite sized finger shaped crunchy biscuits with a generous coating of smooth & creamy Cadbury Dairy Milk chocolate. Also perfect to decorate your cakes and many other sweet creations. Vegetarian friendly.

Made in Australia from imported and local ingredients

Serving Size : 21g

Storage : Store in a dry place. Protect from heat.

Servings per Pack : 5.4



Why have Cadbury Fingers disappeared from French supermarkets?

Born in England, Cadbury's famous chocolate biscuits have disappeared from French supermarket shelves, without explanation. This has left a taste of disappointment in the mouths of fans.

Le magazine du Monde
Published on November 7, 2024, at 8:45 pm (Paris) · 1 min read · Lire en français

Subscribers only

Fingers cookies from Cadbury. STUDIOMODE / ALAMY STOCK PHOTO / ALAMY STOCK PHOTO

▪ **No official announcement**

On October 30, French newspaper *Libération* revealed that Cadbury Fingers, the "perfect link between fine Mikado and large Twix," had not been put out on French supermarket shelves since the spring, without any official announcement. When questioned, food giant Mondelez International, which absorbed Cadbury in 2010 and also owns LU, Toblerone, Côte d'Or and Milka, among others, declined to comment. Its British subsidiary, responsible for distributing the biscuits in France, also declined to comment. This left it to Lightbody Europe, the Fingers' intermediate distributor, to confirm that they would no longer be sold. And there was no mention of any possible return to French shelves.

Survey [edit]

To determine cultural capital, questions were asked about leisure activities and interests; taste in music; how media was consumed; and taste in food in a manner similar to that used in the Cultural Capital and Social Exclusion survey. Two cultural scores were developed, one for "high brow" culture, preference for interests such as classical music, historic architecture, museums, art galleries, jazz, theatre and French restaurants; and the other for "emergent culture," appreciation and participation in such activities as video games, social networking, sports, hanging out with friends, working out at the gym, and rap or rock concerts.[7] Social capital was measured using the position generator originated by Nan Lin, an American sociologist, in 2001 which measures the range of social connections. People were asked if they knew anyone in several dozen occupations. Social capital scores were computed using the mean of the status scores of contacts on the Cambridge Social Interaction and Stratification (CAMSIS) scale.[8] Economic capital was determined by asking about household income, amount and type of savings, and ownership of property. Questions were included about composition of households, amount and type of education, social mobility, and political attitude.[9]

The survey was offered to visitors to the BBC Lab UK website between January 2011 and July 2011; however, the 160,000 responses received after close examination it was made obvious that the web survey suffered from a strong selection bias with respondents being predominantly drawn from the well-educated social groups. The term used for these results were that of a 'typical BBC news audience.' To address this problem, the BBC therefore agreed to conduct a separate, nationally representative face-to-face survey using identical questions. This survey, with 1026 respondents, was conducted using quota sampling methods by the well-known survey firm GfK in April 2011. Tests from its field division and by ourselves indicate that its demographics are nationally representative.[10]

Results [edit]

Analysis of the survey revealed seven classes: a wealthy "elite"; a prosperous salaried "middle class" consisting of professionals and managers; a class of technical experts; a class of 'new affluent' workers, and at the lower levels of the class structure, in addition to an ageing traditional working class, a 'precariat' characterised by very low levels of capital and lasting precarious economic security, and a group of emergent service workers. The fracturing of the middle sectors of the social structure into distinguishable factions separated by generational, economic, cultural, and social characteristics was considered notable by the authors of the research.[11][12]

Research-

Survey Questions

- Which of the following biscuits would you choose first?
  (Bourbons, Chocolate Fingers, Jammy Dodgers, Rich Tea, Hobnob, Shortbread, Ginger Nut, Chocolate Digestive)
- Why did you choose that biscuit?
- Would you choose a Chocolate Finger if it were available?
- Why would you choose your selected biscuit over a Chocolate Finger?
- Do you associate any of these biscuits with childhood or nostalgia?
- Which biscuit feels like the most "luxurious" option?
- Which biscuit do you think is the most overrated?
- Which biscuit do you think deserves to be in a selection box the *least*?
- How important is dunkability when choosing a biscuit? (Scale 1–5)
- Do you prefer biscuits with chocolate or without?

Amber (Age 19)

- *Jammy Dodgers*
- They remind me of packed lunches when I was a kid. Sweet and iconic.
- No, I think they're a bit boring.
- Jammy Dodgers feel like a full snack. Chocolate Fingers feel like a filler.
- 100%. They're the biscuit of childhood.
- Chocolate Digestive — thick and reliable.
- Shortbread — it's dry and overhyped.
- Rich Tea. It's like eating sadness.
- 2 — I rarely dunk.
- Chocolate all the way.

Chloe (Age 23)

- *Shortbread*
- It feels a bit posh and buttery. Good texture.
- Maybe — depends on my mood.
- Chocolate Fingers are nice but feel more like a party snack than a proper biscuit.
- Yep — Shortbread at Christmas with my nan.
- Shortbread or Chocolate Finger.
- Ginger Nut. Too aggressive.
- Ginger Nut again.
- 3 — depends on the tea.
- Usually chocolate, but depends on the biscuit.

Research-

Survey Questions

- Which of the following biscuits would you choose first?
  (Bourbons, Chocolate Fingers, Jammy Dodgers, Rich Tea, Hobnob, Shortbread, Ginger Nut, Chocolate Digestive)
- Why did you choose that biscuit?
- Would you choose a Chocolate Finger if it were available?
- Why would you choose your selected biscuit over a Chocolate Finger?
- Do you associate any of these biscuits with childhood or nostalgia?
- Which biscuit feels like the most "luxurious" option?
- Which biscuit do you think is the most overrated?
- Which biscuit do you think deserves to be in a selection box the *least*?
- How important is dunkability when choosing a biscuit? (Scale 1–5)
- Do you prefer biscuits with chocolate or without?

Caleb (Age 19)

- *Chocolate Digestive*
- Best all-rounder. Sweet, chocolatey, and dunkable.
- Yeah, I wouldn't say no.
- Chocolate Fingers are one bite and gone — Digestives last longer.
- Digestives remind me of after-school snacks.
- Chocolate Finger — but like, fancy posh luxury.
- Hobnob. Too messy.
- Rich Tea. No flavour.
- 5 — dunkability is crucial.
- Chocolate, obviously.

Russell (Age 63)

- *Hobnob*
- Feels wholesome, got bite to it. Like a rugged biscuit.
- Sure, as a backup.
- Chocolate Fingers are too dainty. I need crunch.
- Ginger Nuts at my gran's house.
- Shortbread — always in a fancy tin.
- Bourbons. I never got the hype.
- Chocolate Finger. It's more chocolate than biscuit.
- 4 — quite important.
- I like both, but probably chocolate if I had to choose.

Research-

Survey Questions

- Which of the following biscuits would you choose first?
  (Bourbons, Chocolate Fingers, Jammy Dodgers, Rich Tea, Hobnob, Shortbread, Ginger Nut, Chocolate Digestive)
- Why did you choose that biscuit?
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- Which biscuit feels like the most "luxurious" option?
- Which biscuit do you think is the most overrated?
- Which biscuit do you think deserves to be in a selection box the *least*?
- How important is dunkability when choosing a biscuit? (Scale 1–5)
- Do you prefer biscuits with chocolate or without?

Stephanie (Age 47)

- *Ginger Nut*
- I like a biscuit with a bit of strength and spice. Feels more grown-up.
- Not really — they're too sweet and don't feel like a "real" biscuit to me.
- Ginger Nuts are great for dunking and feel more satisfying. Chocolate Fingers are a bit… childish.
- I remember my mum having a tin of Ginger Nuts and Rich Teas.
- Shortbread — always came in a fancy tin at Christmas.
- Chocolate Digestives. They're everywhere.
- Jammy Dodgers — fun, but they're not serious contenders.
- 5 — dunking is a proper ritual.
- Without chocolate — I'm in it for the biscuit.

Margaret (Age 88)

- *Rich Tea*
- It's simple and not too sweet — I've always liked it with a nice cup of tea.
- I've tried them, but they're not for me. Too chocolatey.
- Rich Tea is a proper biscuit. Chocolate Fingers feel like sweets.
- Oh yes, we always had Rich Tea in the cupboard. It was a staple.
- Shortbread — that's what you brought out for guests.
- Jammy Dodgers — they're for children, really.
- Chocolate Fingers. They're a treat, not a biscuit.
- 5 — I don't have biscuits without tea.
- Without chocolate — it's less messy.

Research-

The survey responses revealed that while Chocolate Fingers are generally liked, they are rarely considered the favourite. Most participants described them as “nice” or “a treat,” but not something they would actively choose over other biscuits like Hobnobs, Bourbons, or Shortbread. This sentiment mirrors findings from the *YouGov* survey, where Chocolate Fingers did not appear near the top of the most beloved biscuits list, with options like McVitie’s Chocolate Digestives and Hobnobs taking the lead (YouGov, 2019). The recurring association of Chocolate Fingers with parties or childhood treats further supports their positioning as a novelty or indulgence item, rather than a dependable, everyday choice.

This insight is further supported by broader studies on consumer perception and class-based associations with biscuits. As noted in the *Historic UK* article, certain biscuits like Rich Tea and Shortbread carry longstanding cultural and class-based value, which may contribute to their emotional weight and continued popularity (Historic UK). Meanwhile, the *Cadbury Fingers* brand itself markets the product as an indulgent treat, often associated with fun or special moments rather than routine tea breaks (Cadbury Australia). This divide — between everyday comfort and occasional indulgence — helps explain why Chocolate Fingers are widely accepted but not strongly championed. They are liked, but rarely loved.



Idea 1

From all the pictures we took of people with a chocolate finger we decided to try and explore the ideas of a biscuit crime scene board. The idea with this was to try make our biscuit look the best, by one having everyone eat our biscuit that are from the other teams, two to show of on the crime board that the other biscuits have not been touched which is shown in the bottom right of the image and finally to have good humour for having baby Dave with a chocolate finger biscuit as well as the people that would be ranking the biscuits as this would make them involved and less likely to choose our biscuit to be abandoned.

Strengths	**Weaknesses**
•The idea is unique and eye-catching, using a playful format that immediately grabs attention. •It taps into a relatable human truth — scoffing through chocolate boxes at Christmas without ever claiming a clear favourite. •The humour adds personality and differentiates it from more traditional biscuit ads. •The concept invites curiosity, encouraging the viewer to piece together the “crime.”	•While the concept is strong, the message becomes slightly unclear in the opening section, lacking a clear, concise takeaway. •The advert doesn't fully match Cadbury’s usual tone, which tends to lean more warm and heartfelt than satirical or chaotic. •The design relies heavily on context; without reading closely, the core message could be missed.
opportunities	**Threats**
•The insight — everyone eats Chocolate Fingers but no one claims them — is powerful and could be adapted to fit Cadbury’s voice with a slight tone shift. •A strong catchphrase or tagline could help clarify the message and give the concept a more traditional advertising structure. •The mystery format could be adapted for a broader campaign — e.g. social media rollouts or interactive “whodunnit” clues.	•Without a clear brand voice or payoff line, the ad risks feeling more like a college project than a polished Cadbury piece. •Viewers unfamiliar with the joke format might miss the humour or not connect it back to the product. •Overcomplicating the structure could cause the core selling point — that everyone secretly loves Chocolate Fingers — to get lost.

Idea 2

The reason why we didn't stick with our first developed idea is that it didn't completely fit some priorates of the brief. As they wanted a clear attention grabbing headline which having with chocolate fingers making a one was unique as many of the other can do it from there shape.





We made two posters for it to decide which one we looked better, and we decided the one above stood out better and showed of the typography in a clearer way as well as clearly showing of all the picture we took of people with a chocolate finger.

This concept plays on the idea that while Chocolate Fingers might not be the most talked-about or top-ranked biscuit, they're still the one people instinctively reach for. The tagline "We might not be No. 1, but you'll always choose a Chocolate Finger" embraces this underdog status, using humour and honesty to reflect how popularity doesn't always match real behaviour.

The people featured in the poster are real students from the course — many of whom are actively promoting other biscuits for the same brief. Their willingness to pick up a Chocolate Finger, despite being in direct competition, visually reinforces the idea that even those fighting for other biscuits can't resist them.

There's also potential for this concept to expand, for example, by inviting the public to submit their own photos holding a Chocolate Finger. This could mirror successful participatory campaigns like Coca-Cola's "Share a Coke" and make the campaign more shareable and community-led, helping to position Chocolate Fingers as the unofficial favourite that no one can quite deny.

Brief 4: 24HRS

With this brief I need to pick an item from McDonalds that can be bought at any time of the day. And advertise the product in a new a creative way to catch people's attention.





A McFlurry and McCafé is the most common two products that you can always buy no matter the time from 4 am in the morning 1 am and all through the day.



I used a few word starters to see what ideas that could happen or ways this could go of to to link with McCafé and McFlurry. This is if I wanted to make a good chain connection that would let me style either a McCafé or McFlurry like the example on the brief. From doing this process I feel like I could make a better and more needed link to promote a McFlurry.

Statistics and facts

McFlurry:

- Total McFlurrys sold per day is an estimate of 1,440
- Most McFlurrys are bought between noon and midnight
- 410 calories in a McFlurry, this is a with the Oreo pieces but is a popular McFlurry and combinations
- In 2024 the new sensations came out with a KIT-KAT and a banana split
- The ice cream base is gluten free

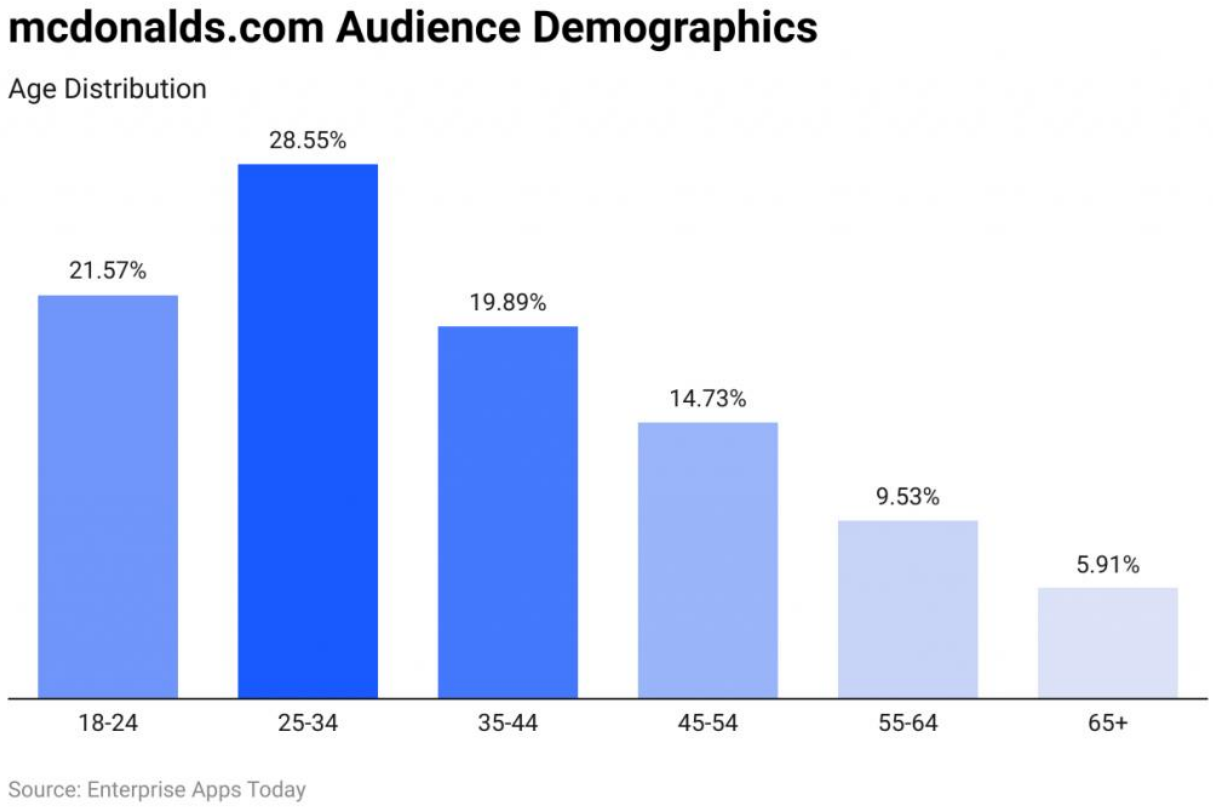
McCafé:

- Adding a coffee has help McDonald to complete against new competitors meaning getting new audiences that would want a coffee, adding a coffee improved brand metrics by 10 percent
- 1.4 billion in sales across 5000 outlets
- The demographic for a McCafé is for young adults with relatively high disposable income and adults in the working population
- McCafé is a coffee style that McDonald owns.

McDonald's:

- They fulfil one order every 30 seconds
- The main selling good for McDonalds is the fries
- McDonald's annual gross profit for 2023 was 14.563 billion pound, a 10.26% increase from 2022. McDonald's annual gross profit for 2022 was 13.207 billion pounds

From looking into statistics and word play I feel like me looking into making an advertising piece for Mcflurry is the right way to go as its not as popular and its cold at the moment making them less likely to sell as many, to make more of a interesting challenge to sell a Mcflurry.



Advertisement for McDonalds



Looking into how McDonalds normally do advertising.





This research is to help me see how I could advertise a poster for McDonalds on Mcflurrys. For example, having their quotes in what specific way on the typography. Or looking at the advertising and seeing it in a different way to make it better with also using 24 hours open way.





McDonalds style of advertising is to have the Mcflurry and have the style and what they put in the Mcflurry on the side, for example they have on the left a Twix type of Mcflurry.

New worded advertising pieces always has the main bit of typography in thick simple clear writing, this is shown in the three pieces along the bottom on the right.







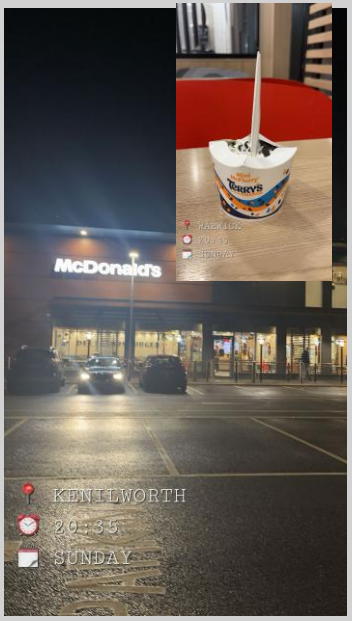
Common colours that McDonalds use are a red or white background. As these complement the food or Mcflurry as well as red being there signature colour.

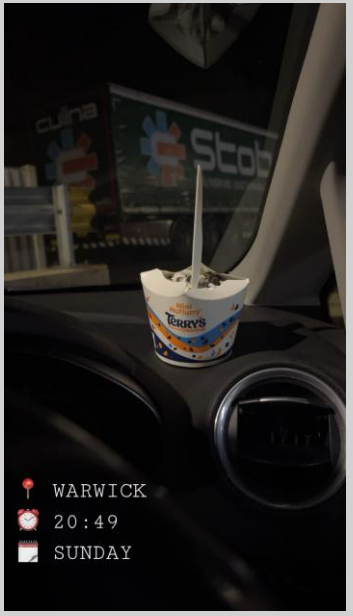
Timeline of visiting McDonalds

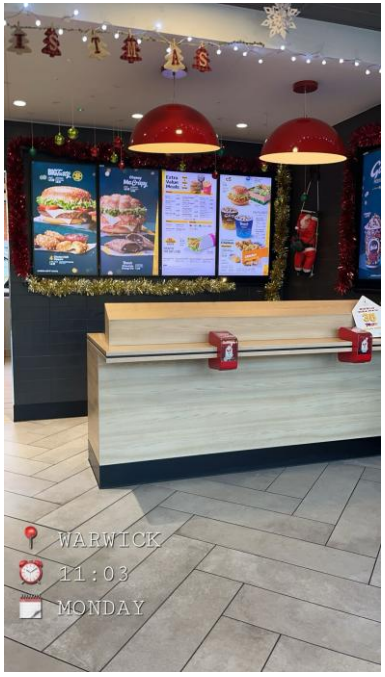


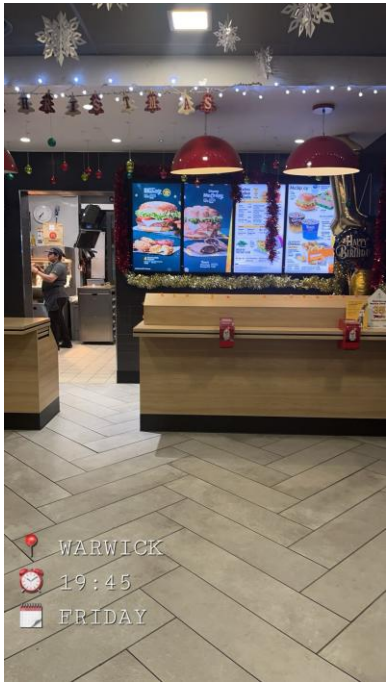














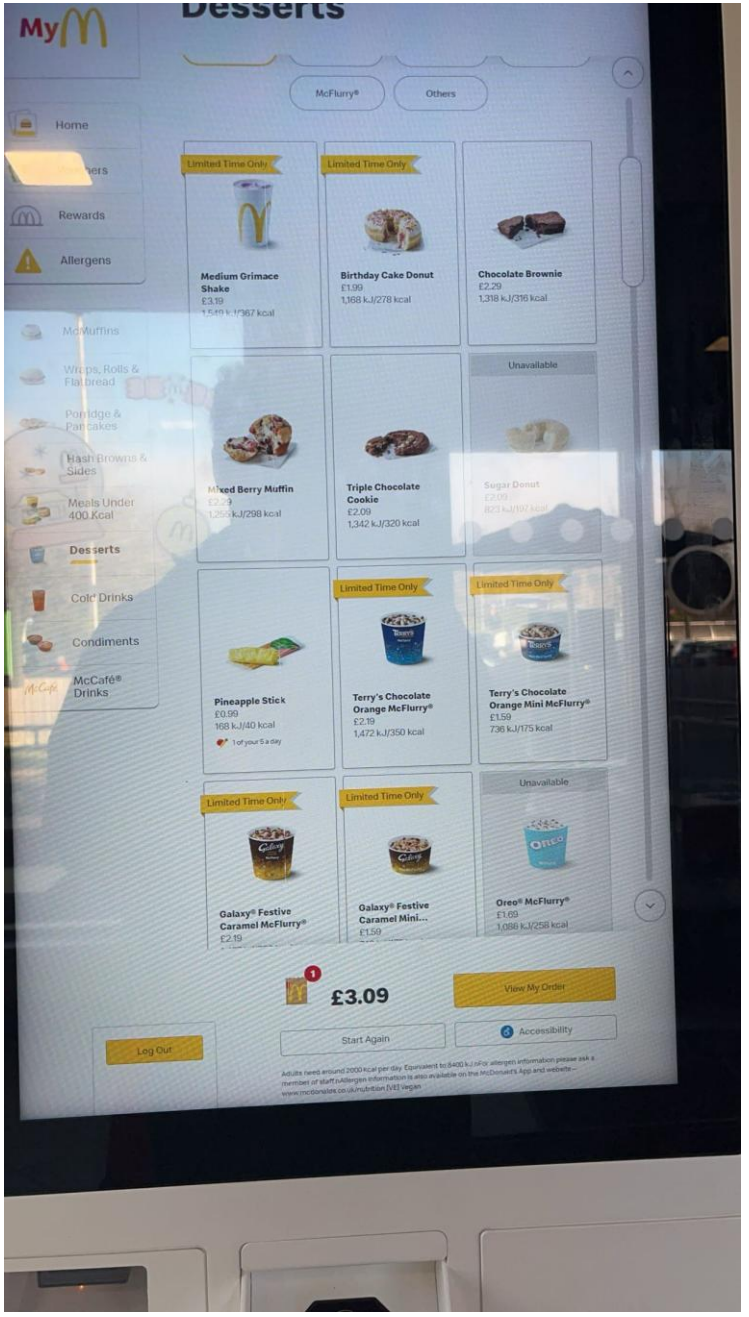
Going to McDonalds

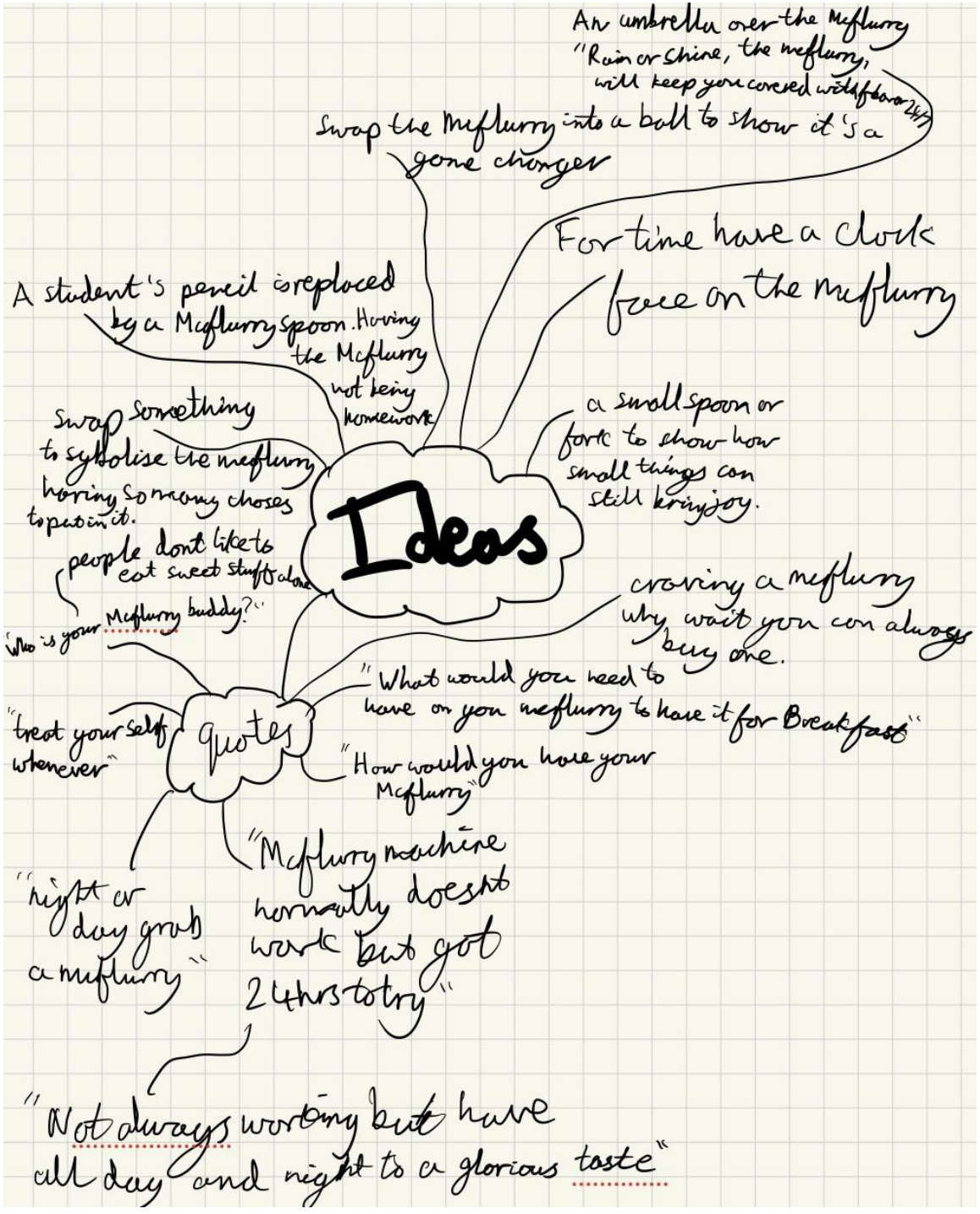
Customers behaviours at McDonalds:
What emotions they look like they are going through? As McDonalds is a fast-food restaurant people don't expect to wait longer than even 5 minutes to get their food. This means moods can change quick if the food isn't ready in quick time. I could use this in a way to connect to mcflurrys, as this is a good emotional trigger.

What sort of people come in at what time (customer types): Mornings some grandparents come in as well as some teenagers as have a lot of free time. In the middle of the day builders are there for there lunch time break as its easy and quick to get. Teenagers also come in the evening go to McDonalds because once they learn to drive and going to McDonalds with friends. This also made me think that a way I could market this idea is that you could get a mcflurry whenever you want when you're an adult highlighting how life is pretty good, making a comparison to children only being allowed one when their parents say. This shows the idea od mcflurry having the idea of your freedom now.

Patterns: a main pattern is most people will go up to be using the digital screens to order. So little amount of people use the front till its normally empty and you have to call someone over to get them on the front till. Interactions when using the screens in very minimal. With employees the only interaction is normally when they call your number, and you take your food from them.

I picked up that people going through the drive was sometimes have a lot of luggage on them making it likely that they are travelling and going McDonalds as its quick and easy to do, other reason I thought of an away this is good to get a piece in the car from there children as this would making them happy.





Initial ideas

I created a mind map to help me decide on how I should use the idea. The ways I tried to create an idea was through using quotes and using certain ways to spin the mcflurry by using other items within it to make there be something to resemble it. I wanted to look more into things that link to the customers feeling but starting of with creating ideas just of quick snappy quotes can help me to understand how McDonalds do there advertising as well as McDonalds simplicity.





From my research into McDonalds advertising, you can clearly see yet again the simplicity. The typography is also very simple with thick and bold text.



Idea 1

When making this piece I played around with it from working it from the left piece and then the bottom one. I was making this piece from just using the advertising style that McDonalds use as well as using quotes that are short and simple.





Idea 2

I decide to make another piece more specifically towards the mcflurry and marketing it. The piece before was more marketing the 24 hours idea which a lot of people know. Kept with the same sort of style as it complement the mcflurry with similar colours.



