Back up work

The work picked to mark:
- Dreams
- 1+1=3
- Superglue
- Exaggeration
- Juxtaposition

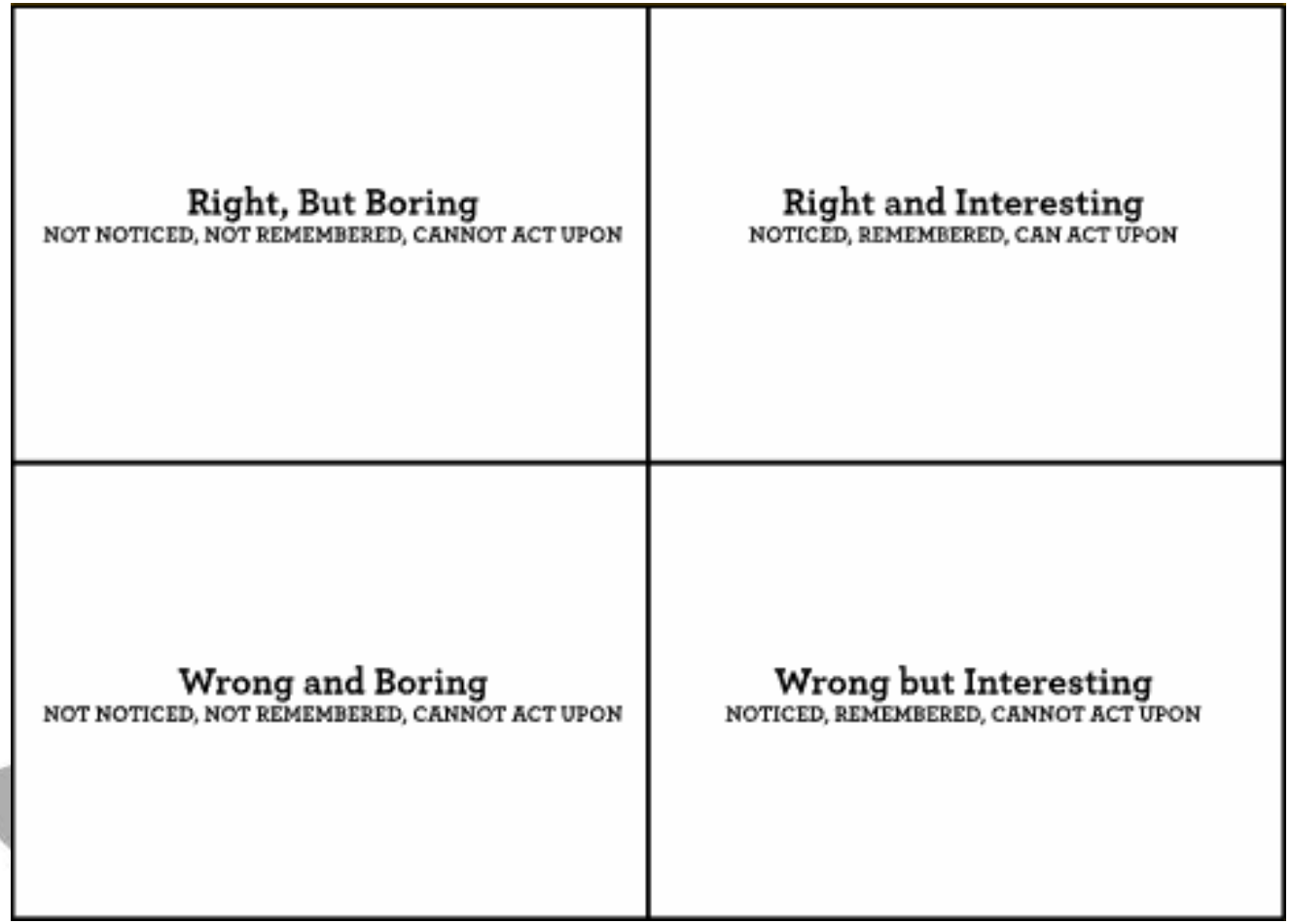
Creative Fundamentals
AAD2006

Jack Carr

Dreams Brief

Creative Fundamentals

How to judge the success of your advertising idea



Wrong and boring



Right and Boring





Wrong but interesting



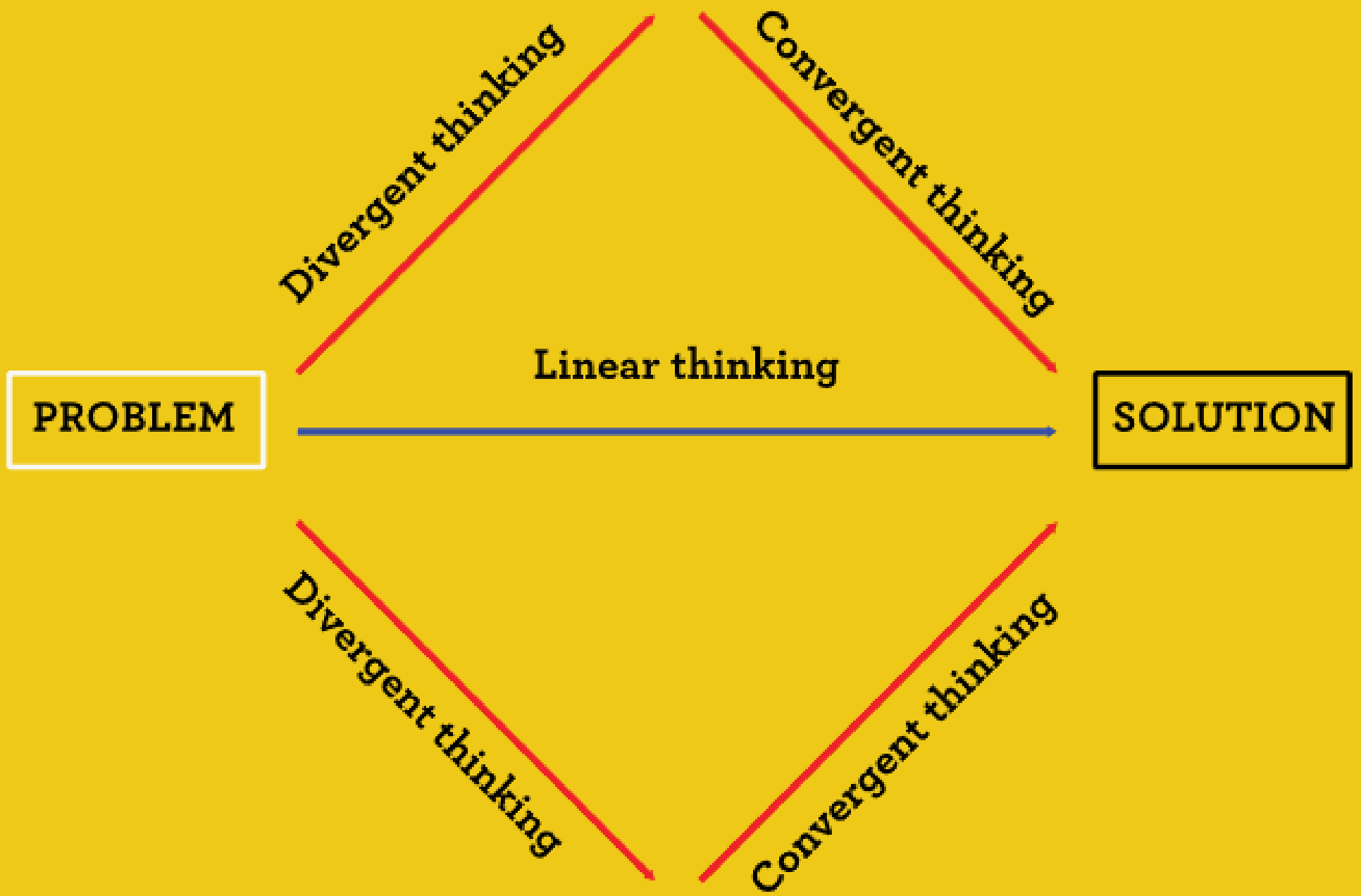
Right and interesting



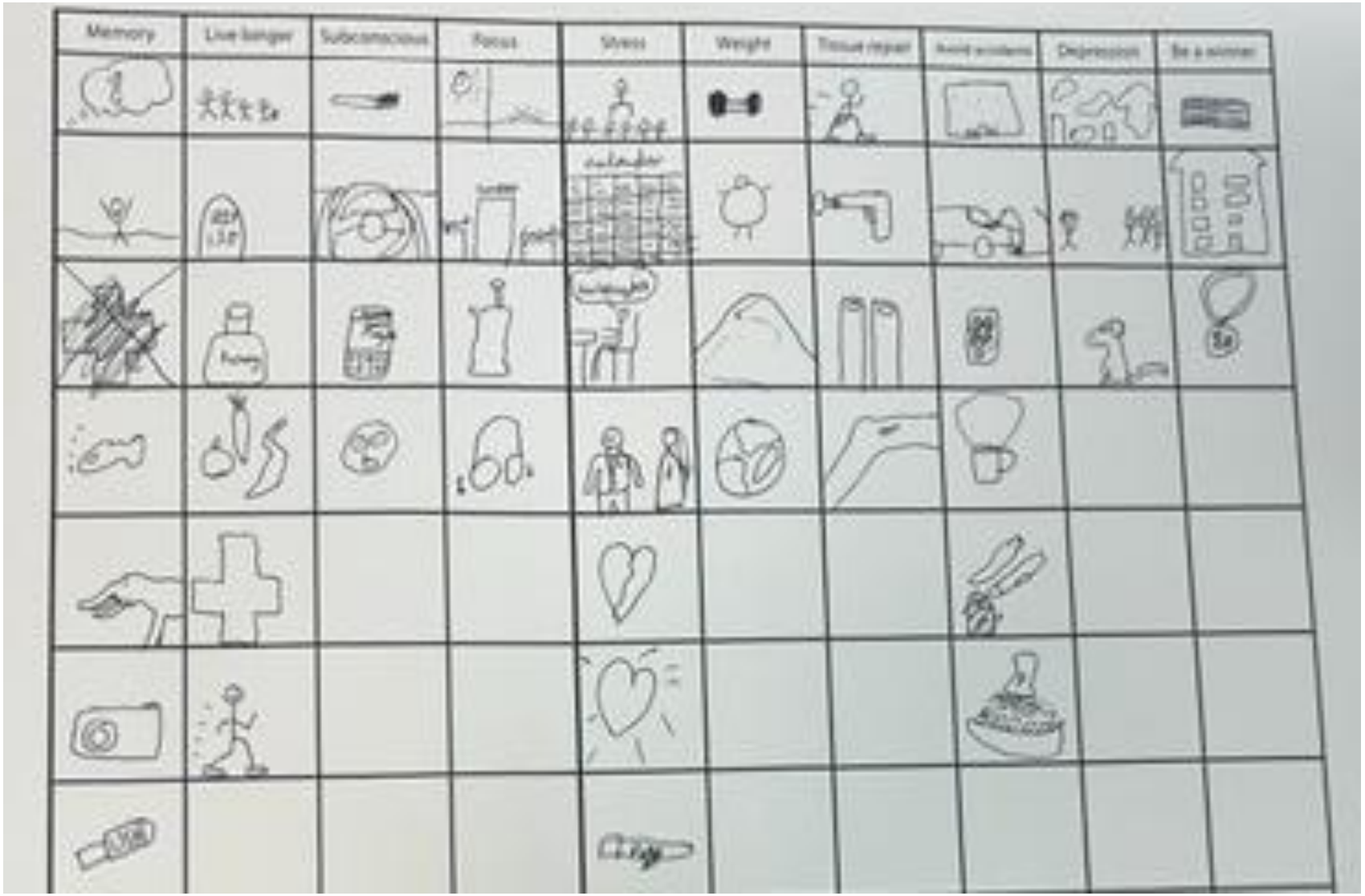
https://www.youtube.com/watch?v=IdA_fLC7WIQ

Summary

This approach has helped me reflect on my previous work and consider how to improve this brief. By identifying the main selling points and reasons behind the concept, I aim to create an engaging idea that conveys the message clearly and effectively, without being dull. It’s a straightforward yet effective strategy to enhance my work and continuously seek improvements.


Divergent thinking
Convergent thinking
Linear thinking
PROBLEM
SOLUTION
Divergent thinking
Convergent thinking

Matrix boards for beds



This was a speed brief where we had to create a bunch of different sketch up drawings for a word and then after doing that had to combine them to create an advert that gave a good positive. This could be a process I used in the future if I end up getting stuck and wanting to create a lot of different ideas.



This is a quick idea that I create for the dreams bed company that goes into showing a person being a lorry driver and doing the best and being first on top of there job from sleep.

Creative Advertising AAD2006M

Date: 7.10.25 Teaching Week 2

Brief: Dreams Beds

Background:
Dreams beds offer a vast array of beds and bedding materials to suit any customers needs. From gaming beds, to sofa beds, to super king size beds, to toddler beds, to storage beds, to adjustable beds, to bunk beds, to air beds, to day beds, to guest beds, to Ottoman beds. From gel mattresses, to latex mattresses, to memory foam mattresses, to natural mattresses, to bed in a box mattresses. Whatever your sleeping needs they've got it covered.

Brief
WORKING IN TEAMS OF TWO. You are to create THREE 48 sheet (landscape) poster* ads that continue the following strategy:

Maybe the reason you can't get to sleep is because you've got the wrong bed.

One idea per A3 landscape page. Show your strongest ideas only (generate lots, then select the best). *I need to see ads on the wall, not on your iPad.*

You must use your morphological matrix to come up with a wide range of ideas to help you express the strategy. YOU WILL NEED TO BRING ALONG THE COMPLETED MATRIX ALONG WITH YOUR ADS.

Ask yourself the following questions:
- who is the target audience? (who are you talking to?)
- what are the people above being asked to think/do?
- what are the most engaging, dramatic, relevant, surprising, convincing solutions that you can think of?

Deadline
This is to be critiqued in **Thursday's** session (9.10.25).

*A 48 sheet poster is more commonly known as a billboard poster. The ratio is twice as wide as they are high.

Learning Outcomes

On successful completion of this module students will be able to:

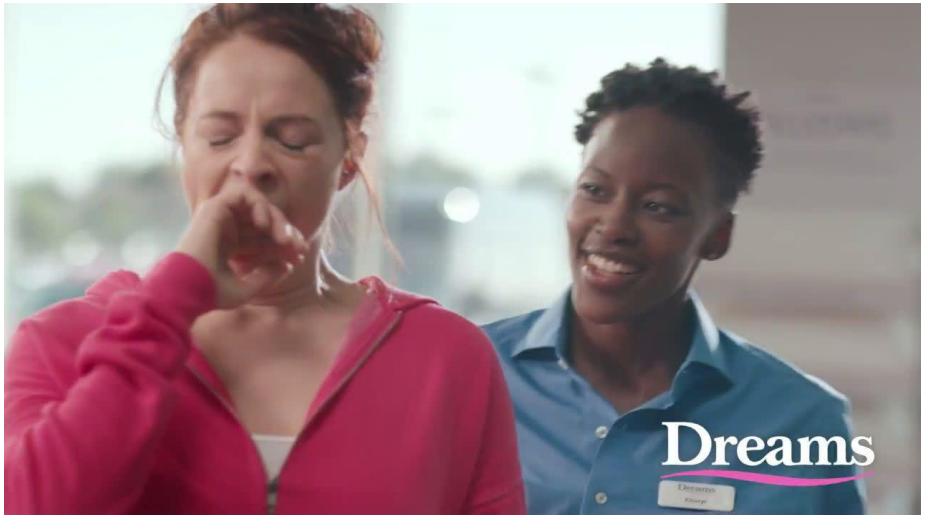
LO1	generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs
LO2	employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry and visualisation
LO3	make use of research analysis and critical judgement when articulating reasoned arguments for the presentation of ideas and solutions
LO4	develop a working knowledge of advertising industry organisational structures, working processes, outcomes and reputation

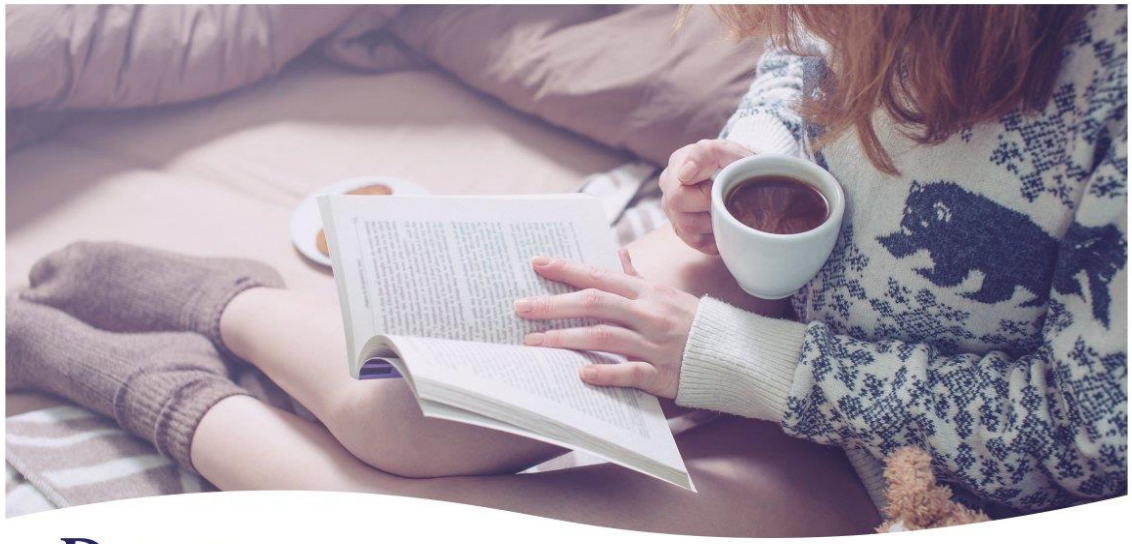
Dreams ads











Dreams



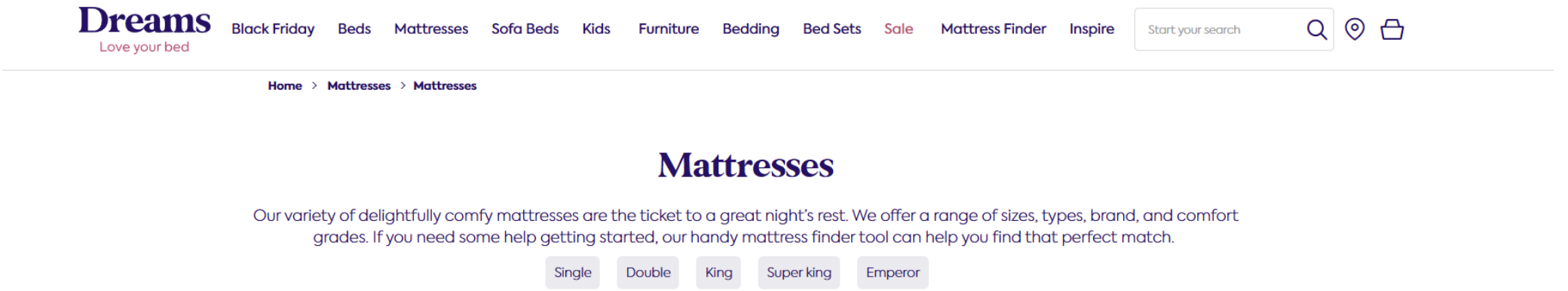


I looked over some of the ads Dreams has made, and most of them are very simple, focusing on the basic advantages of getting good sleep. One I really liked was their Valentine's as the advert feels unique, fun, and uses a well-known idea while still getting the positive message across. For my own ad, I want to take a similar approach by slightly exaggerating the concept, but in a creative way that fits with my Matrix board idea.

Typography

Dreams is typography is clean, modern, and easy to read, using simple sans-serif fonts that create a calm and trustworthy feel. The type is spaced well, minimal, and uncluttered, which matches their brand focus on comfort and relaxation.





The typography on their website is very modern and minimal, and it's presented in a similar way to how they style their ads. The subtitles and tabs typography are slightly thinner, which gives the impression of something being less of the main focusing point to look at over the mattresses and the dreams logo.

Filters

Delivery time

Size

- 6'0 Super king
  W 180cm x L 200cm
- 5'0 King
  W 150cm x L 200cm
- 4'6 Double
  W 135cm x L 190cm
- 4'0 Small double
  W 120cm x L 190cm
- 3'0 Euro single
  W 90cm x L 200cm
- 3'0 Single
  W 90cm x L 190cm

Show more

Comfort rating

Medium | Firm

Soft | Very Firm

Show more

Type

- Pocket spring mattresses
  Springs wrapped in individual fabric pockets for independent support
- Combination mattresses
  Pocket springs combined with foam and gel layers for ultimate pressure relief
- Memory foam mattresses
  Specialist foam moulds to your body for pressure relief and spine alignment
- Advanced mattresses
  Specialist fillings such as latex or gel mould to the contours of your body
- Gel mattresses
  Exclusively designed to regulate body temperature and mould to your shape

Show more

Mattress feature

Brand

Price

Depth

Spring count

By discount

They offer a wide variety of products, allowing everyone to choose the perfect bed that suits their individual style. This could serve as a compelling advertising concept, highlighting the extensive range of options available. The presentation is also very neat and organized, making it easy to understand.