Idea 3

This was a piece to symbolism a 24-hour clock in the mcflurry this piece was made differently by using an ai generator. I put in the ai generator to make me a mcflurry with a clock face with in it.

As I don't think many of them have an interesting approach accept my last advertising, I'm going to look make into what else I could do my making small mind map.



Idea 4

This is when I start using the information I have from when I went into McDonalds. I went with an interesting approach to have a negative thing about McDonalds to try turn it into a funny and advantage on it, by talking back into the 24 hours idea to try see if the mcflurry machine works. Still carried the same styles as for these quotes they really make them pop and help advertise it.

The idea that even though the mcflurry is bad it helps the parents to get through it by giving them something nice.

Links in a similar way to an ipad that the parents give them on a trip.

A drive through idea that's to do with making their children happy with a mcflurry well travelling just so the trip is quite

What other ways I can advertise my work by using my research from going into McDonalds

Adult can get an ice-cream when ever they want

Also links to when you pass your driving lesson and go with friends to now you're a adult and being a kid with parents that decide when you get it isn't a thing anymore.

Idea of freedom and that life is pretty good

Ways that I could do this idea

One way this could be done is to advertises it on a video of a family going through the drive through and making them silent for the long travel their parents have.







Ideas 5





I have used an iPad as an example because of the link towards adults giving their children iPad even though it's bad for them just to get some piece and quite on hours of driving.

An advertising piece that shows a different way to keep your children quiet, with an extremely nice looking Mcflurry. I have kept the same style as my last piece as it makes it look very professional, with making the topography thick and bold to standout. This is a way to make a child happy and silent on a journey making also the parents very relax and happy on the travel.



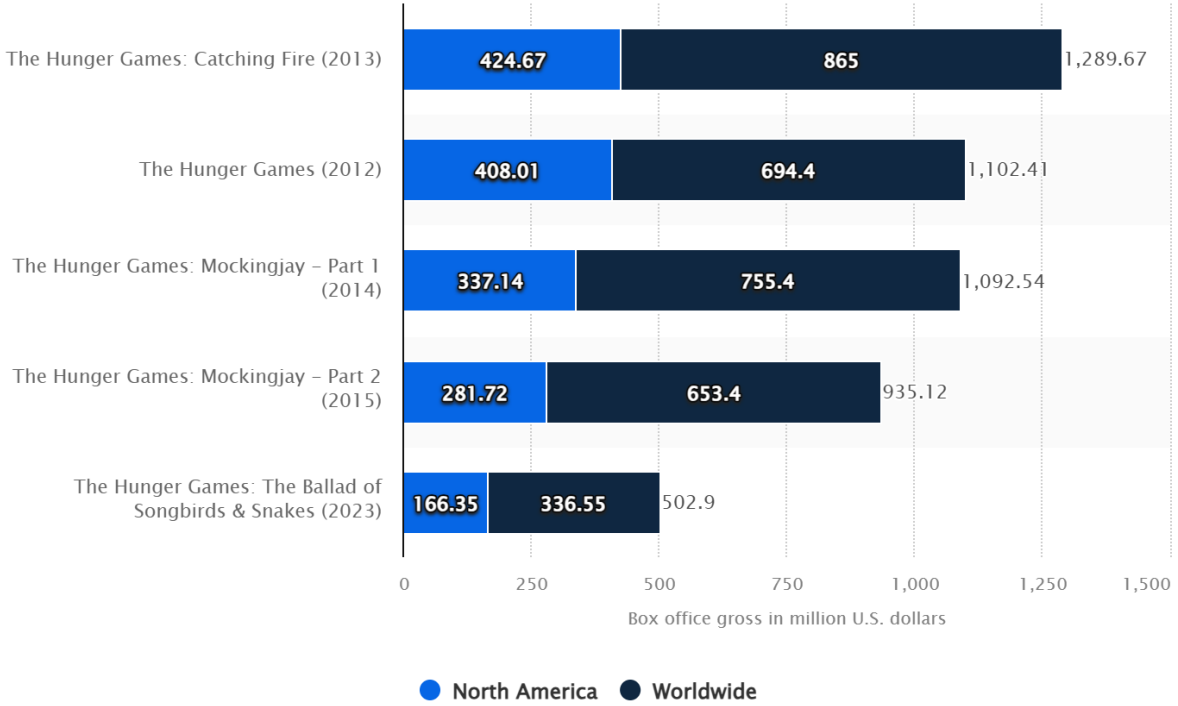
Netflix speed brief

Challenge

A creative direct mail campaign encouraging people to watch a show (of your choice) on Netflix (to be posted/ delivered to subscribers)

Ideas on Netflix movies/tv shows to start with:

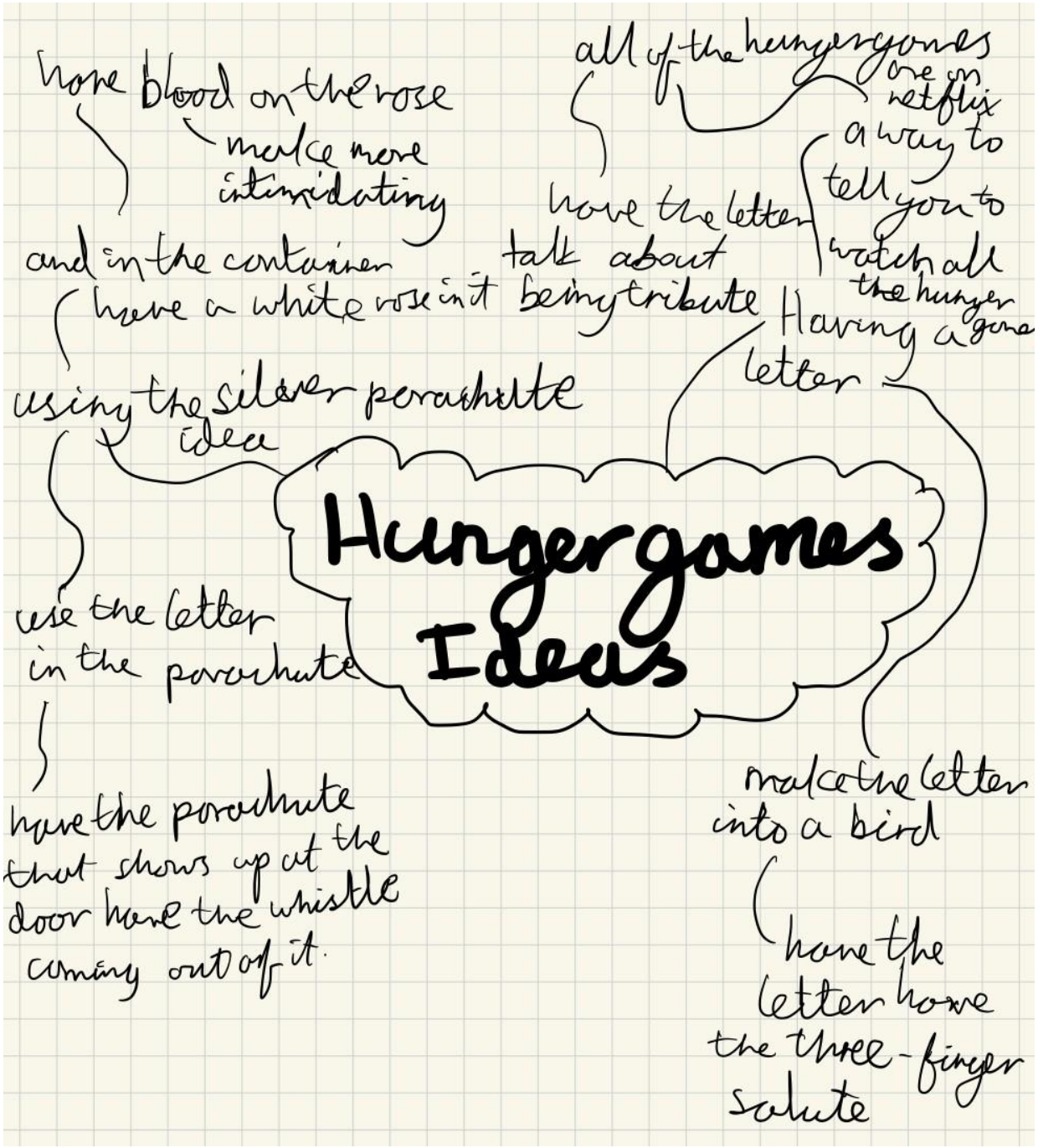
- Hunger games
- Money heist
- Superstore
- Harry potter
- Out of banks
- Suits
- Breaking bad
- Bad education
- Cobra kai



Statistics of hunger games:

- As of 2014, the trilogy has sold more than 65 million copies in the U.S. alone, with The Hunger Games selling over 28 million copies, Catching Fire over 19 million, and Mockingjay over 18 million.
- The series has been sold in 56 territories and translated into 51 languages.
- The odds are in the favor of *The Hunger Game* movies on Netflix, as US subscribers have been binging them so much that all four entries from the franchise have cracked the Netflix daily top 10. It seems that the Jennifer Lawrence-led movies that dominated the box office are still a popular choice for streaming audiences.

On the right it shows the box office gross in millions of dollars since July 2024. this shows how popular certain movies were and certain ones didn't seem to do as well which could be a very good link for Netflix to say to people to remind them about these movies and how good they are.



From looking into all these ideas, we wanted to make the most creative and most unique idea that would standout. All the ideas did have good ideas and ways to use the movies commonly known factors, for example the 3 fingers salute, the Mockingjay bird, the quote words of being a tribute and as well as the silver parachute that delivered the players in the arena certain items. The silver parachute grabbed out attentions the most as this would standout and have people start to talk about it to neighbours friends ext.



The three finger salute symbolises a goodbye, admiration and unity.





The Mockingjay symbolises defiance and rebellion to the hunger games series.



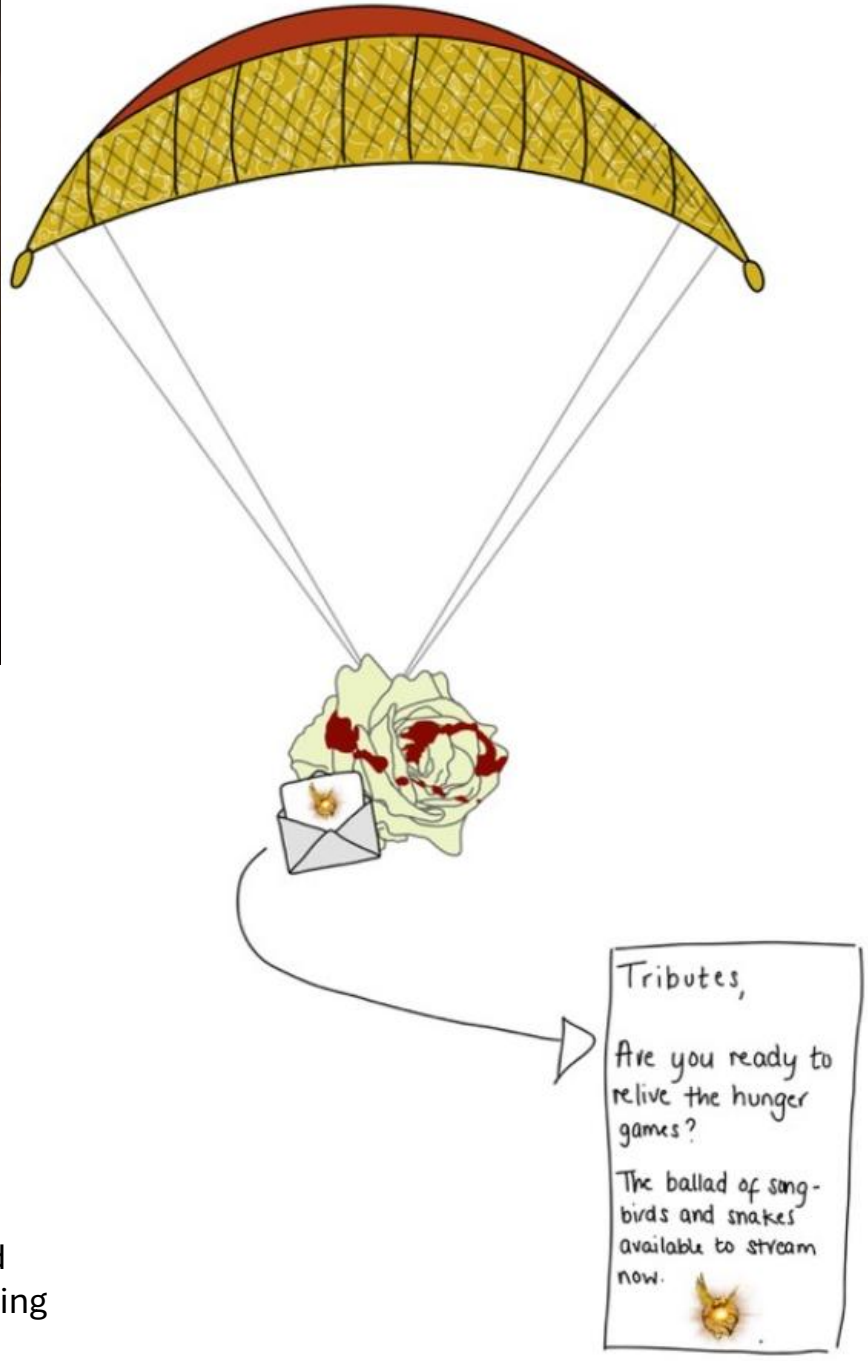


To create this piece on the ai generator I asked for it to make me a “a hunger games sliver parachute with a white rose in smaller white rose at someones front door”



To show of how our product would look we used to different technics to show it off, by drawing the product idea as well as using ai generating to create it as well. The idea in the end was the create the silver parachute with a rose on the bottom of it to resemble Mr snow. This mail would also give a letter with the rose to tell all Netflix users to get ready to get back into the hunger games and rewatch it.

Feedback: One very good piece of feedback that we got was to add something that would want to rewatch them all for example by adding popcorn to the parachute somewhere.



28 years trailer speed brief

Our challenge is to create a guerilla campaign to promote the realise of 28 years later. The campaign should be unexpected, immersive and impactful, embodying the tension and fear that the 28 Days / weeks later series is known for.

Ideas:

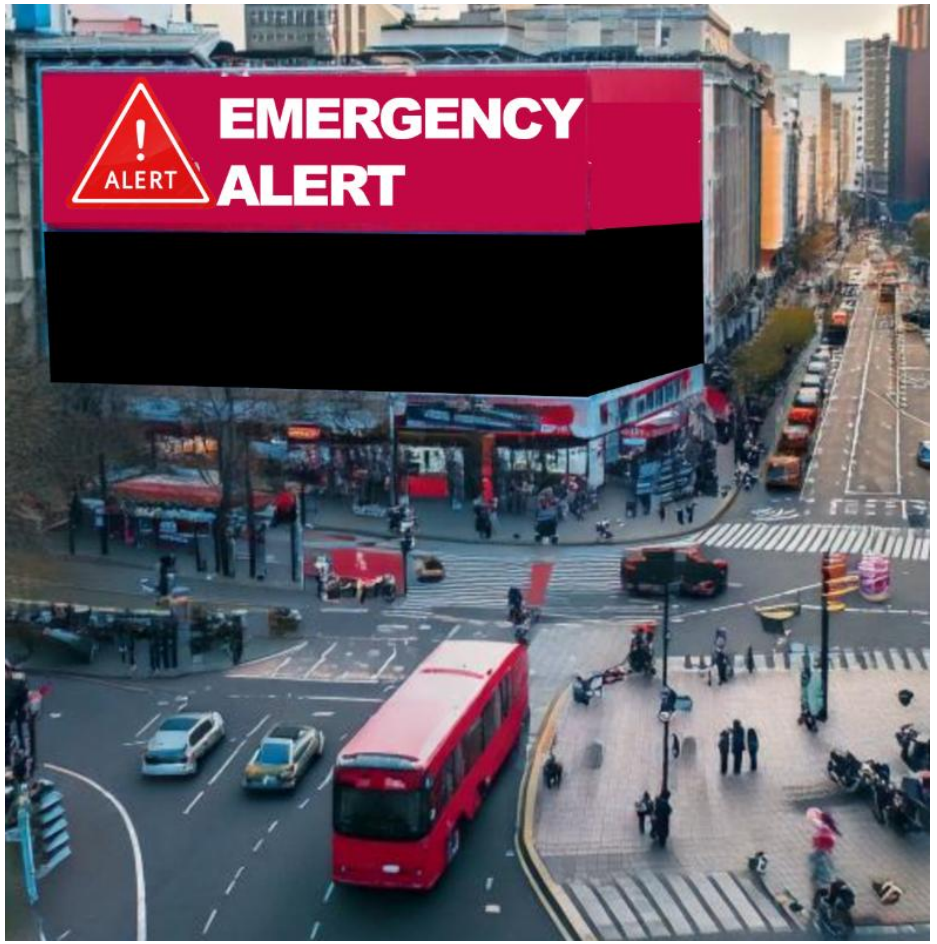
- Car crash
- Dead body hanging in a certain way that's hanging for pillars

Bus crash with zombie handing out dead from it

- Elevator with wallpaper of zombies trying to get out
- Implement the floor elevator pranks where it falls but be adding in zombies under trying to get too you
- Finding the figure from the posters round London
- All the buses are cancelled
- On the train ticket add in eyes that follow you
- Train ticket that gets stamped with taking only 2 minutes until you miss your train or escape now
- Amber alert
- Billboards emergency alert
- Forced into your chair to watch the first to movies
- Cargo plain that drops out a cure
- Load of floating bodies in a river

This idea could be done in multiple different ways of having it on news papers or on the phones or as you can see, we have showed them of on billboards. We would want to find a way to turn of all other billboards and make a scare of only having one bight red emergency alert. Maybe could add a QR code for the movie.







Another idea we took forward to create was the damage destroyed bus that looks like how the new movie will look like when 28 years later comes out. This is why it's the perfect way to promote the movie, as it will first freak people out making them questioned what happened and drawing attention to the symbol and the word will spread.





[Elevator Prank: Floor Falls Away]

One of our other ideas was to use a elevator and to do pranks on how the floor falls but make zombies pop out from the bottom instead. This would be a smaller and less impactful thing compared to the bus or the emergency alert.

I feel like that this was the most outstanding idea that would be talked about and cause the biggest amount of number of people knowing, therefore making people take notice of the new movie of people coming out. There is so many different ways this could be done for example on phones or on new papers. I fell that the most impactful would be on a massive flashing billboard as well as giving a massive warning alert signal. What could also be done is adding in actors that could pretend to be infected people that are turned into zombies.

RUSTLERS

The objective: Make Rustlers the champion of ‘immediate gratification eating’. Reinvent Rustlers as the only meal that delivers on your wildest, hungriest impulse, positioning it as the ultimate food for people who can't be bothered to slow down. We want elevate Rustlers from guilty convenience to a badge of honour-the official fuel of life lived full throttle.

Target audience: Students, games, party animals, or simply people living at top speed. They’re not interested in complicated recipes or anything. They thrive on impulse, and spontaneity, and need meals that keep up with them. To them, ‘dinner in minutes’ isn’t a tagline; it’s a necessity.

Within this project we have to create a campaign for the brief I have picked and create a simple sentence.

Statistics and facts:

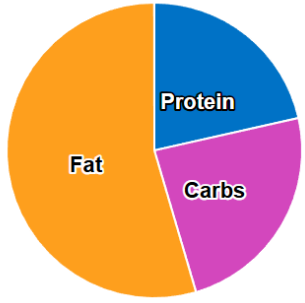


- Rustlers is owned by Kepka
- **The best-selling Rustlers products:** The Rustlers Quarter Pounder, BBQ Rib, Breakfast Muffin, Southern Fried Chicken Sub, and Twin pack Cheese are some of the brand's best-selling products.
- **Peak sales period**: Rustlers' peak sales period is Fridays between 12–2 PM.
- **Drinks**: The most popular item purchased with a Rustlers is a 500 ml drink.
- **Basket size**: The average basket containing a Rustlers is 82% larger than the average convenience store basket.
- **Cross-category deals**: Retailers can increase basket size and drive spend by including Rustlers in cross-category deals.
- **Facings**: Retailers can increase sales by stocking multiple facings of Rustlers' best sellers.



Energy: 650 calories

Protein	34.6g
Carbs	38.7g
Fat	39.1g



For the number of calories, the amount of protein in my opinion is very good for a quite made burger. Not a bad amount of carbs either but there is a lot of fat within the burger.

Products


RUSTLERS
The Essential CHEESE BURGER
THE CLASSIC QUARTER POUNDER
BEEF BURGER
WITH OUR RICH TOMATO RELISH
THE MIGHTY DOUBLE DECKER
2 BEEF BURGERS, CHEESE & OUR SIGNATURE SAUCE IN A SOFT BUN
THE BIG CHEESE
WITH OUR SIGNATURE SAUCE
THE DELUXE Bacon CHEESEBURGER
WITH OUR SIGNATURE SAUCE
THE GRILLED Chicken SANDWICH
Southern Fried CHICKEN BURGER
WITH CREAMY MAYONNAISE
CRISPING SLEEVE
The Southern Fried CHICKEN SUB
Sandwich
WITH CREAMY MAYONNAISE
HEAT TO EAT
BITES
3x Southern Fried CHICKEN TENDERS
THE SMOKEY BBQ RIB
WITH OUR SMOKEY BBQ SAUCE
SAUSAGE MUFFIN
Classic HOT DOG
The Marinara MEATBALL SU
Sandwich
PLANT BASED PATTY
MEATLESS MAVERICK
CLASSIC BURGER
WITH CHEESE & OUR SIGNATURE SAUCE
0% BEEF
PLANT BASED
MEATLESS MAVERICK
CHICK'UN Fillet

Statistics and information

Tony Corbin, Article by Industry news.

“In the past 12 months, only 3.6% of transactions containing a Rustlers Best Seller (Quarter Pounder, BBQ Rib, Breakfast Muffin, Southern Fried Chicken Sub, Twin pack Cheese) were single item baskets.

The data also shows the number one item bought with a Rustlers is a 500ml drink.

A total of 6 single serve drinks make the Top 20 list, alongside meat/dairy based snacks (5), and bread and milk (3).

The brand is recommending retailers stock multiple facings of its best sellers to maximise additional sales, with 4 of the 20 items most commonly purchased with a Rustlers being another Rustlers product.

Meanwhile, the report also revealed the peak sales period for Rustlers is a Friday between 12-2pm with shoppers treating themselves to lunch or stocking up for the weekend with a few burgers, snacks and groceries.

Commenting on the results, Ross Davison, head of convenience at Kepak (foods division), said: “It is really encouraging to see the value stocking Rustlers can bring to convenience retailers and the real potential to boost their profits.

“By publishing this data, we hope retailers will be inspired to implement a few small changes – from increasing facings to including Rustlers in cross category deals – to increase basket size and drive spend.”



Trying the burger

When going to buy one it's a very good price for a simple quick meal. When I tried it and had put it in the microwave you had to make a couple of minutes as well as move the burger so that the bun didn't get too soggy. The quality of the meat meets good standards to be fair, and feels very similar to other properly made burgers.



Took picture of these burgers in Iceland

Pricing

The price rangers from anything from £1.00 to £1.75, in Iceland the price is £1.50 for a Singler burger normally and if you bought 5 you can get each one of them for £1.00.

Interview

Questions:

Why would you pick this product?

I like the look of the labelling, the price and the convenience of it being ready to eat after heating up in just a couple of minutes

Do you like the taste of this Rustler's burger?

Yes, I really enjoy the taste of the burger and it's authentic style, like it's just come off the grill

How would you compare this burger to others?

Much more tasty and at a really good price than the competition

When would you likely have this in your day?

Lunchtime as a snack, or after a workout

What Rustlers product would you normally get?

If you can remember, when did you first start buying a rustlers?

When I was 18

Where would you normally buy them from?

For super markets would normally purchase from a one stop or a Budgens

Why don't you buy these burgers as often anymore?

Rob Carr- Jacks Dad



Why I am interviewing my dad is because when I was younger, he used to all ways buy them.

Rustlers advertising

They like to make there advertising as nice as possible in a restaurant looking way. With how they present the colours of the meet and all other topping with in it.







All the colours they used as backgrounds are used in a simple way. The colours uses the most often is a simple black, red and green.





Rustlers style of typography is very simple and bold to grab attention. Also, a picture to my right shows that on the packaging and in there advertising they always use the selling point of 100% of beef for how quick the meals are made people sometimes are unsure.

They have gone for a selling point of that Rustlers are the hero as it's a nice quick meal that you can try. Another way they sell is a simple idea of it will surprise yourself because its microwave piece of food.









Campaigns

Previous Rustlers early campaigns in 2008, were aimed at young men who may prefer convenience food. Which is seen as more desirable to young women. A couple of the ads where actual banned by the ASA because they were too sexually provocative.

In 2020 Rustlers changed their focus to their “Better than you think” which advertises that the burgers are made with 100% British and Irish beef.

The better than you think campaign takes advantage of the fact that people's overall perception of rustlers is overall that it's not a nice burger and you wouldn’t want to try it because it's gross. This campaign encourages people to try the product because people already have a bad perception of the product before they even try it.

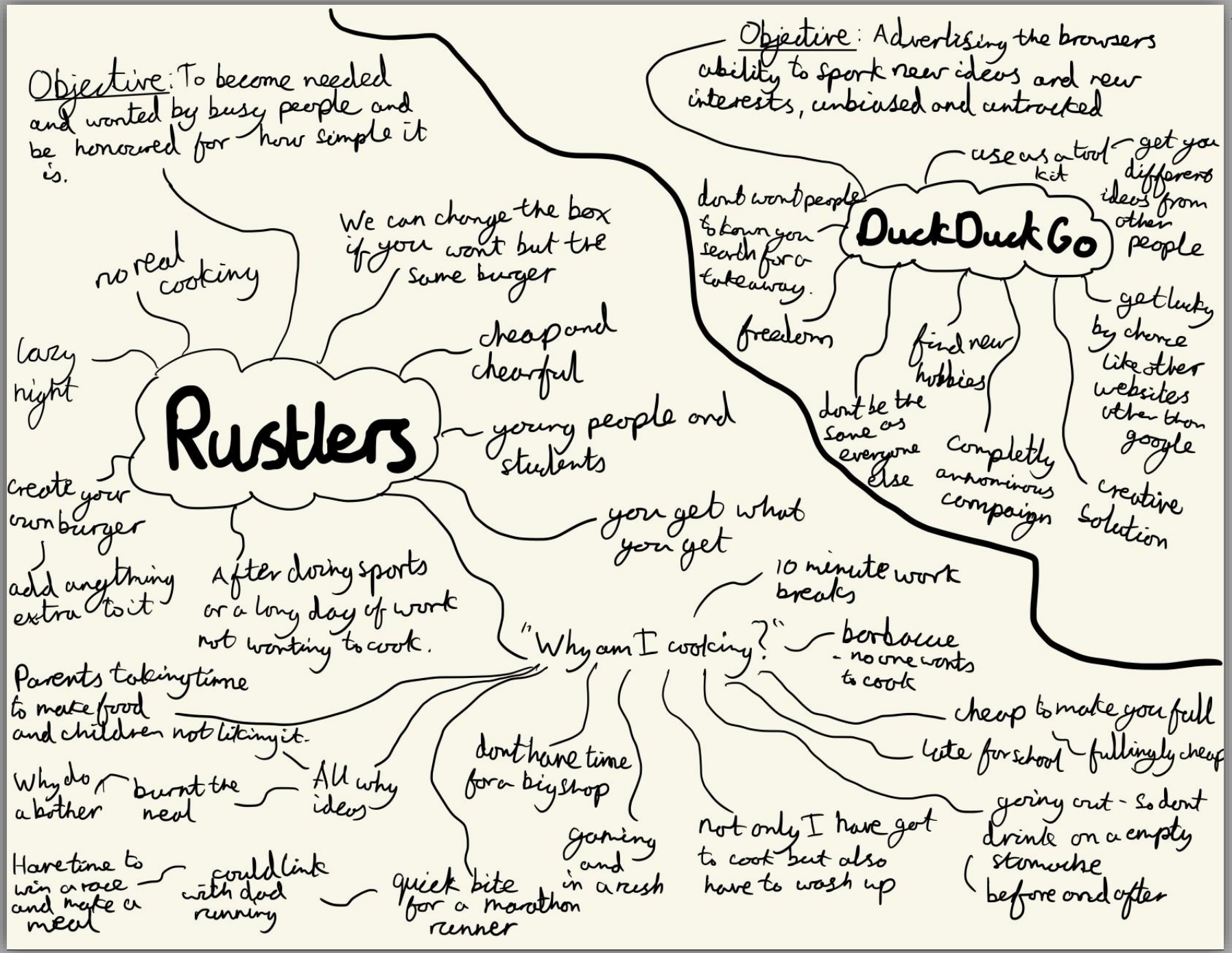




https://youtu.be/JjByLZLwwCo
https://www.youtube.com/watch?v=IHGSlwGQTyU

On the Rustlers website it have two adverts for the better than you think Rustlers campaign.

In these adverts it shows very extreme almost comedic scenarios. In the first advert it shows people having a break dance off. The second Advert shows the little red riding hood story but with a nice twist. In my opinion I don’t really understand why the adverts make Rustlers look better like the better than you think campaign, Other than saying that having a rustlers makes you happier than usual. Could make enemies friend with just the bite of a rustlers.
Overall the adverts I feel are meant to make the audience think what is going on almost putting the burgers in a positive comedic light.



Mind map of ideas

We create this mind map to help us to try figure out which brief we had more ideas and ways to take the product forward. After the process of elimination, we brought the briefs from 7 down to 2. we decide to go for Rustlers as we saw more protentional with in it. One of out ideas was to crease a why am I cooking sentence that could be shown of or token in many different ways as a campaign as well as a campaign to do with also has a why within different situations.