Dreams Campaigns

From "Think what a Dreams bed could do for you" Gillian Anderson an accomplished American actress.



Another image of Gilian Anderson in the 2023-24 campaign.



From "Finding you a bed that loves you back"



From the 2024 team-gb the bed and with Gillian Anderson and Olympians/ Paralympians.



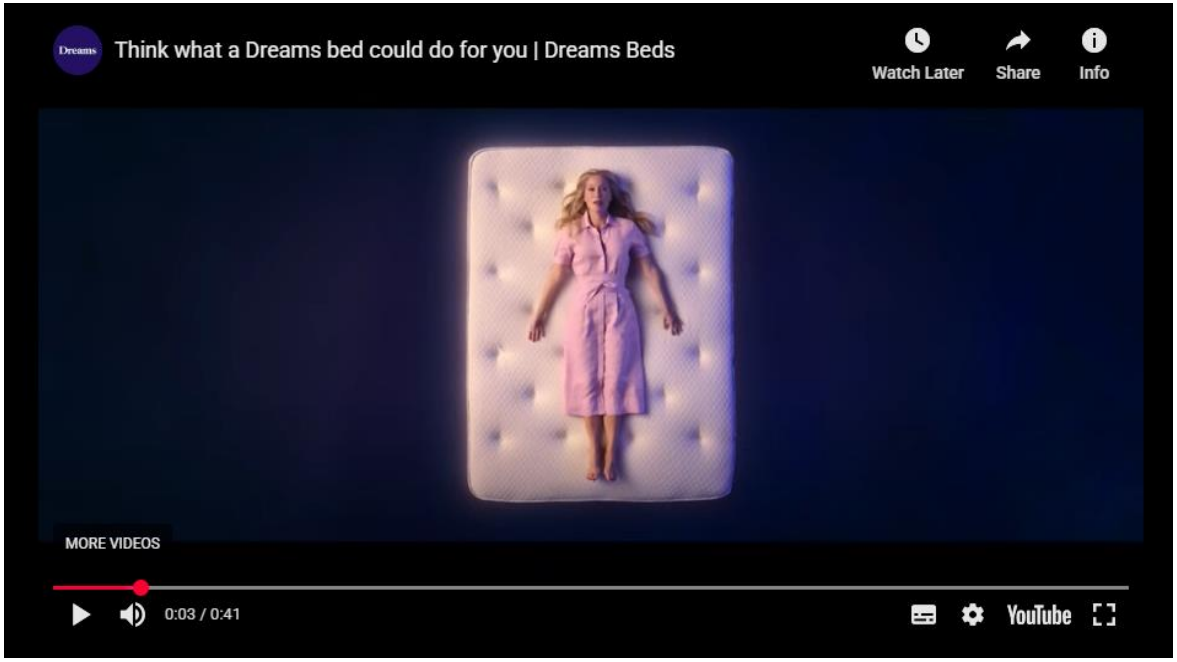
Campaign summary

Dreams' ads are often very safe, straightforward, and focused only on positives, which can make them feel predictable or boring. Instead of this right but boring approach, a bolder and more interesting angle could work better them ads were successful for their influence angle. For my advert, I might highlight the negatives of other mattresses, then show the dreams bed as the solution, creating a more engaging and impactful look that is going to break into right and interesting.

The emotions in the adverts

This advertisement makes you picture how much easier and brighter life could feel with proper rest, creating a sense of comfort, relief, and hope that a Dreams bed can finally take away the tiredness, aches, and restless nights, and replace them with calm, energy, and the feeling of truly being looked after.

Making us want to do the opposite to how the pain of not having a dreams mattress. We want to maybe try show the stress and pain of how they must be feeling from the lack of sleep we will look into these sort of ideas.



- Comfort
- Relief
- Calmness
- Reassurance
- Trust
- Warmth
- Happiness
- Security
- Renewal
- Energy
- Contentment
- Relaxation
- Confidence
- Peacefulness

Feelings from the advert

Competitors slogans

Dunelm

"The Home of Homes"

IKEA

Love your home

Mattress Online

"Lots to feel comfy about."

John Lewis

"Never knowingly undersold"

Dreams focuses exclusively on beds, which gives them an edge because their slogan can directly reflect the one product, unlike retailers like IKEA that offer a wide range of products. Similarly, Dunelm and John Lewis sell multiple types of home goods, so their messaging is broader. Mattress Online's slogan focuses only on mattresses, but Dreams' brand allows us to position ourselves more strongly, highlighting that other mattresses may not provide the proper support and linking this directly to the importance of getting a good night's sleep and how they have a massive range almost and how you can also go into dreams to try them unlike mattress online.

Dreams

"Maybe the reason you can't sleep in because you have got the wrong bed."

What Makes Dreams Different (vs Competitors)

Competitor	Why They're Worse	Why Dreams Is Better	Dreams' Unique Selling Point
IKEA	Mostly imported, basic mattress options, limited UK made products	Many mattresses made in the UK; stronger quality control	UK manufacturing and higher quality
Mattress online (Online-only)	Can't test in-store, small mattress range, less personalised guidance	Sleep match system, wide range, in-store testing and online	Sleep match personalised mattress fitting
John Lewis	Smaller mattress variety for entry level buyers: higher prices for some ranges	Larger variety across budgets; interest free finance available	Omnichannel shopping and flexible finance
Argos / Dunelm (Budget Retailers)	Lower durability, basic comfort, shorter lifespan and minimal support	Premium quality materials: better long-term support; stronger warranties	Premium comfort at accessible prices
Online start-ups / unknown brands	Little brand trust, few reviews, uncertain reliability and complicated returns	Decades of experience: award winning: trusted by millions	Established reputation and reliability
Companies with no sustainability focus	Non-recycled materials: higher environmental impact: outdated production	Uses recycled materials, sustainable wood: greener UK factory	Strong sustainability commitment

Target Audience

- Age Group: Young couples and parents who are beginning stable 9–5 jobs, balancing work and childcare, and often feeling tired.
- Spending Habits: The average amount spent on a mattress has risen from £595 to £645, showing a growing interest in getting a good night's sleep.

Demographics (Location, Income, Lifestyle)

- Strongest customer base comes from suburban areas where families, couples, and homeowners are more likely to buy full bed frames and upgrade mattresses.
- Typical income range: £25k–£60k, making Dreams accessible to a wide range of people.
- Higher-income customers may choose bigger sizes (king or super king) from the premium range, but the main demographic leans towards mid- to low-income households.
- Lifestyle is generally family-focused, home-improvement oriented, and prioritises comfort and practicality.

Pain Points (Problems the Brand Solves)

- People unsure which mattress is right for their needs.
- The need to test mattresses in person before buying.
- Struggling with poor quality sleep before finding the right style and comfort level.
- Desire for a wide variety of options to suit different preferences.

Motivations

- Existing shoulder or back pain motivating them to upgrade.
- Wanting to feel more energetic and refreshed in the mornings.
- Understanding that investing in a good mattress improves daily wellbeing and comfort.

Platforms They Use

- Wide range of channels to reach nearly all audiences.
- Includes: online shopping, TV advertising, YouTube ads, email marketing, billboards, and Google.
- Less active or targeted on Instagram and TikTok compared to other platforms.

Behavior Patterns

- Customers usually start by researching online and comparing multiple brands.
- They then visit the store to try the mattresses and speak with staff for advice.
- They prefer brands that allow hands-on testing, guidance, and clear comparisons.

Why They Would Choose This Brand

- Dreams is a trusted and established brand, giving customers confidence.
- Ability to try the beds in-store builds reassurance.
- Known for high-quality products and a wide range of options to meet different needs.

Wanting someone that is just getting into doing very heavy amounts of work and a young adult. As them people are the ones that need and want a new bed the most as they value sleeping.

Psychology Research

1. Tired Minds Choose Comfort
Tiredness makes decisions feel harder and increases desire for simple, reliable solutions.
Dreams reduces decision stress with in-store testing and expert guidance.

2. Emotional Security
People feel emotionally reassured by brands that promise rest, safety, and comfort at home.
Dreams appeals to this by offering trusted, long-established sleep products.

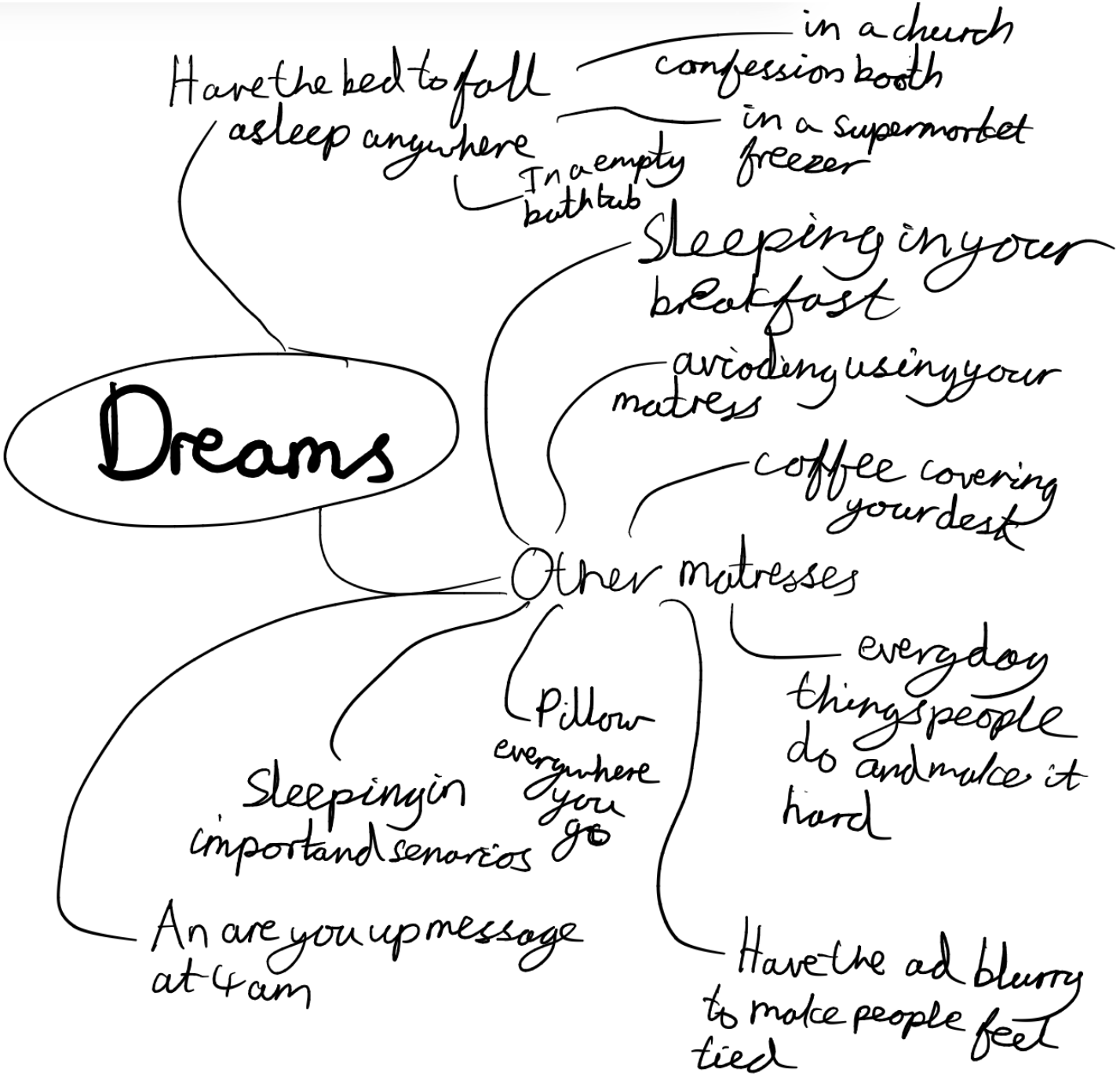
3. Behavior Patterns
Customers rely heavily on hands-on experiences and recommendation cues when unsure.
Dreams uses in-store trials, social proof, and expert authority to increase confidence.

4. Lifestyle Identity
People buy products that match how they see themselves (family-focused, improving home, wanting better mornings).
Dreams positions itself as part of a healthier, more comfortable home lifestyle.



Colours for Brand





From our research, we carefully considered ideas from other mattress brands to link to our slogan, showing clear ways to highlight the connection between poor sleep and the need for a new Dreams mattress, making it obvious to customers why upgrading with us is the right choice.

Metaphors & Sayings

- sleep like a log
- like a baby
- getting out the wrong side of bed
- hit the hay
- sleep on it
- hit the sack
- dont let the bed bugs bite

People's stories and problems of being tiered



Cassie Cynical @TuckerPoodleMA · Mar 23

I got stuck working overnight due to a staffing shortage and something happened to me that has never happened to me in the 18 years that I've been doing this job. I literally fell asleep on the toilet and only woke as I was falling off the toilet. Needless to say I was not prepared to be working overnight. I'm going home and going to bed.

47 14 335 5.1K



PNWGUERRILLA @pnwguerrilla · Aug 28

Something no one really talks about. Is once your body hits fatigue.... You start fucking up.

Doesn't matter how conditioned you **are**. You're going to start making a lot **of** simple mistakes, simple mistake that can be extremely painful.

Best thing you can do? Laugh at yourself.





Interesting things @awkwardgoogle · Oct 17

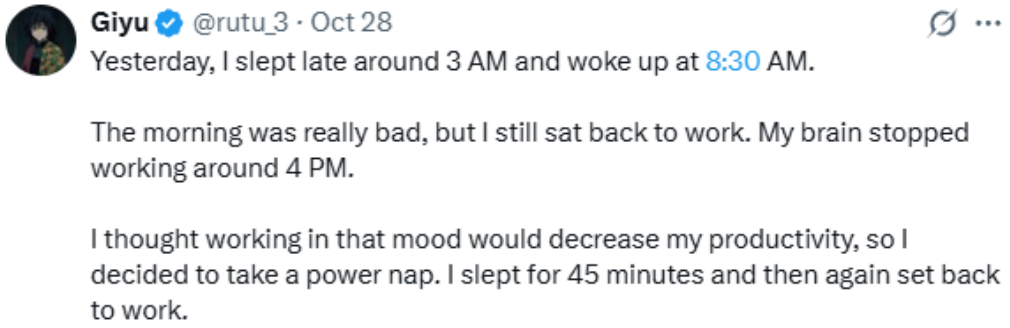
A woman falls asleep **for** almost 3 hours at the gym, and a man uses a mat as a blanket to tuck her in.



From **Perceptive Bliss**

Insight:

People often make silly mistakes when they're tired, and we want to create funny, relatable connections based on this idea. By linking everyday tired moments to a product, it makes the advertisement more engaging and relatable for customers. To explore this, I looked at Twitter to see the stories people share about feeling exhausted and the silly things that happen when they're tired.







PROBLEM

People aren’t sleeping well because they’re using the wrong bed for their needs, and they don’t realise it.

INSIGHT

When people are tired, they make mistakes and try to fix their sleep in the wrong ways, changing habits and blaming their lifestyle, while the real problem is the wrong bed beneath them.

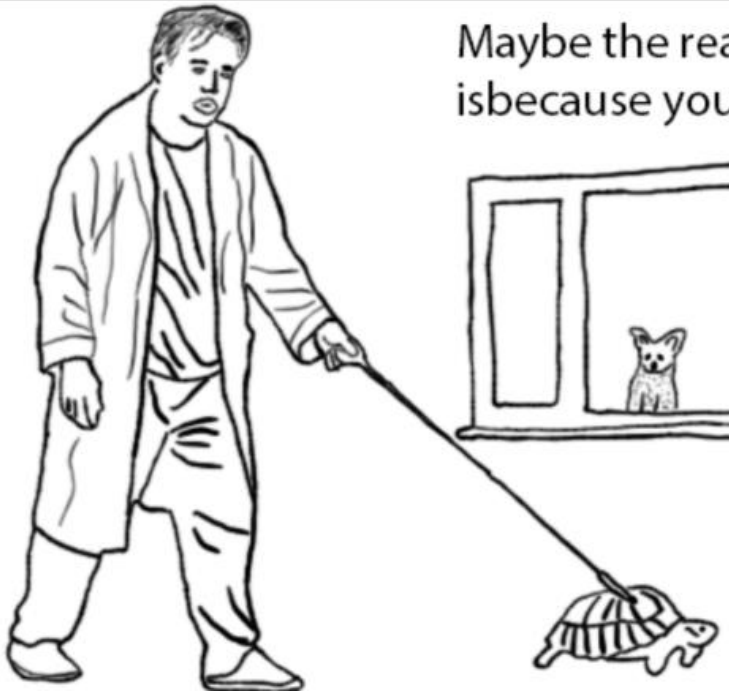
SOLUTION

By showing tired people making funny, relatable mistakes, the ads reveal that the real solution to their sleep problems is simply getting the right bed.

Scenarios

- Taking a turtle on a walk instead of your dog
- getting the wronge car not petrol
- put the kettle in the freezer
- phone in the toaster
- deodrante and cooking spray
- call your bod mum or your teacher
- Try unlock front door with work key card
- spread jam with fork
- Turn to the bridesmade instead of the bride
- Forget trousers or wear pjamas instead
- Bite your phone instead of food
- dog and you switch food
- wear the bin bag
- Using banana as a phone
- Fish pelets in bath
- put your pets in the car instead of your kids

These are scenarios that come from the idea of them getting things wrong because they are that tired.



Maybe the reason you can't get to sleep isbecause you've got the wrong bed.



Initial sketch's from ideas



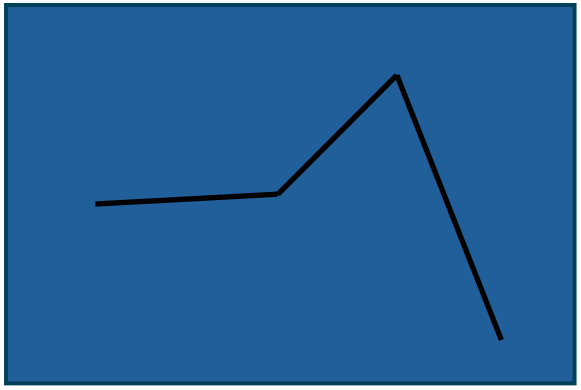
These sketches show how we initially thought about developing the ideas from our first thoughts. We chose them because they relate to people and because they're funny in how wrong things go in each idea.



Ideas 1

This piece is the first one we created that led us to the idea of over-tiredness. As shown in the image, the man is extremely tired and is walking a tortoise instead of his dog, which can be seen in the window. We felt this idea was very straightforward and visually clear, so we kept the text to a minimum and used only the main slogan. The two items we combined in this image were the dog and the tortoise to highlight the mistake caused by tiredness.

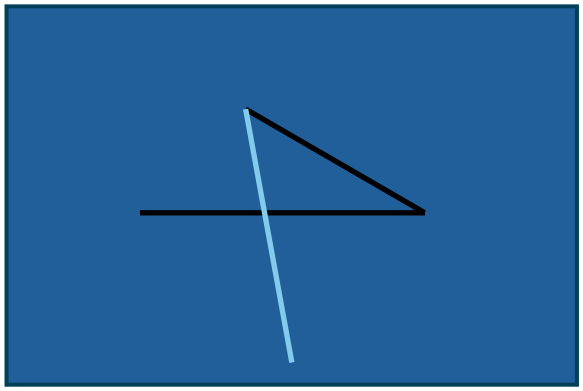
The way this piece guides the viewer's eye is simple. It starts with the man walking, then moves to the dog, and then to the dog in the window. From there, the viewer's attention goes to the slogan and finally to the Dreams logo.



Ideas 2

This piece has a strong sense of humour while not even showing a sleepy person, yet it still clearly communicates the idea of Dreams beds. The mistake made by the parent is easy to understand, as shown by the children in the window and the pets in the car. Using only the slogan again helps emphasise that the visual is strong enough on its own.





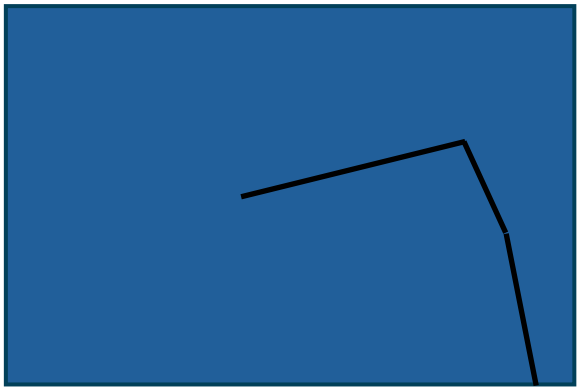
The slogan works well in the centre, but it makes it harder for the audience's eye to naturally travel down the page, as the main focus starts in the middle.



Ideas 3

I feel like most people were very curious and interested in this piece because it looks very unique and oddly styled. I'm happy that I was able to once again include the slogan, as the piece clearly gets the idea across about what's wrong with people branding Dreams beds.