Simple sentences that rustlers have done:

- “better than you think”
- “Quality food for real food”

Simple sentences that we might want to do:

- “Why am I even cooking”
- “cheap and cheerful”
- “Fast fast food”
- “Fast food without the restaurants”
- “No washing up either”
- “Win a marathon a well as making a burger”
- “Get what you get”
- Any questions with “Why”
- “You get to choice if you put stuff in the burger not if the waiter remembers”
- “Lazy night or busy night”
- “Hunger hits hard”
- “90 seconds to satisfaction”
- “trust is key or make trust easy”

Find the problem as to why people don’t buy it:

- Doesn’t taste amazing compared to a restaurant’s burger
- Not really that healthy
- People that get into family house holds find it easier to make there only big family meal- this links with my Dads interview to how he doesn’t buy this product as much anymore, since we moved
- More bought in bulk buy meaning not many people buy single ones
- As looking at it doesn’t look extremely fresh
- Even though is 100 percent beef doesn’t look proper
- Preferencing a different fast food place like McDonalds
- Microwave limitations

Ideas:

- Chicken nuggets more in a snack form of advertising
- I don't trust you to cook
- Trust go with in that don’t want you to mess up the kitchen
- When parents go away parents put a bunch of rustlers in the fridge
- Parents don’t trust you
- Makes parents stressed and giving a rustlers makes them relaxed more as is easy to make
- Rustlers know what parents are thinking
- Getting out a bed to go to McDonalds or going to your fridge
- Presenting the burger differently
- Date idea for tinder
- Make the box different





I have pulled together certain different pictures that could be used in a certain way with a sentence. These have been taken from the mind map. Some of the main ideas we had was to do with using a saying of “Why am I cooking?”. Certain ideas that could work this idea could be to do with a runner when running a marathon or a messy kitchen because no time to clean it or the idea of someone working and only having a 10 minute break.





As shown on the idea of trust could use the pictures to the middle right and top right. With looking into different ways and styles that it could advertises this shows that there is plenty of different ways to use rustlers in everyone's day to day life's.





Idea 1- Making trust easy for parents

Parents always find going out or away scary, as they don't know what to aspect the place to look like when they come back home from there children being there without them.



When leaving your children home alone your parents normally stress, they normally struggle as you don't really know how to look after your self and take care of your self. The best way to no make your parents stress about the house burning down is by them giving your children simple meals to make that involves not much washing up and barely any mess around the kitchen.



As you can see to the left there is a very likely look on how a place will look after leaving their kids at home on them selves. Making a rustlers to make is way less likely to cause this sort of reck.



The sort of pictures that are here could be ways we could advertise our work to show of how a place could be without rustlers for parents kids.



Sentence starters:

- "Sometimes trust only extends to a rustlers"
- "Rustlers know what parents are going through"
- "Look in the fridge and only have that rustlers"
- "Trust is key or make trust easy"
- "What did you aspect"
- "Children make a mess home alone that's why having a rustlers makes it easier for them"
- Make your childs life easy when aways with a rustlers

Idea 2- Make the box different

This idea looks into making the customers feel happier with the chosen product as the style of the packaging makes them be more satisfied with the choice. As well as allowing making price changes to the packaging style or leaving the price at the same amount to make people want to buy a good looking product for cheap.



Nutrition Facts
Valeur nutritive
Per 1 brownie (70 g) / par 1 brownie (70 g)

Amount / Teneur	% Daily Value / % valeur quotidienne
Calories / Calories 80	
Fat / Lipides 0.5 g	**1** %
Saturated / saturés 0 g + Trans / trans 0 g	**0** %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 0 mg	**0** %
Carbohydrate / Glucides 19 g	**0** %
Fibre / Fibres 2 g	**0** %
Sugars / Sucres 2 g	
Protein / Protéines 3 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	0 %
Calcium / Calcium	0 %
Iron / Fer	0 %

GLUTEN FREE • DAIRY FREE • VEGAN
Sans gluten • Sans produits laitiers • Végétalien

INGREDIENTS: non-gmo natural peanut butter (peanuts), dates, dark chocolate chips (cane sugar, unsweetened chocolate, cocoa butter, natural vanilla extract, soy lecithin as an emulsifier<1%), water, chickpeas, coconut sugar, gluten-free flour blend (garbanzo bean flour, potato starch, tapioca flour, sorghum flour, fava bean flour), peanuts, vanilla, ground flaxseed, sea salt, coconut oil. **CAUTION: contains nuts, coconut and soy. Made in a facility that processes nuts, seeds and soy. INGRÉDIENTS :** beurre d'arachide nature (arachides), dattes, grains de chocolat noir (sucre de canne, chocolat non-sucré, beurre de cacao, extrait de vanille naturelle, lécithine de soja comme émulsifiant <1%), eau, pois chiches, sucre de coco*, mélange de farines sans gluten (farine de pois chiches, fécule de pomme de terre, farine de tapioca, farine de sorgho blanc, farine de féverole), arachides, extrait de vanille*, graines de lin moulues, sel marin, huile de coco*. *BIOLOGIQUE **CONTIENT:** arachides, noix de coco et soja. **ATTENTION :** Peut contenir des noyaux de dattes, des glumes ou des cailloux.

REFRIGERATE OR FREEZE | RÉFRIGERER OU CONGELER
Product of Canada | Produit du Canada

6 28055 08910 0

Shockingly Healthy!
TORONTO, ONTARIO
M3J 2P7 CANADA
shockinglyhealthy.com

I have put instructions as a pictures as the packaging could be done in a way to link to the first idea. This would be a good creative idea as this could be made way more obvious and clear to make making less to parents.





To the left it shows how the product could be promoted as a chippy styled box or a takeaway styles box.



The picture above shoes of another way that the burger could be presented. In a more slick picnic look to go.

Sentence starters:

- Mmmmmmm…

Going to McDonalds vs Fridge (idea 3)

Campaign showing that is so much more convenient to grab a rustlers rather than go to a fast food restaurant. This is because if you have brought a rustlers you basically have a mcdonalds already in your fridge.

Campaign that questions people if its really even worth going outside to get fast food when a just as good rustlers is right there.

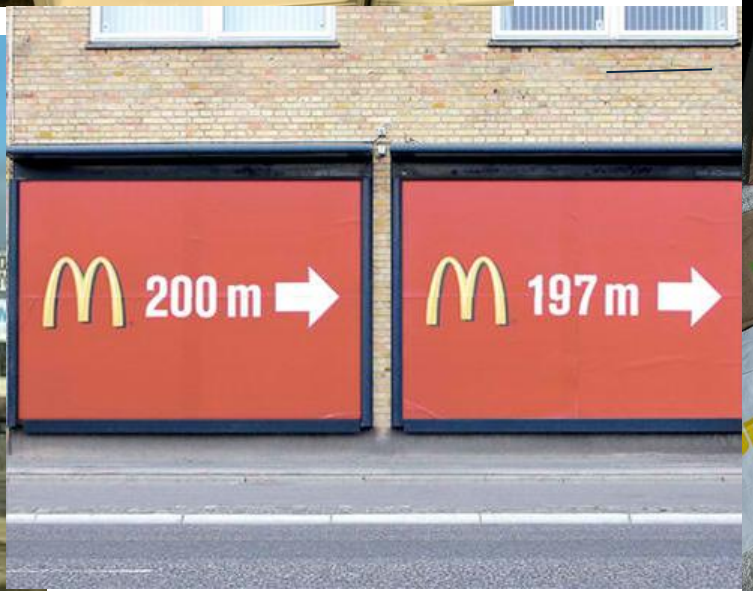


Some ideas.

You come home with bags of fasts food tired family member sitting there already eating a rustlers because it's convenient.

You look out your window to see the glow of a fast food restaurant so you go to put your shoes on but a bigger heavenly glow comes from the fridge when you realise that it's just so much easier to get a rustlers.







Chicken Snack (idea 4)

The idea of advertising other not so popular products, advertise as more of a snack rather than a meal.

The idea for this campaign advertising rustlers as more of a cheap and unhealthy snack which everyone has every now and then. Rather than it being advertised as a meal which more people would be less inclined to have because of how unhealthy it is.



Some ideas

To advertising the already made product rustlers chicken tender bites. Or to create a group of similar products to advertise.

Pros:

Transforms the brand into a different sort of product hopefully making it more popular.

Makes the less well known products more popular.

Could potentially still merge with other ideas.

Cons:

It's a big change for the company and takes away from what rustlers is.





Some sentence starters

“Grab a bite grab a rustlers”

“Can't turn down a rustlers”

“



Ideas

Idea 1
Making trust easy for parents

- Advantages
  - This idea shows a very different way to advertises rustlers than it has before
  - When parents get back your house will be less messy in the kitchen
  - Parents will be able to have a fear free break
- Disadvantages
  - In a small sentence its hard to advertise the point, which is what we could further experiment with if we choose this idea.
  - Burger king has done a similar thing with campaigning burning restaurants
    - If we took the idea forward we would look into there campaign and show it of differently, also our campaign already has a different message

Idea 3
McDonalds vs Fidge

- Advantages
  - Shows of a easier way to get the same sort of quality burger for lazy people.
  - Could shows of a price range about rustlers being better
- Disadvantages
  - People may see that the company is calling them lazy and not like that
  - Promoting the same target audience making it not bring in many new customers

Idea 2
Make the box different

- Advantages
  - Creates a new perspective on the product from people that haven't heard of rustlers before.
  - This can be merged with other ideas
- Disadvantages
  - If shown of to new customers in a specific perspective people might complain or want a refund etc.
  - If used in the right way though it may create a positive outcome.

Idea 4
Chicken Snack

- Advantages
  - Making the rustlers more of a quick snack idea could get the idea across to people that it's a quick thing to eat.
  - It could reach new customers as the quick eating idea is put across in a clearer way.
- Disadvantages
  - A big change in how rustlers is marketing right now.
  - Might make an audience but would still follow the same sort of customers and not find any new demographic.

From looking into our ideas, we have decided that idea has the most protentional.

Further information's on idea 1

Burger king campaign

This campaign on there burning of there own burger king restaurants link to there “70 years later, the fires still burning” teases the campaign, cheekily celebrating the brands long standing tradition in a way that’s bound to ignite conversations. Them showing of the burning burger king restaurants in a good way to show that they are timeless. This advertising is very smart from them from sending a negative to a positive.











How the idea is different

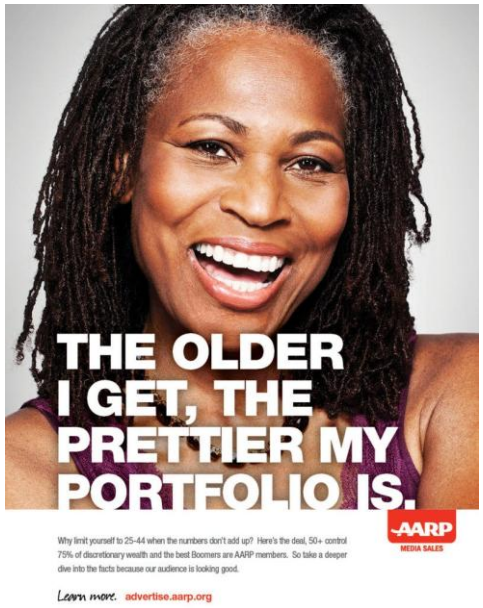
The difference from there way of promoting them burning down the houses is the fact that our message is different and the difference about they are promoting their problems in a good way compared to how we are saying this could happen if you don’t get your child a rustlers.

Burger king used photos of real restaurant fires in its latest campaign to show it always flame-grills its burgers.

Burger kings latest print ad campaign shows its restaurants on fire-a consequence, according to the ads, of the fast food chain always flame grilling its burgers.
The photos in its three ads show fire men pulling out fires at restaurants in Oregon, Pennsylvania, and Italy.
These are not photoshopped either.

Advertising

Adults















The advertising is important as there's a way, we should be advertising this because of how the rustlers will be for the children when the parents are away. But the parents will be buying it so could try and use a bit of both things to create work.

Teenagers





The objective: Make Rustlers the champion of ‘immediate gratification eating’. Reinvent Rustlers as the only meal that delivers on your wildest, hungriest impulse, positioning it as the ultimate food for people who can't be bothered to slow down. We want elevate Rustlers from guilty convenience to a badge of honour-the official fuel of life lived full throttle.

This idea takes on immediate hunger impulses without your children making major messes when home alone.

Sentence starters

“If your parent give you a rustlers, they do love you”
“Trust Rustlers, not their cooking”- which is connected to parent's children
“Out of town? Trust Rustlers, not their kitchen skills”
“Trust rustlers, for meals that wont end in disaster”
“Your kitchen will thank us”
“Its full proof”- simple and snappy for a campaign
“Trust them to eat but not to cook”
“When kids think seasoning is salt and pepper”
“Hunger tamed, kitchen saved”

These lines definitely have potential with being the main liners, but I feel that they don’t have the proper reasoning with what the main point is. I think doing a different sort of advertising style will help develop and give better insight with our work.

Magazine advert

I want to look into doing a magazine as we need to add more explanation into the work. Meaning I need to talk more about how to give a line that drags you in that’s the opening line then give reason within the campaign in the magazine.

This sort of magazine work is a good example with how I could show of my work with bringing rustlers style of adverting into it a bit.





Ai image

“burnt down oven”

This image here is an ai generated picture that shows of a way that I could have my magazine picture put with my simple one liners.

Idea 1 “Burnt down microwave”



To not use a microwave as this item is what the rustlers is made in. Instead use a different object that is been cooked from not within the processes of making a rustlers. Even this small change will make it a lot clearer for how parents can give trust within getting a rustlers but not any other cooking as they are gone. I am liking the magazines feel with how this could be in one as well as it having a feel toward rustler advertising style, from the typography the background for the objects.



Idea 2

“a burnt electric kettle on the bottom on a stove with a black background destroyed”

This piece gives an idea of how the campaign would run through of how it could connect to different things you cook with for a more complicated meals other than rustlers. I think that the typography could be played with in a different way to be more aesthetically pleasing.



“a rolling pin broken separately and damaged like picture 3 but only one rolling pin”

Idea 3

This advert piece has a nice feel behind it to link with the idea of a parent coming home and think how has this happen. Its because your children cant cope but they can cope with a rustlers and parents can trust. The extra tag line in all the pieces of trust rustlers hits nicely to link to the fact that trust follows through from rustlers all the way through for the trust parents give for the children to make a rustlers.

Idea 4

"Burned kitchen knife"



With this piece it really gives of a very clean enticing look that would make people wanting to look into it. With another item within the kitchen that you wouldn't think would get destroyed and damage that could also damage even more of the trust from the parents.

The picture here below is the image before I took some of the colour out of the back ground I have done this to make the attention be more all about the damage done to the knife as well as the white typography.



Further development

How I might want to change the work is by adding a more capitative sentence to my work as the main thing they see this will improve it buy making them want to read into what exactly its talking about.

Parents ways to react to the kitchen from coming home:

- "How have you even done that?"
- "How is that even possible?"
- "We where only gone for 2 days"
- "What on earth"
- "Your have got to be joking"
- "Another thing I'm going to have to buy again"





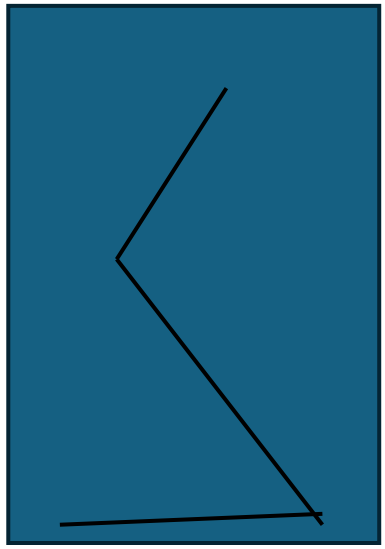
Changing the main quote of the piece to this question helps to catch customers eye to make them intrigued. I need to make another piece I think that more works for a airport specifically for working for people waiting around and for people walking through the airport or other transports.



I made a billboard in two different layouts but the one that’s bigger is the one that I ended up using, the reasoning why is because when people see this on the billboard their eyes will move through the advertisement in the right way. This is also our favourite picture is from how it pops out and the quotes clear and very obvious.



As shown to the right this is how the eyes will work down the page is to the quote than the image and finally the information with a QR code that will take the parents leaving to the rustler's website.



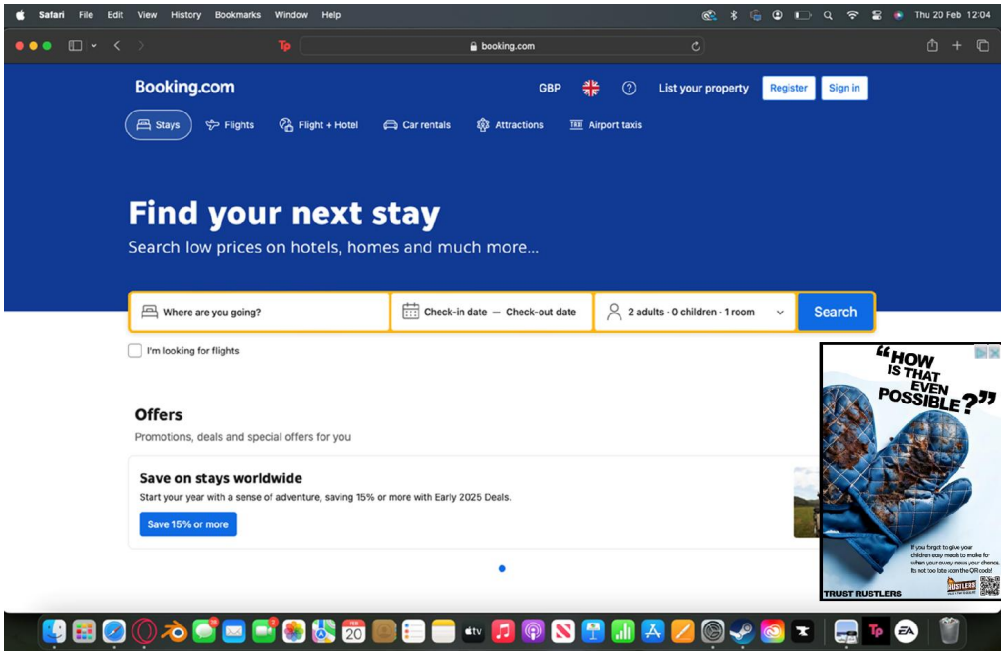
Billboards







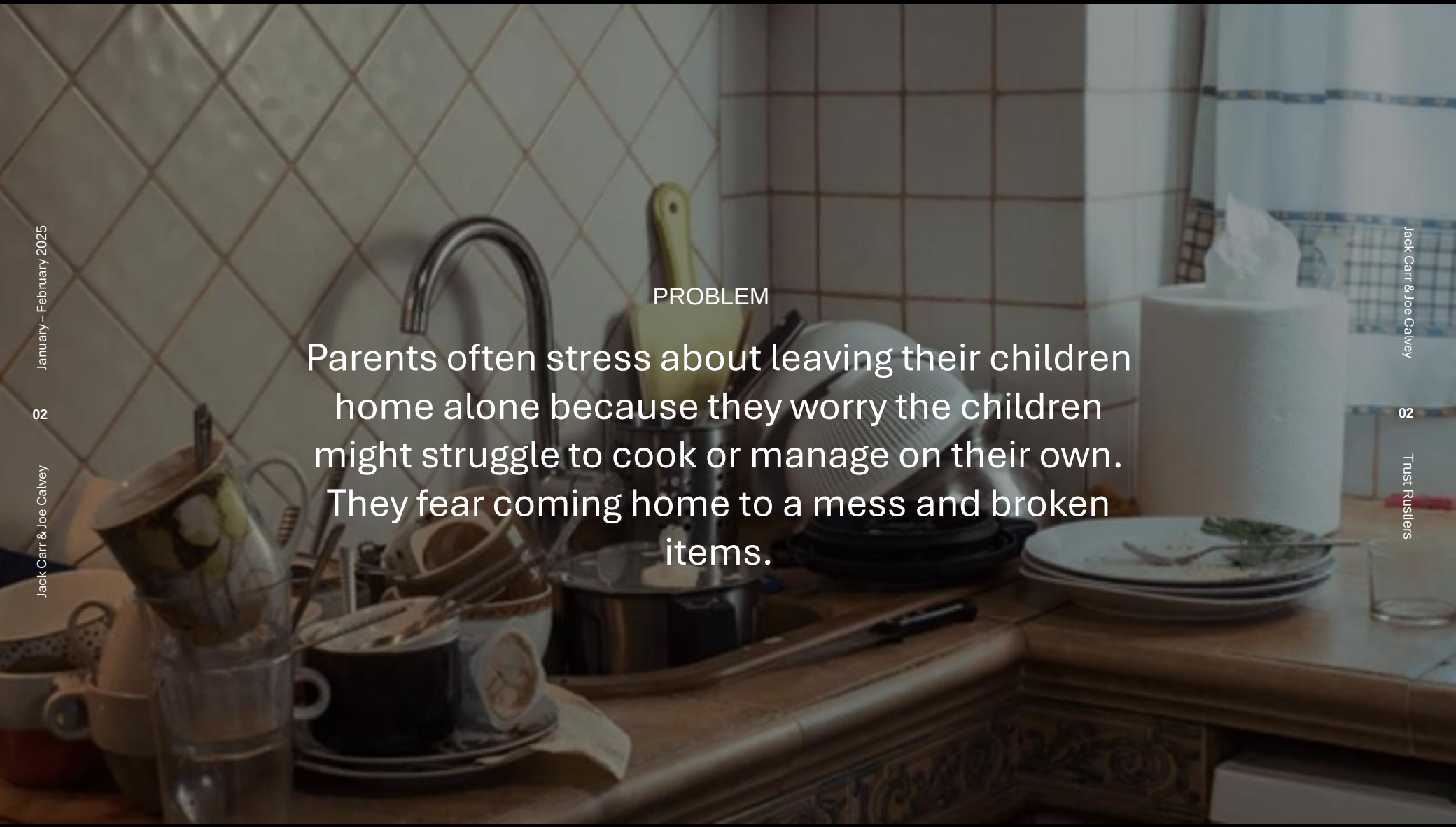
These pieces put into billboards and on websites this shows of how to put them well they decide to go on a nice holiday and when they go to remind them in two different moments about buying rustlers.





Trust Rustlers

Jack Carr & Joe Calvey
01
Trust Rustlers



PROBLEM

Parents often stress about leaving their children home alone because they worry the children might struggle to cook or manage on their own. They fear coming home to a mess and broken items.

INSIGHT

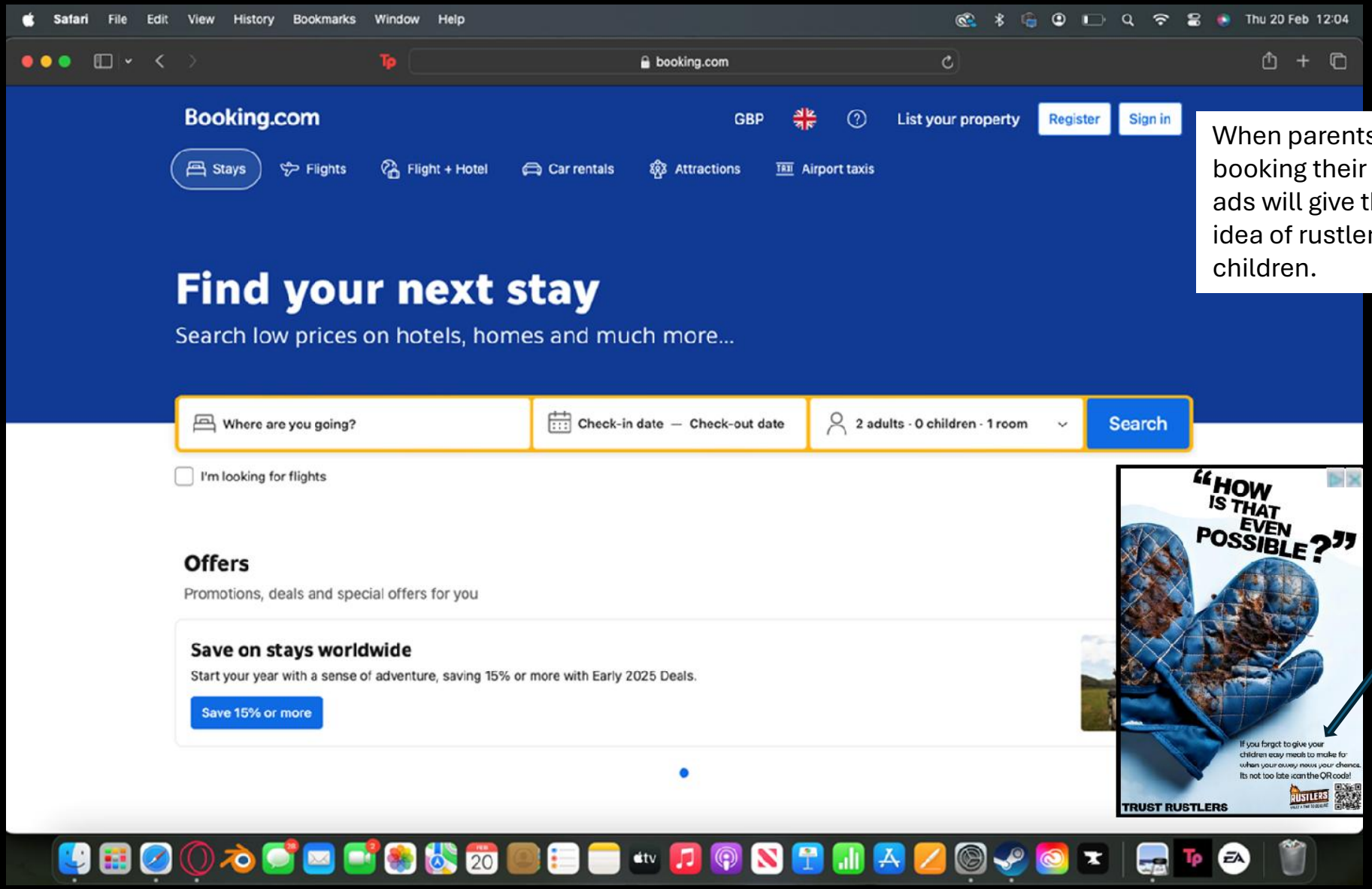
Ready-made meals like Rustlers give parents peace of mind, knowing their children can eat without making a mess or breaking anything.



SOLUTION

Allowing parents to enjoy their time away from home.

When parents are booking their holiday, the ads will give them the idea of rustlers for their children.



Check of buying rustlers to stop your children from damaging and messing up your kitchen. Make trust easy and stress free when away.



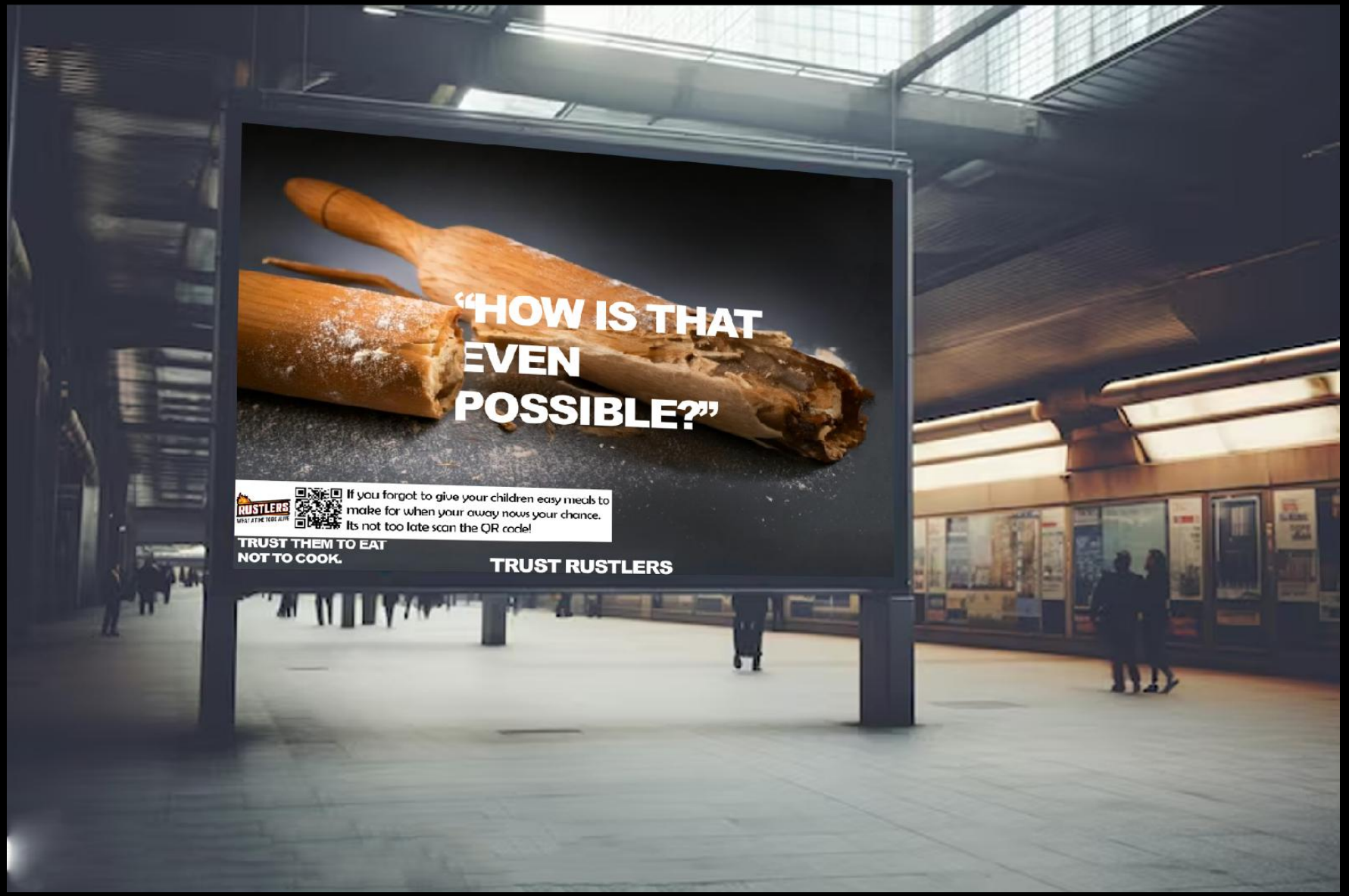
A last minute reminder to order rustlers for children.