Even though people may be confused when they first look at this piece, the eye moves from left to right very easily. The main focus of the image is the fish food being poured into the bath, which then leads the viewer's eye to the bath salts in the fish tank and eventually to the slogan.

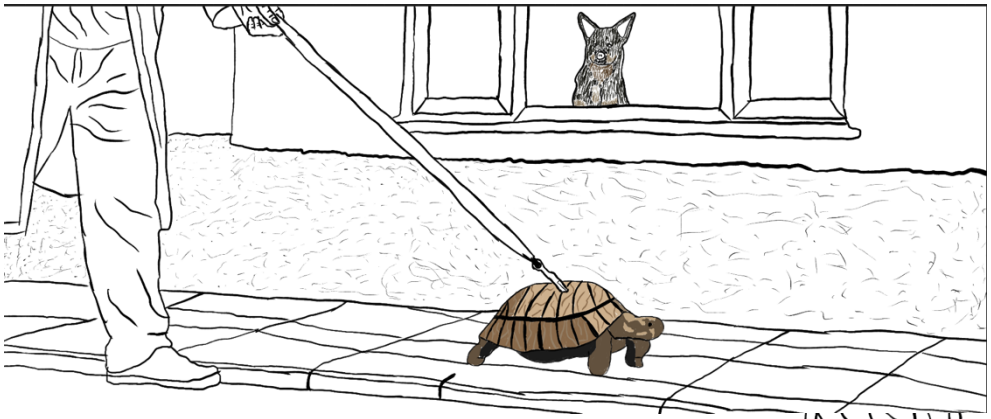


Feedback:

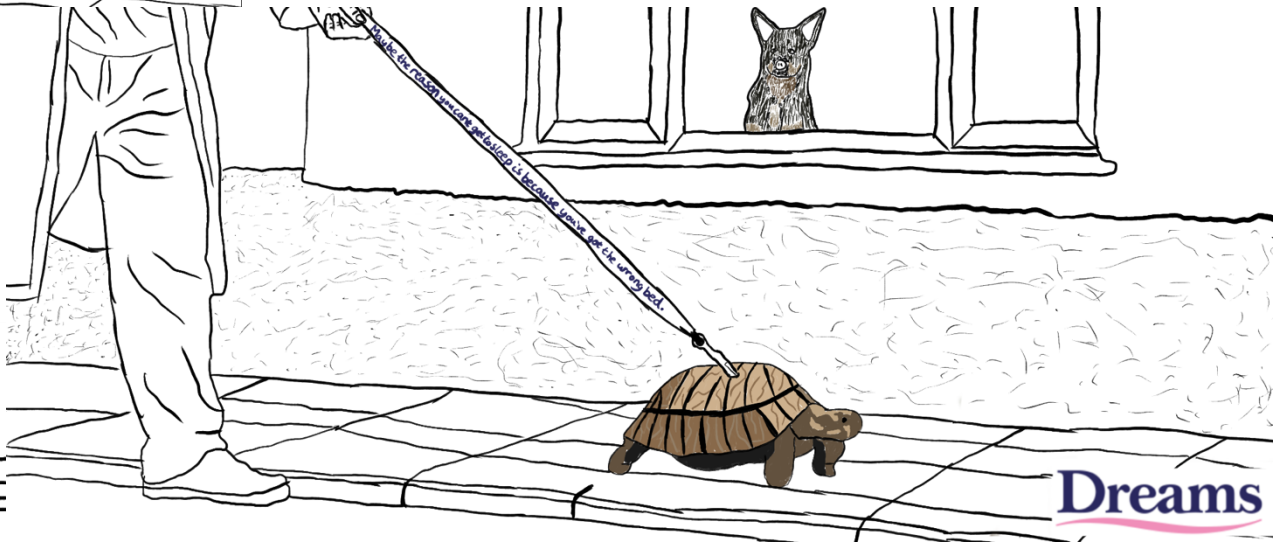
- They love the ideas and the psycology connection
- Think to use or do a new angle for the posters through

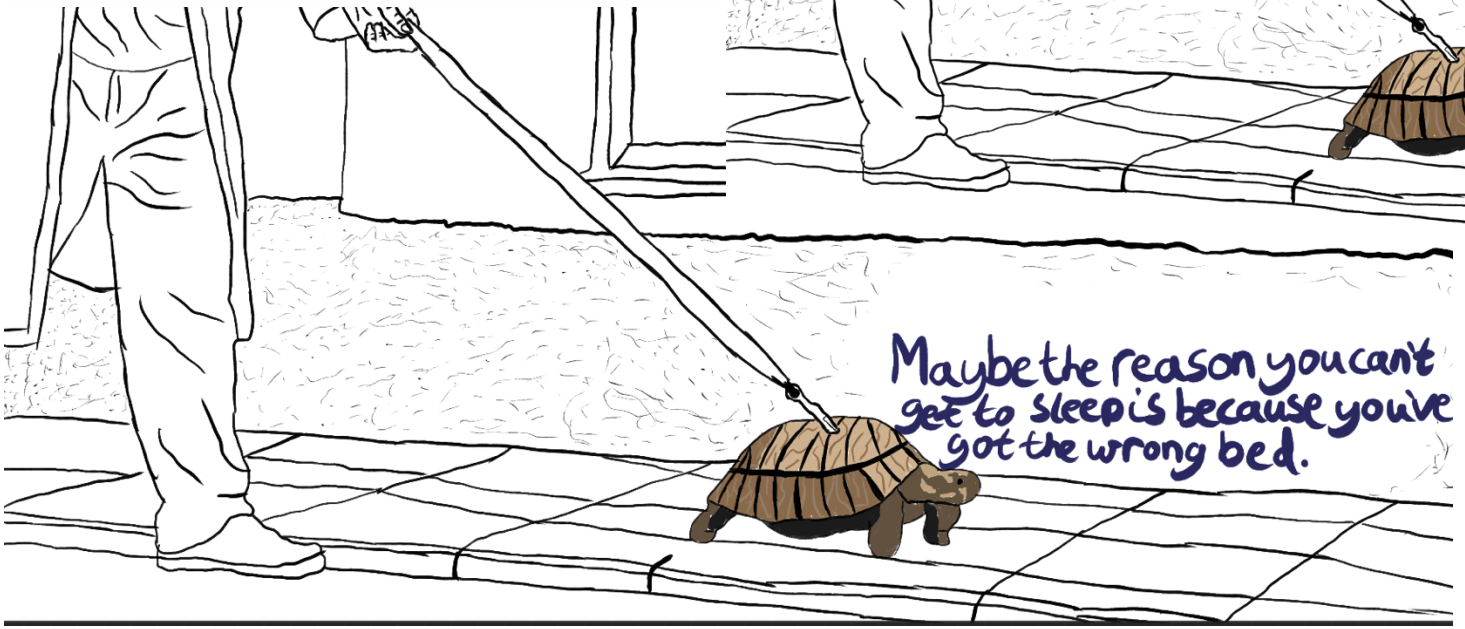
Plan:

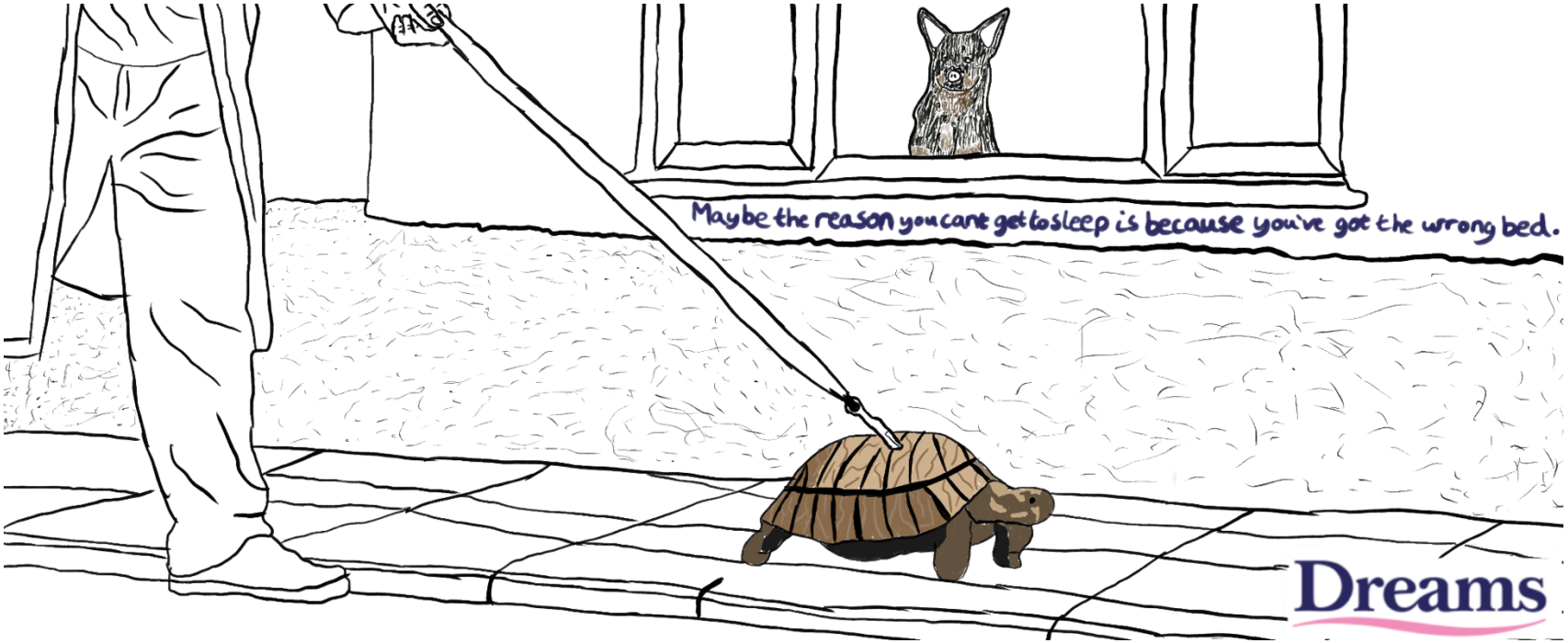
- Try changing or getting rid of certain things within the posters
- Just make them more simple with keeping the idea within the piece

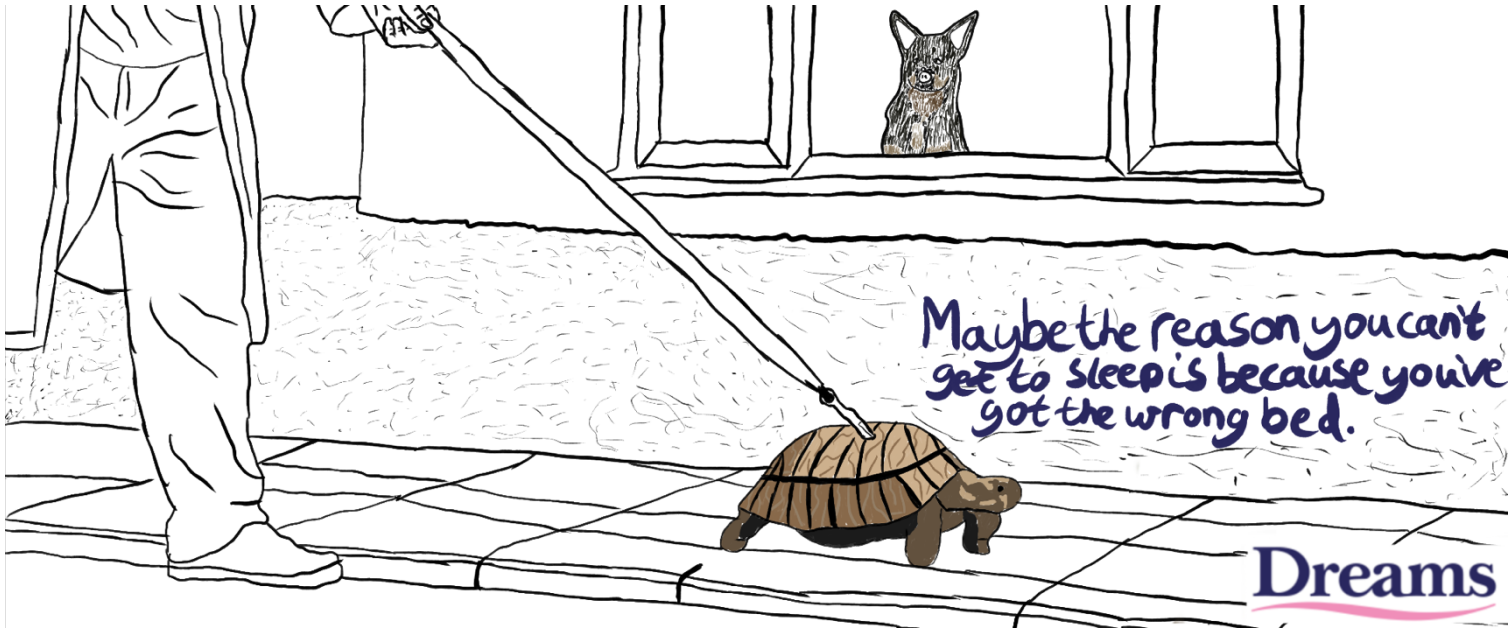


I improved my first piece by focusing on how it looked, as there were many unnecessary elements in the original composition. I decided to zoom into the bottom right section to keep the hand, turtle, and dog, so the typography still made sense within the piece. I also needed to ensure that the placement of the typography was clear and visually appropriate.

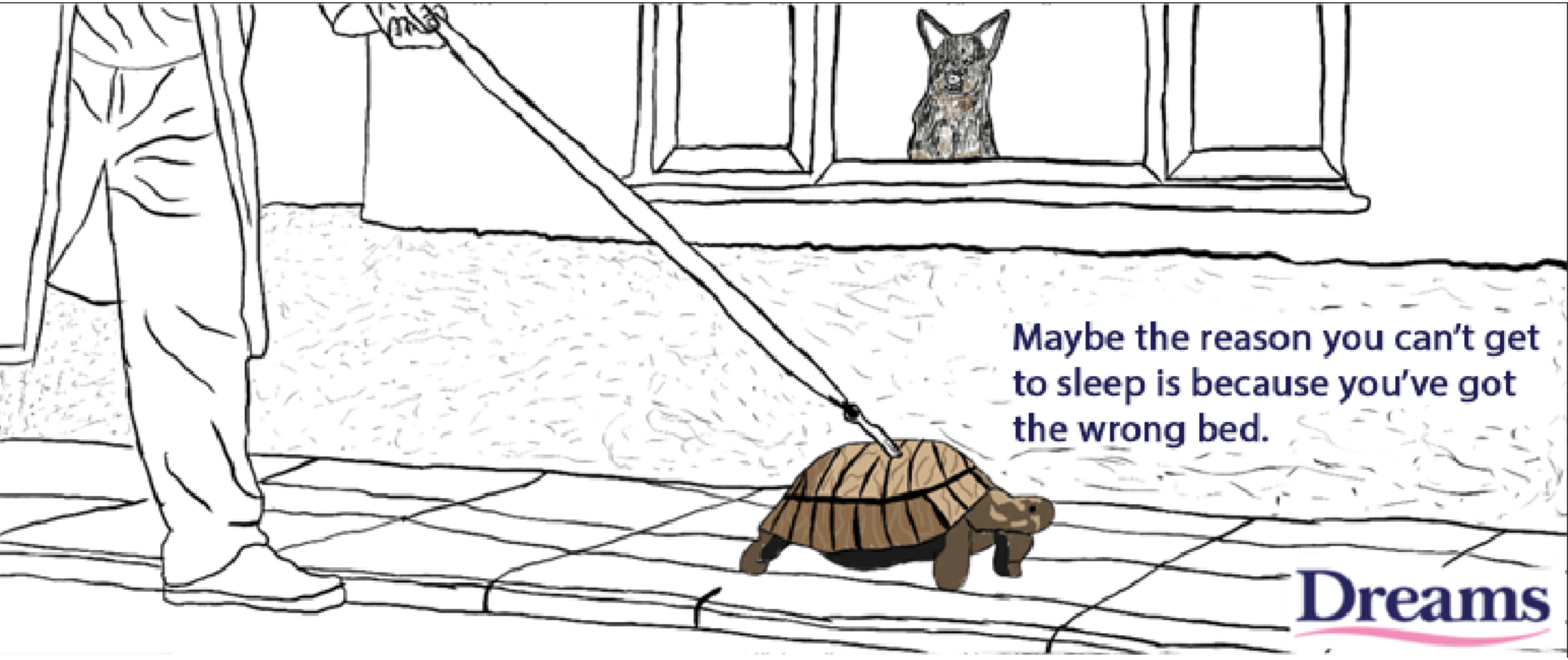





Maybe the reason you can't get to sleep is because you've got the wrong bed.
Dreams


Maybe the reason you can't get to sleep is because you've got the wrong bed.
Dreams

Final piece


Maybe the reason you can't get to sleep is because you've got the wrong bed.
Dreams







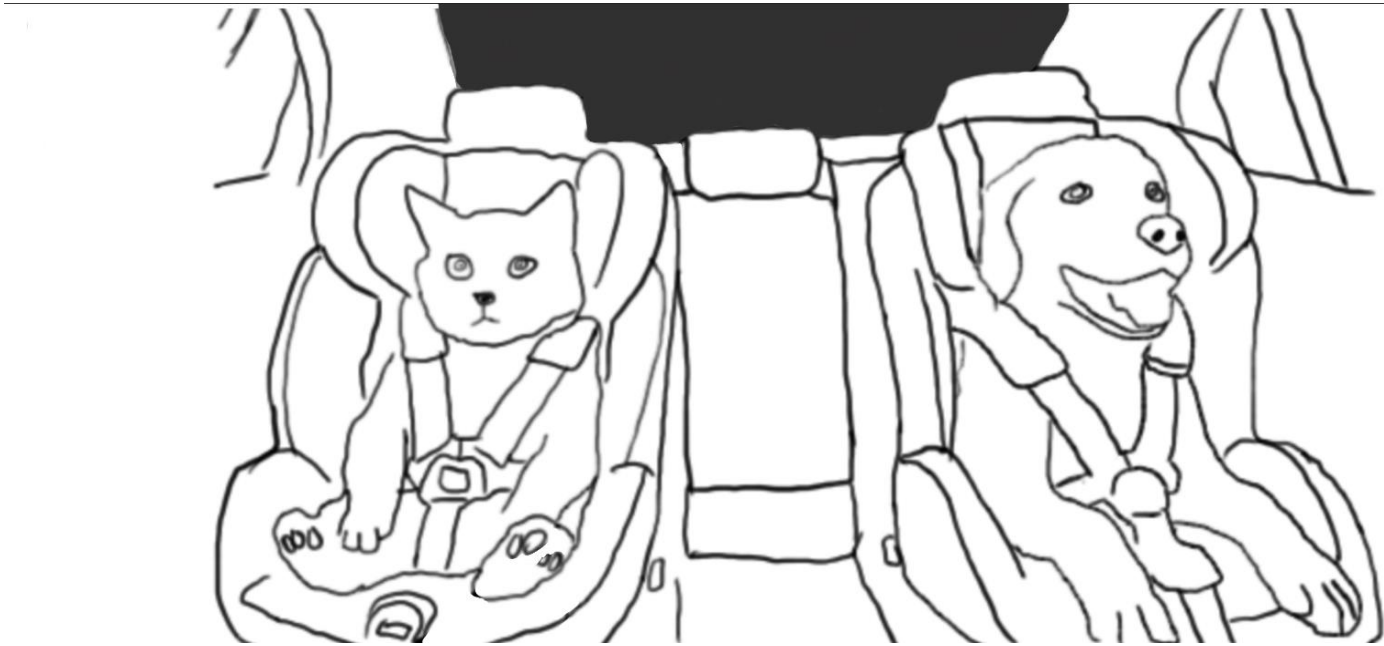
Trying something else

This was a way better angle too go for as this would make it a lot clearer as well as better for the poster in general. I also thing this made the poster clear enough to get rid off the text in the piece. For the other I will start with the text but try and make them clear enough as well to not do text.