We will place these ads in different travel serveries.




"HOW IS THAT
EVEN
POSSIBLE?"
If you forgot to give your children easy meals to make for when your away nows your chance. Its not too late scan the QR code!
TRUST THEM TO EAT
NOT TO COOK.
TRUST RUSTLERS


"HOW IS THAT EVEN POSSIBLE?"
If you forgot to give your children easy meals to make for when your away naws your chance. Its not too late scan the QR code!
RUSTLERS
TRUST RUSTLERS


"HOW IS THAT
EVEN
POSSIBLE?"
RUSTLERS
If you forgot to give your children easy meals to make for when your away nows your chance. Its not too late scan the QR code!
TRUST THEM TO EAT
NOT TO COOK.
TRUST RUSTLERS

Trust Rustlers

Jack Carr

Thank you

Joe Calvey

Process book 3

Creative communication

Jack Carr

2025

Brief 1: **MUTANTS**

My day in what I touched:

1.Bed cover
2.Pillows
3.Toothbrush
4.Eczema Creams
5.Clothes
6.Door
7.Tap handle
8.Class of water
9.Bag
10.More door
11.Car door
12.Seat belt
13.Shopping cart
14.Cucumber
15.Bananas
16.Greek yogurt
17.Sausages
18.Frozen chicken
19.Frozen onions
20.Crisps
21.Phone
22.Plastic bag
23.Car door
24.Seat belt
25.Doors
26.Bowl
27.Greek yogurt
28.Bananas
29.Spoon
30.iPad
31.Laptop
32.Doors
33.Dumbbells
34.Weights
35.Doors
36.Sausages
37.Air fryer
38.Toothbrush
39.Pillows
40.Cover

Once I made my list I needed to look at my list, I compared to others and saw what was differently the main one that was uncommon was eczema cream.

Protopic eczema creams



Emotional

- It's a extra step in the morning and at night.
- Had it since I was young and hate it.

Facts

Only started using this cream lately to see if will help with my eczema cream
Use 2 or 3 times a day, suppose to use that much but since I have used it so much give up and don't use that much
Is an ointment

The protopic cream

- Plastic
- The strength is 0.1
- Able to use it non stop unlike a strength of 1 which if use to much can thin your skin

Side effects:

•Burning, stinging, itching, or tingling of treated skin (especially during the first few days of treatment)
•Viral skin infection
•Increased skin sensitivity to hot or cold temperatures
•Acne, redness, or crusting around hair follicles
•Upset stomach
•Headache, muscle pain
•Runny or stuffy nose
•Flu-like symptoms (fever, chills, body aches, sore throat, cough, swollen glands)

Physical appearance of the cream:

- Colour of blue and white
- The typography is simple with quite bold writing

This brief is a way to get you out of your comfort zone and to be uncomfy.

To in a way make me the eczema cream.

A way to cover your self in cream, yogurt, squirty cream and showing gel.

The rigged top of the lid on my head.

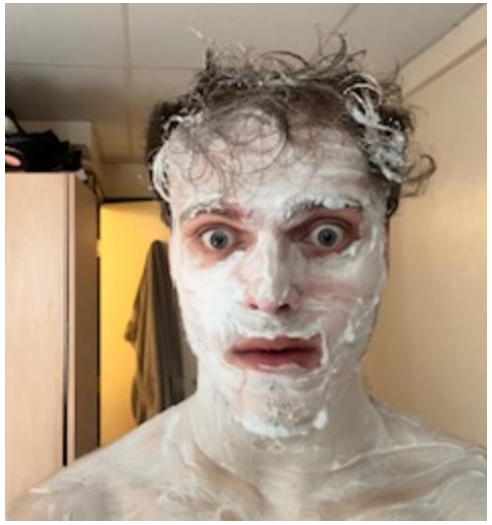
Ideas

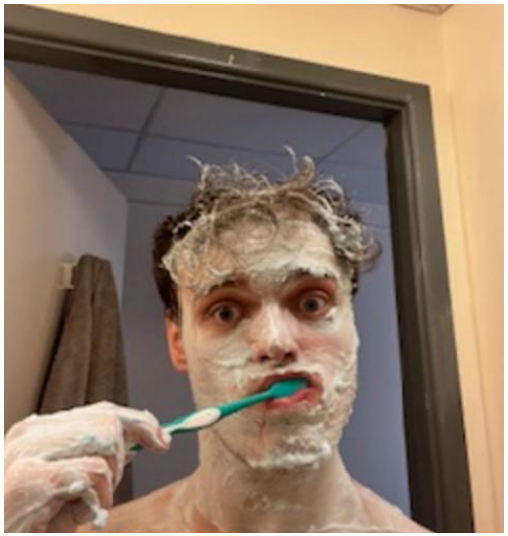
Turn my self plastic or see through because you have done it so much.

Making the mutant have a problem with whatever they touch turns to cream or goes really smoot.

This could work to create a story that is true from how I have used the cream so much.

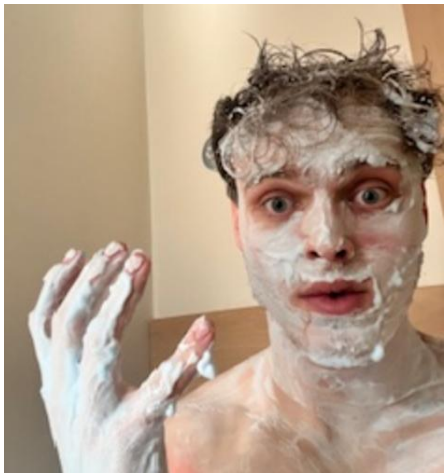
As how this is what the creams idea is for people's skin.











This mutant idea is showing how I want to get rid of my eczema and now I have woken up and are covered all over in eczema cream and it became attached to my skin.





The main point of this brief was to get people out of their comfort zone for making their mutant. I also wanted to put my mutant in a real life outdoor look. Making me go outside and applying the same eczema cream with the same texture in my bedroom and take multiple pictures like I was just having a simple walk or something.

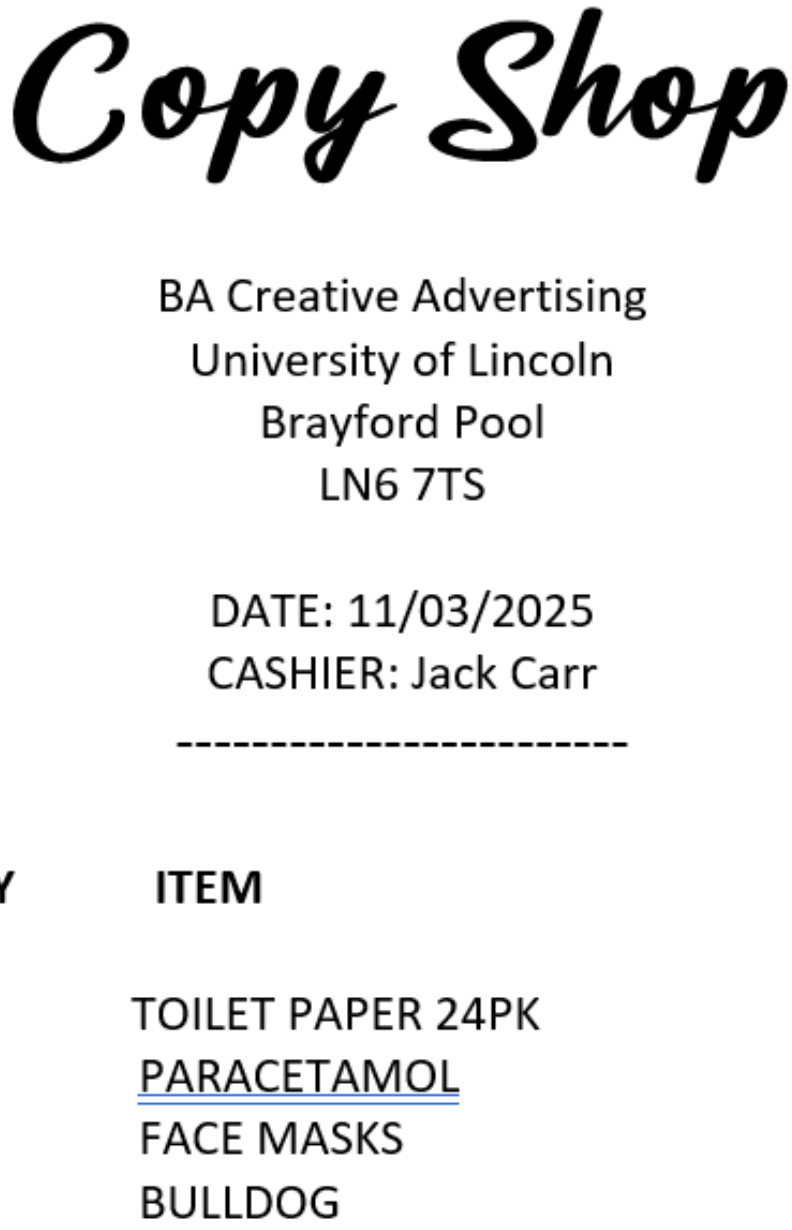
COPY SHOP

Speed brief

Brief 2

With is idea I wanted to find a way to make a very obvious scenario then to implement something that throws of the whole concept. With the random outlier I want it to still be connected but make someone think back when this happened and work out what happened.

I decided to go for COVID 19 in the end with having normal things that people where all buying desperately at that time (loads of toilet paper, paracetamol and face masks), then added in a very random bulldog. The link was that at the start of COVID 19 you could only leave your home to walk the dog, making the idea of people just wanted a way to get fresh air and letting people leave their house.



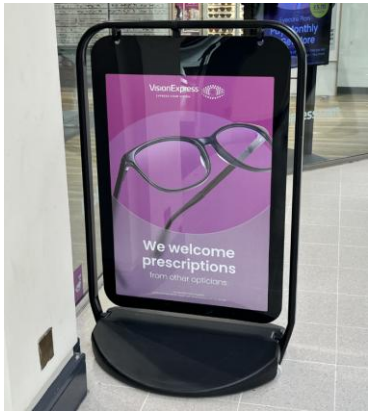
Brief 3: **COPY SAFARI**

With this brief I need to find a promotion piece of work were its got an unclear message and very unprofessionally done. After finding that out I need to clearly find the message as well as put the message more clearly.





The advertainment on this side is work that I think could be made better and improved to catch peoples eye and me intrigued. The one at the top is very long and does not need to be shown of in that much of a simple way. The advertisement around it stood out way more. Which is why I am wanting to take this forward the most.







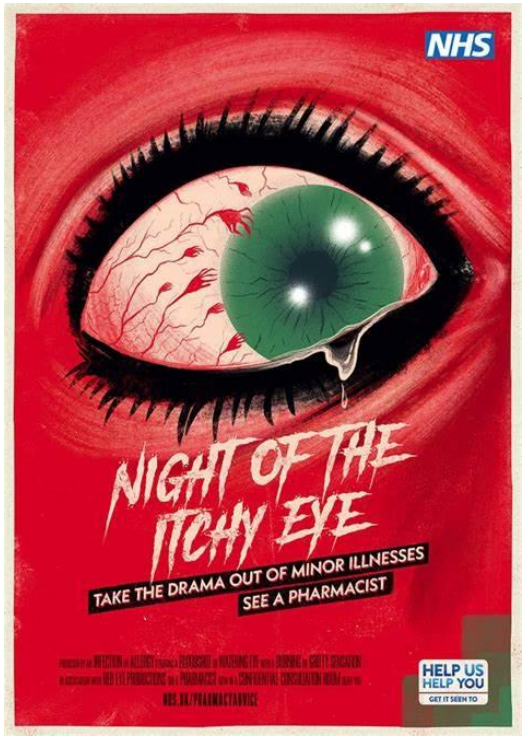
This sort of advertainment have more of a simplicity look to them that also standout. Making more leaning to ward the ones on the left of this slide.

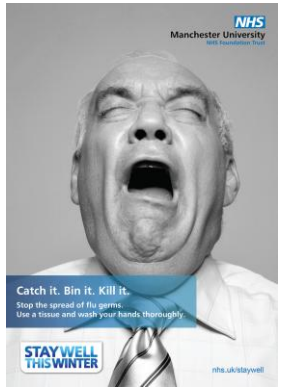


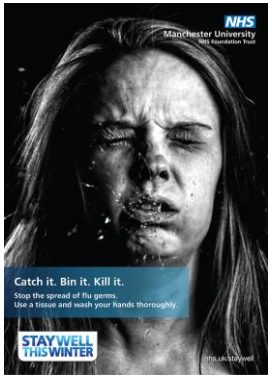






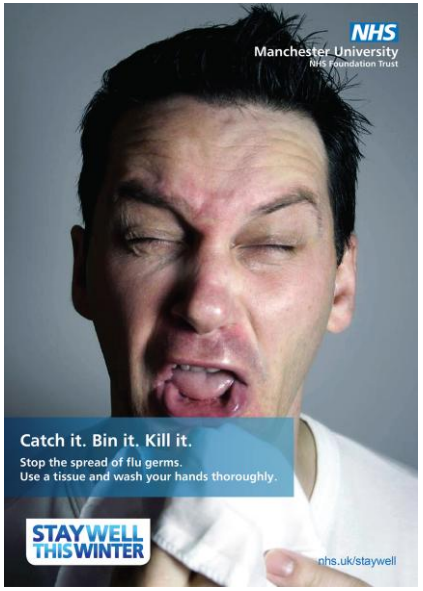


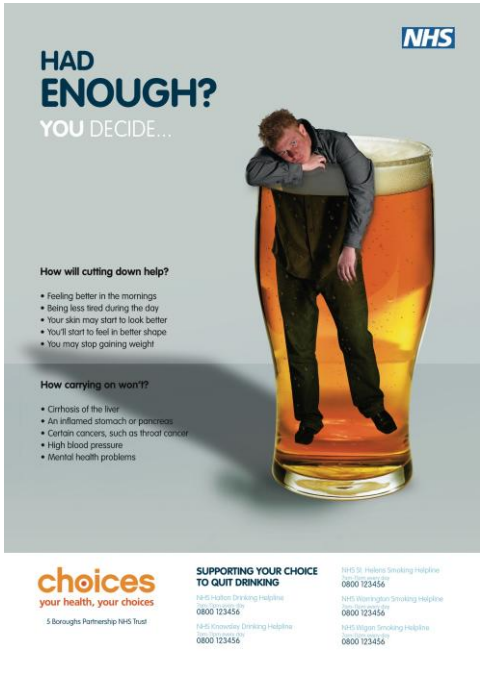


















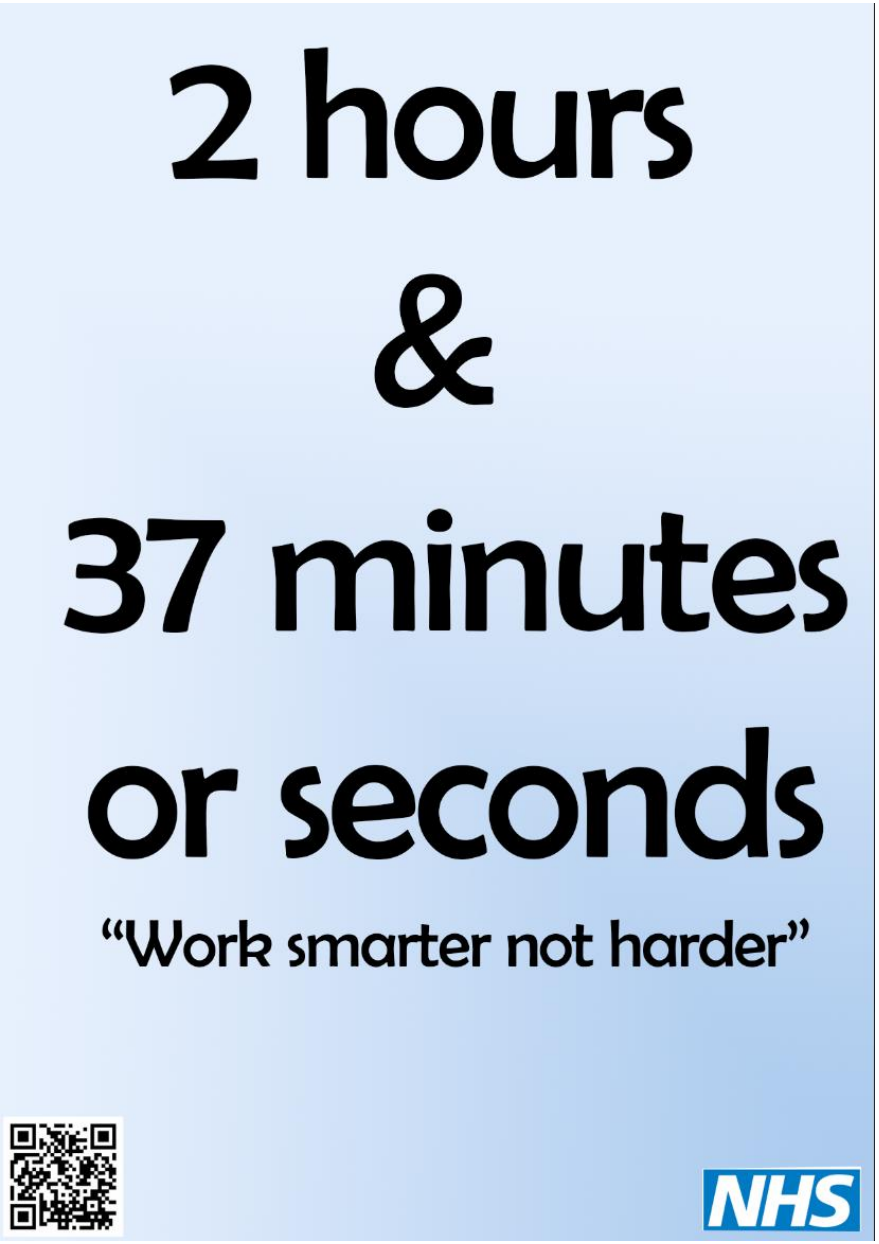
The advertisement that NHS does is very simple of use a way to how of the symptoms. Gives a lot of advertisement normally on there advertisement. I think the most important piece are the ones that your eye look straight towards, and from a colour perspective I look at the top right piece first then to the pieces with people in the glasses. This has helped me to see that I need to make a simpler piece that either makes you only read a small amount to then be taken to the information on the page.

I started to work out how I would want to make the NHS piece and the first idea that intrigued me was making the website idea seem like a fast track idea. This way people would feel special and pick going to the NHS website first over jumping to conclusions of going to see the doctor straight away and taking loads of time out their day as they haven't even booked.



This piece is very big and simple to get peoples attentions but wouldn't fully stand out, as there is lots of other stuff similar to this. I want to make it different and unique that either has a good hook to it or has a unique aspect that can make it smartly done.

I think there is lots of different ways I could take the idea of having 2 hours and 37 minutes. Wanted to try a simple way of advertising it though. Having a well known quote making it relatable.



I think I can make this piece a lot more complicated. I need to have a step back and look into what I could do with these ideas up against the old advertainment NHS piece.



The message behind this advertisement:
This piece explains to people that you can find out information on their website and find out information.

Different ways that this advertising piece could be simplified or improved:

- I could take this piece by having someone quote how long it takes when going to see the doctor
- Show of the average amount of time it takes to get in at the doctors if you don't book an appointment (2 hours and 37 minutes):

I. One way I could take this is show of the hole script of a movie that's 2 hours 37 mines long then show a more clear simple 5 word sentence of the movie, this shows the difference in going to see the doctor or finding the information on whats wrong with you on there app.

II. Another way I could show of this idea of time is buy showing a list of what you could do at home in that amount of time compared to in the waiting room waiting for the doctor.

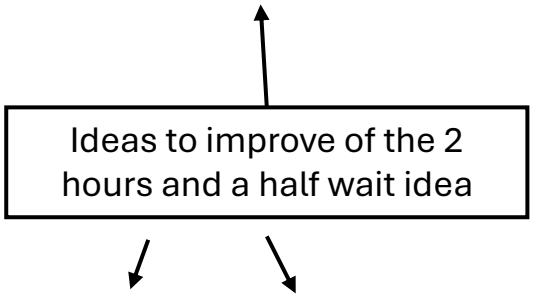
- Nobody got time for that
- Why wait to feel great
- Queue jumping nhs fast track pass
- Jump queue!!!
- Says:

I. "Every second counts"

II. "Work smarter not harder"

III. "An apple a day keeps the doctor away"

This is the idea I'm going to take forward as from the last page most my attention and thought were looking into this idea, this is I thought it's a smart different way to promote the website.



Doing the to do list of what you could do in 2 hours and 37 minutes at home compared to waiting in the doctors waiting room.

Do the idea of having the whole transcribed of an 2 hour and 37 minutes movie and then a simple more simple way of saying the whole movie.

This idea has a very simple aspect behind it but also has a very good message when you look into it. The idea need to be more simple in realizing whay the link is though. There should be a way to make the link from the problem to solution a lot simpler.

I think I going to try some other concepts before I take this one before as I don't think this idea is the best way I can play into the 2 hours and 37 minutes idea.

And also

To Do List

If at home	In the doctors waiting room
- Watch a movie with crisps and sweets - Get all your choirs done round the house - Get work done easily in the comfort of your own home - Spend time with you family playing games or having a nice meal together - Play video games - Play board games - Go make food or bake food.	- Read a book or magazine - Wait for the doctor

Dont waiste the whole day

Find your needed information on the NHS website

NHS

INSERT - TV COMMERCIAL - DAY 1 Over jungle sound effects, the CAMERA is low, moving through brush from the POV of a stalking animal. As the brush parts, revealing Wall Street and the New York Stock Exchange, we HEAR the resonant voice of GENE HACKMAN. GENE HACKMAN (V.O.) The world of investing can be a jungle. 1A 1B 1C-1D 1E 1F 2 WE SEE a charging, snorting BULL. GENE HACKMAN (V.O.) Bulls. WE SEE a ferocious, growling BEAR. GENE HACKMAN (V.O.) Bears. Danger at every turn. Pretentious CLASSICAL MUSIC kicks in. GENE HACKMAN (V.O.) That's why we at Stratton Oakmont pride ourselves on being the best. VARIOUS SHOTS -- a conservative young MAN reviews a stock portfolio with a wealthy older COUPLE; a smiling young WOMAN sits before a computer talking into a headset GENE HACKMAN (V.O.) Trained professionals to guide you through the financial wilderness. WE SEE the Stratton "team" - an ethnically diverse group of ACTORS with their handsome, grey-templed "CHAIRMAN". GENE HACKMAN (V.O.) Stratton Oakmont. Stability. Integrity. Pride. WE SEE a shot of the black glass Stratton Building, and: INT. STRATTON OAKMONT III - BULLPEN - DAY (FEB '95) Absolute bedlam. 300 drunken STOCKBROKERS, most in their early 20s, chant wildly as JORDAN BELFORT, handsome, 30, stands beside a DWARF dressed in tights, cape & helmet JORDAN Twenty five grand to the first cocksucker to nail a bullseye! The "bullseye" is a large dollar sign in the middle of a giant velcro "dartboard". 1A 1B 1C-1D 1E 1F 2 Script provided for educational purposes. More scripts can be found here: http://www.sellingyourscreenplay.com/library 2. The Wolf of Wall Street Buff Revised Pages 3/5/13 JORDAN (CONT'D) Watch and learn, people! The Brokers go apeshit as Jordan grabs the Dwarf by his pants and collar. In the Crowd, cash flies as side bets are made. Jordan winds up, aims for the "dartboard". JORDAN (CONT'D) One. Two. Throw!! The Brokers cheer, and as the screaming Dwarf takes flight, hurtling toward camera, we FREEZE FRAME: JORDAN (V.O.) (CONT'D) My name is Jordan Belfort. No, not him, me. I'm a former member of the middle class raised by two accountants in a tiny apartment in Bayside, Queens. 3-3B 4 5 A SERIES OF POLAROIDS -- (1969) Jordan, 7, smiles as he poses behind a lemonade stand, his parents Max and Leah behind him; Jordan, 13, stands holding a styrofoam cooler, selling ices on the beach; Jordan, 18, smiles as he holds an Amway sales brochure. JORDAN (V.O.) The year I turned 26, I made 49 million dollars as the head of my own brokerage firm- EXT. LONG ISLAND EXPRESSWAY - DAY (FEB '95) A CHERRY RED Ferrari Testarossa ZOOMS down the L.I.E. JORDAN (V.O.)--which really pissed me off because it was three shy of a million a week. The Ferrari weaves in and out of traffic. JORDAN (V.O.) Hey, my Ferrari was white, like Don Johnson's in Miami Vice. We see the same Ferrari, now in WHITE, as it zooms away, a BLONDE head bobbing up and down in Jordan's lap. EXT. LONG ISLAND'S NORTH SHORE - DAY (FEB '95) A twin-engine Bell Jet helicopter descends over a huge mansion, with sparkling pool, tennis court and waterfall. * * * 3-3B 4 5 Script provided for educational purposes. More scripts can be found here: http://www.sellingyourscreenplay.com/library 3. The Wolf of Wall Street Buff Revised Pages 3/5/13 JORDAN (V.O.) See that humongous estate down there? That's my house. 6 7-7C 8 INT. JORDAN'S ESTATE - MASTER BEDROOM - DAY (FEB '95) We see NAOMI, 24, blonde and gorgeous, a living wet dream in LaPeria lingerie.

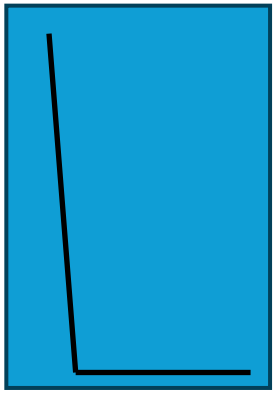
JORDAN (V.O.) My wife, Naomi, the Duchess of Bay Ridge, Brooklyn, a former model and Miller Lite girl. Naomi licks her lips; she's incredibly, painfully hot. JORDAN (V.O.) Yeah, she was the one blowing me in the Ferrari, so put your dick back in your pants. Over the following, WE SEE a quick SERIES OF SHOTS All taken from TV; a mansion from Lifestyles of the Rich and Famous; wealthy PEOPLE applauding at a polo match; a yacht sailing crystal blue seas; Robert Wagner and Stephanie Powers toasting both champagne and each other. JORDAN (V.O.) In addition to Naomi and my two perfect kids, I own a mansion, private jet, six cars, three horses, two vacation homes and a 170 foot yacht. INT. HOTEL BEDROOM - NIGHT (FEB '95) Sweaty, wild-eyed and naked, Jordan fucks an HISPANIC HOOKER from behind. JORDAN (V.O.) I also gamble like a degenerate, drink like a fish, fuck hookers maybe five times a week and have three different Federal agencies looking to indict me. He dismounts, snorts some coke through a straw, then uses it to blow some into her asshole. JORDAN (V.O.) Oh yeah, and I love drugs. 6 7-7C 8 Script provided for educational purposes. More scripts can be found here: http://www.sellingyourscreenplay.com/library 4. The Wolf of Wall Street Buff Revised Pages 3/5/13 Jordan looks up suddenly, paranoid, as if he's hearing voices. 9 10 11 INT. HELICOPTER - NIGHT (FEB '95) Jordan, drooling and stoned out of his skull, wears a rumpled custom-made business suit as he mans a set of controls next to his frantic co-pilot, CAPTAIN DAVE. CAPTAIN DAVE Pull up! Jesus! We're gonna crash! Jordan's head bobs as he pulls back on the stick. The helicopter rises sharply, then levels out, hovering 30 feet above a huge mansion. Down below, through Jordan's hazy, DOUBLE VISIONED POV, we see a sparkling pool, tennis court and waterfall. JORDAN (V.O.) Check this out -- despite my completely fucked-up state, I could fly straight while still seeing two of everything. He closes one eye; his POV sharpens. Putting pressure on the stick, the helicopter descends slowly over the driving range... then LURCHES and SLAMS to the ground. JORDAN (to Captain Dave) Ya guzza git hazarous doozy pay, buddy. INT. JORDAN'S ESTATE - FRONT DOOR - DAY (FEB '95) Morning. Sober now, impeccable in suit and tie, Jordan heads for the door holding a glass of orange juice. JORDAN (V.O.) Yes, on a daily basis I take enough drugs to sedate greater Long Island. EXT. JORDAN'S ESTATE - CONTINUOUS (FEB '95) He pops two white pills, swigs some juice, then speaks directly to the camera as he heads for a waiting limo. JORDAN I take Quaaludes for my back, fifteen to twenty a day. 9 10 11 Script provided for educational purposes. More scripts can be found here: http://www.sellingyourscreenplay.com/library 5. The Wolf of Wall Street Buff Revised Pages 3/5/13 JORDAN (CONT'D) I use Xanax to stay focused, ambien to wake up and mellow out, cocaine to wake up and morphine because it's awesome. 12 13 EXT. STRATTON OAKMONT III - LONG ISLAND - DAY (FEB '95) The limo pulls up to the black glass office building. Jordan gets out, heads inside through a back door. JORDAN But of all the drugs under God's blue heaven, there's one that's my absolute favorite. INT. STRATTON OAKMONT III - JORDAN'S OFFICE - DAY (FEB '95) Gadgets, computers, oxblood leather furniture. With the DIN of the brokerage firm bleeding in, Jordan uses a credit card to cut a line of coke on his desk. As he peels a crisp $100 DOLLAR BILL off a wad, rolls it up: JORDAN Enough of this shit'll make you invincible, able to conquer the world and eviscerate your enemies. He SNARFS up the line, gestures to the cocaine. JORDAN (CONT'D) I'm not talking about this. I'm talking about this. (Jordan unfurls the $100 with a SNAP) Money is the oxygen of capitalism and I wanna breathe more than any other human being alive. He crumbles it into a ball and tosses it into a corner, where it comes to rest with two dozen others. Over his back as we TRACK HIM out of his office toward what sounds like the ROAR of a mob- JORDAN (V.O.) Money doesn't just buy you a better life -- it also makes you a better person. You can give generously to the church of your choice or the political party. You can save the fucking spotted owl with money. 12 13 Script provided for educational purposes. More scripts can be found here: http://www.sellingyourscreenplay.com/library 14 6. 14 The Wolf of Wall Street Buff Revised Pages 3/5/13 INT. STRATTON OAKMONT III - BULLPEN - DAY (FEB '95) Arms akimbo, Jordan stands above the bullpen, a huge open space with tightly packed rows of maple colored desks. JORDAN (V.O.) But most of all, in any country in the world, money can buy you love. Fuck the Beatles. His 300 BROKERS, mostly young men with their jackets off, scream wildly. They worship him. JORDAN (V.O.) With that in mind, at the tender age of 22, after marrying my girlfriend Teresa- 14A 19 20 SCENES 14A - 18 OMITTED EXT. WALL STREET - DAY (MAY '87) An express bus pull up -- its sign reads "Wall Street".... JORDAN (V.O.)--I headed to the only place that befit my high-minded ambitions... Jordan emerges, kisses TERESA goodbye, then joins a sea of Commuters heading to work. JERRY FOGEL (PRE-LAP) You are lower than fucking pond scum. INT. L.F. ROTHSCHILD - BULLPEN - DAY (MAY '87) Computers, telephones everywhere. At their desks, 45 shirt-sleeved BROKERS read their Wall St. Journals, readying for war. Like an eager puppy, Jordan follows broker JERRY FOGEL, 30, thick-lipped and bow-tied... JERRY FOGEL You got a problem with that? (reads name tag) Jordan? JORDAN Nope. No problem at all. 14A 19 20 Script provided for educational purposes. More scripts can be found here: http://www.sellingyourscreenplay.com/library 7. The Wolf of Wall Street Buff Revised Pages 3/5/13 JERRY FOGEL Your job is 'connector', which means you'll be dialing the phone over 500 times a day, trying to 'connect' me with business owners. And till you pass your Series 7, that's all you'll be doing. Sit. Jordan takes a seat at the desk next to Fogel's. JERRY FOGEL (CONT'D) Just so you know, last year I made over 300k and the other guy you'll be working for made a million. JORDAN (V.O.) A million dollars? I could only imagine what a douchebag that guy must be. A manicured hand lands on Jordan's shoulder. It's MARK HANNA, 30s, charismatic, movie-star handsome. MARK HANNA Jordan? Mark Hanna. (re: Fogel) Good, you've met Jerry. One of the smartest guys in the office. Who's ever sucked a dog's cock out of loneliness. Fogel's smile turns to a frown. He hands Jordan a stack of 3x5 index cards. JERRY FOGEL Smile and dial. And don't pick your fucking head up till one. MARK HANNA Don't mind Jerry, his father raped him as a child. Besides, I'm senior broker here, he's a worthless piker. I heard you pitched stock at your job interview. JORDAN Had to do something to stand out. MARK HANNA I fuckin' love that! Let's grab lunch later. Windows good with you? JORDAN Great. Yeah. Script provided for educational purposes. More scripts can be found here: http://www.sellingyourscreenplay.com/library 8. The Wolf of Wall Street Buff Revised Pages 3/5/13 Hanna gives him a wink, looks at the clock on the giant electronic stock ticker encircling the room -- 9:30 a.m. MARK HANNA Let's fuck!! RING!!! Absolute pandemonium at the BELL signalling the opening of the stock market. Feet fly off desks; Brokers and their Connectors dial phones like mad. The CAMERA PUSHES IN on JORDAN, mesmerized as he takes in the ROAR. BROKER #1 (to Broker #2) Minischribe's a fuckin' steal! Thirty eight bucks a share! MARK HANNA (into headset) Your broker in West Virginia? What are you buying, a coal mine? It's the 80s, the game is high tech. BROKER #2 (to Broker #3) Fuckface! I got 50,000 July 50s! JORDAN (V.O.) You want to know what money sounds like? Visit a trading floor on Wall Street. Fuck this, shit that. Cock, cunt, asshole. I couldn't believe how these guys talked to each other- Fogel notices Jordan sitting there frozen. He covers his mouthpiece, kicks the desk violently.

JERRY FOGEL Dial the cocksucking phone! Jordan snaps out of it, starts dialing. JORDAN (V.O.) I was hooked within seconds. Mark Hanna slams down his phone in victory, scrawls out a "buy" ticket. He places the ticket into a glass cylinder which he slips into a plastic pneumatic tube. JORDAN (V.O.) It was like mainlining adrenaline. The tube is WHOOSHED into the ceiling and we're suddenly-- Script provided for educational purposes. More scripts can be found here: http://www.sellingyourscreenplay.com/library 21 The Wolf of Wall Street Buff Revised Pages 3/5/13 9. 21 INT. WINDOWS ON THE WORLD - DAY (MAY '87) CLOSE ON a COKE SPOON whose contents disappear up a nostril. PULL BACK TO REVEAL... The lunchtime power spot with panoramic views of the city. At a corner table, a paranoid Jordan looks around as Hanna does another bump of coke. None of the other DINERS seem to notice or care. MARK HANNA (offering the spoon) Got enough for one more? Tootski? JORDAN No. Thanks though. Hanna slips the vial into his pocket as HECTOR, the tuxedoed Maitre'D, approaches. HECTOR Mr. Hanna, what can I bring for you on this glorious afternoon? Hanna surreptitiously palms Hector a $100; Jordan notices. MARK HANNA Here's the game plan, Hector. Bring us two Absolut Martinis straight up. Precisely seven and a half minutes after you deliver those you'll bring two more, then two more every five minutes until one of us passes out. HECTOR An excellent strategy, sir. JORDAN Actually, I'm good with 7-Up. Jordan might as well have farted at the table. MARK HANNA First day on Wall Street, Hector. Give him time. (Hector offers menus) No thanks, I'm not eating. Hector heads off. JORDAN You can get high during the day and still function? Script provided for educational purposes. More scripts can be found here: http://www.sellingyourscreenplay.com/library 10. The Wolf of Wall Street Buff Revised Pages 3/5/13 MARK HANNA High is the only way to do this fucking job. Guy who coined the term "three-martini lunch" was a woman. Cocaine and hookers, my friend, the keys to success. Jordan smiles, not sure if Hanna is kidding. JORDAN I gotta say, I'm really excited about being part of your team. I wanna do all I can for our clients and -- MARK HANNA (reciting an ad) "Here at L.F. Rothschild, our clients aren't just important, they're family." Just as long as we get our taste first. Remember something, Jordan, your top priority in this job: make us money. If the clients get rich along the way, bully for them. Got a girlfriend? JORDAN Wife. She cuts hair. Mark swallows a comment about that. Gets to business. MARK HANNA OK, first rule of Wall Street. Nobody -- and I don't care if you're Warren Buffet or Jimmy Buffet -- nobody knows if a stock's going up, down or fucking sideways, least of all stock brokers. But we have to pretend we know. Make sure you stay relaxed. Nobody wants to buy something from someone who sounds like they haven't gotten laid in a month. Take breaks when you feel stressed, jerk off if you can. You like jerking off, right? JORDAN Well... sure. MARK HANNA Good, jerking off is key. And I highly recommend cocaine, which will make you dial faster, which is good for me. Churn 'em and burn 'em, baby. Script provided for educational purposes. More scripts can be found here: http://www.sellingyourscreenplay.com/library 11. The Wolf of Wall Street Buff Revised Pages 3/5/13 A BUSBOY stops by with a fresh napkin for Mark who thanks him. Then, discreetly as possible, Mark removes a fresh vial of cocaine tucked within and takes a quick snort. Jordan realizes: that's why he palmed the maitre d' $100. JORDAN (V.O.) For the next six months I learned the ways of Wall Street. 22 23 24 INT. STRIP CLUB - NIGHT (OCT '87) As STRIPPERS grind in b.g. Jordan parties with Mark Hanna and dozens of BROKERS and TRAINEES. Jordan sips a martini and studies Mark Hanna, hitting on a STRIPPER. JORDAN (V.O.) That fall I passed my Series 7. Finally it was here. INT. ROTHSCHILD BUILDING - LOBBY - DAY (OCT '87) Briefcase in hand, Jordan boards the elevator with a dozen other BROKERS. JORDAN (V.O.) My first day as a stockbroker, a future Master of the Universe. And as the doors close, on screen WE SEE: OCTOBER 19th, 1987 INT. L.F. ROTHSCHILD - BULLPEN - DAY (OCT '87) Total chaos. Jordan dials the phone as all around him Brokers panic, screaming into headsets. JORDAN (V.O.) They called it Black Monday. By four p.m. the market was down 508 points, the biggest one-day drop since the crash of '29. 4 p.m. The closing bell RINGS; the entire place goes silent. Brokers look at each other, stunned. MARK HANNA Holy. Fucking. Shit. And as the Brokers start commiserating with each other... 22 23 24 Script provided for educational purposes. More scripts can be found here: http://www.sellingyourscreenplay.com/library 12. The Wolf of Wall Street Buff Revised Pages 3/5/13 JORDAN (V.O.) L.F. Rothschild, a company that had been in business since 1863, closed its doors within a month. 25 26 INT. JORDAN & TERESA'S APARTMENT - KITCHEN - DAY (DEC '87) Jordan sits at the table perusing the Times classifieds. Teresa approaches with two coffees. Sits next to him. TERESA So I'll take an extra shift, don't worry about it. JORDAN You work too much as it is. TERESA We could pawn my engagement ring. JORDAN We're not pawning anything. I'm gonna be a millionaire, Teresa. TERESA You know that doesn't matter, right? He smiles, kisses her. Together, they peruse the ads. JORDAN (points to an ad) "Nobody Beats the Wiz". I could be a stock boy. TERESA You're a stock broker. JORDAN No one's hiring brokers right now, sweetie. They go back to the ads. After a few beats, she points- TERESA This place is. EXT. STRIP MALL - PARKING LOT - LONG ISLAND - DAY (DEC '87) In a suit, Jordan emerges from an '85 Datsun. He looks around confused, heads toward an unmarked storefront. 25 26 Script provided for educational purposes. More scripts can be found here: http://www.sellingyourscreenplay.com/library 27 13. 27 The Wolf of Wall Street Buff Revised Pages 3/5/13 INT. INVESTOR'S CENTER - DAY (DEC '87) The antithesis of L.F. Rothschild, with cheap furniture and a dozen misfit "BROKERS" giving loud, obnoxious sales pitches. Jordan enters, a modern man among cave people. DWAYNE, slovenly, 35, with a walrus mustache, looks up. JORDAN I'm looking for Investor's Center? DWAYNE That's us, hey. Dwayne. JORDAN (as they shake hands) Jordan Belfort, I called earlier. I was a broker with Rothschild. Dwayne motions Jordan to a seat. Nearby, a Broker in ratty Keds, TOBY WELCH, is screaming into his phone. TOBY WELCH I'm lookin' you, this stock is goin' up!... Cause I know, okay?!... I have inside information! Jordan looks at him, appalled at what he's hearing. JORDAN Where are your quotrons? DWAYNE No quotrons, we sell off the pink sheets -- penny stocks. Dwayne slides Jordan a large thin book; its pages are literally pink. He explains as Jordan flips the pages: DWAYNE (CONT'D) Company don't have enough capital to be listed on NASDAQ, their shares trade here. (points to the book) Like these guys, Aerotyne? They make radar detectors out of a garage in Dubuque. JORDAN Six cents a share? Who buys this crap? DWAYNE Schmucks mostly. Mailmen, plumbers, people thinking they can get rich quick. They answer our ads, Popular Mechanics, Hustler. Script provided for educational purposes. More scripts can be found here: http://www.sellingyourscreenplay.com/library 14. The Wolf of Wall Street Buff Revised Pages 3/5/13 JORDAN The spread on these is huge. DWAYNE So's your commission, that's the point. Blue chips stocks you get what, one percent? Pink sheets are fifty. JORDAN Wait a second. You're telling me if I sell two thousand dollars worth of stock, my commission is a thousand bucks? DWAYNE Technically, yeah, but not even the biggest schmuck buys two thousand dollars of this shit. 28 INT. INVESTOR'S CENTER - (LATER THAT) DAY (DEC '87) As others Brokers bark into phones, Jordan sits, phone cradled in his shoulder, making notes. A few beats, then: JORDAN (into phone) Mr. Fleming, good morning, Jordan Belfort with Investor's Center in New York City. You recently responded to one of our ads... A few of the other Brokers glance over, eavesdropping. JORDAN (CONT'D) The reason I'm calling is that an extremely exciting investment opportunity crossed my desk today. Typically our firm recommends no more than five stocks per year: this is one of them... A few more Brokers look over... JORDAN (CONT'D) Aerotyne International is a cutting edge tech firm out of the Midwest, awaiting imminent patent approval on a new generation of radar equipment... LATER. Now all the Brokers listen in rapt attention. 28 Script provided for educational purposes. More scripts can be found here: http://www.sellingyourscreenplay.com/library 15. The Wolf of Wall Street Buff Revised Pages 3/5/13 JORDAN (CONT'D)-- so if Aerotyne's shares rise to only a dollar -- and our research indicates they could go much, much higher -- your profit on a mere three thousand dollar investment would be upwards of fifty thousand... That's right, you could pay off your mortgage. Seconds tick by; an eternity, then he starts writing: JORDAN (CONT'D) Four thousand dollars, will that be check or money order?... Thank you, sir. Jordan hangs up, scrawls out a "buy" ticket. JORDAN (V.O.) (CONT'D) Just like that I made two grand. The other guys looked at me like I'd just discovered fire. Toby Welch and the other cave-Brokers stare at him. TOBY WELCH How'd you fuckin' 29 do that? INT. INVESTOR'S CENTER - (ANOTHER) DAY (FEB '88) Jordan sits at his desk in mid-pitch, totally focused. JORDAN It's a rock-solid company, sir, it's the next Microsoft... Six thousand. Terrific. As Jordan continues talking, wrapping up the sale... JORDAN (V.O.) (CONT'D) Though I knew I was selling garbage, within twelve weeks I was making a fortune. And as he starts scrawling out a buy ticket... JORDAN (V.O.) And as a wise man once told me, my only responsibility was to put meat on the table.

A guy doing drugs and making money illegally. NHS

This idea is to play of the fact a movies monolog for a movie is shown in small print for people to start reading it and then skip and give up towards the end. This idea is to suggest the point of the difference between going into see the doctor without an appointment compared to the idea of the NHS website to find out information. This idea and poster I can see grabbing a lot of peoples, attention as it looks very different to what stuff the NHS does, their advertising normally is in a long boring layout, but this piece will make them skip to the end for sure giving the main key part of the idea for this piece.

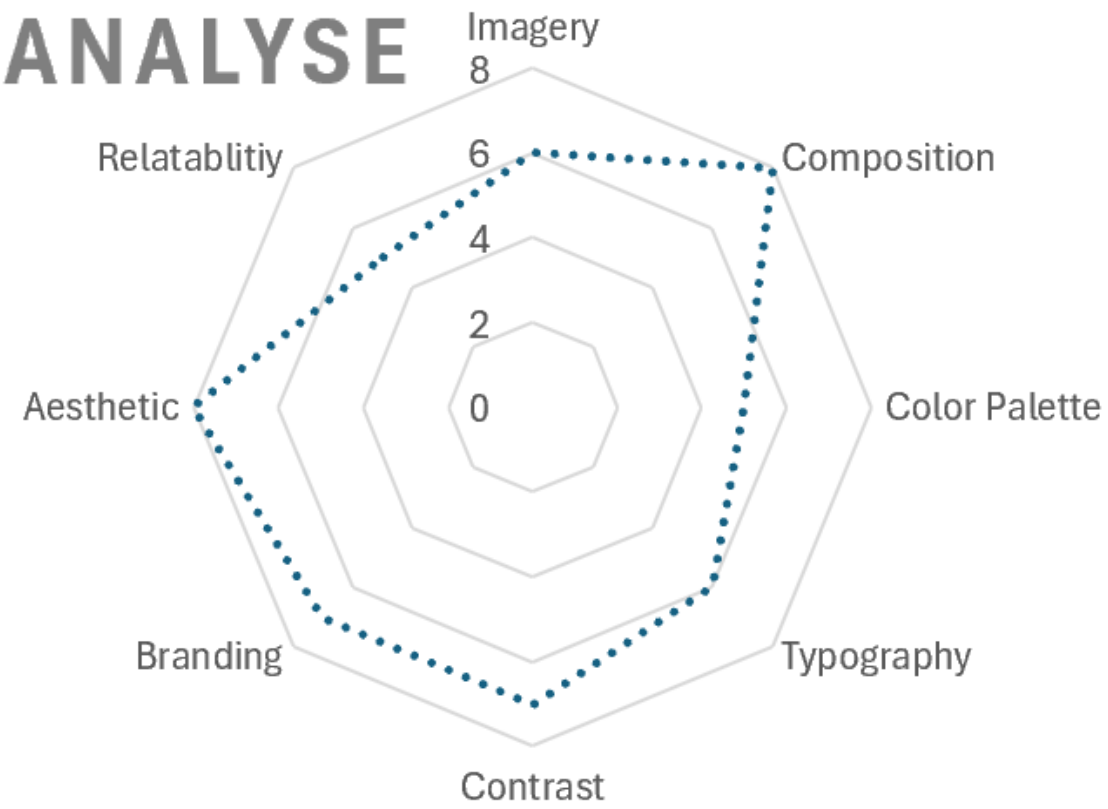
The eyes on the advertisement piece will work how my idea is planned to get them to start reading it and then starting to give up and move to the end where the important needed information is.



<u>Analysis</u>

I could still improve this idea though by keeping the same concept of the layout but change the information to be more boring and to have it to what you would be reading and seeing in the waiting area. Doing this would make it more relatable and understandable for people as certain movies might not be known by people.

ANALYSE



Imagery: Gave a small score as this piece didn't have an image, the imagery is within how the words compared to the other wording of the movie. Which works extremely well to send a clear message with the imagery in words. As it wasn't an actual image I gave it a very average scare though.

Composition: The composition works from how it makes your eyes follow very simply down the ad page. The layout has a very simple form of top to the bottom, people aren't having to look all over the ad page.

Colour Palette: The choice of the colour was because I wanted to keep it similar to how they normally promote adverts but more specifically interesting. This is with a white background and simple black coloured texted. This was given a very average score due to how it could have been seen more from different colours.

Typography: The typography does work with how other adverts of NHS makes it in this way. But I do think I could of at least looked into other ways of putting the typography to give of a better connection to my idea. The piece of typography I did use was the difference in sizing as well of the most important bit of writing at the end made bold to make it even more clear with my message, this part of the typography is the most important one to show of how the typography should be put down on the piece as well as how its layout.

Contrast: The contrast of the typography story of the movie is clear and very easily noticeable.

Branding: The branding is very unique and different which is what people get invested to with how it interesting links to the idea its selling as well.

Aesthetics: The aesthetics of this piece I believe is within how the over amount of writing looks as well as how its overy done making it clear that its not important from the writing when you read it. This over amount of writing will also grab attention from how much there is which people also knowing its over done on purpose.

Relatability: The branding onto NHS connects in some aspects and doesn't in others with how having a funny comedy movie about drugs probably is unlikely to connect to. Which is why in the analysis section I said that this idea could be also done in a way that brings in the scenarios of the boring wait to get into see the doctor compared to go online and fined out.

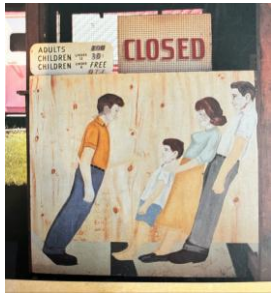
EYE SPY- speed brief

With this brief we had to take a slogan and pick a piece of imagery that works with a library photo and a brand. The speed brief was only an hour long.

All the other pieces of pictures I found:



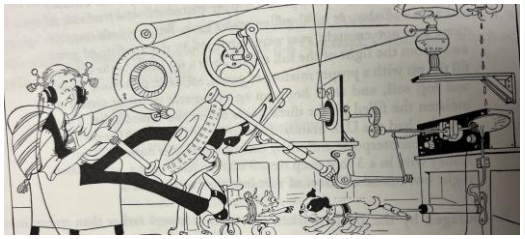


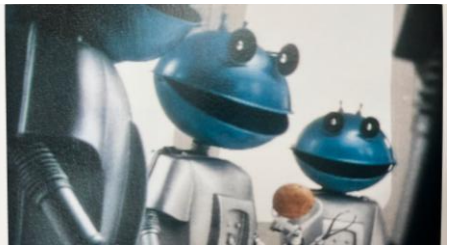






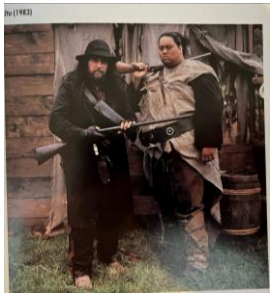


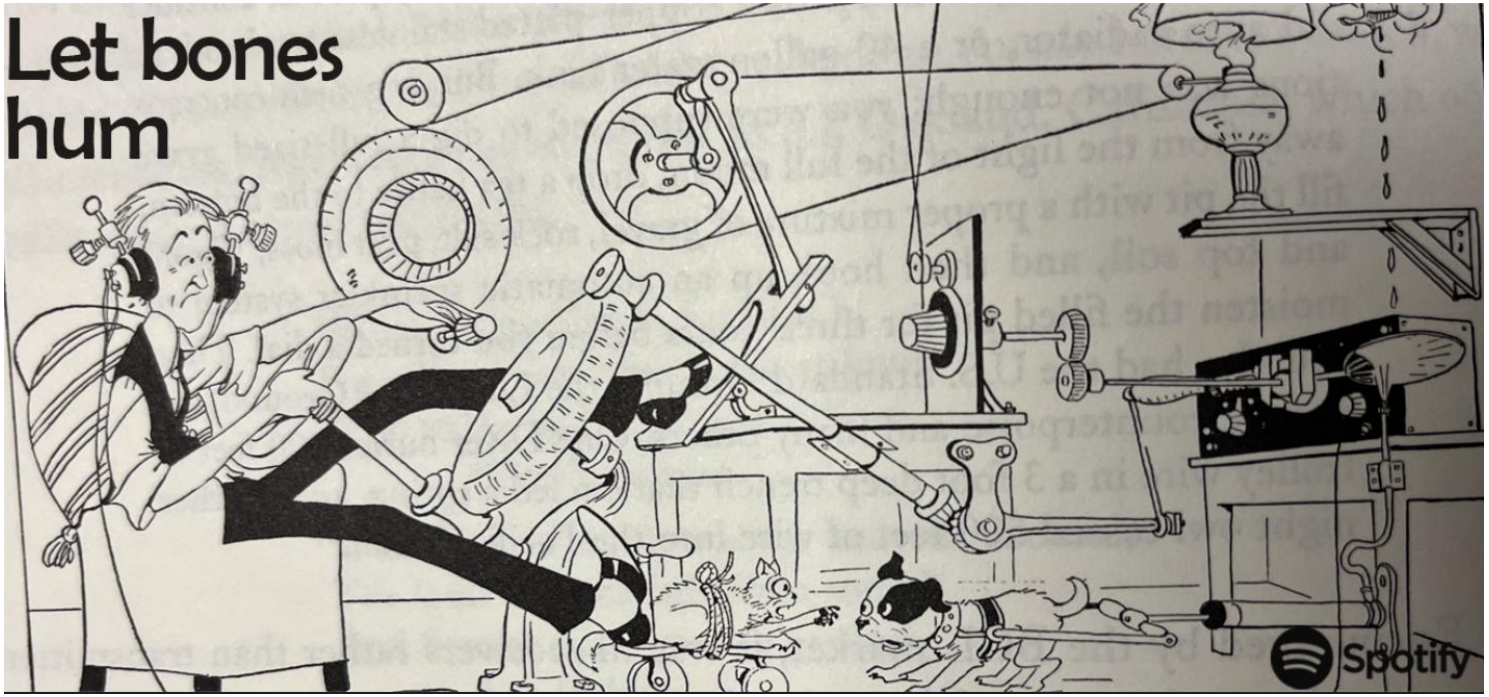












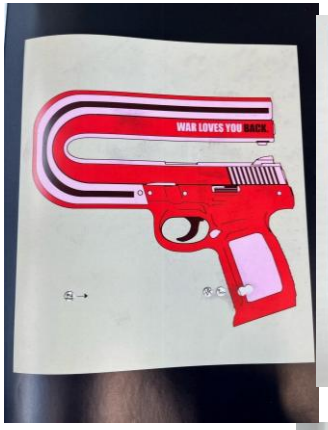
I decided to take forward this image as it links in an old different sort of way to music. The illustration of the amount of different components of music made me link it to the connection of how music has lot of different components within it, making your bones hum and like the work. I wanted to link this work with Spotify as this was a different and good way that the piece could be advertising the brand.

Brief 4: **EYE SPY** This is a broad amount of picture that I took and will be picking out off:

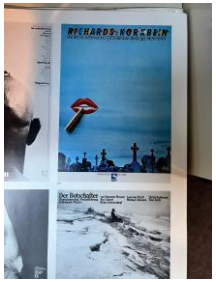




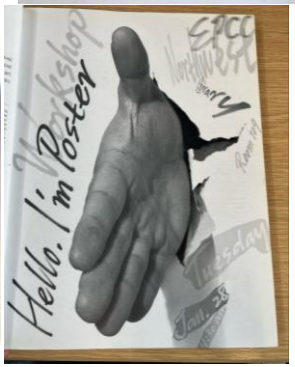


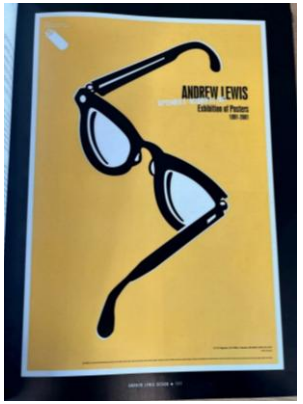


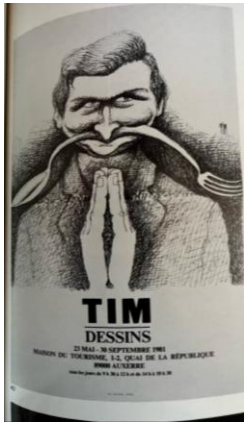




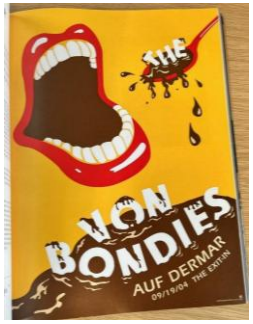











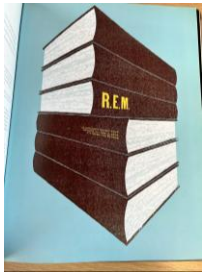






















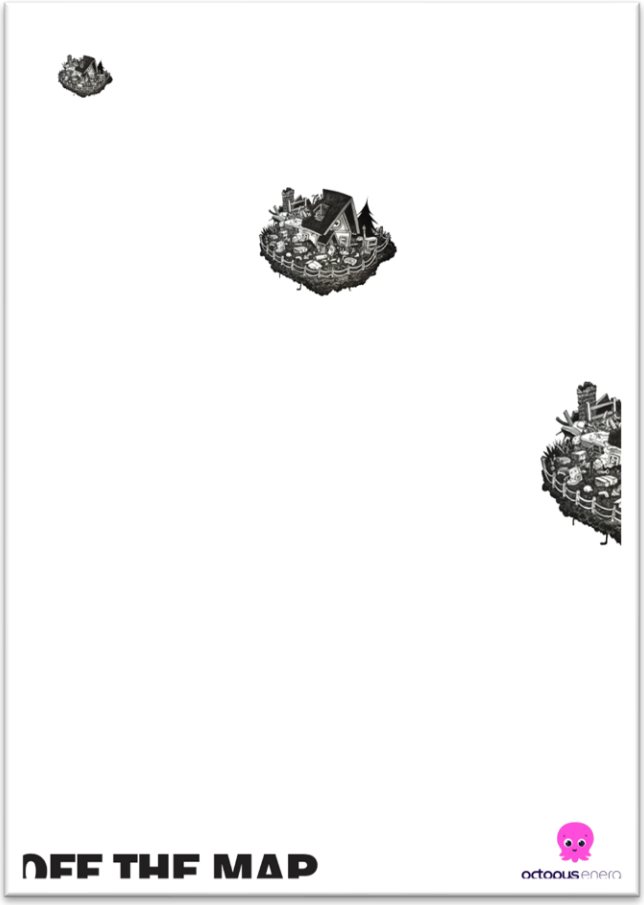



From all the pictures I have taken out side and of library books these I am most interested to take forward and make a slogan and brand work well with them.