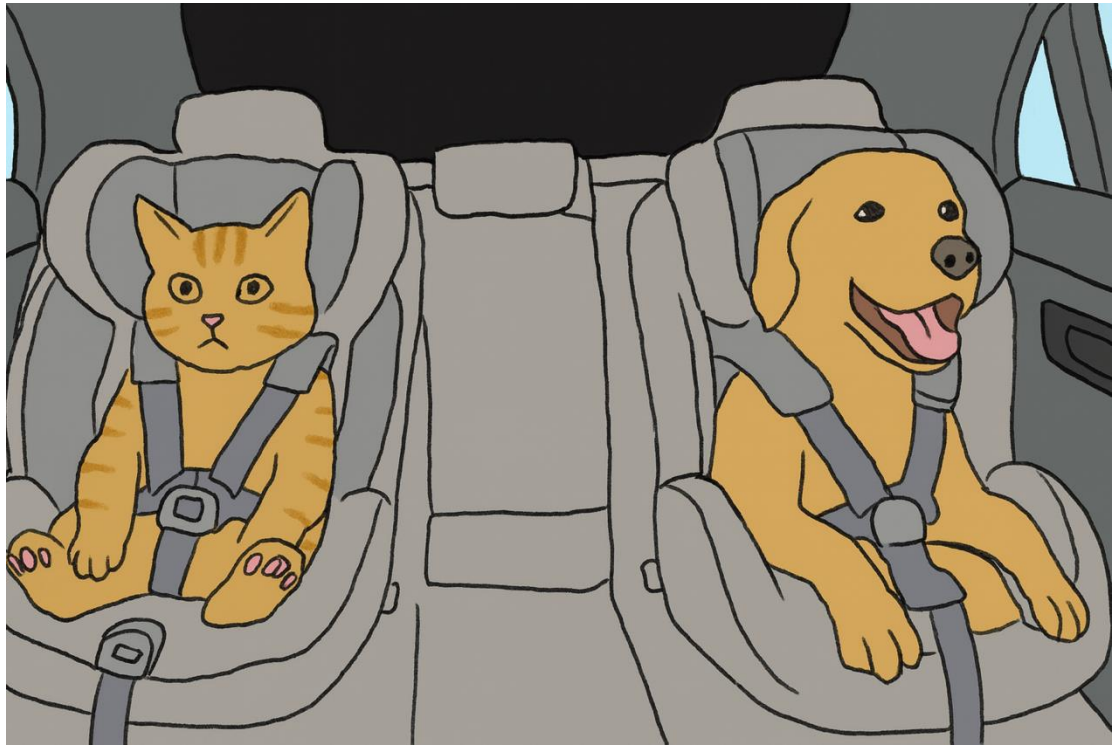
Further developed Final piece

From the sketches from the front way it looks a lot better looking onwards to clearly get the whole point across without any words.

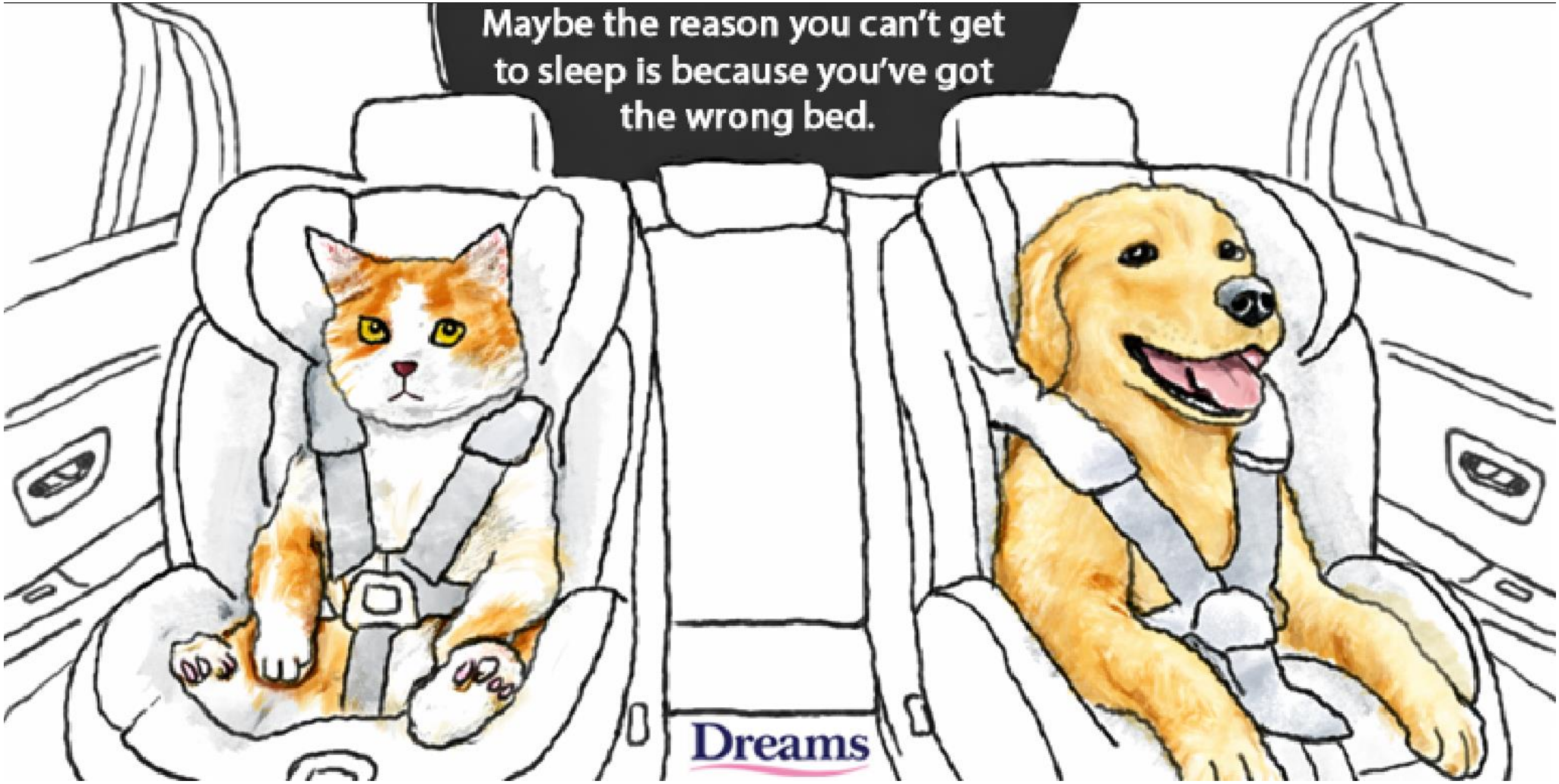




For the second piece, I wanted to improve it by removing unnecessary elements. I felt that the children in the background were distracting and made the viewer's eyes move all over the page. I then had to decide whether to color the whole piece or not. After looking at both pieces, I think it works best to only color the cat and dog, as well as the areas with typography. This approach continues the technique from the first piece while keeping the key points clear.



Final piece


Maybe the reason you can't get to sleep is because you've got the wrong bed.
Dreams

Trying something else







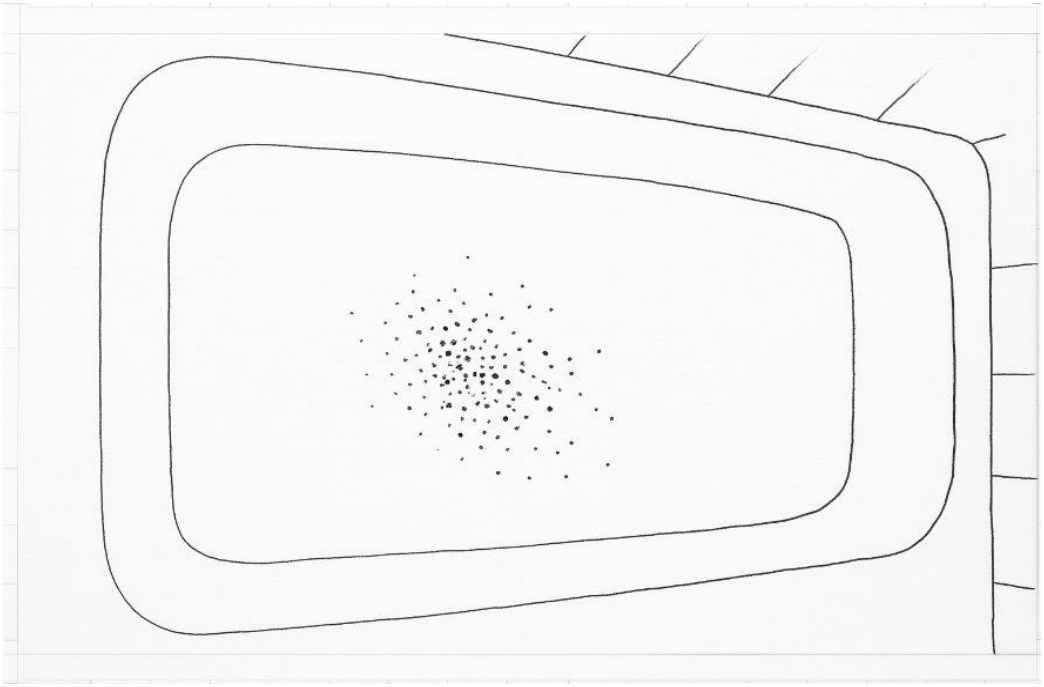




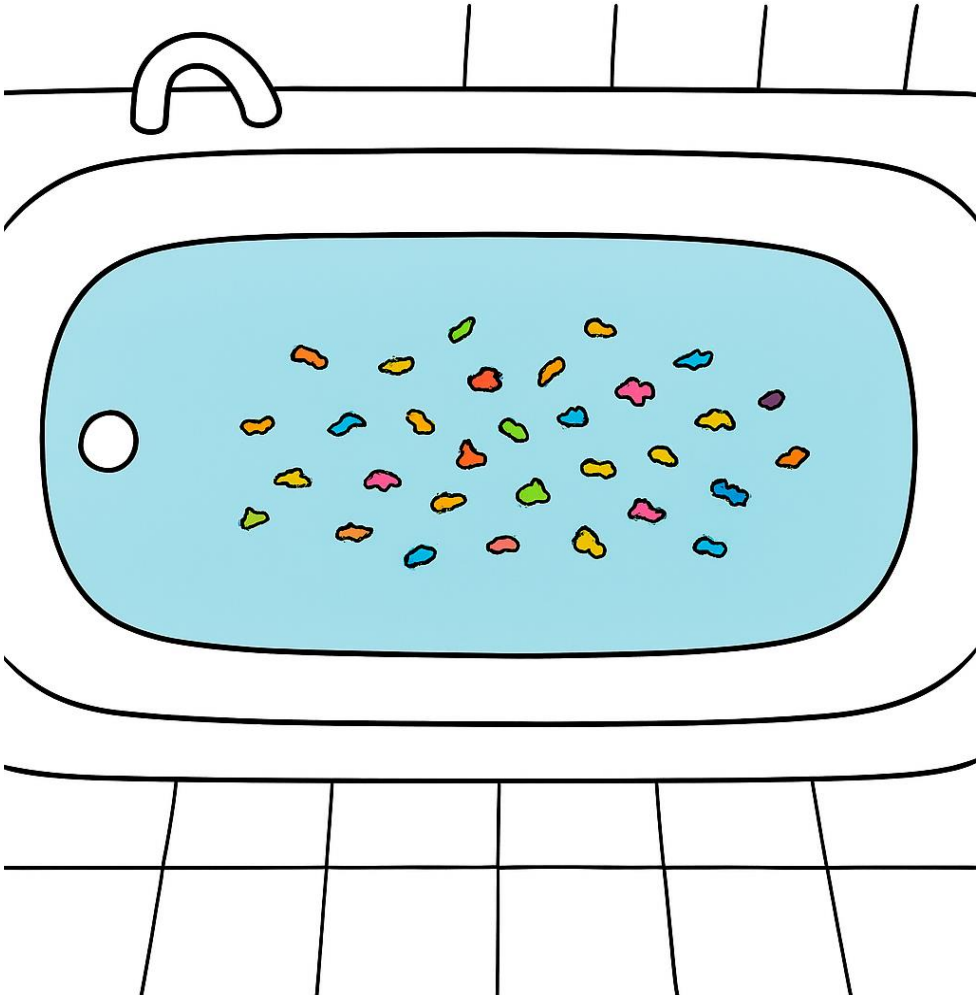
Making the piece a lot more simple again was the best way I could take this definitely. I just need to put in the mother kid and pets in the right way to make it clear.

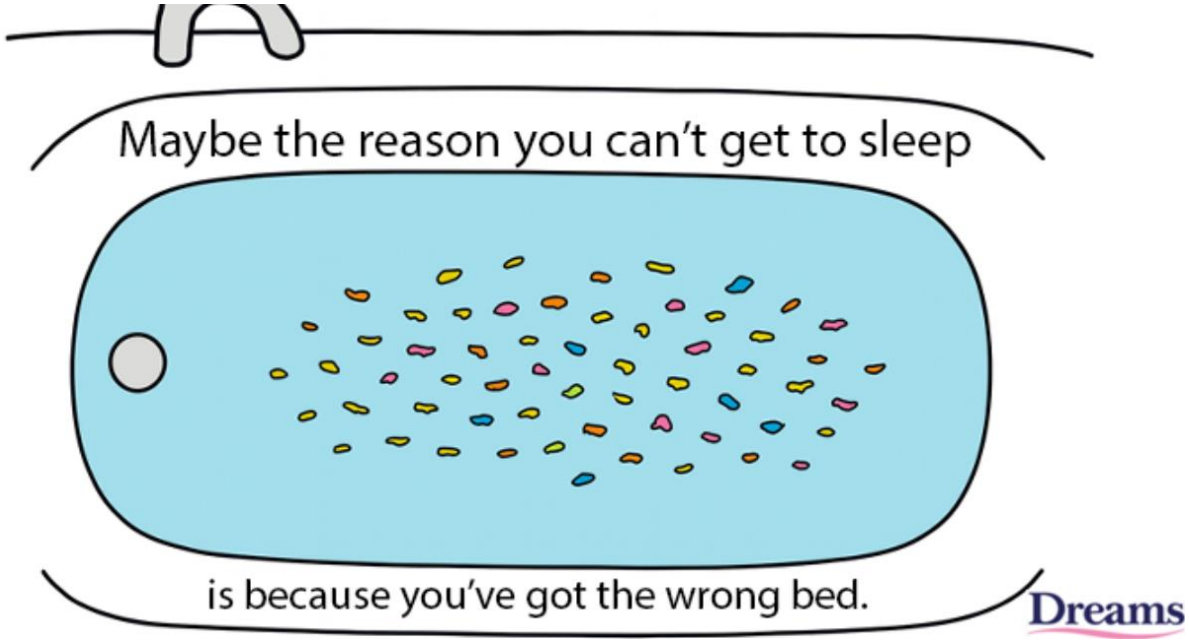
Further developed Final piece

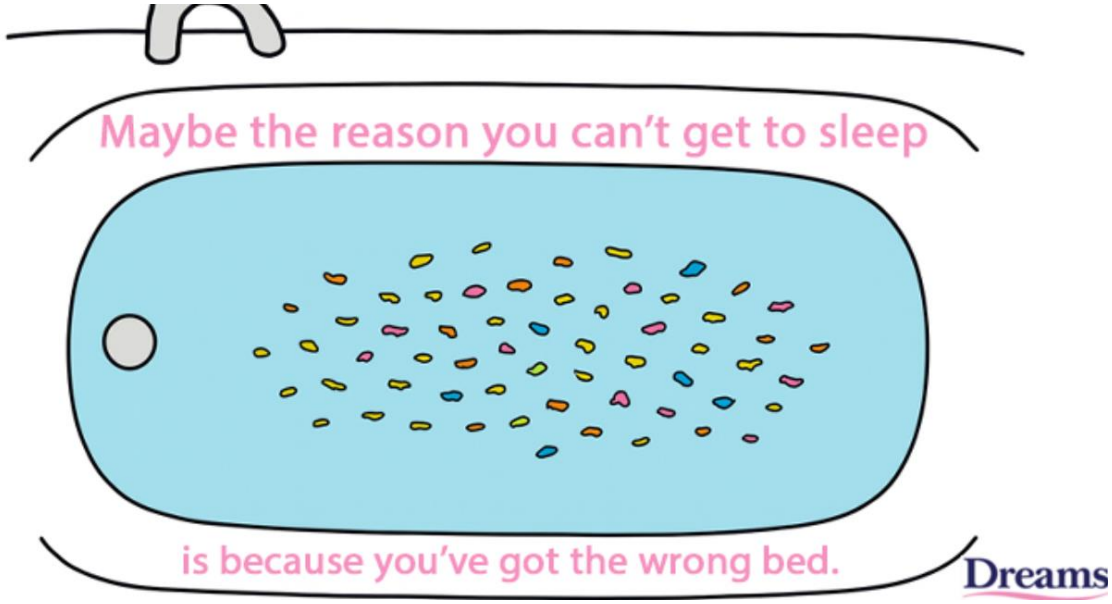




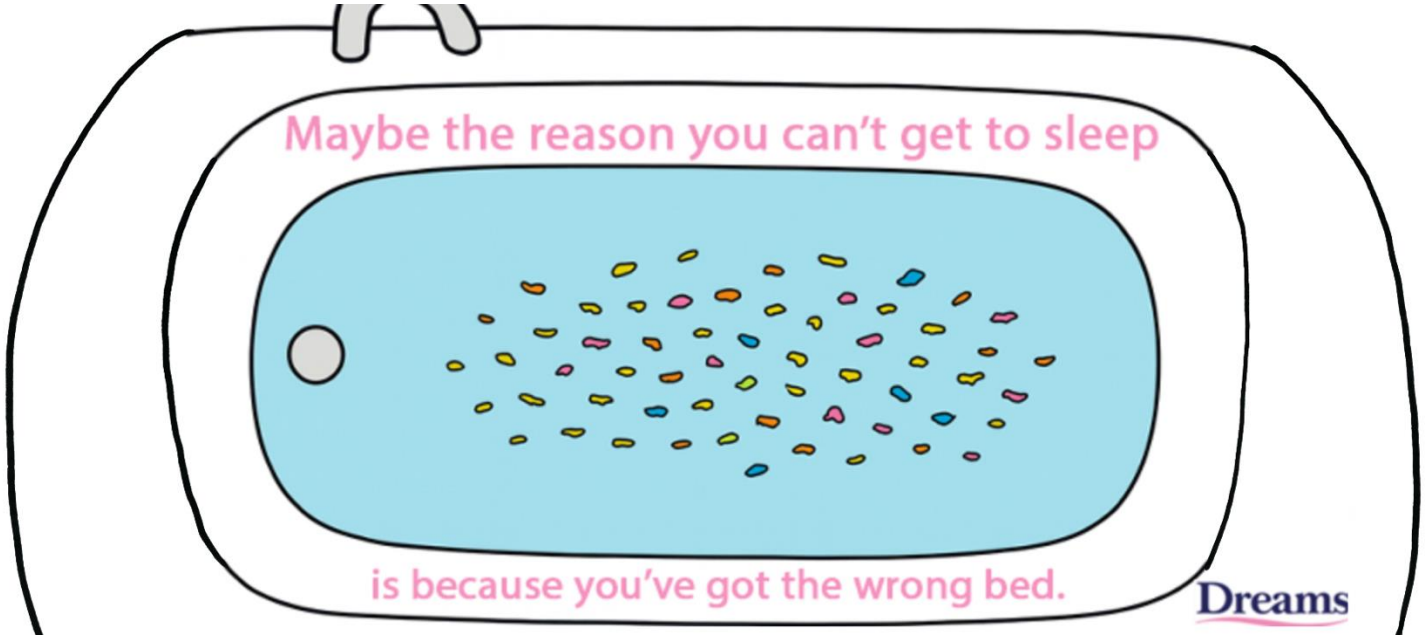
For the final piece, there was a lot going on, so I decided to strip it back. I realized that even just including the fish food in the bath would convey the idea, so I focused on that and determined the placement of the typography. I kept the same sketching style, using color only for the text and key elements.




Maybe the reason you can't get to sleep
is because you've got the wrong bed.
Dreams


Maybe the reason you can't get to sleep
is because you've got the wrong bed.
Dreams

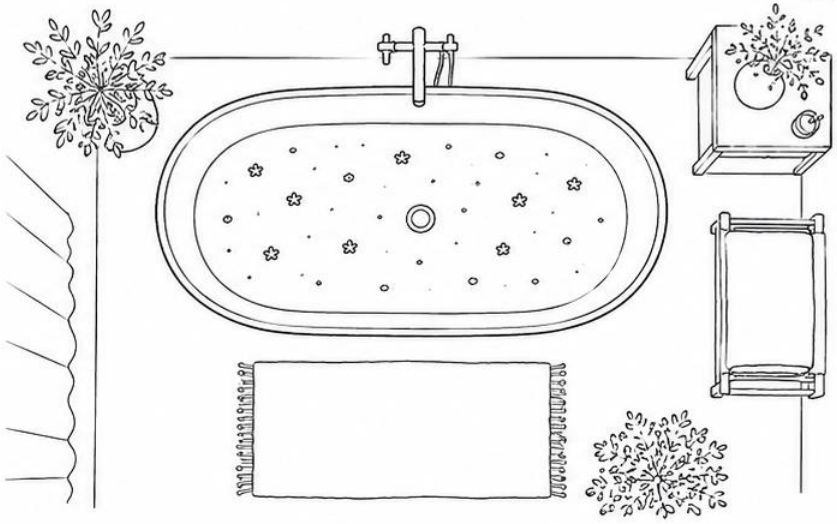
Final piece


Maybe the reason you can't get to sleep
is because you've got the wrong bed.
Dreams

Trying something else







Having the picture a lot more simple and more aesthetically pleasing was definitely the way to go as the things that is odd thing is this image is the fish food that’s clearly shown in the bath.







Further developed Final piece



1+1=3 Brief

Creative Fundamentals

1+1=3 adverts idea of combining

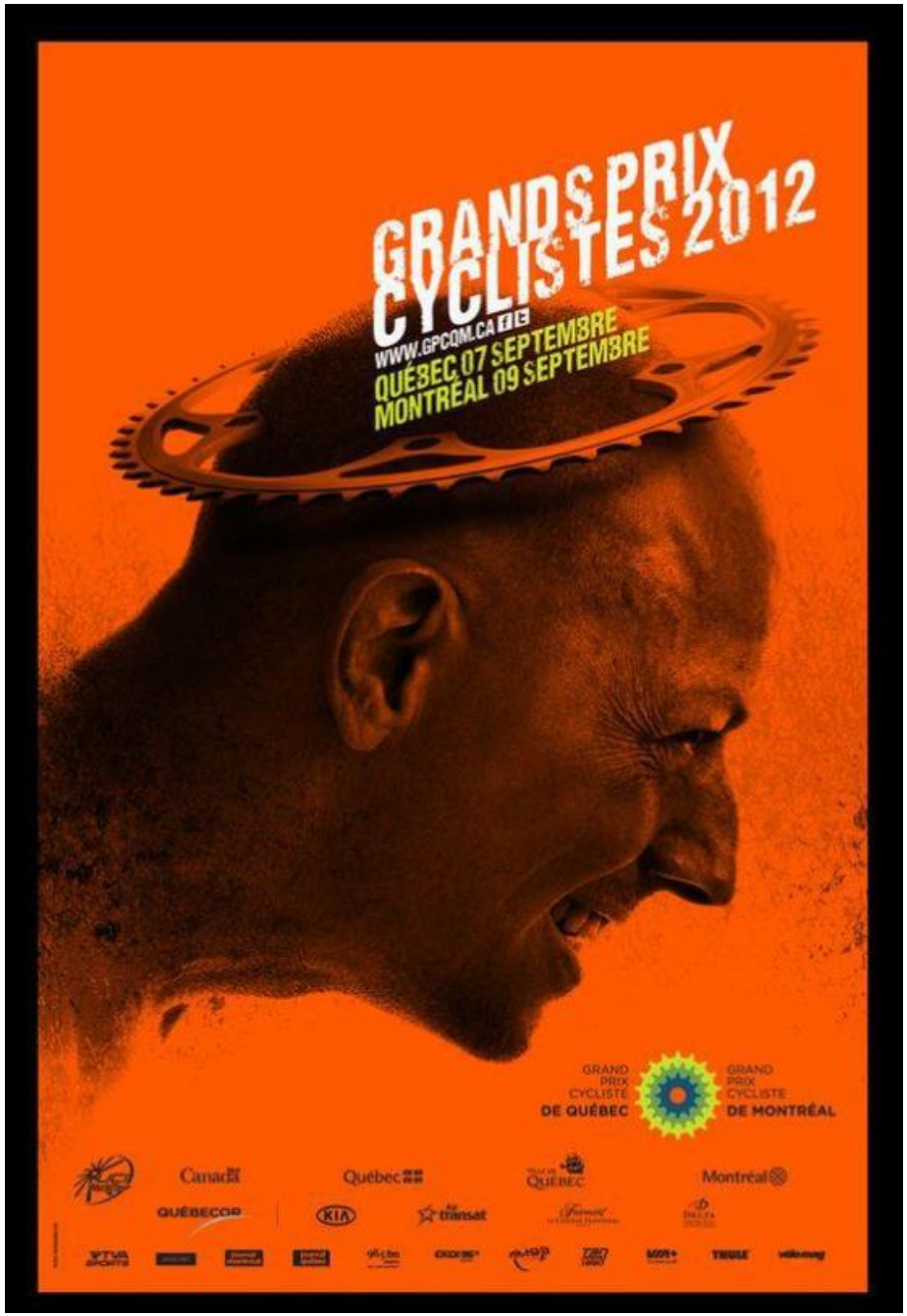





HAPPY MOVING DAY

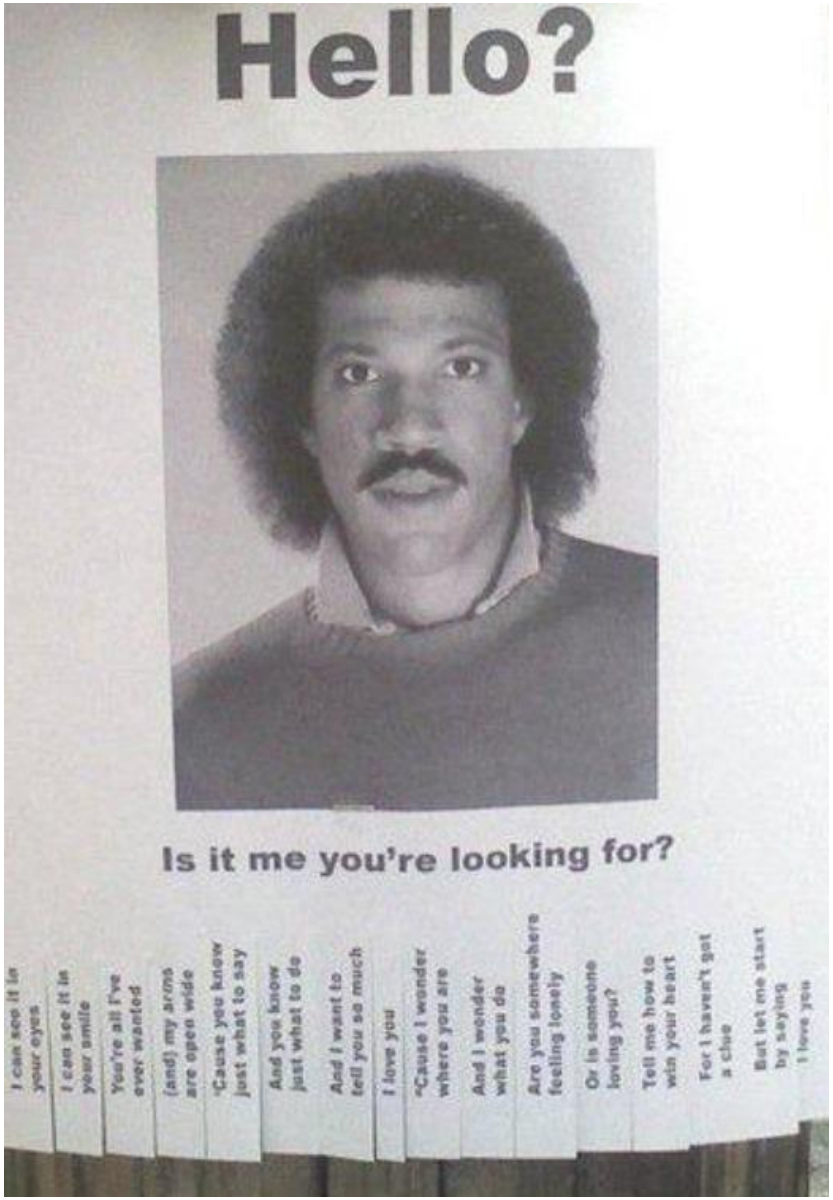

Teeth so white they can't dance.
Aquafresh

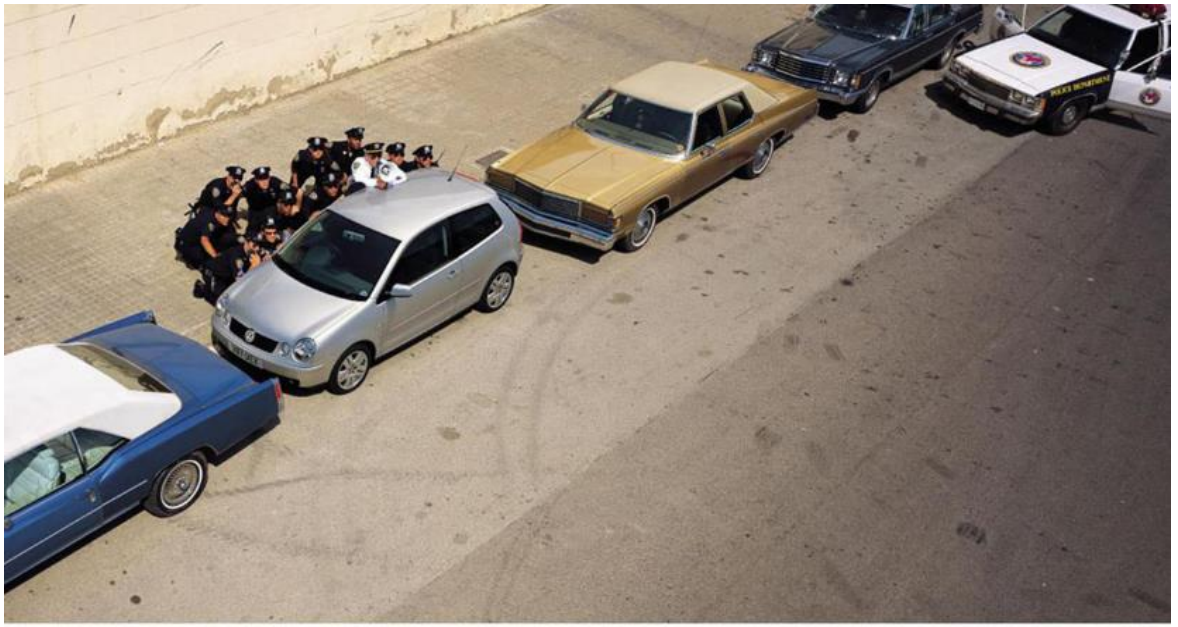

This is the area on which
2 chickens in a hen battery
spend their entire life.


GRANDS PRIX CYCLISTES 2012
WWW.GPCQM.CA
QUÉBEC 07 SEPTEMBRE
MONTRÉAL 09 SEPTEMBRE
GRAND PRIX CYCLISTE DE QUÉBEC
GRAND PRIX CYCLISTE DE MONTRÉAL
Canada
Québec
Montréal
QUÉBECOR
KIA
transat

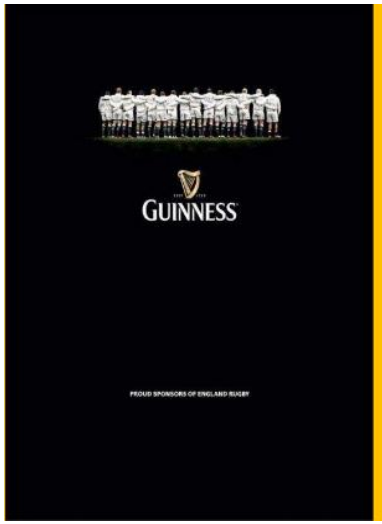

PRATT SALDANA BAUTISTA DIESEL COOPER
GUARDIANS OF THE GALAXY







Small but tough. Polo.



















Summery

These examples helped me see how in certain ways you can combine two things to create an interesting and captivating ad. This sort of style will come in handing as a lot of companies collabe and being able to connect them will be helpul as well as trying an interesting but simplistic style like this.

Creative Advertising Week 2 – Creative Fundamentals Date: 9.10.24

Brief: 'When visual worlds collide' (or '1+1=3')

Create an Landscape (A3) 'visual world' board for each subject (so TWO are required for each product/service). Then create 3 ads for the product/service.

Work in different pairs to before. You will be given one of the following clients:

1. Waterstones – coffee meets books
2. Domino – pizza meets delivery
3. Sainsbury's home delivery – groceries meets 'to your door'
4. Western Digital Hard drive – computers meets storage
5. Match.com – dating meets computers
6. BBC 4 – culture meets television
7. HotelChocolat.com – chocolate meets digital
8. McDonalds – Food meets Fast
9. Blacks – everyday high street meets outdoor adventure
10. Baileys – chocolate meets alcohol
11. Staples – Stationary meets Choice

Deadline
<u>For next Monday's lesson. 13.10.25</u>
2 x (Landscape) 'visual world' boards plus, 3x A3 Portrait Marker Visual ads for next weeks lesson.

Advice
Spend a good amount of time in creating the 2 x A2 'visual world' boards. Thoroughly research your two areas and fill your boards with lots and lot of visual material. The more material you collect, and the more you analyse your visual material the more likely you are to see opportunities for combining the two worlds and creating effective, engaging communication (ads).

On successful completion of this module a student will be able to:

LO1	generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs
LO2	employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry and visualisation
LO3	make use of research analysis and critical judgement when articulating reasoned arguments for the presentation of ideas and solutions
LO4	develop a working knowledge of advertising industry organisational structures, working processes, outcomes and reputation

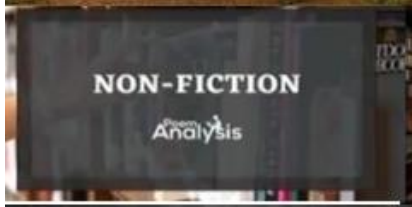
Brief: 'when visual worlds collide'
Waterstones

Mood board on Books









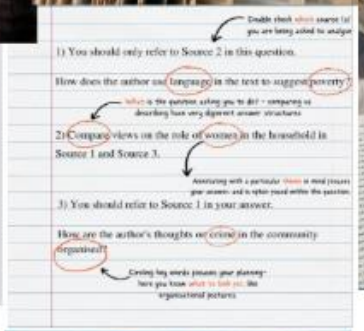




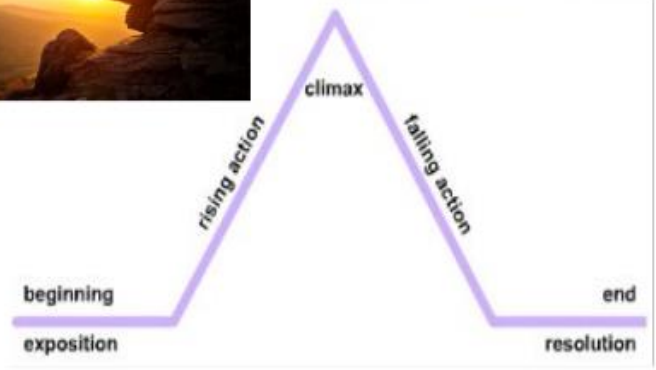



















Mood board on Coffee

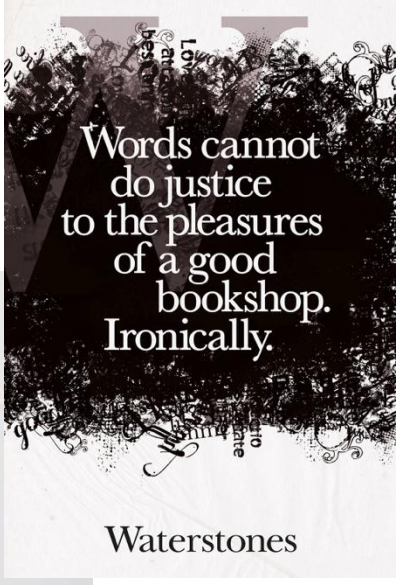


Waterstones coffee shop ads













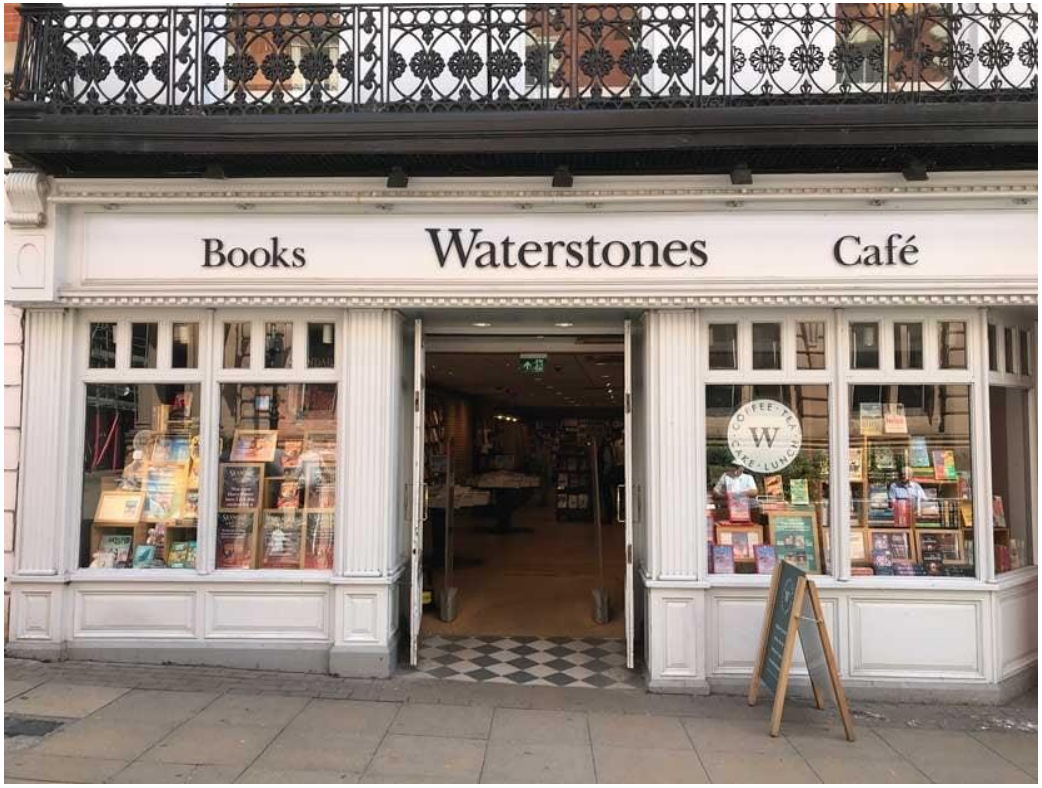


The idea that catches my eye the most is definitely the one with the words, because it looks overwhelming and visually striking.



Waterstones always seemed boring and quite frankly very straightforward. They didn't try to create anything relatable or engaging; they just showed what they offered.

Primary research- Visiting waterstones





Actually, going to see Waterstones helped me understand the mood of the space it felt calm and orderly.





Waterstones competitors

Company	Key Similarities to Waterstones	Key Differences from Waterstones
Foyles	- Large, well-known UK bookshop brand - Focus on curated book selection - Offers events, signings, and author talks	- Smaller brand with fewer locations - Historically more niche/academic-leaning - Now owned by Waterstones, so less of a true competitor
The Works	- Sells books nationwide in physical stores - Offers discounted pricing models	- Not primarily a bookshop (focus on stationery, crafts, toys, gifts) - Strong discount/value focus rather than premium curation - Smaller book selection with fewer new releases
Blackwell's	- UK bookseller with physical shops and online sales - Strong curation and customer service	- Historically focused on academic, educational, non-fiction titles - Fewer general-audience stores - Smaller national footprint
Independent bookshops (e.g., Daunt Books)	- Curated selections and knowledgeable staff - Focus on reader experience and community events	- Not chain-scale; usually one or a few locations - More niche, themed, or local-culture focused - Often more literary/curated than commercial
Wordery (online)	- Sells books across categories - Strong online presence and customer reach	- Online-only (no physical stores) - Typically offers lower prices than Waterstones - No in-store events or community spaces
Hive.co.uk (online and supports bookshops)	- Wide book selection online - Supports UK reading community	- Online retailer that partners with independent bookshops - Emphasizes supporting small shops (unlike Waterstones' chain model) - No physical Waterstones-equivalent storefronts

Phycology research

•A Nice spaces make people stay longer.
Research shows that when a shop feels cosy, calm, and well-designed, people relax and stay longer which could lead them to ording more.

•Coffee makes the space feel more welcoming.
People that are doing work or reading a book with a drink will make people more happy and chill.

•The idea that people enjoy “finding things by accident.”
Customers often find books they weren’t planning to buy, this doesn’t happen as much online as everything's is there visual infront of you.

•Shopping can improve mood.
Browsing or buying a book can boost someone’s mood or make them feel productive or creative.

•Bookshops are seen as a “fun place to browse.”
Studies say people treat bookshops like a leisure activity, not just a place to buy things. They enjoy looking around and discovering new books.

•People like places that feel safe, quiet, and comfortable.
This matches what Waterstones does as it has soft lighting, calm music, lots of space withing the store, all that could reduce stress and make browsing enjoyable.