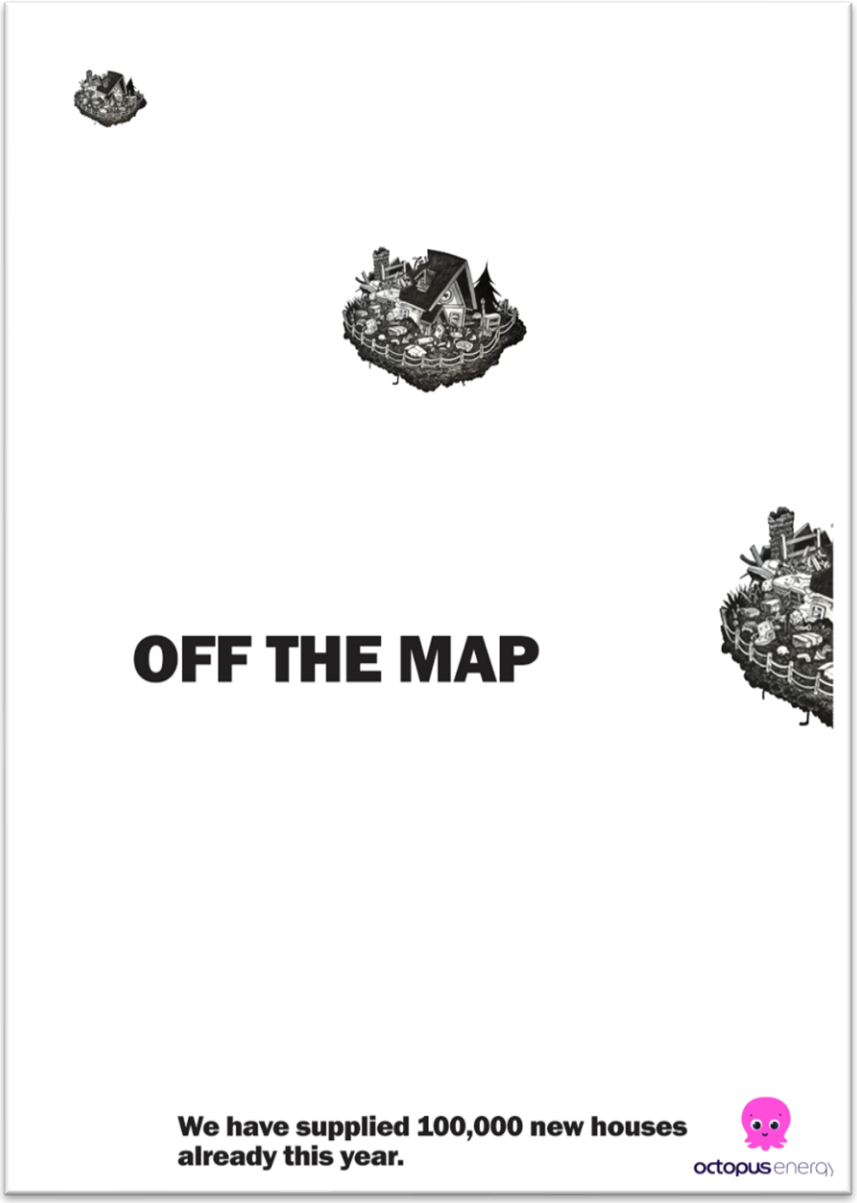
Idea 1



I have taken this piece a number of different ways to get a variety of different outcomes. I played around with typography as well as layout and images. I decided to link octopus energy to my image and logan as this company is always trying to push for new users to use their energy for peoples houses. My first trial on making a piece is in the top left which I tried to make it too bold and in your face. Then tried to bring the image back and duplicate it, doing this helped me see how this will add mystery and make people intrigued with it.







This is the picture that I used that was from a book in the library. The reason why I went for this pictures is because of the amount of different ways I thought I could advertise it straight away (Idea, energy company and data company).

Idea 2

From the first idea I wanted to follow the same concept into mystery as it makes the customer intrigued. With the footprints of exploring and being of the map, this fits nicely with the brand Patagonia as they are a very outdoors clothes brand.



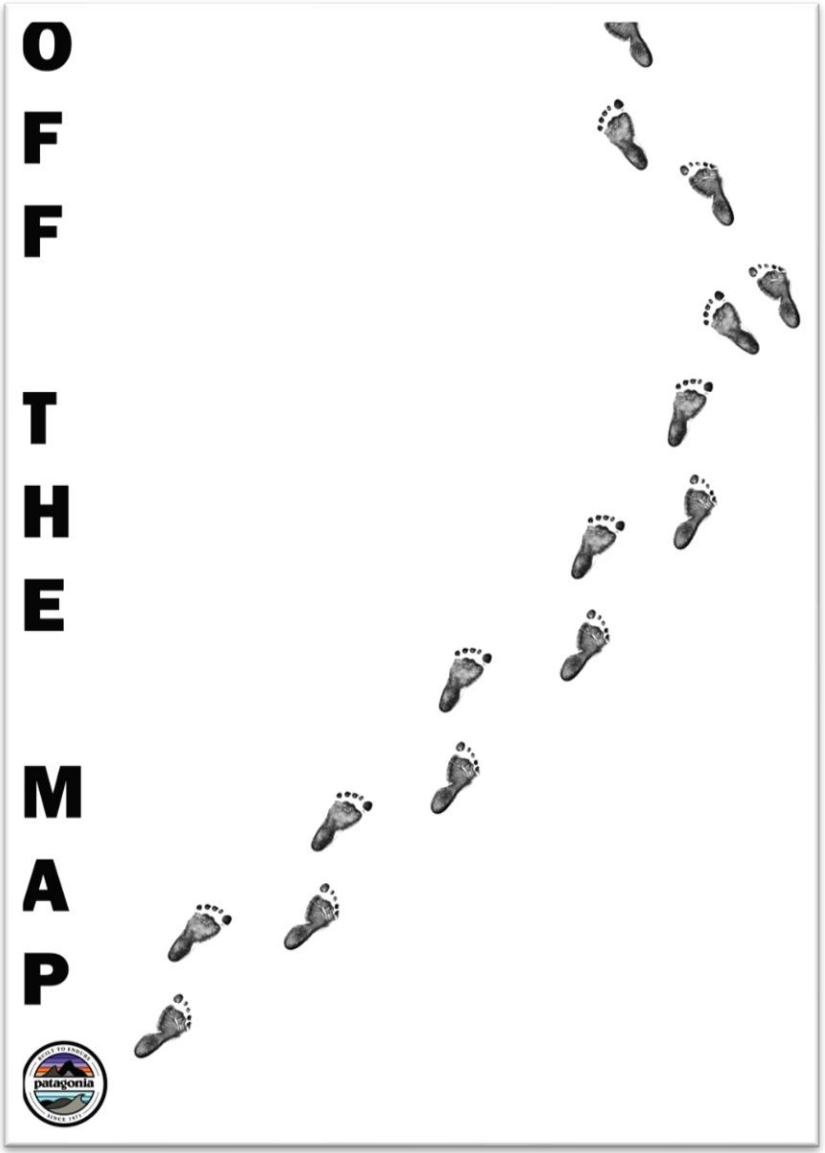




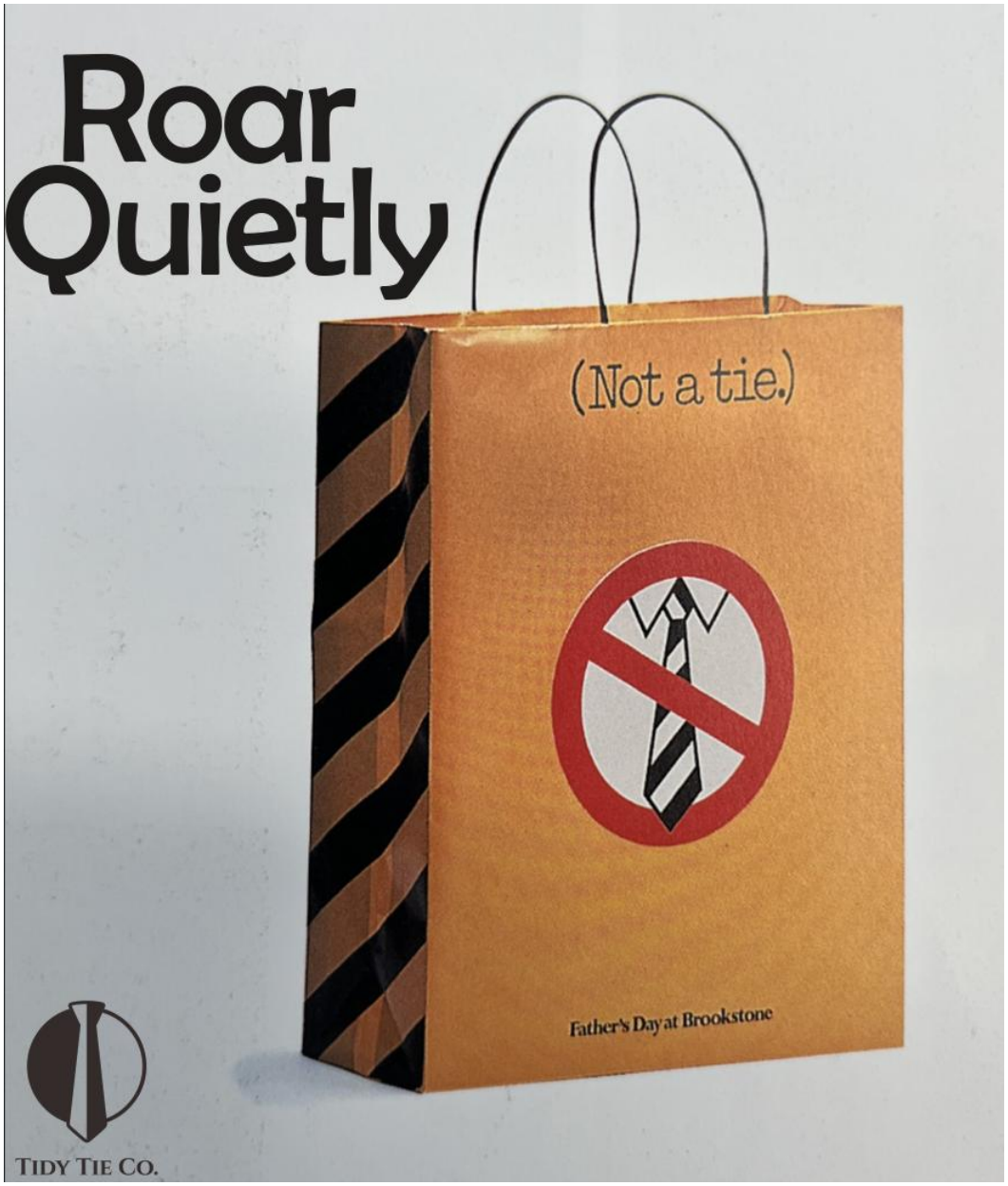
The difference in Patagonia's advertising here shows that there work is all done in a out side door setting to match their clothes selling point. My piece of advertising fits the out side advertising but is very different in terms of how its been create, for how simple mine is but getting the exact same message across.



This is the image that I have taken from a book in the library I have tweaked and changed it on photoshop for it to be able to be used in the way I wanted it.



If I was going to take this idea forward I would take this idea and try lots of different layouts including the way the foot steps are taken or the way the eye moves across the image, to make easier and normal for how its like on a bus station. I am leaning more towards taking my first idea forward and improving it as I think the idea has a better link towards the brand/company.



Idea 3

This idea I think has potential behind it and could be taken to create or link with a known trend or problem with smart clothes, I think that a different slogon like the no dignity one or something else that would work better. Would have to look more into it but I think me looking into this one made me see how much of an interesting idea I have within my first idea. The idea is very simple and obvious but is it too simple and obvious, I think again if I played around with the layout more it would help with the idea, for example with how big I have the bag with not a tie in

This is the original picture that I took from the library to develop into the piece I have two the left.







Looking into tidy tie co they don't seem to have too much advertisement they seem to just how of people doing up their ties or about too. This is interesting as they don't use advertisement in different ways means they have not looked into the reasoning on people wearing it for what or why people don't using this research could find a new angle and bring a new campaign that people could relate to.





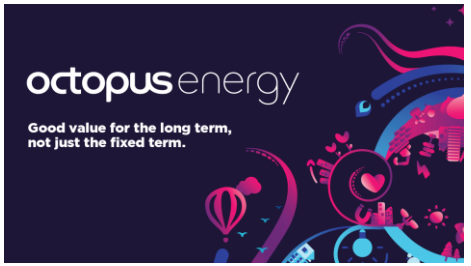
OFF THE MAP



Bringing warmth and light to every home, no matter the distance.

octopus energy

I decided to change the layout from the energy company idea, as this was my strongest idea out of them. From how it carried itself with the simplicity as it also had a clear message with having an intriguing factor to bring them to the message into octopus energy.

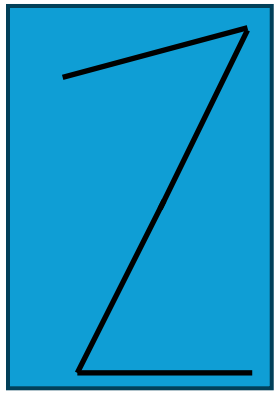






Their advertisement is simple and eye catching that works for them. As well as plays into the trust with the way that their bills will stay the same price but is getting more expensive.

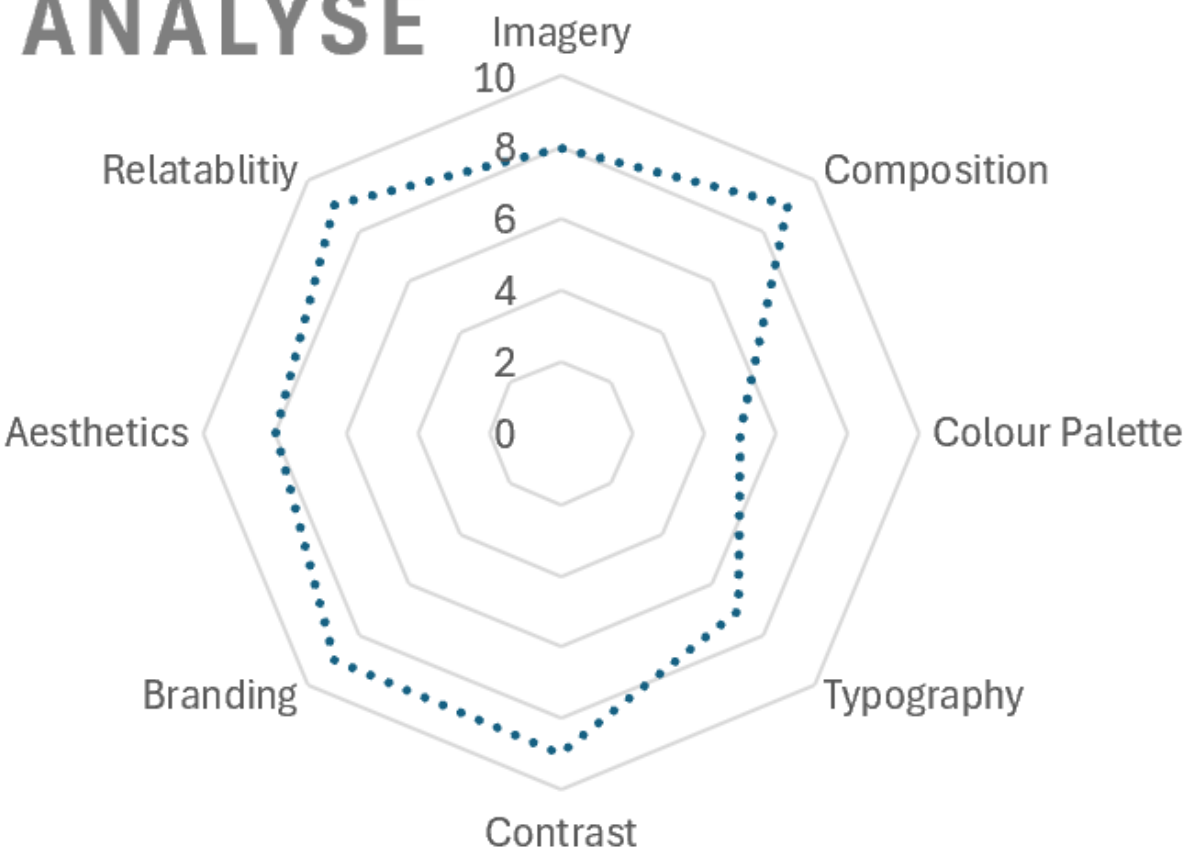
The eye lining of looking down the page works for this piece as your notice the floating islands then eyes work down to the slogan to then work down to the lining for a warmth and light to get to every home then to the logo.



Analyse

Talk into the feed back that we got given and also maybe to what's the strong point to what could be changed then finally show how it could be taken forward.

ANALYSE



Imagery: I gave a score of 8 for the imagery as the piece gave a mysteries feeling for the advertisement. Using the same image with spreading it out definitely helped give it more clarity than when I first tried out the piece with having it big with one in the centre of work, when it was in the centre it looked to in your face and was nothing different. The imagery also helps make your eyes go down the page and take you to the working of the slogan. I would of giving it a higher score, but I think I maybe should of tried making different layouts with the islands.

Composition: I gave this a high score as the piece did have a very good Setout and layout but linking to the first one to connect to the imagery set out, I could have tried more lays out with it. Other than that, I l love the way the layout and from the imagery to the slogan to the message with the logo is set out.

Colour Palette: I made the score for the colour palette low as I believe I should have tried out more colour combinations within this piece. I should start doing this more in the future as it shows of a lot of different ways it could have been done and makes sure your have made the best colour palette for the piece. I think I did as I felt like it looked best in this colour to make the text match the imagery's colour and make the logo standout at the end.

Typography: I made the typography the same style as octopus energy this is because for this slogan it was worth making it stand out and make clear and symbol. I could have tried making the message at the bottom as they have already been hooked in by the imagery and the slogan.

Contrast: The contrast works into the imagery and typography from the way them two complement each other. I again think that the bottom message could have been more think lined making it less bold and work better with contrasting with the logo for octopus energy in the bottom right.

Branding: I would say the branding works very well from the standpoint of them getting too new people and people in that area will want a company that aren't planning to constantly raise their prices. The Branding is a good match as it also gives good facts into the most trusted energy company.

Aesthetics: The aesthetics is simple but very efficient and work I like how certain duplicated of the islands are not fully in the shot of the camera. The reasoning behind not scoring the aesthetics that high is because of the idea of the simplicity, all the though some people like that and it will work for how people will see it and understand it without reading loads, but it could give more information and detail into what else is happening with there statistics or give the aesthetics more colour in the picture (at least try it).

Relatability: The company works well to be relatable as everyone has energy bills and company's that they picked meaning bring and advertising this sort of information will be helpful for people to see that a lot of new different places far us it. The message brings across showing that octopus energy can get their information far to everyone that needs it. I would say with the written bit at the bottom could be showed of more.

Brief 5: **SLIENT STORIES**

The idea of this brief is to bring in an idea for the product and make it relatable to in a static image way.

Speed thinking of ways that this idea could be taken or problems people have with it:

Mad Dog:

- Something that cant even eat made into a piece of food- example a piece of bark
- A make your self wide awake idea
- A burnt charred spoon and fork sitting on a plate
- A very bland food that now is exploding with flavour
- Stuff to fear with spicy food is sweats, runny nose, hiccups and tingerling tongue
- Wearing gloves when eating the hot sauce
- A way of fearing getting the hiccups
- A linked thing with too hot to handle

Imalent:

- Torch idea have two idea shapes on the screen and then have white with seeing nothing- you see everything clearly but the rest of people see nothing
- Often shine the torch as your scared with not being able to see- make just nothing but pitch black
- A torch light waking you up from someone accidentally shining it at your house
- Creating it to be used in the day to show of how it can make something even brighter
- Makes stuff clear for people that needs glasses
- At a game or some sort of event and cant see something clear so your shining your torch
- Show it showing soothing as a light is a energy
- Marshmallows being cook from a torch or food

Gorilla:

- A way of making you get stuck in a strange way against someone or on something
- Have the glue shown replacing cement or doing something insanely strong, to suggest it being that great at everything and strong
- Use glue as a way that bonds people together for life on a relationship, family and friends
- Glueing a stuff toys head back on as the dog ripped it off as your child held it
- Protesters staying they wont move so sticking them selves to the floor

JBL PartyBox:

- Cant hear your friend through a crowd of people so speak through a JBL speaker
- Two a massive crowed of people with only one speaker
- Destroying a building site that need to be knocked down with a speaker
- Using a speaker to not let the office workers to be able to fall to sleep

Mad dog

I'm going to now take ia generated with my wording of ideas.





I noticed that I was mainly thinking of going down the root with mad dog to have burnt plate and forks and knifes this would show of a over exaggerated way of how it is hot.

This is another idea to show of away as its so good its swimming in sauce if I wanted to take this forward showing this of with something that is known by everyone to hate or that is so dry with hot sauce on it people would understand it makes anything good.

With these generated images I have looked into having a calendar next to a speaker to make the idea of people charge there speaker up and really look forward to the weekend to go out and party.







JBL













Also generated some other idea taking the one that has a worker man holding up a speaker to a builing to let it break it down with its bass. As well as an idea for an alarm clock or away in offices to keep people away and focused on work.

The windows break or bulbs break

An idea of a mailbox with loads of complaints in it.

JBL more ideas or ways to create it

A room with the brand logo in the corner with pictures falling and a plant pot knocked over







What the advertising could work well into is using more of non of the speaker. Like the example of the left.



Mailbox

From thinking into the ideas more I noticed that I am more excited and finding more create ideas for JBL. This mailbox idea is to show of a simple idea of how neighbours are complaining about JBL. This makes an easy way to stay to advertise JBL without the speaker. Which with JBL I wanted to try make the advertisement piece without a speaker in it, this makes it different from their other work.







Cat scared out of their skin

I feel like this is a known thing of cats jumping out of being scared. I wanted to use ai generating to see if it would be able to be used for a sort of advertainment piece for JBL. I definitely don't prefer the idea over the mailbox I think this would be better to be used within an idea.









These pictures are good to be used for this idea, the far left picture is the one I think is the mot intriguing and the best to move forward with to improve. This is because there is space to add more things as well as a clean clear way to show of the work by just having the logo makes it obvious the idea and cleverness behind it to link the selling point.

Living room messed up

I have been using ai generating to create all these pieces and these pictures would work well to develop or take away from. My idea process is to improve them and create an image that shows the power of the base of the JBL speaker. This idea works as there selling point is there good lowed base they have.



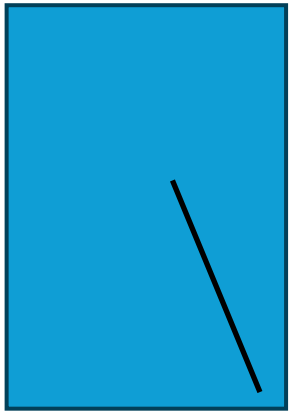




Idea 1

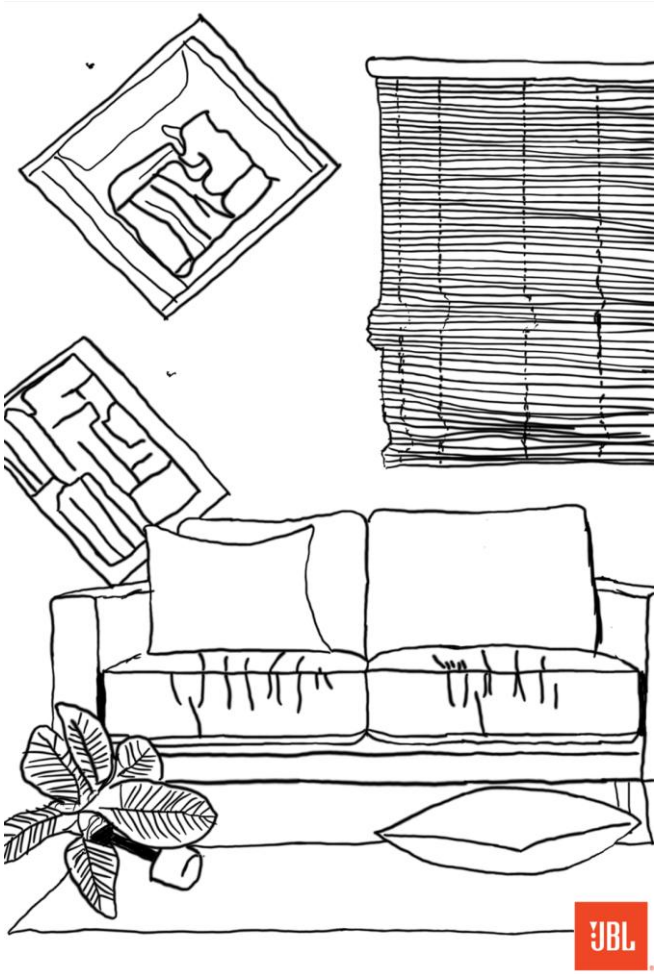
I have taken forward this piece of work and improved it by adding in more surroundings to make look more real and more made for a bus stop advertising piece. The main problem I would want to improve in is by adding in no blur. The whole idea behind this works well into a story as all this is supposed to show of how many people are complaining from the neighbours on the lowed JBL speaker.

The way that the letter has been put on the top of the letter box should be maybe taken out and made just as it was making it more intriguing. When the JBL logo is in it will be able to create the link. As well as the fact that the letter at the top I have added words and that's not suppose to be done if possible for this brief.



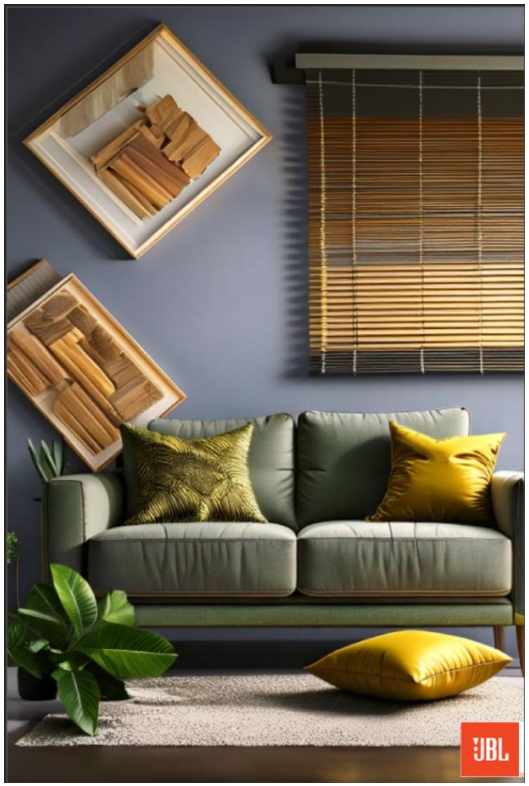
How the eye lining of the piece would work for people looking at the advertisement piece.

If I took the piece further or came back on this piece to improve it, I would definitely want to add in the logo. The logo would definitely want to be put into the bottom right of the work, this is because it would help people to see the main picture and be slightly confused and make them then look to the bottom right and notice what we are meaning with the idea.

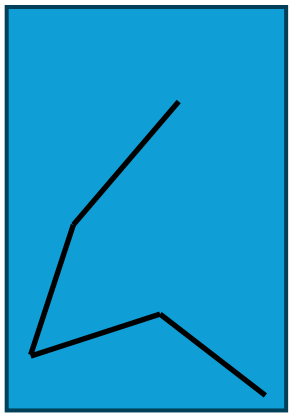


Idea 2

From the generated pictures on the right I generated and filled the top and bottom to make it a fit for a bus stop piece of advertisement. The way that I have done this piece differently is by making tweaks with the design by sketching and changing it. This idea is a lot more suited with JBL for how simple and clean the advert is presented. The miner tweaks I made was in to making it more obvious that the pictures are falling to also make the curtains all messed up and changed the pillow of the sofa then finally moving the plant pot bottom to look like its fallen to the left to give the appearance that the speaker is to the right of the advert.



The way that eyes should move across the advert is down and across the page the best technique is in a z technique. Some pieces need to be different thought depending on what exactly what they are trying to advertise in the piece.