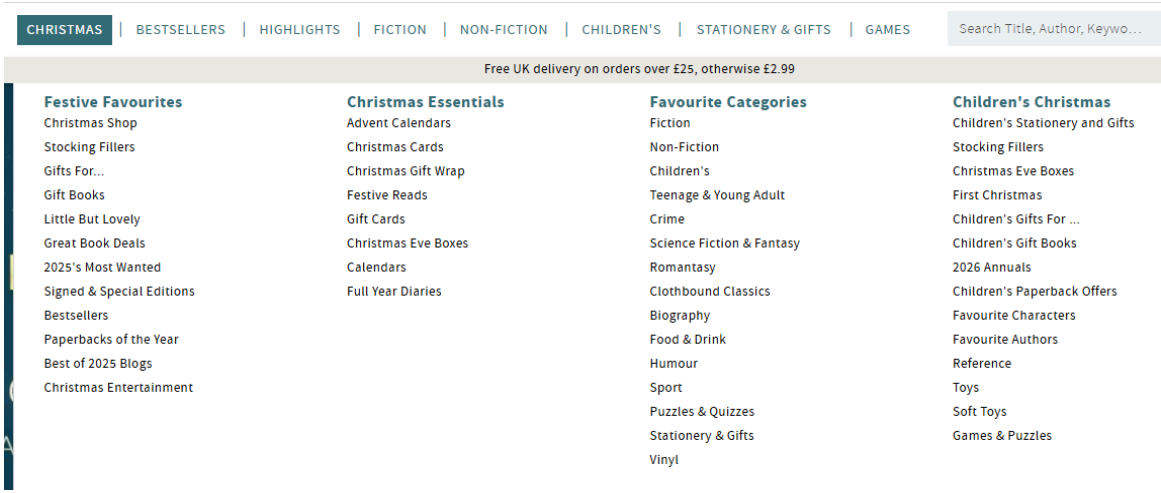
Target audience

Waterstones mainly targets people who enjoy reading and like visiting bookshops in person. This includes everyday readers, students, families, and anyone who wants help choosing a book. They also attract people looking for gifts or nice stationery. The main selling point that drags people to them is the coffee store in the shop allowing people to had to come away from the store and come back.



Typography

Waterstones uses elegant, classic serif typography that feels bookish and sophisticated. Their type style is calm, traditional, and easy to read, which fits their identity as a trusted bookstore. To match this look in your ads, use simple serif fonts, clean layouts, and avoid bold colours—keep it refined and minimal.





Colours





Reviews on the item

4.3 ●●●●◐ (73)

Tripadvisor

Excellent		45
Very good		17
Average		3
Poor		4
Terrible		4

●●●●●

Apr 2023

Get lost for hours in Waterstones Piccadilly

The Waterstones in **Piccadilly** is reportedly one of the biggest book stores in the world.

 By Caroline C

●●●●●

English bookshop for international reading enthusiasts

Sept 2023 • Couples

English bookstore no longer featured. Very wide choice and advice on tables, and of course reading chairs!

●●●●○

Chance find

Apr 2023

While visiting Waterstones in Greenwich we notice they had a small café on the first floor. Amazingly it was not busy and we were able to get drinks and cakes at a reasonable price. The staff were very friendly and even carried the order to our table for us.

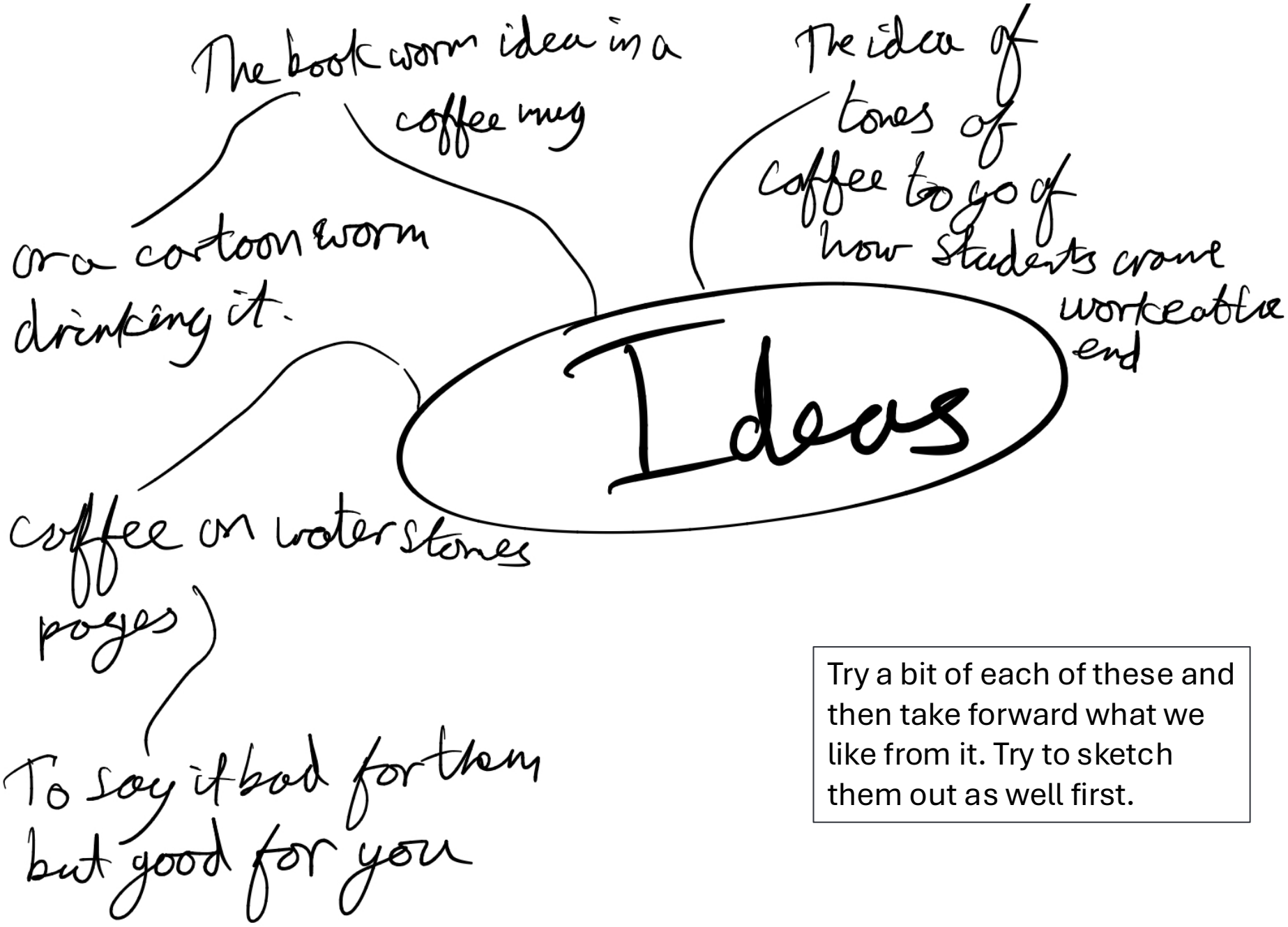
●●●●●

I love this bookshop!

May 2017

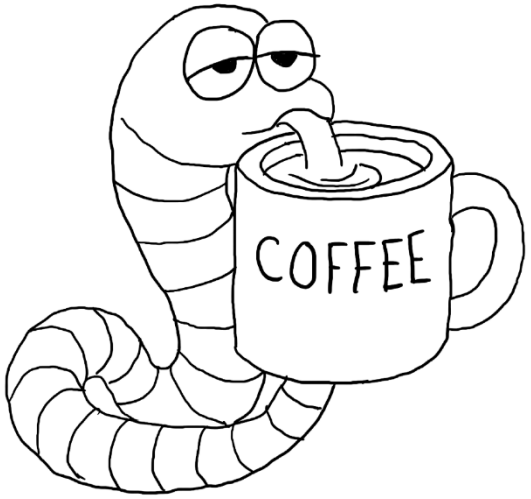
What a creative little hub, a peaceful getaway where one can learn and grow just by browsing their hand selected books laying out to grab your interest. I bought a huge book, an English classic, which would be harder to find in an American bookstore. It was a bit difficult to haul it back back it was worth it in the end. I love it here!

The style and feeling is the reason Waterstones is so successful. A lot of the good reviews point out that having cakes and drinks is a big bonus for customers. The lower-rated reviews are mostly about the employees. This has taught me that the store's atmosphere and café area are important parts of why people enjoy going there.

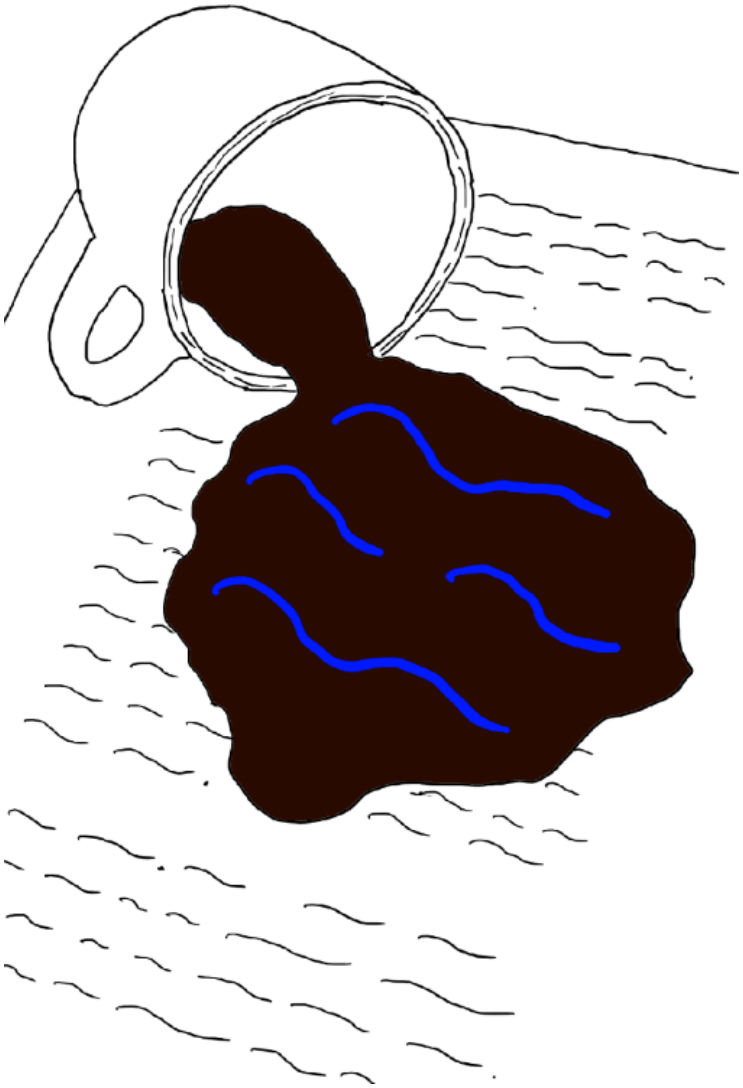


Try a bit of each of these and then take forward what we like from it. Try to sketch them out as well first.





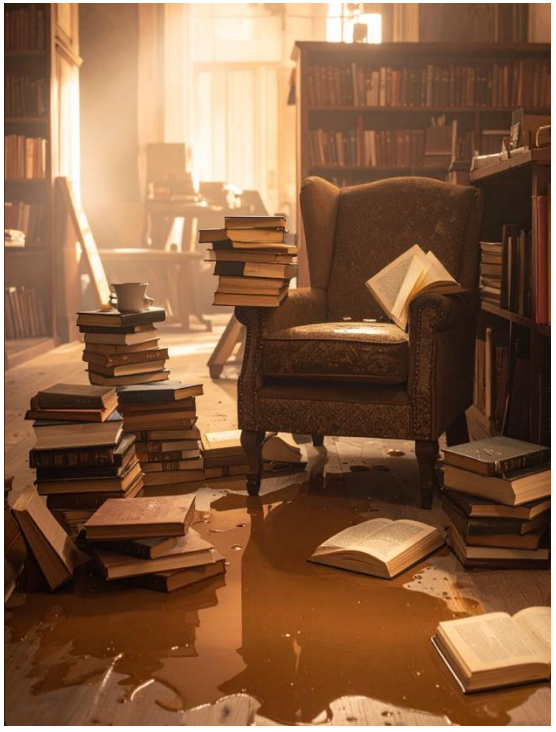




These sketches show how we initially explored and developed our ideas from our first thoughts. We will now work on creating them in a more professional way to see if they look presentable and function effectively in their final form.

Initial sketch's from ideas











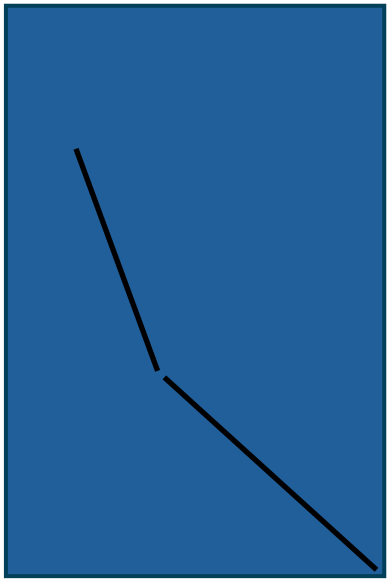
At first, I planned to use quotes on my visuals to create a connected style, but after asking others, I realized some weren't familiar with the quotes. Instead, we focused on a clearer concept: showing uni students handling lots of work at once, with coffee as the connecting link.

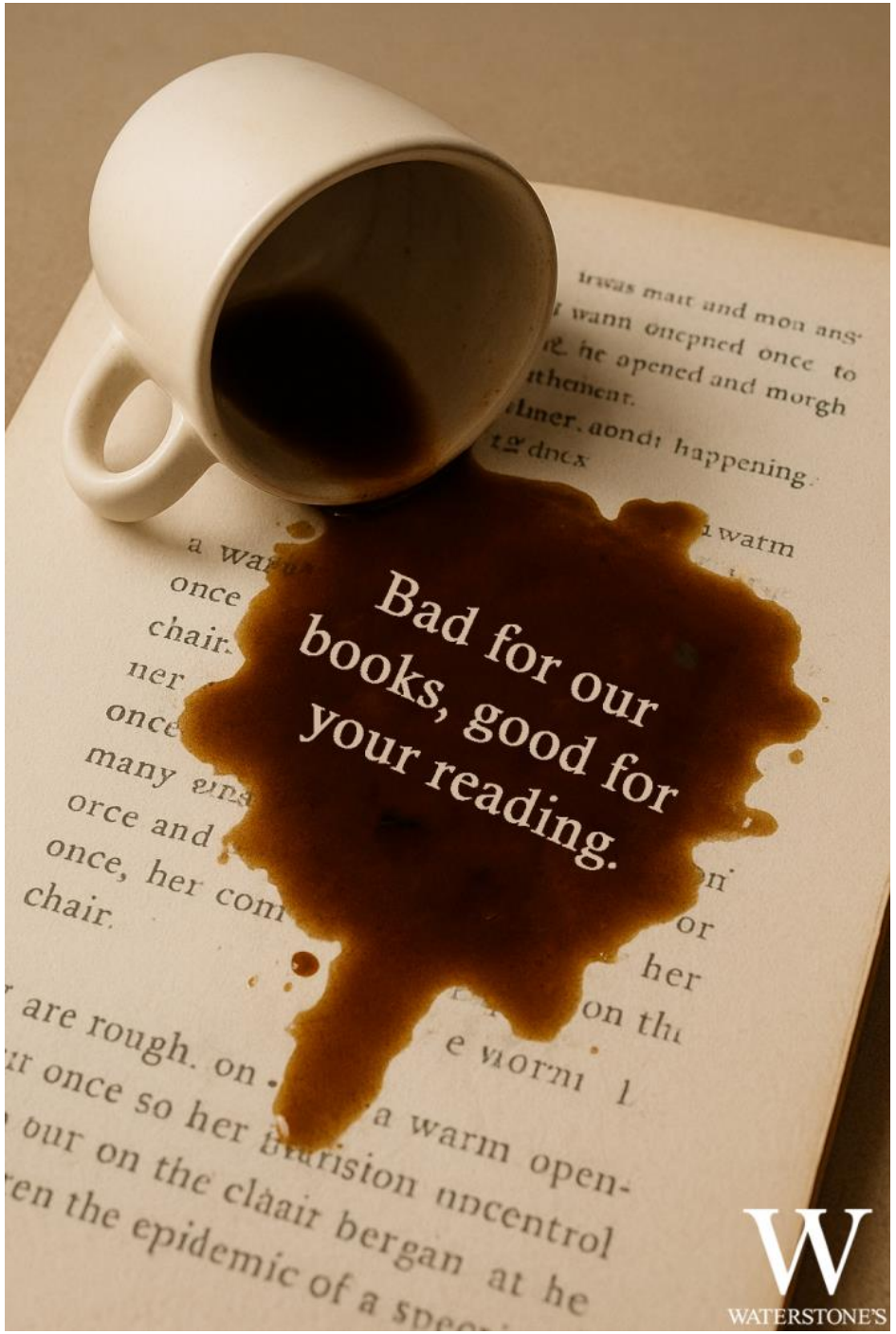


Idea 1

I think this idea is very clear and makes sense, as many students are known for leaving work until late, and having a place that offers coffee in a library would be useful. However, if I decide to improve this piece, the visual could be redesigned to make it more unique and better connected to the concept of work, rather than just using books.

The eye-tracking makes sense, starting at the top of the page and moving downward until the logo is seen, completing the connection. The main point of attraction is the copyright area, where the chair in the background also draws attention. From there, the eyes move down to the books and blocks of text before reaching the logo.

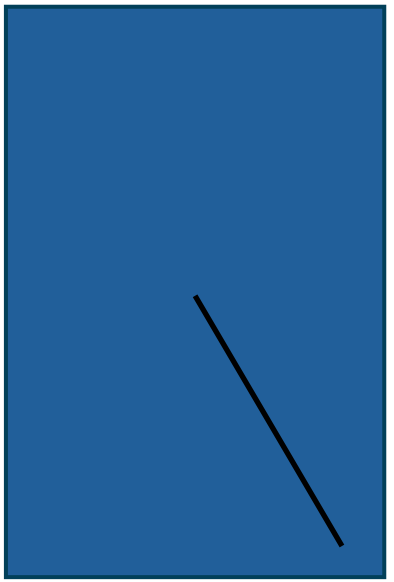




Idea 2

This has a very direct and clear message: Waterstones is acknowledging that coffee could potentially damage their books over time, but they are willing to allow it so customers can enjoy a coffee while reading or working. Another idea to explore could be writing with coffee liquid or incorporating coffee art into the lettering.

Keeping the eye-tracking simple makes the piece more engaging, as people don't like being overwhelmed with unnecessary information. The eyes start at the copyright, notice the coffee mug, and then move to the Waterstones logo.

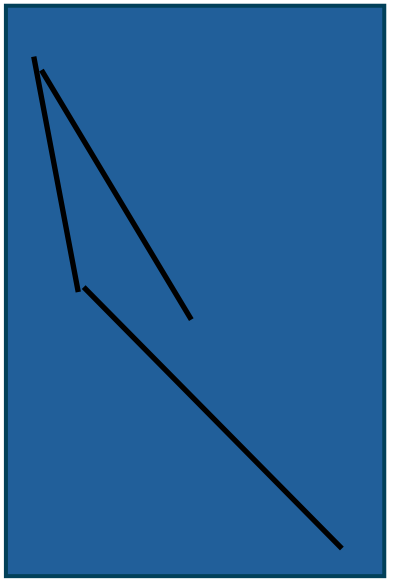




Idea 3

The visual for this piece is very clear and high-quality, and the main strength is that it immediately grabs attention and you can't look away. The strategy of combining a bookworm with coffee is unusual but effective in conveying the idea.

The eyes naturally start on the worm in the coffee, then move up to the wording, and finally rest on the logo. The layout could be adjusted, for example, placing the wording below and moving the image up, but the current layout looks clean, balanced, and professional.