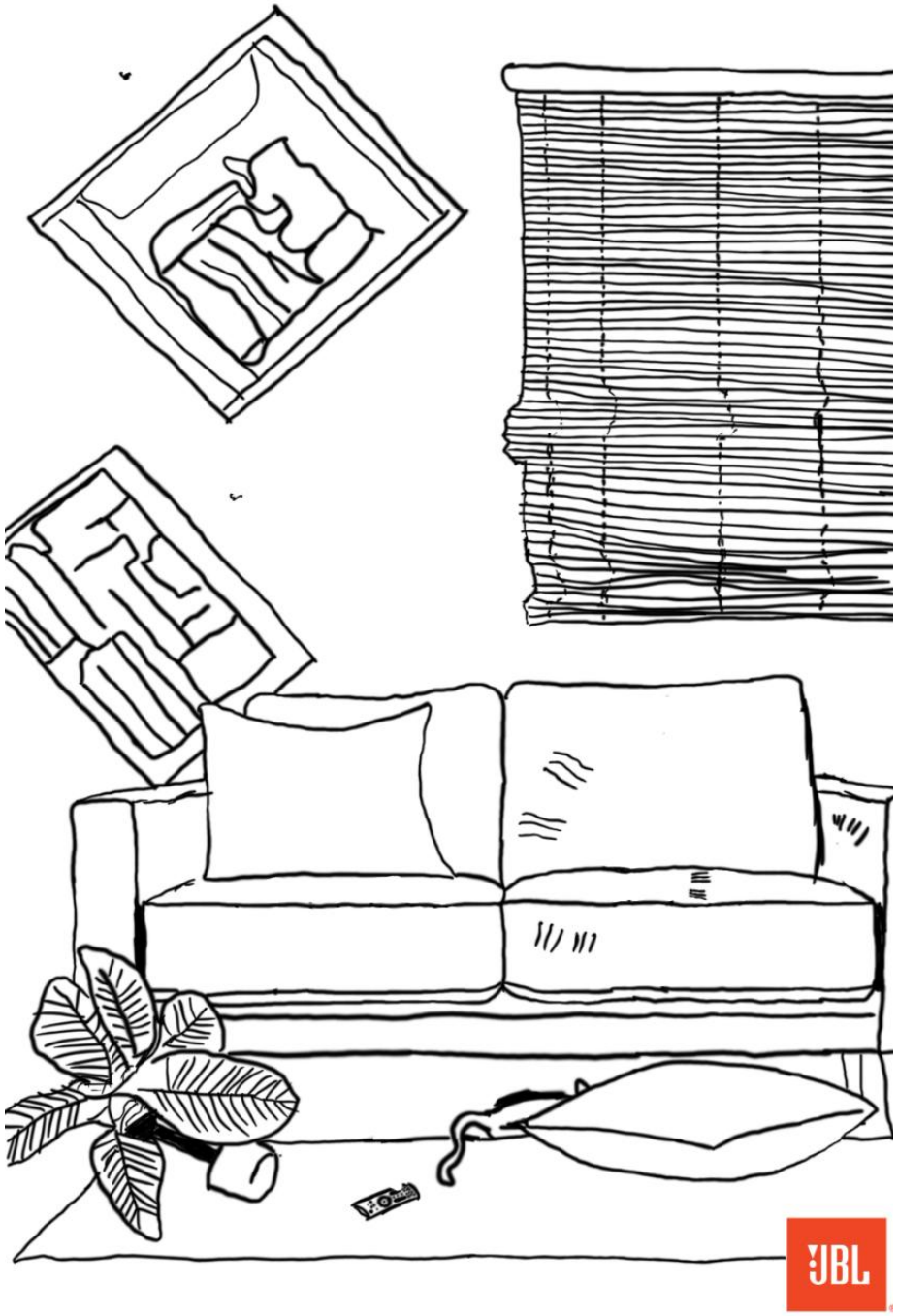


Feedback

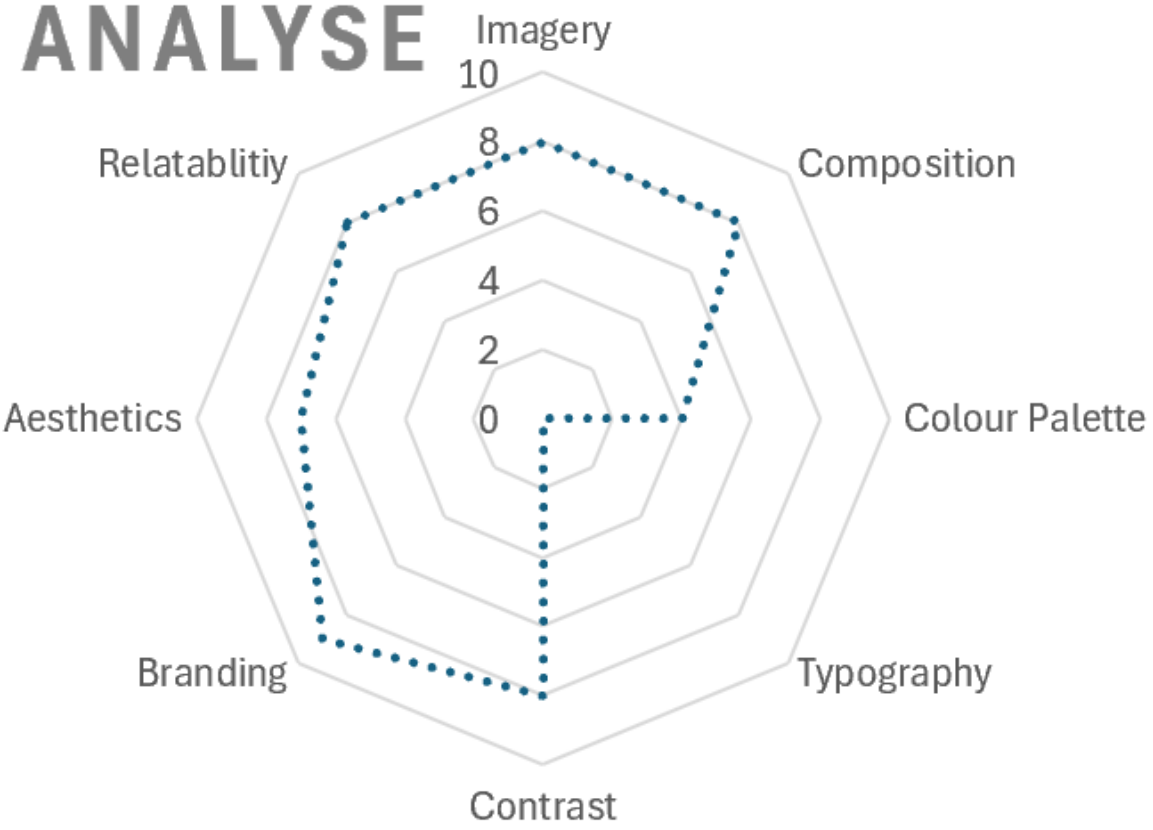
The feedback from other people in the class was to do with that they liked the idea of everything be messed up in the room and how it tells a story, well with not having the product in the picture as well as no typography or text and people making the clear think to how this idea connects to JBL.

They also talked about the lines in the sofa with how they don't understand what them lines were supposed to be and guest to do with a cat clawing from the speakers load music. Them lines were just supposed to be creases in the sofa I think to make them look more like creases I would need to take the pen lines smaller, and the cat idea is good and could be used. They also suggested to make the living room even more busy and messy to over exaggerated.

Final piece



ANALYSE



Imagery: Has good depth into the piece with how there's plenty going on to give of the idea of a deep and hard base. The next step into taking this forward would be to generate the image, this project was to try to create a drawing design which I think though imagery it gets the idea through very well with out having the project within the picture. The reason why I haven't made the scoring higher than 8 is because I believe that I could have exaggerated the idea more. I would have done this by adding cracks into the wall, I did take the piece further though by implementing scratches into the sofa and have the cat scared with just the tail.

Composition: The layout does work as the way your eyes work though looking at the picture frames falling then the curtains then to the sofa and plant then links it into seeing the JBL sign and the idea is clear to what is happening in the picture. The only thing would be playing more around with the layout to see if any other combinations work.

Colour Palette: The colour is lacking, and it would help it standout.

Typography: I will not be marking in typography as this brief was to avoid using words and tell the story/brand connection through the image.

Contrast: The contrast was quite important making this piece as the contrast and make of that will show of how the idea is represented, as there are no words to guide the viewer. How I have used the contrast is linked in with how the layout has been set out, this is shown from how the cat rip claws links in with the cat tail hid round the corner. As well as how the picture frames link with the fallen over plant pot etc. All of this works and creates the story. What could have been done better or been played with is the contrasting the actual colour connection.

Branding: The rating for the branding is high as this is a creative and smart way to play into the main selling point of JBL, with the idea of the deep load bass. If you can create a piece that promotes a product with not needing to show it makes the audience more intrigued and not as in your face as other adverts. The extra thing that can still be played around with is the way of drawing the piece with all the stuff more to the left to imply that the speaker is to the left I have tried to create this link, but I think if I changed the layout, it could imply it even better.

Aesthetics: If the piece was not to create a more drawn up concept, I would be able to make the aesthetic side of this pop more as the living room could look very colourful so people would look at it or for JBL making the room more neutral colours might work better to link to the brand without you knowing it or orange as seen in the advertising I research.

Relatability: The relatability works from the standpoint to the branding to do with the selling point of JBL. It is also relatable in the idea of your pets hating load music. To part that's over exaugurated is the rupture of the room but that's to fit into the selling point.

WHAT THE FONT

Speed brief:



This speed brief was to use a style of typography in a completely differently from the style. With the idea I have done now with inviting people to a party with Ransome writing.















I did research to work out what shops used what type of typography and what sort of things they are buying for what sort of advertence they apply to as well.















Idea 1- Chat GPT

Handwriting typography is normally used for personal things like a thanking letter also show in the picture too the left its used for small businesses when certain things on menus that don't change. This was a coffee shop one that I took the picture off.

When thinking of how personal handwriting works, I found it interesting to find a way to use it. With this brief from the ways, it could be styled with the change in how it gets used. Pairing a handwritten piece with a un personal thing could bring comfort or relaxation to people.

ChatGPT

Chat GPT is an ai generating source that can create or give ideas for peoples work for help.

Chat GPT

The idea for making the typography a hand written piece is as it is not a good connection. If

Chat GPT

Idea 2- Apple

Apple

Apple

The idea behind using the apple brand with graffiti is to bring in a completely strange and new way of symbolising it, the connection would be to link with how complex and how much can be done on a apple phone and with their tech.

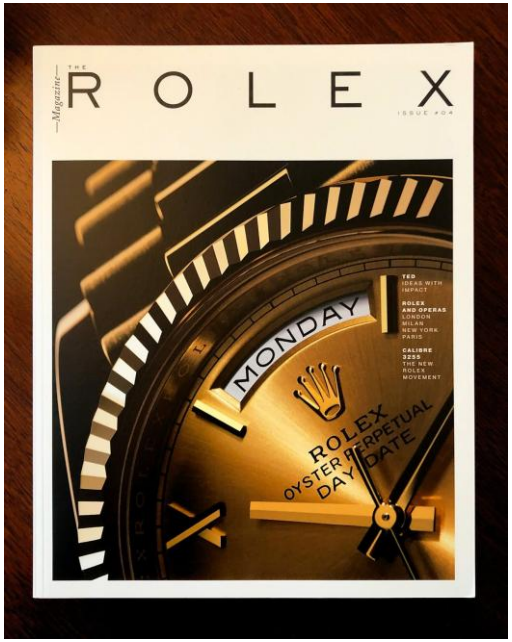
Idea 3- Coca cola

This was an ai generated image that I asked to make very bubbly and 3D doing this would allow me to look at a standing out font over how coca cola normally make their typography with a 2D idea.



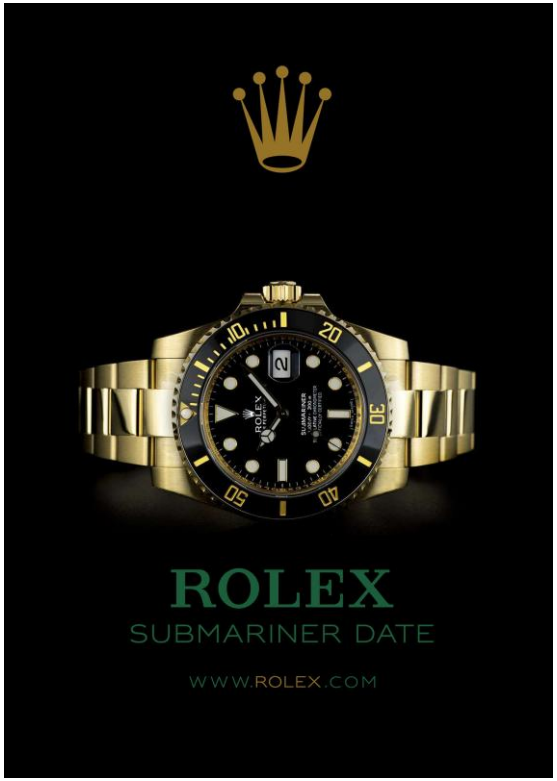
I do not want to loo more into this idea as its not got any proper structural reason with why I would do a 3D typography piece for coca cola, except the appeal to people looking to it.

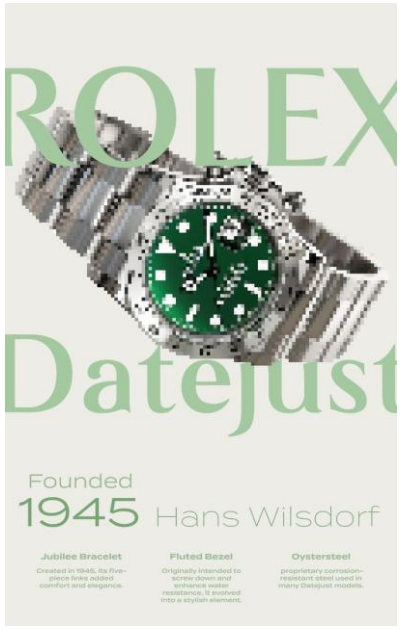
Idea 4- A jewellery brand





A good connection and pattern I have seen is with jewellery brands using a very classy slick smart thin typography. I found work from online like the rolex ones I found as well as the Joules shop in Lincoln. Once seeing the consistent simple use for brands like that I wanted to give a brand a typography for a brand to use that would be different and unique. By using a handwriting style I thought that could be very wrong from the standpoint of a look at first on a very professional jewellery shop, but by using this I can make a smart link to how each ring or neckless with golf or diamonds one it are hand crafted and personal making it add clarity for their brand in a new way with it not feeling like its all just the exact same.





I used research to work out what brand handcraft a lot of their jewellery and Steven stone seem to be quite well known, there typography use also seemed to be the same as the joules and the Rolex style. Making this be a good way to promotes it in a completely different style of typography.

STEVEN STONE

1937

Steven Stone
1937

Steven Stone
1937

I used all these styles to see what would look the best and work the best. With a bold typography a thin one and using all capitals.

STEVEN STONE
1937

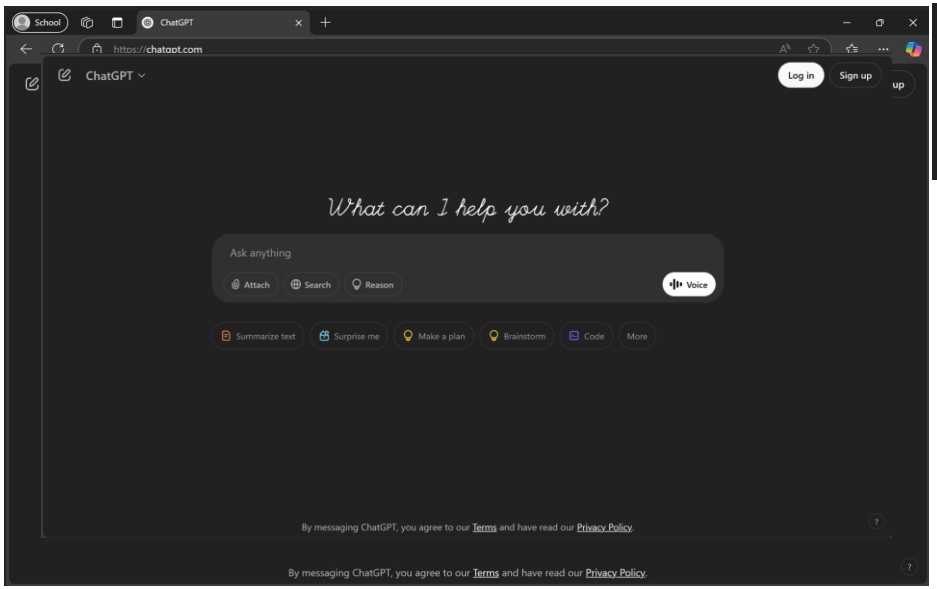
STEVEN STONE
1937

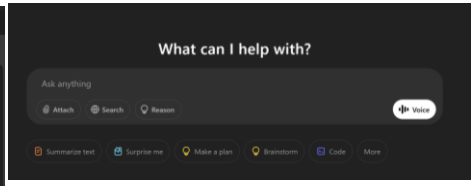




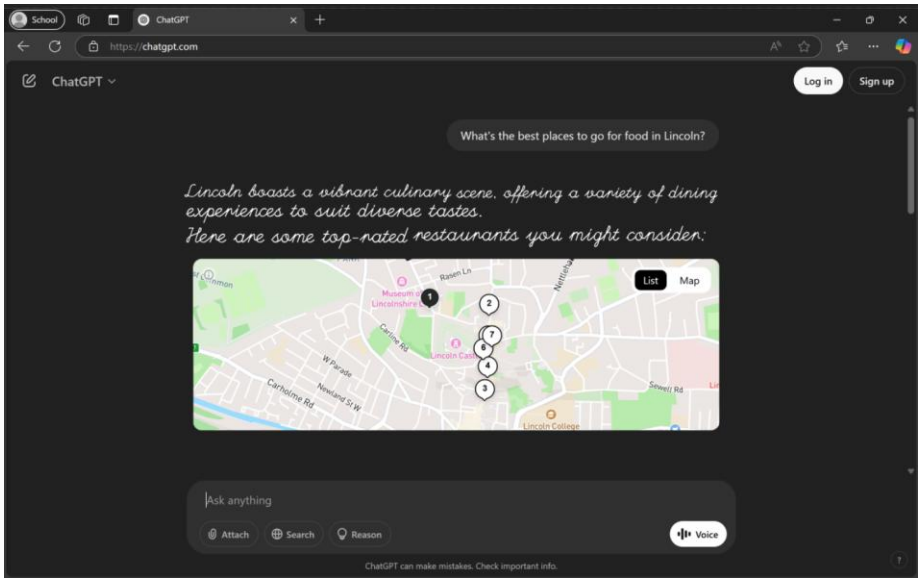
After finding the correct typography I paired it with a product so the idea was more clear. Wanted to definitely experiment with other ways of showing this as well with a different ring to see if anything is more aesthetically pleasing.

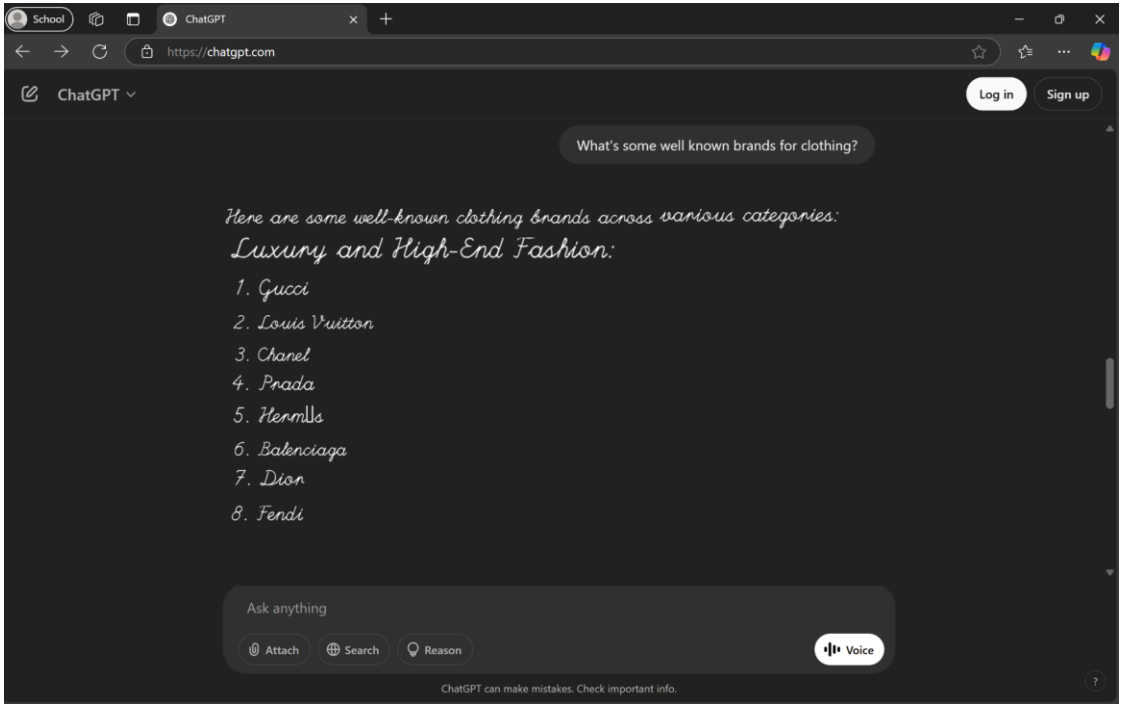
The Handwritten work on Chat GPT

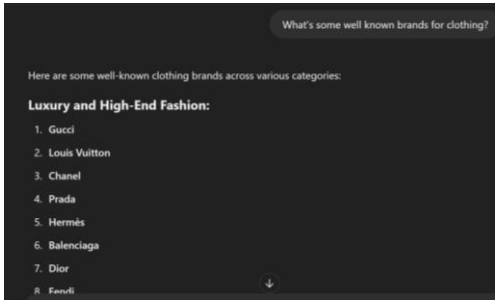




I ended up going back to take forward my Chat GPT idea and show of a few different sort of handwriting styled chat GPT. I made this by photoshop and replacing the standard writing to a personalised one.







The outcome from this made me see that part of this idea had protentional but the real reasoning within ChatGPT would not help improve and make this brand better. I should of loads of different ways that it would show of the writing and made me see that the jewellery brand using the personal hand writing brought more thought and reasoning for it with a very different change up.









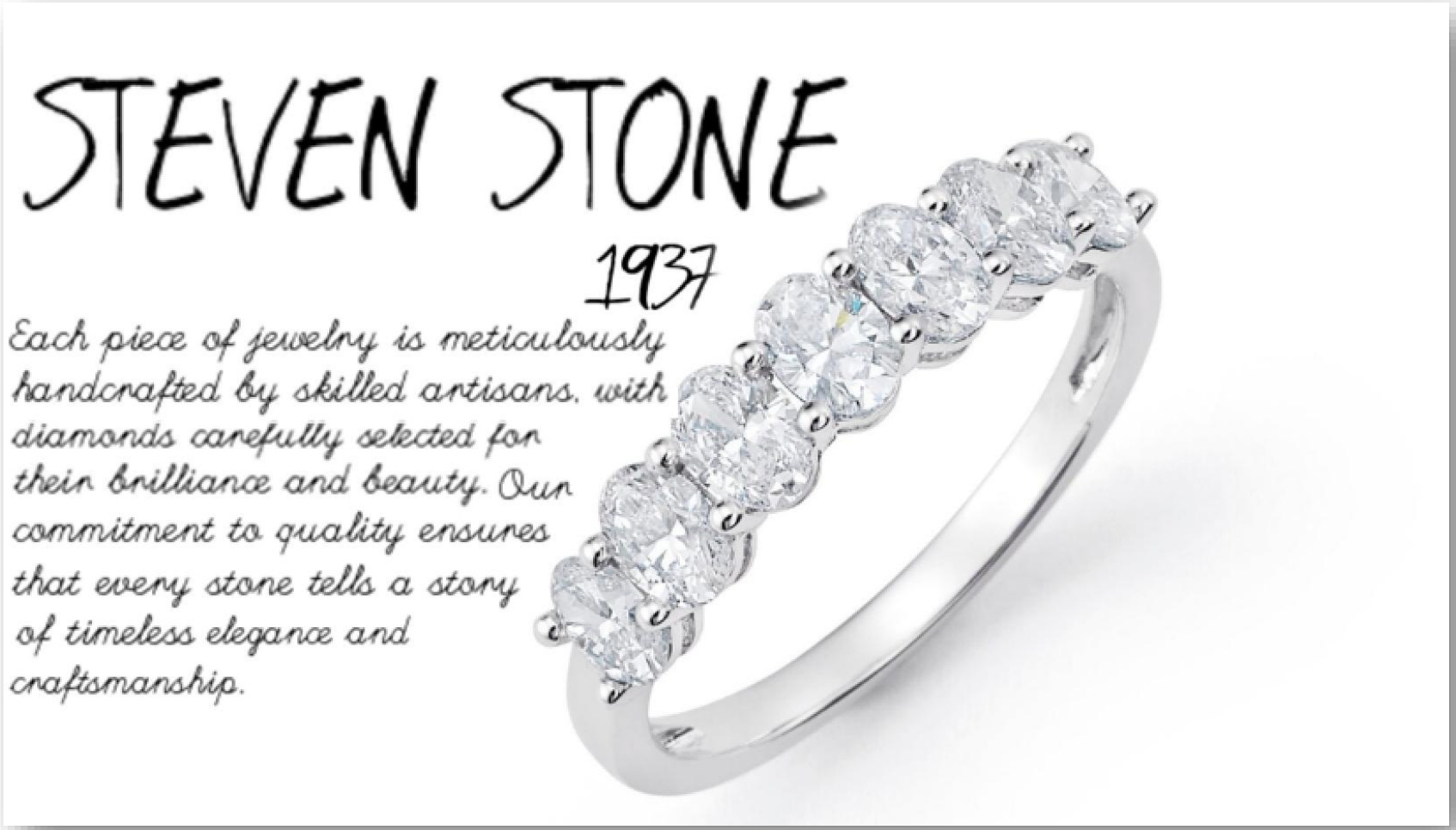




After figuring out what style of handwriting I brought in a new image for the typography to lay around. I then tried to construct and pick which piece had the best layout which I think the top left worked the best but maybe could make the image smaller as for this brief the main part of it is too use typography and that to be the main attraction. I think adding more detail and trying to have more handwritten words about it would help me sell my point even better.

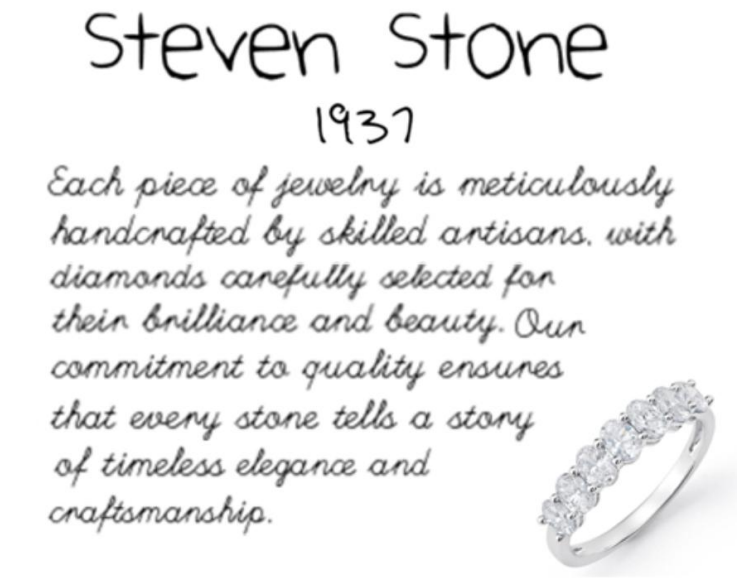


To forward my work I'm going to plan to add my handwriting style into adding more information. Doing this does bring more attention onto the typography. Maybe I could play around with changing out the steven stone title to normal and just have the information personalised into handwriting, also could get trying to make the image small to make it not the main thing that gets attrations.

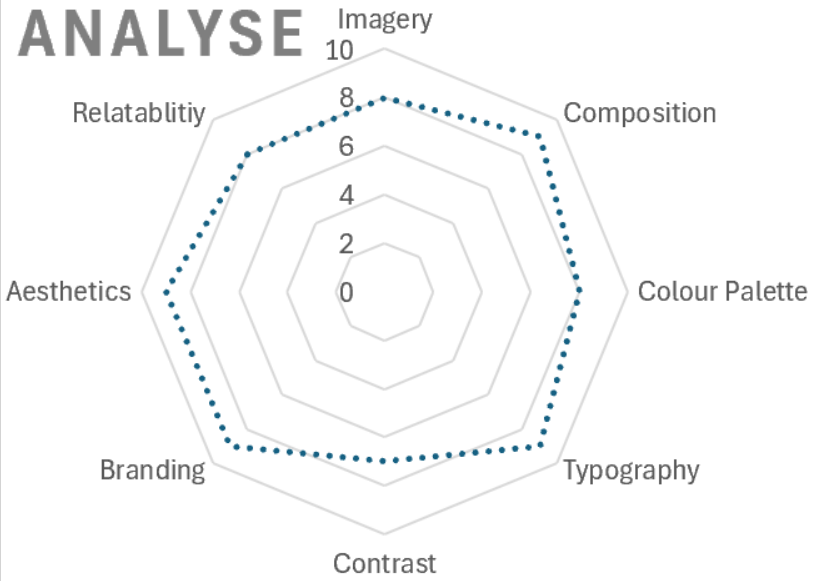




I think doing this does show of the clear difference but making it all handwritten add to it a bit more. I made the imagery small though and I fell like if I pair the title back to what it was with the small imagery it will work better.



ANALYSE



Imagery: The image works really well and leans into the typography, I think that the typography should not be the main attraction as that's the idea of this brief. The image is strong though and I would say it doesn't take anything away from the typography.

Composition: The layout works well in how the eyes follows the page will go to the title of the page and will work down through the typography intriguing you from the unique handwriting style.

Colour Palette: The reason why I made this piece with no colour is because from the research I did on primary and secondary for an expensive hand crafted jewellery spot it looks for slick and smart with a small amount of colour or non.

Typography: The typography just works well to show of the handcrafted connection with diamonds. Having the title and all the wording in handwriting makes it the clear message and you also do see the typography other the image first which is what is needed and maybe even taking out the image could be down.

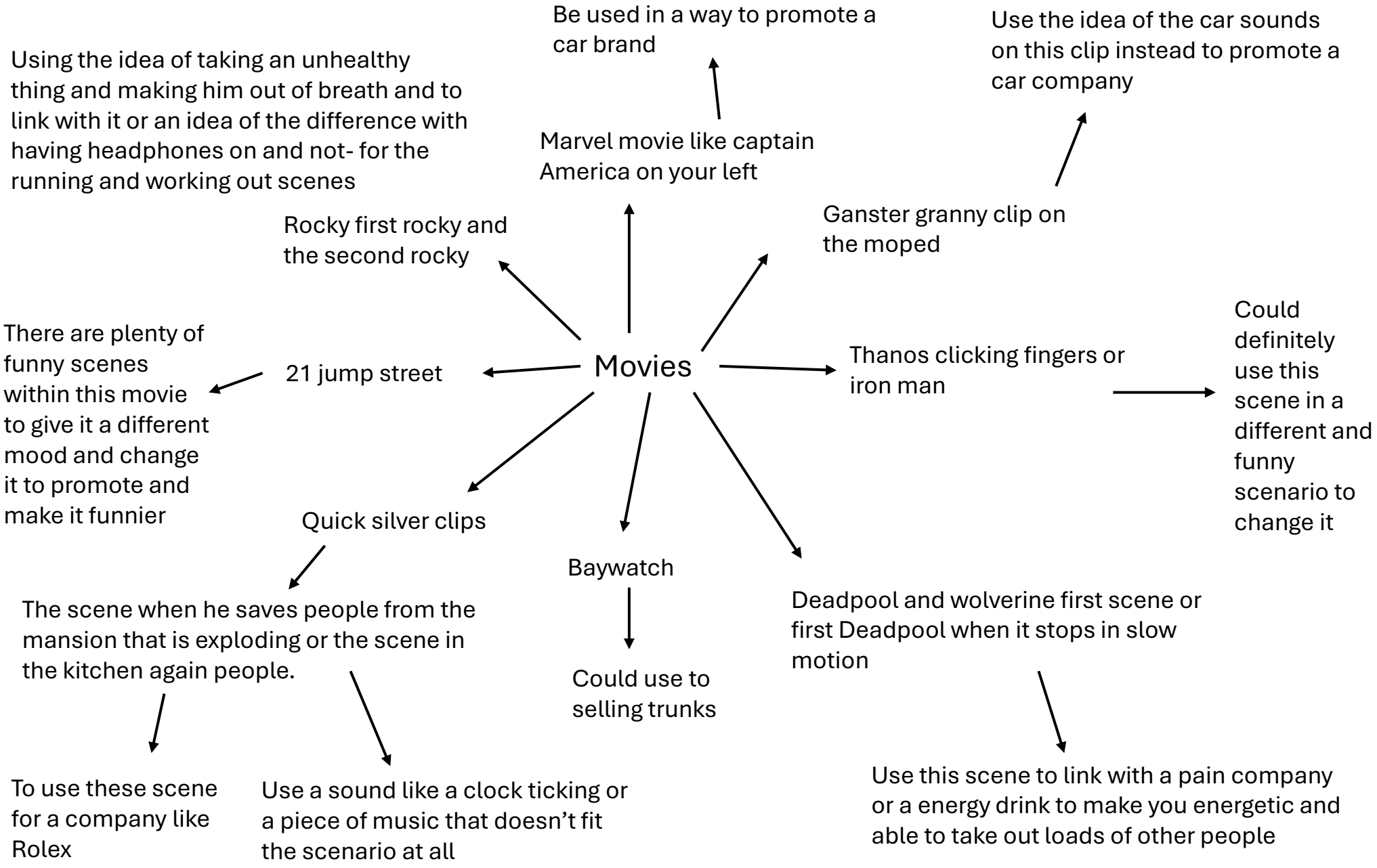
Contrast: The contrast works well from flowing through the words to then reach the picture there isn't a major amount of contrast though from a colour or imager perspective.