Feedback:

- They brought the colours and way it was done felt like it was for waterstones
- To go in a different directional or they do like the coffee worm idea but make it a cartoon style instead
- Go for more of a side that connects to books that would be nice to have coffee with



Plan:

- I wanted to think of new way to take it
- Think of books and ways to put the coffee and book idea together
- Find copy writing to use with the three pieces well

PROBLEM

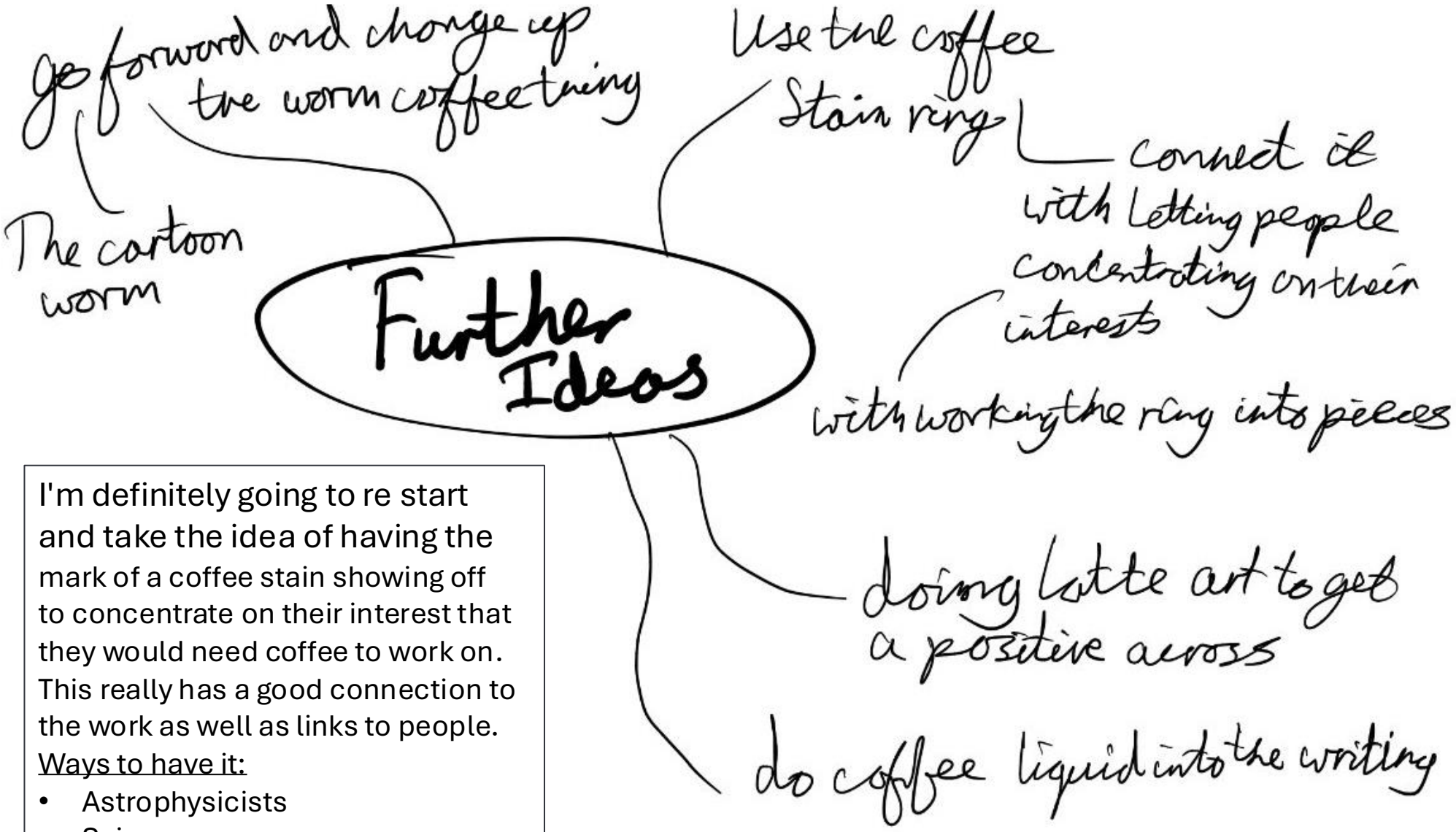
Waterstones needs to show how reading and coffee collide to create a space people want to stay in longer and the benefit behind the two together.

INSIGHT

People who choose long books genuinely want to read them, but staying focused is hard without coffee, which becomes essential to supporting their interest and immersion.

SOLUTION

The mark of a coffee stain showing off to concentrate on their interest that they would need coffee to work on or get through.



I'm definitely going to re start and take the idea of having the mark of a coffee stain showing off to concentrate on their interest that they would need coffee to work on. This really has a good connection to the work as well as links to people.

<u>Ways to have it:</u>

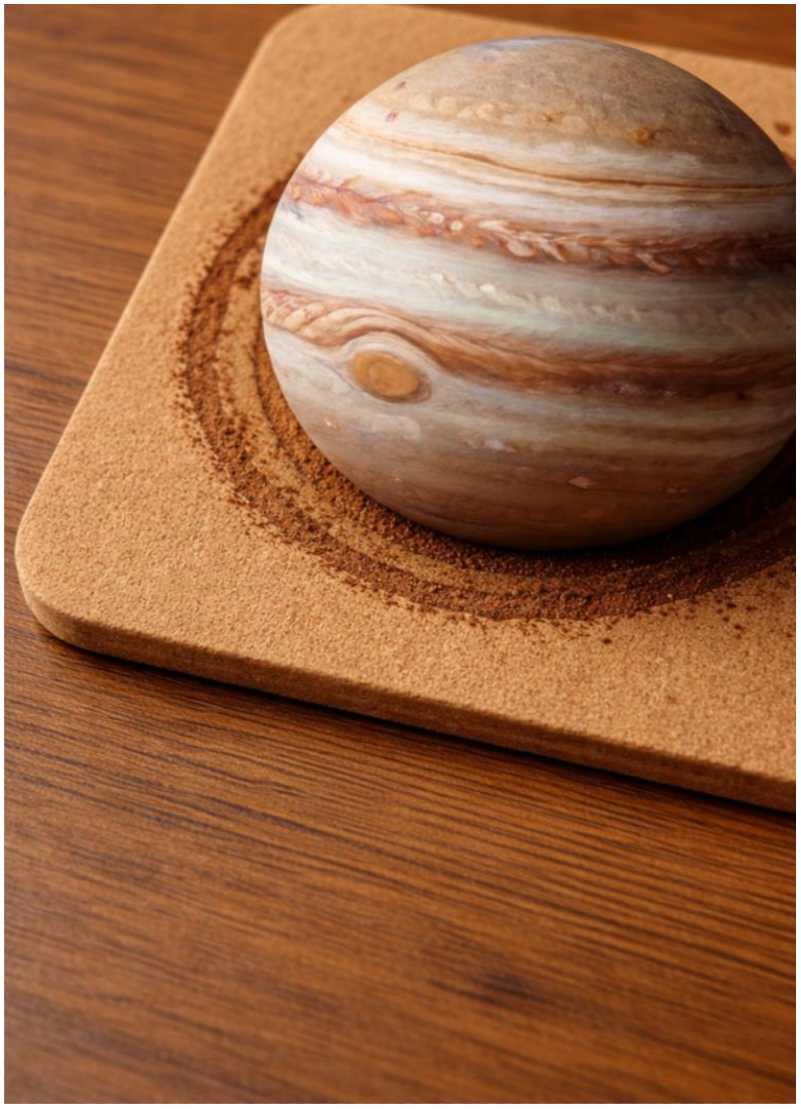
- Astrophysicists
- Science
- Sports
- Lord of the rings
- Engineering



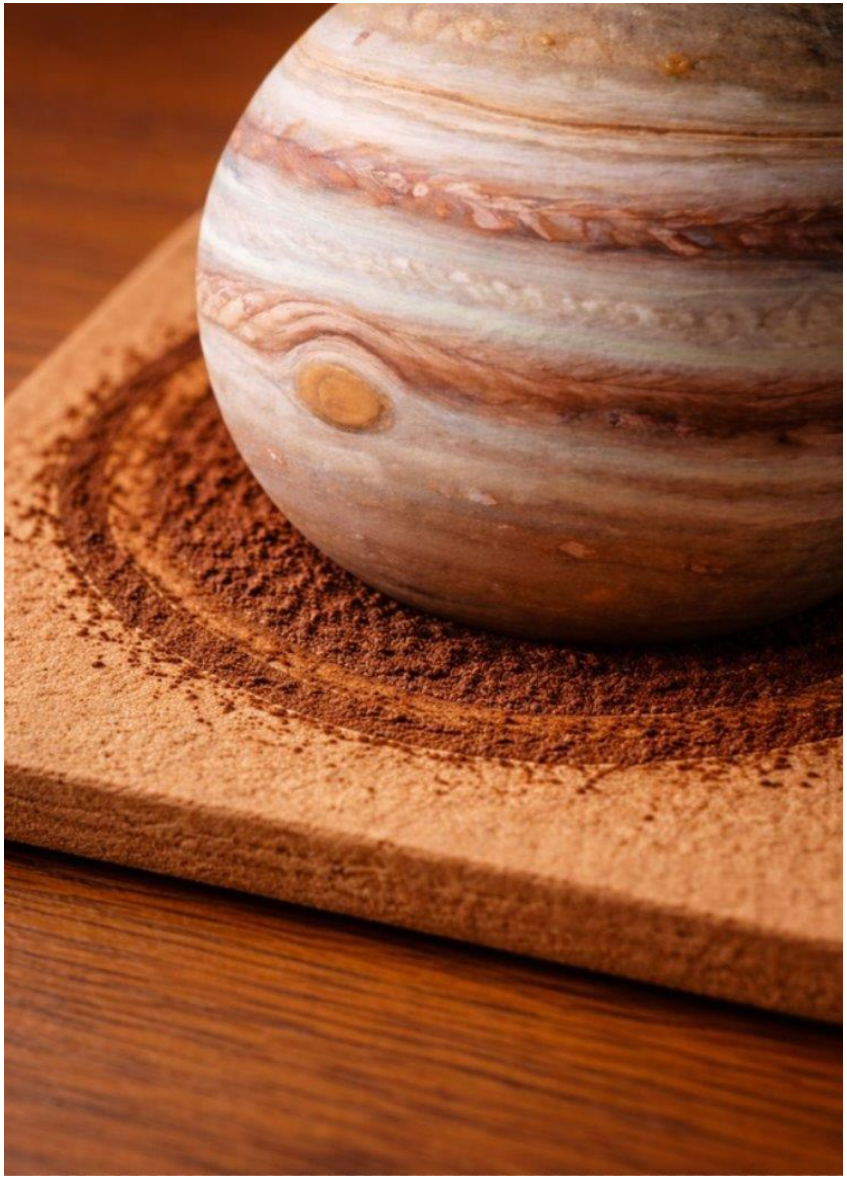


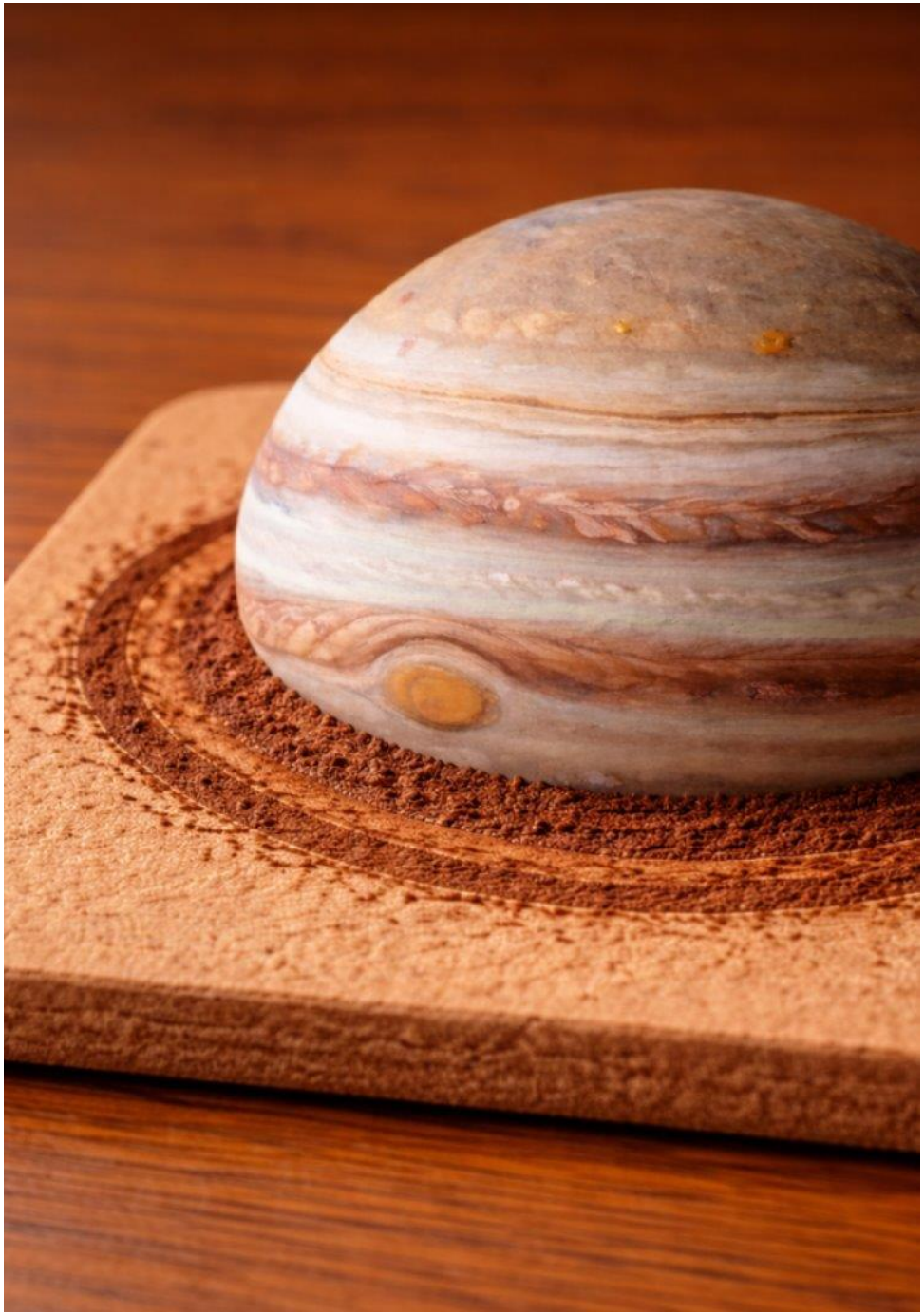
Astrophysicists idea

This is my first idea that I'm taking forward: using the coffee stain on the coaster as the ring of a planet in the middle. This connects to astrophysicists, as the books are long, full of information, and something they enjoy. Linking their interest with coffee, which helps them focus, is a strong way to appeal to Waterstones customers.



Then I focused on improving the coaster to make it more eye-catching, realistic, and visually appealing.





Typography:

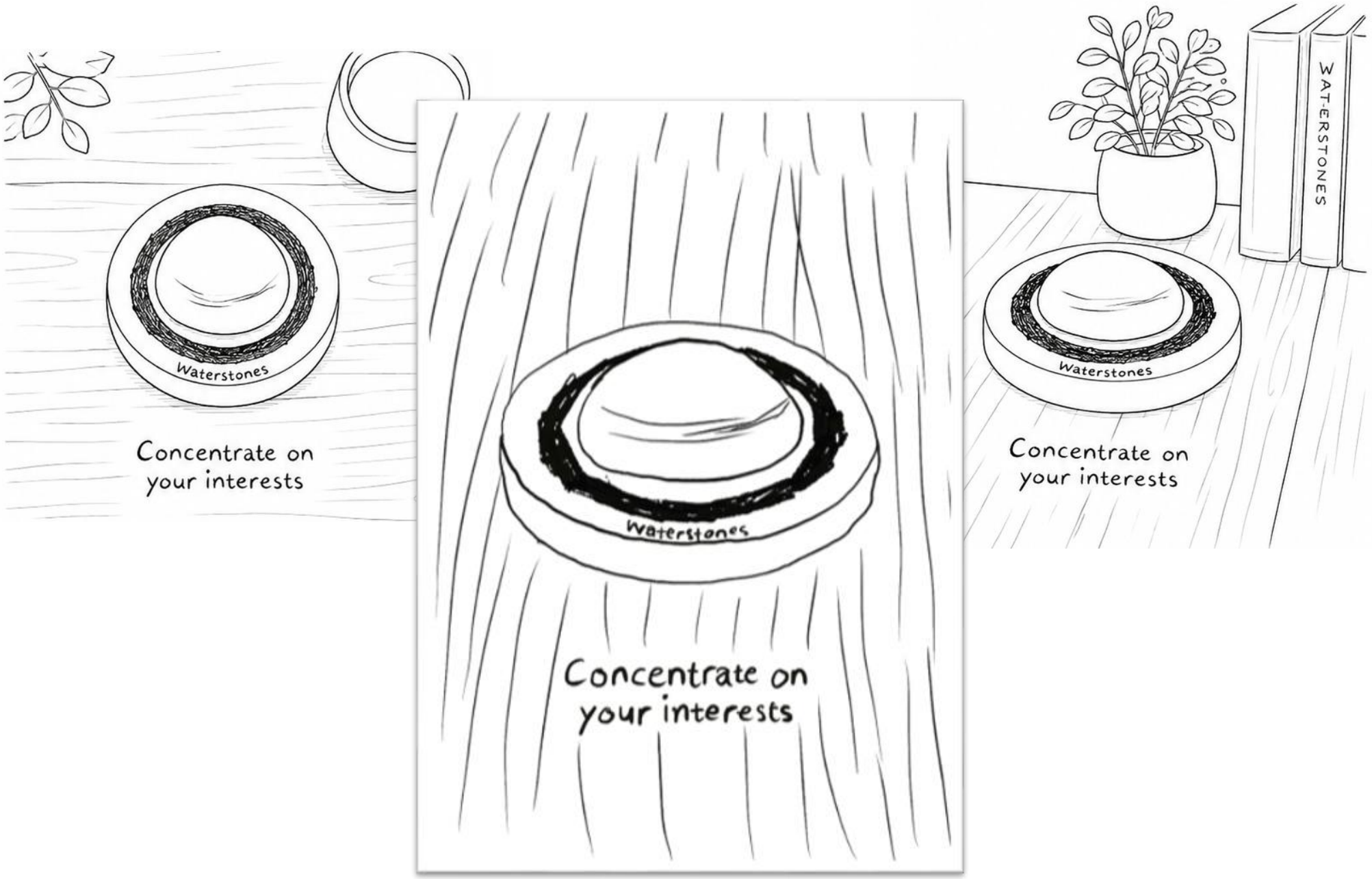
- "This will help"
- "No excuses now"
- "Can stay forever now, until we close"
- "Buy the concentration"
- "The perfect mix"
- "Help you to read whatever your interests are"
- "Concentrate on your interests"
- "Coffee at waterstones"
- "Best way to live"
- "World changing/planet"

I needed to find copywriting that would work well with it, so I made a list of ideas that could be used for this piece as well as for the next ones.


Concentrate on your interests
W
Waterstones

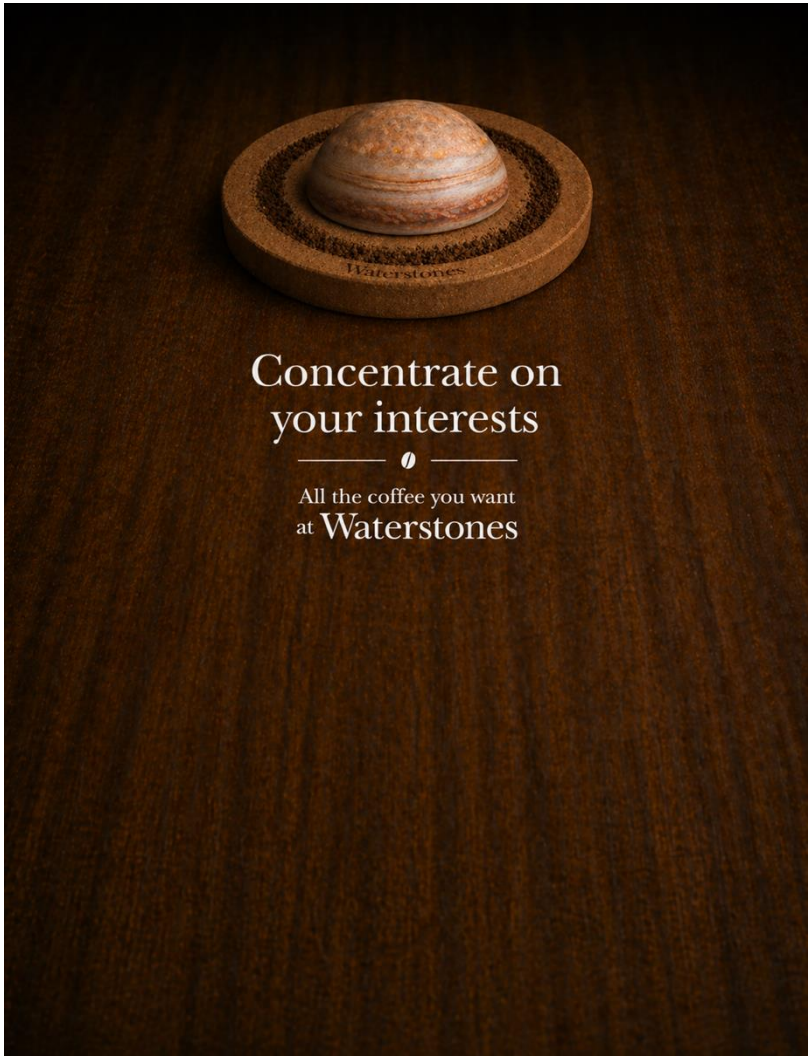
Final piece

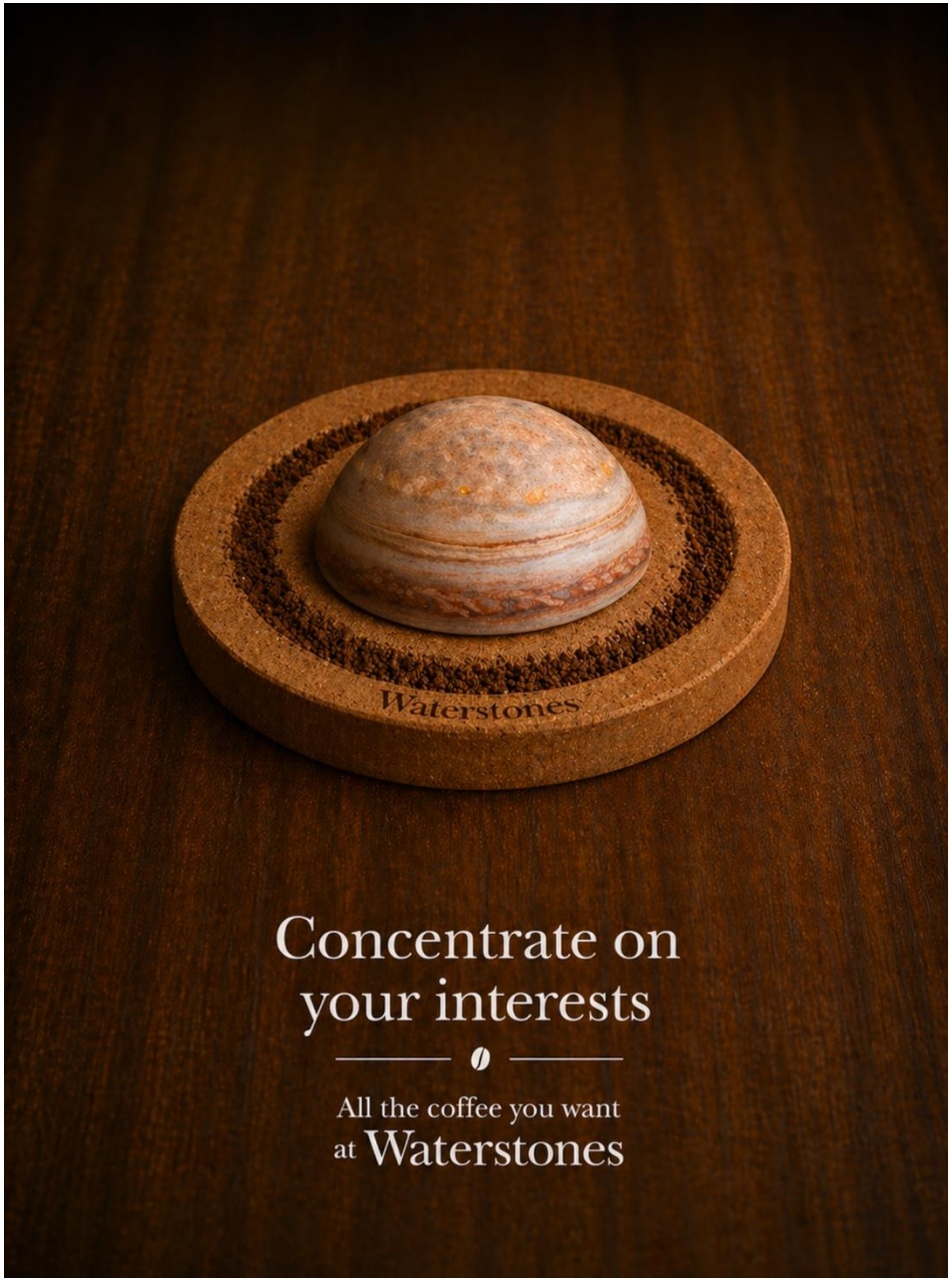

Concentrate on your interests
All the coffee you want
at Waterstones.
W
Waterstones