Branding: From the brandin side of things it send of a good message to not the fact that its just hand crafted but everyone can be done personally to how they want and are meaning they are precious. And makes them standout as well with how the typography is different and you wouldn't think for a jewellery brand to do it.

Aesthetics: The aesthetics is within the way that the piece gives a personal hand done style to it intriguing you in to how its done in coffee shops for the drinks, gives it a homely sort of feeling.

Relatability: I have market the relatability slightly lower as not everyone will be buying with there money this sort of thing but everyone from either family or others will get something like this sort of jewellery at some point and showing that its hand crafted give that's edge to us other of companies.

SPOILERS The briefs need me to re create a movie clip with editing sound effects or music to brand and advertise a company or brand.



F1 advertising















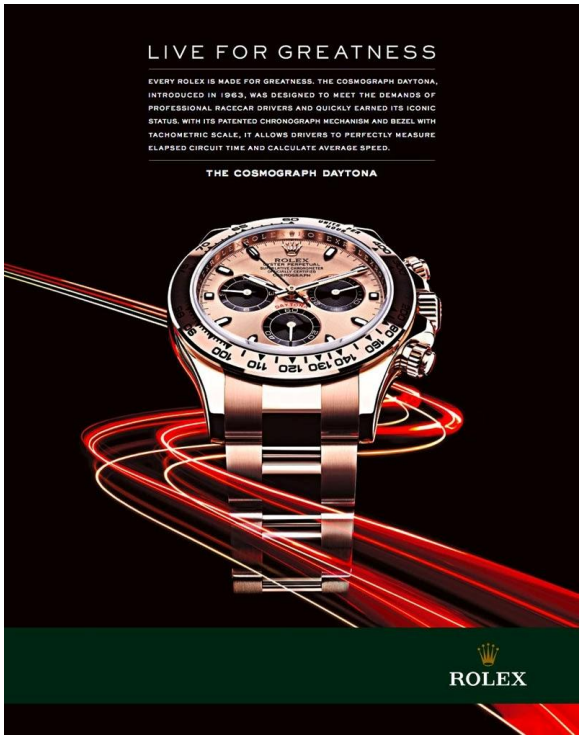


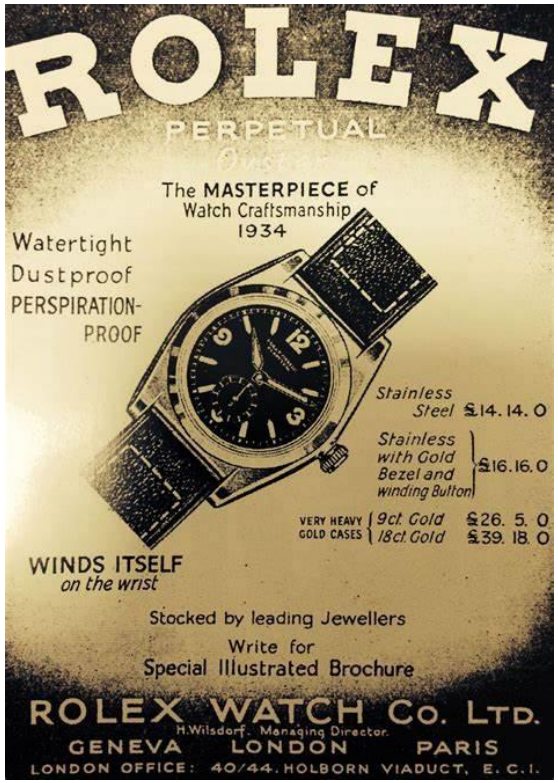




I have done some research into f1 advertising to see how they advertise the work and they normally go for the route of showing of the car and adding in lighting around it of either lines to show of speed and light trails, smoke it also used. As well as it being a very brand heavy sponsor thing meaning sponsors of for example Heineken are all ways in it. This is a good idea to advertising for f1 it give a more different and funnier approach.

Rolex





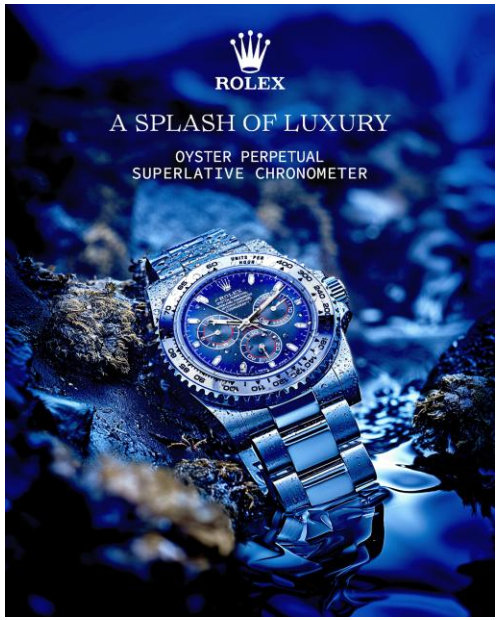




I have done some looking into my advertising rolex and see that there structure is very simple and haven't used much different things for creating adverts.







The one above and below are pieces that are known adverting pieces on tv which are both similar, going for a different unique video on it that's within a movie would be very different and get attention.



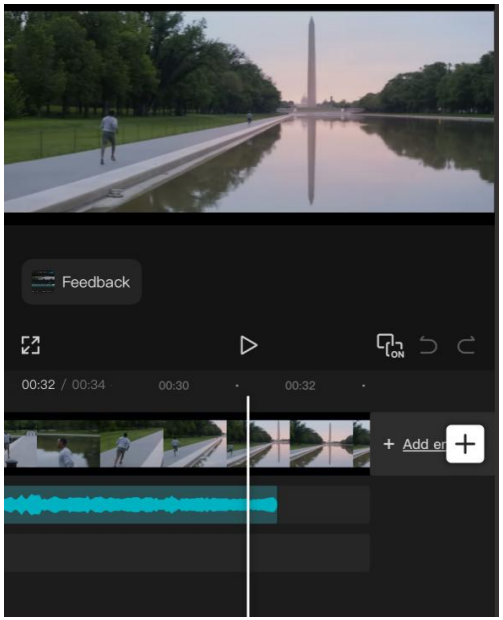
Captain America video Idea 1

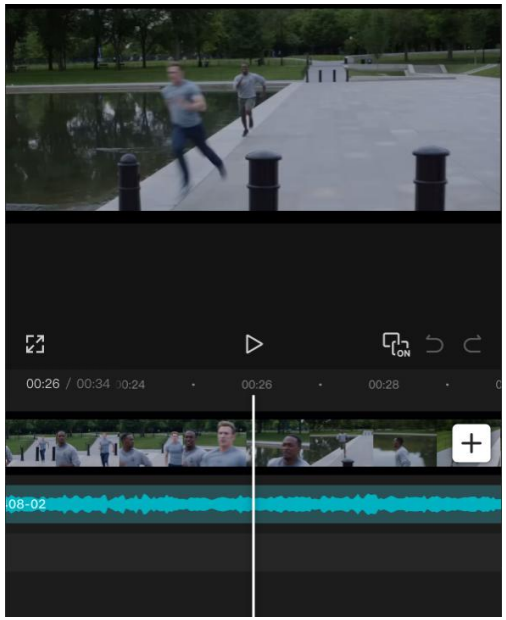
I wanted to first play around with the captain America clip from the captain and America and the winter soldier movie. This piece would work well into a F1 add to play with the excitement of over taking.

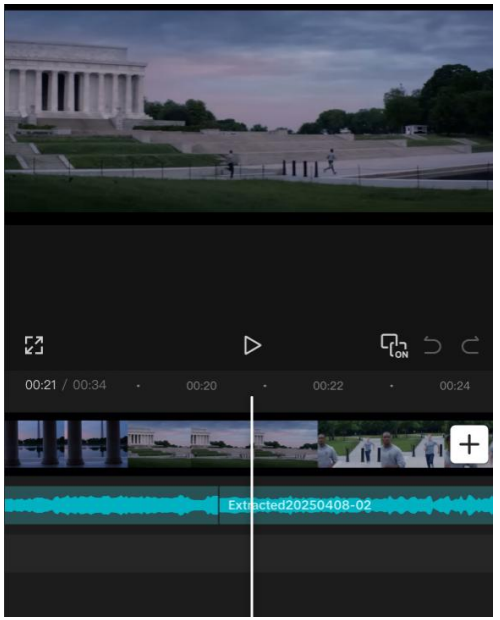
[Write Like a Pro | Write Your Best Work With Grammarly]

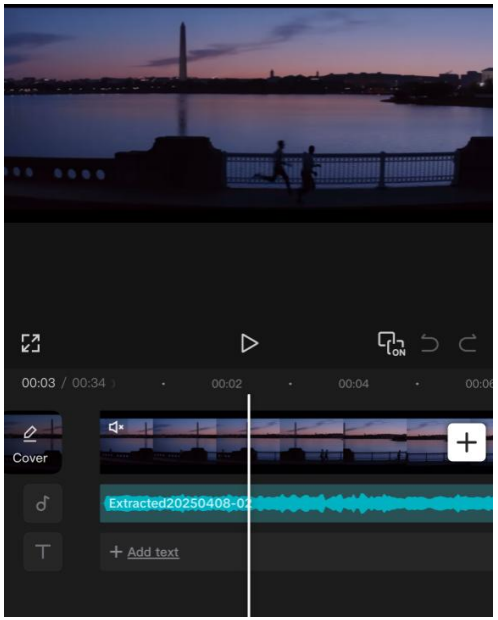
I have looked into these f1 car sounds to get ready to see what sounds I would want to use with playing them into when captain America over takes. Pairing this sound with Steve rogers over taking what is known as the falcon is a funny hilarious moment and pairing it with f1 would works as a funny good advert.









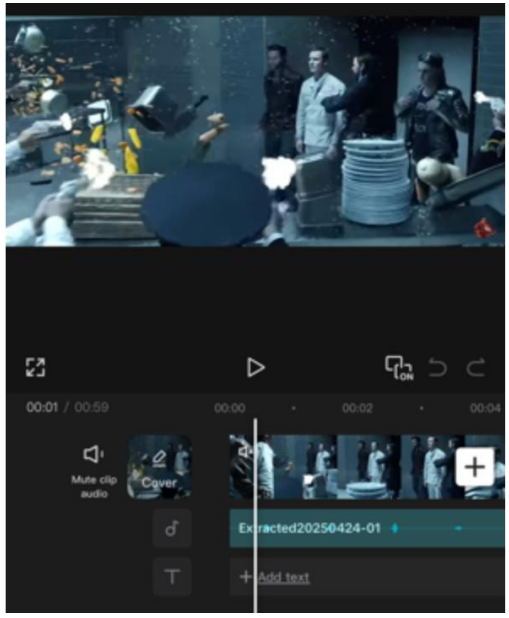


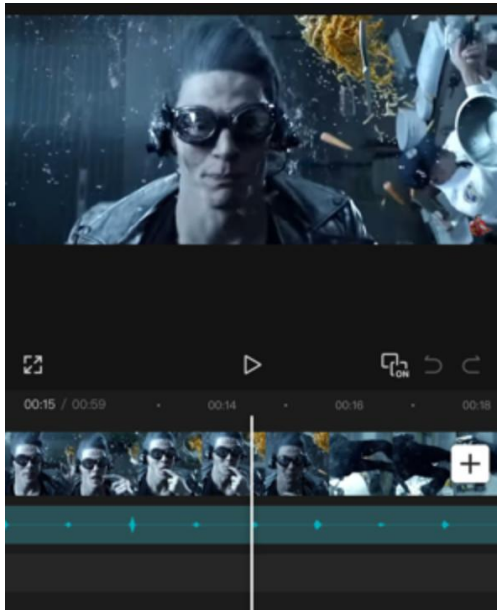
Using these f1 audios I have found I'm going to work them with this and play around with the f1 sounds, also playing with fading them in and out for when the car is over taking. I feel like this piece in a whole is strong but looking for other ideas might be best to see if I can find anything any stronger and if I do plan to come back to this idea to find the right clip that links with my F1 research toward doing something different that's fun and playful to make it intriguing.

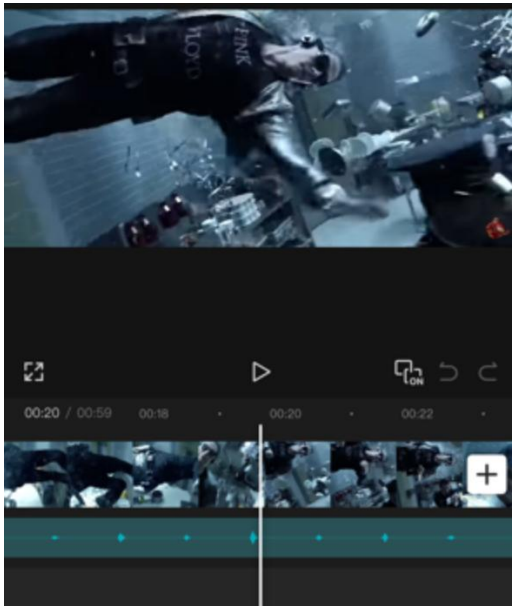
Quick silver Idea 2

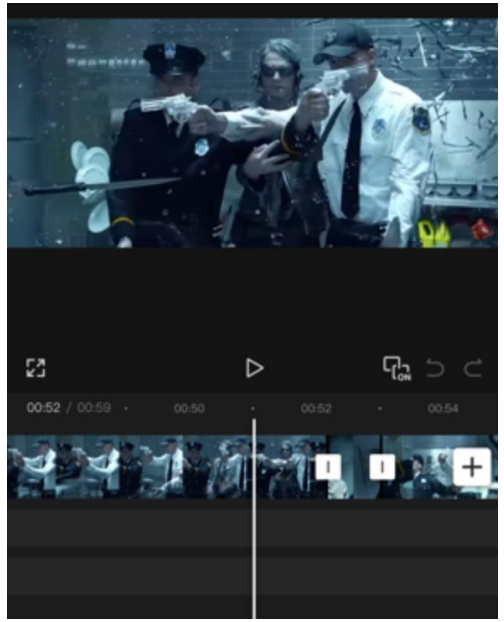
Corsodyl Cratos Mouthwash Icy Mint AWA OLV 16x9 6s en GBR 720081

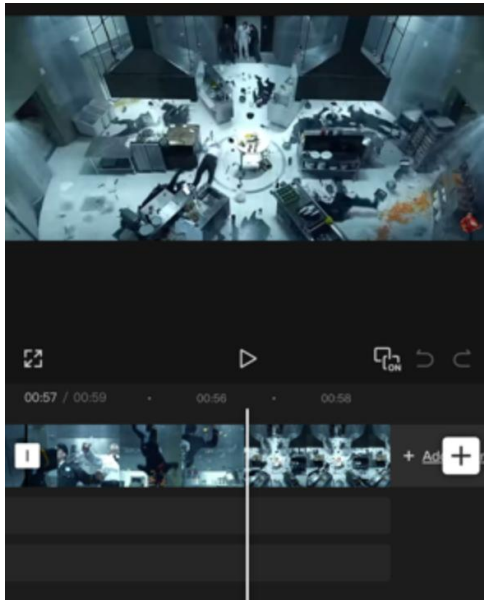
As the way quick silver moves so fast it slows down time it would pair well with having Rolex for it to link with. As Rolex would be a good link making it a clock sound would work and make the most sense but trying different stuff is what's important with this project. I think as its fight scene it would be smart and funny to have a chill opera idea.





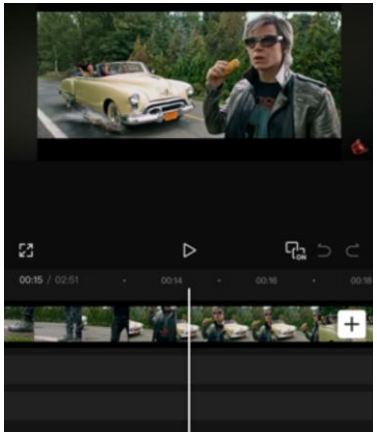


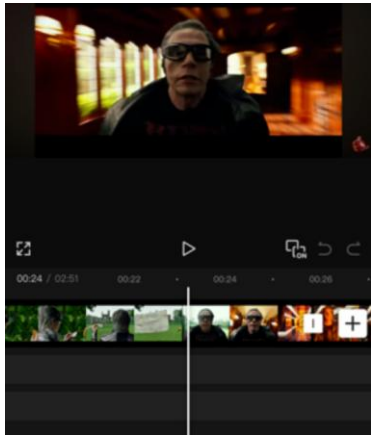


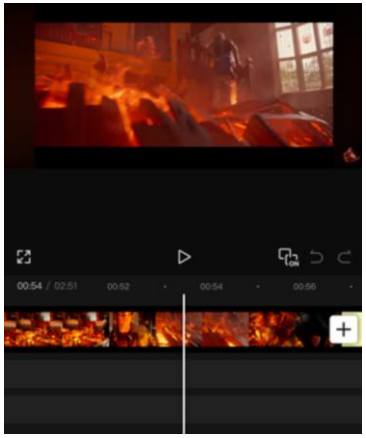


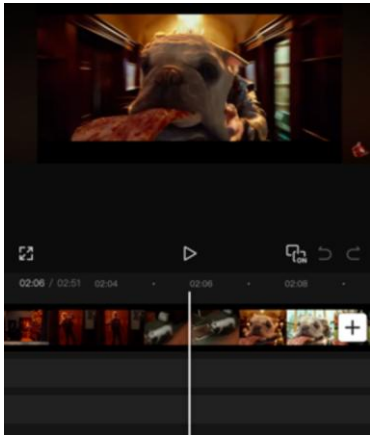
From deciding to try out both ideas I have played about with what would work best and feel like me trying even a different scene of quick silver could be better.

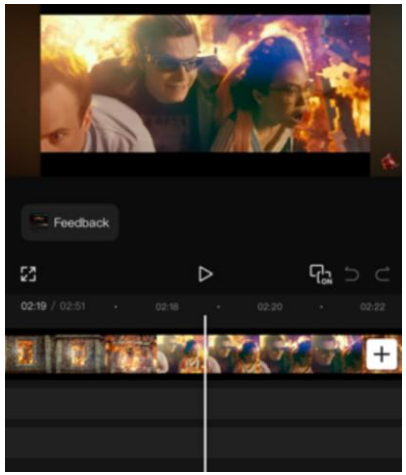
Idea 3 O2 UK | March Trading Google Pixel 9

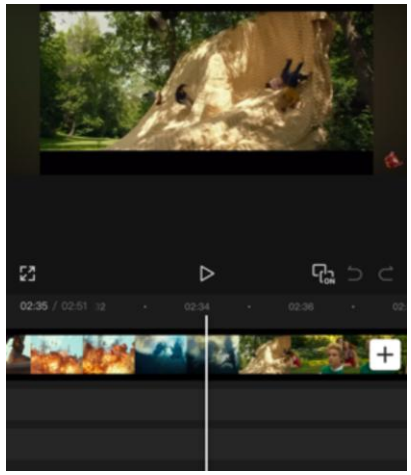


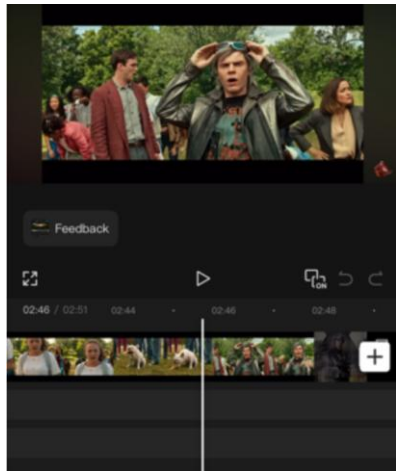






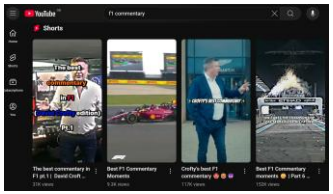




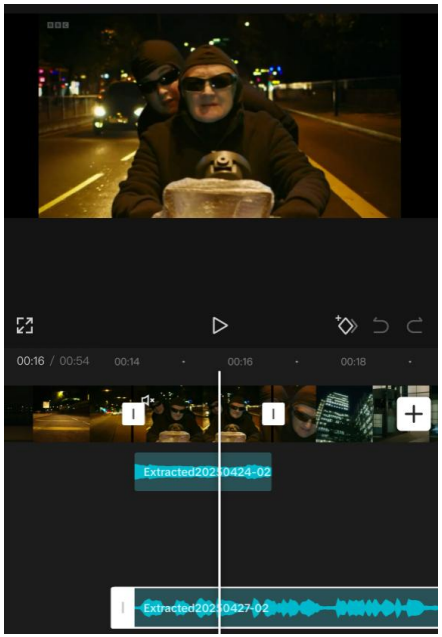


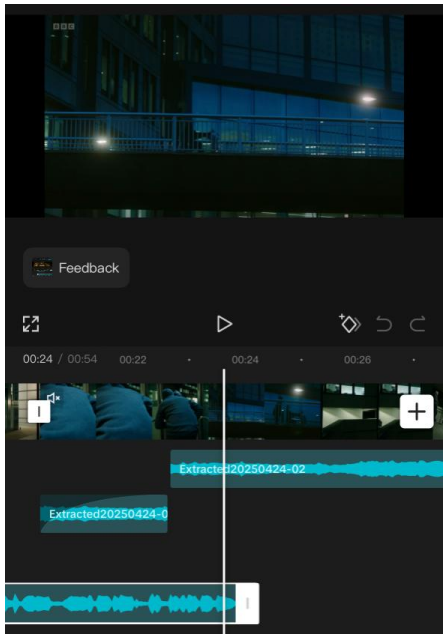
Within this scene this is when quick silver shows up and saves everyone from the house blowing up. With this piece I tried using the sounds and finding what would work better, with this piece the clock idea did have a better outcome but I think its not as good as my first idea.

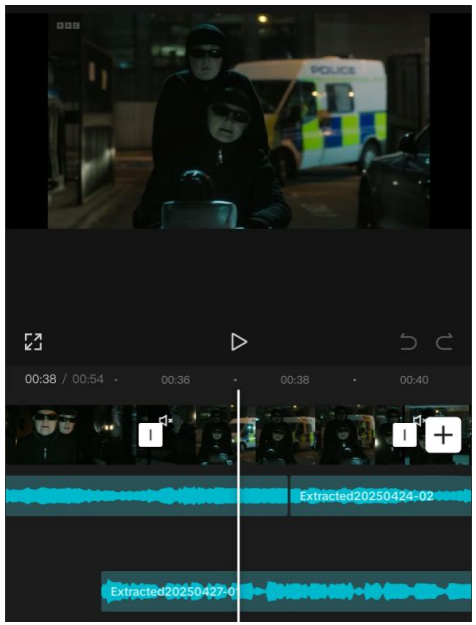
Idea 4



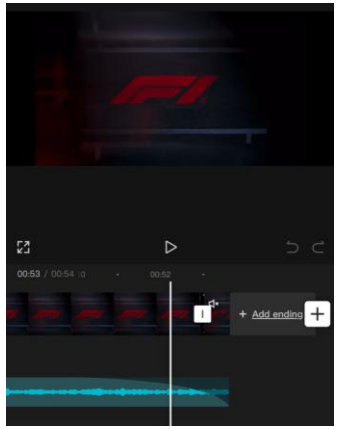
To take forward this idea I'm going to include commentary. Doing this will add more comedy especially with this clip of gangster granny clip on the moped.





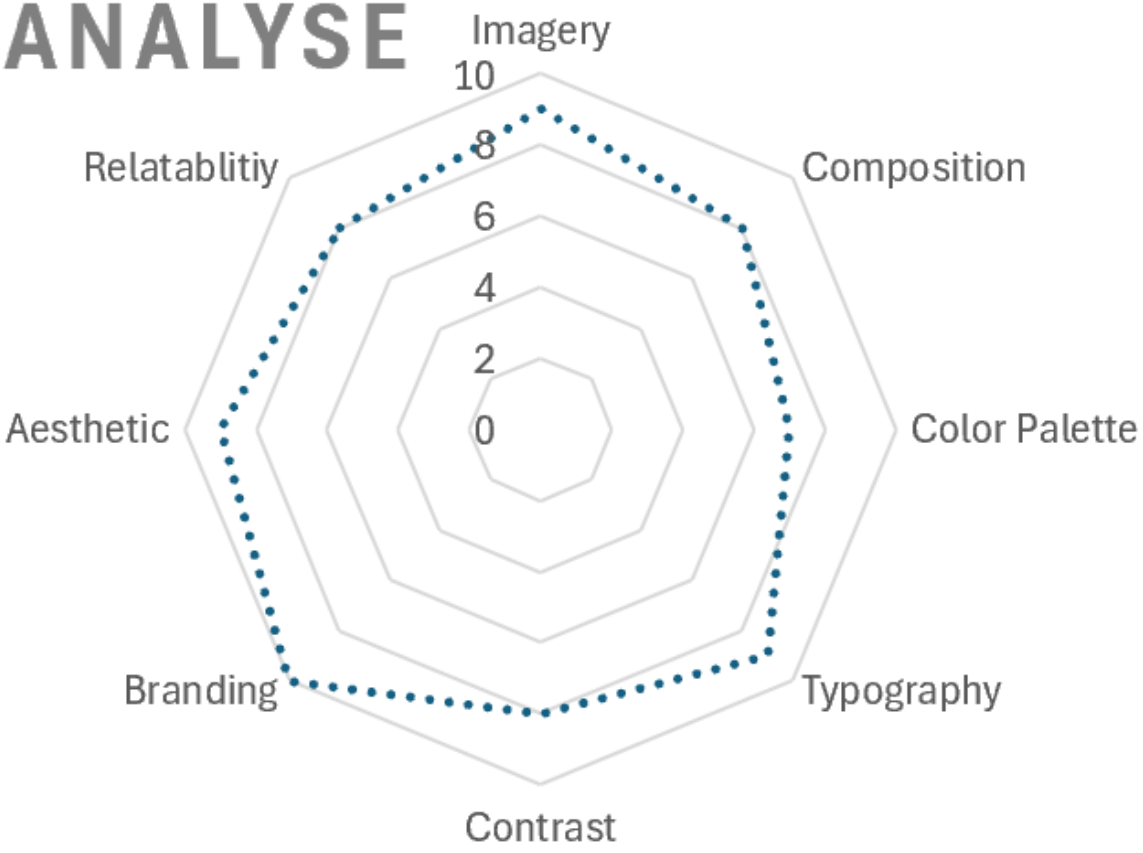


What happens in the clip was the grandson and granny is going on a moped to steal money and do a heist I have implemented sounds of f1 car effects to work with the moped. Also adding in the commentary works very well as well and is definitely my favourite.



How it was branded at the end I made the end change to the F1 branding at the end of the clip this works well within the piece and added the music through the clip back in.

ANALYSE



Imagery: The imagery on the video works to add humour to the piece. As the speed the moped is going with who's also riding it add the humour this is good to be adding humour as F1 haven't really seemed to do to many videos like this. The imagery behind the granny driving the moped is to link that everyone is involved.

Composition: The way this piece is laid out works in a very simplistic way that works for the piece, for how the outro of the connection to F1 and the meaning into it. This has been done this way to add confusion into how or why it's been made like this and who the advertising is for. The composition into the audio and sounds is a bit more complex though going into fading the piece in and out at the right moments for the overlay sound of commentary, music and car motors.

Colour Palette: The colour palette is simple, but it compliment how the idea works. This works as the colours of the scenes are very dark adding mystery at first to what is going on for what advert its on. The colours of the scene complement and are similar to when it gets to the outro of the F1 revealed.

Typography: The typography within this piece is at the end and works well as I picked the typography of what ads would normally use with a mix of how the typography would be used for just F1 this typography was worked in right at the end of the clip as right at the end of the ad where the reasoning of why the ad is up for what important moment for people to not miss.

Contrast: This fits in with going again to the outro which works very well but for the outro before its switch's to it some more contrast could be trying out some different moods in music maybe or just different music to get another outcome or way to presenting it.

Branding: The branding connection does work well to remind people about the up coming F1 as well as allowing inclusivity on everyone being part of F1.

Aesthetics: Visually, it plays with contrast. The calm, slow footage of the granny is paired with over-the-top sound effects like tire screeches and pit wall radio chatter. That mismatch is where the comedy hits hardest, it's making something ordinary look epic, which is a classic internet humor style.

Relatability: What makes this especially smart is how relatable and sharable it is. You don't need to be an F1 fan to enjoy it, the humor is universal. But if you are a fan, you'll catch all the inside jokes and references, which makes it even better.