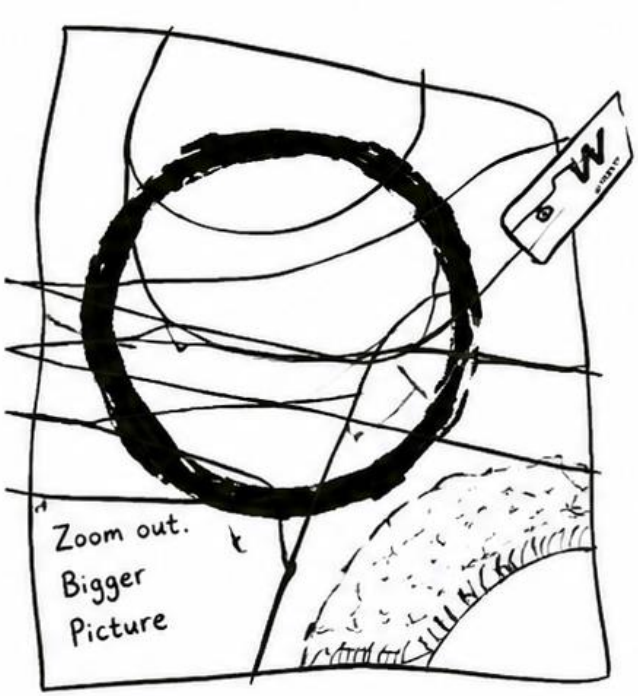


Sketching a new layout and way for it too be done, had a new feel and thought in mind as well as creating a more Waterstones feel.

Further developed Final piece





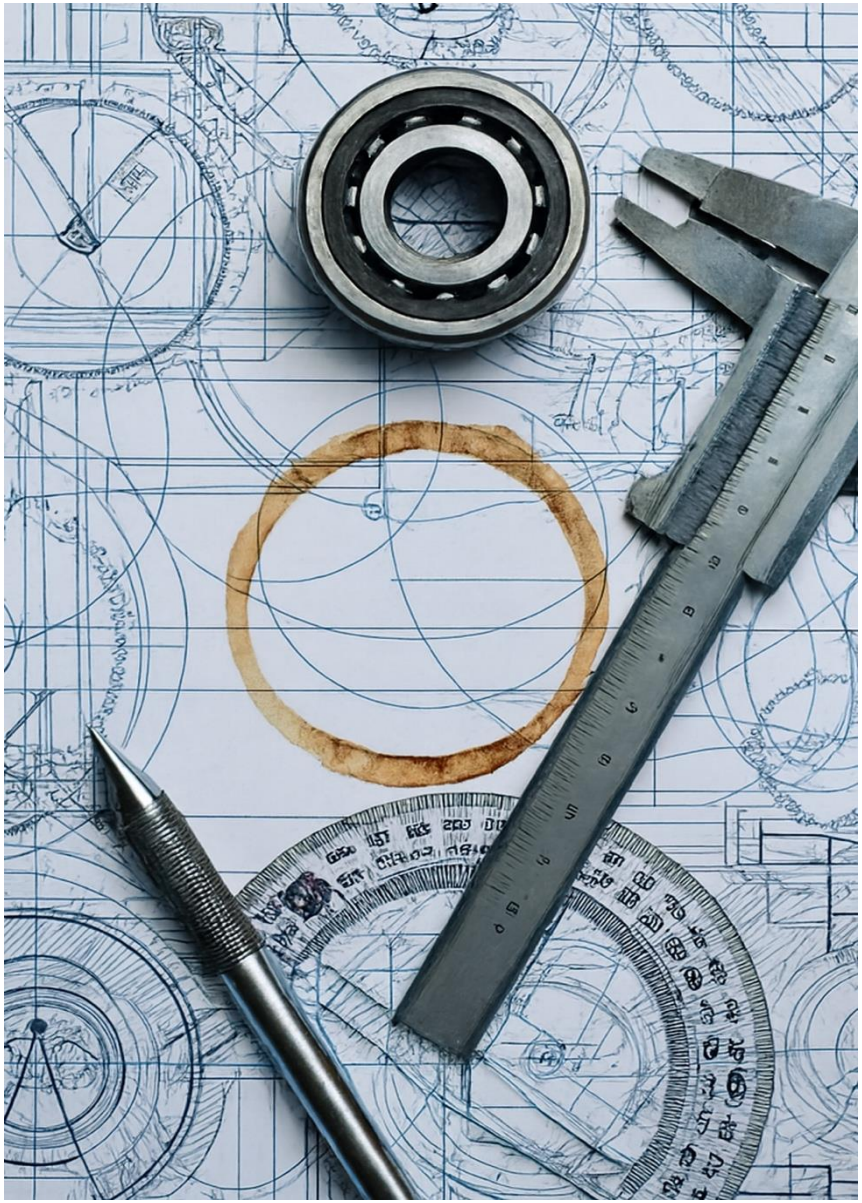




This thought in my head to have it layout like this is exactly how I want it. This will link well to the other piece and carry that main idea of the circle coffee stain, with the cycle working well into the other architecture circles on the page as well.

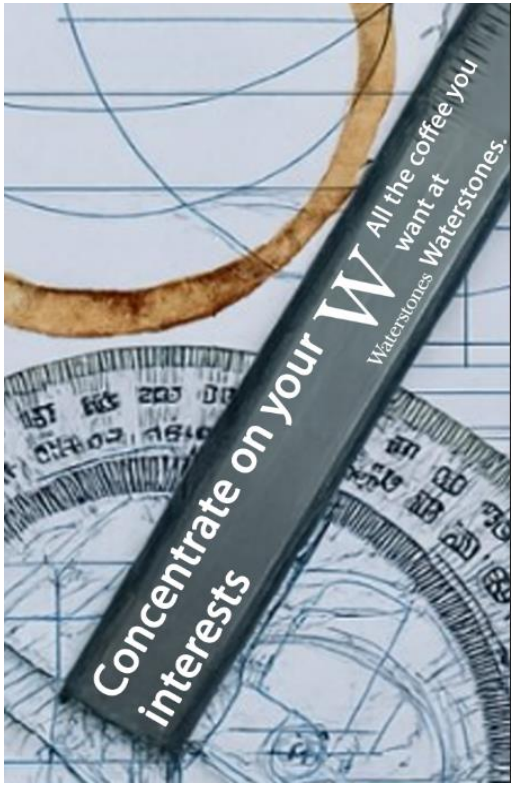


Engeneering idea



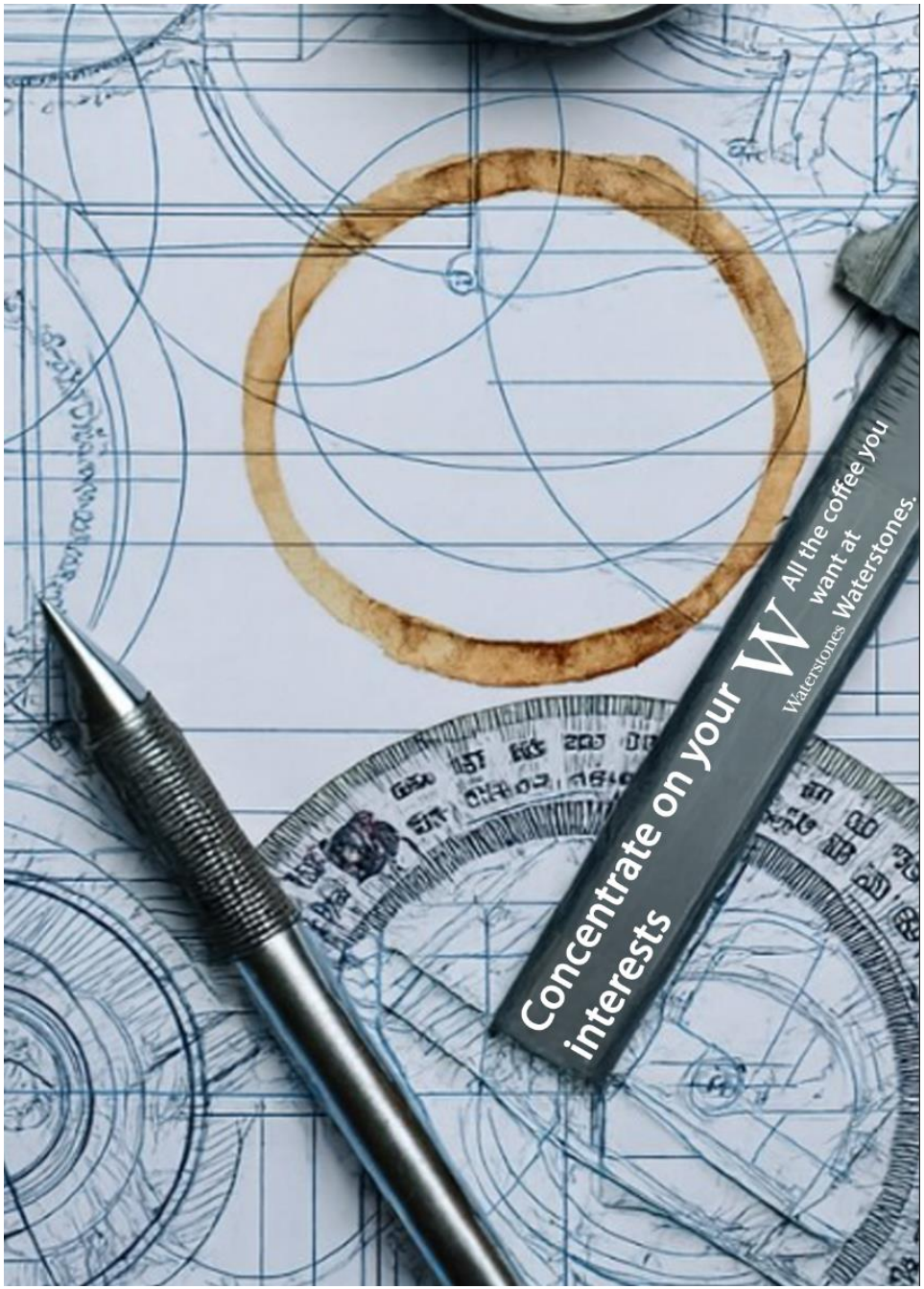
With this second piece here is a piece on engineering that uses a lot of angles to do work with and implemented the coffee stain circle into the piece to work with it. This is another thing in how the books are long, full of information, and something they enjoy. Linking their interest with coffee, which helps them focus, is a strong way to appeal to Waterstones customers.

The image at the top gave me the idea for using the items like that and then I thought to take that within the piece, and this is what I made on the right.

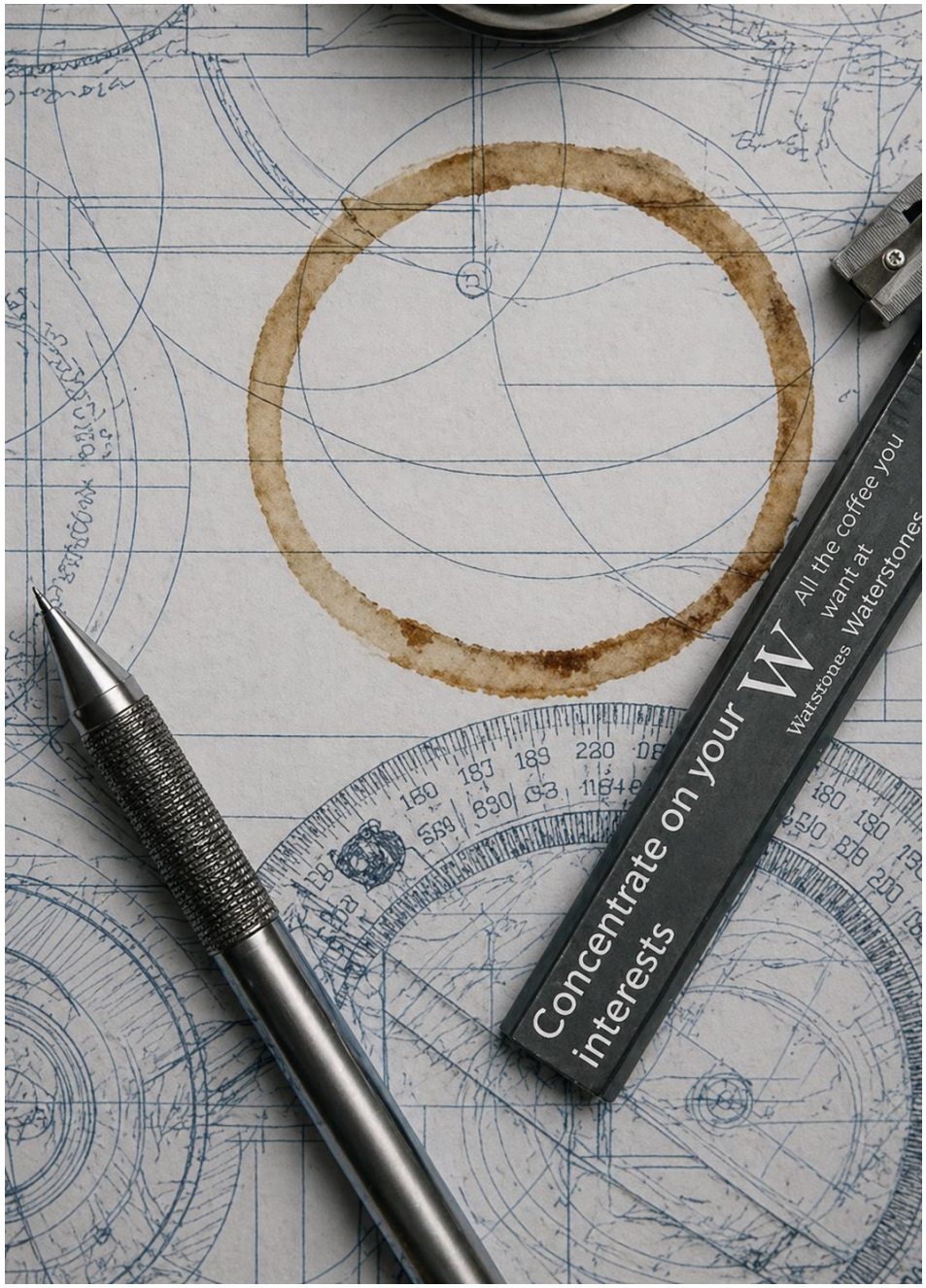


The next step was implementing the copywriting. This measurement tool works well for placing the typography, guiding the viewer's eye and helping the piece make sense in context.

Final piece



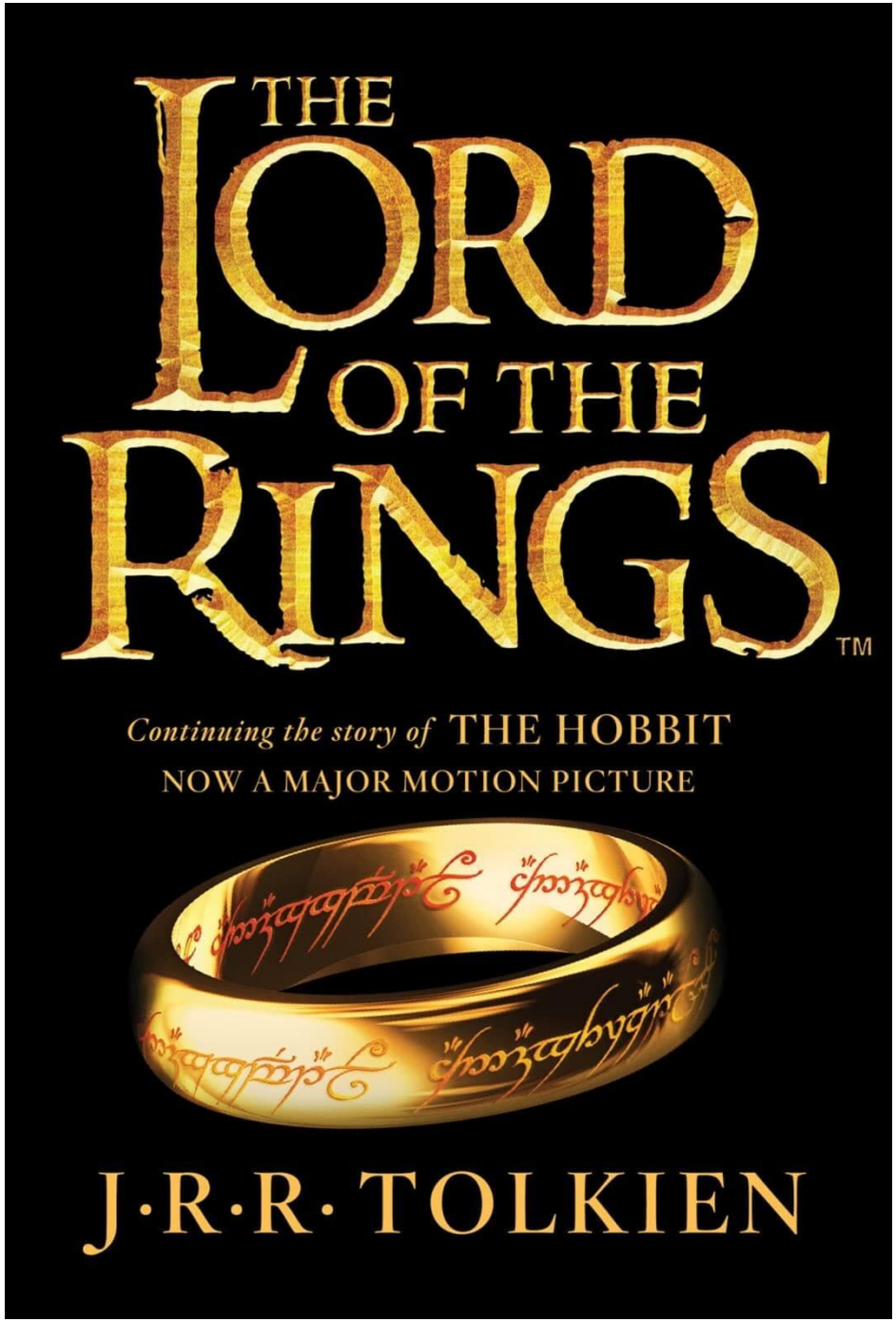
Further developed Final piece



Make one lord of the rings idea

One idea is to create a piece based on The Lord of the Rings, as it reflects another style of someone's interests. The coffee stain concept could be used on the book as one of the rings. I will also explore a few other options to decide on a third idea.



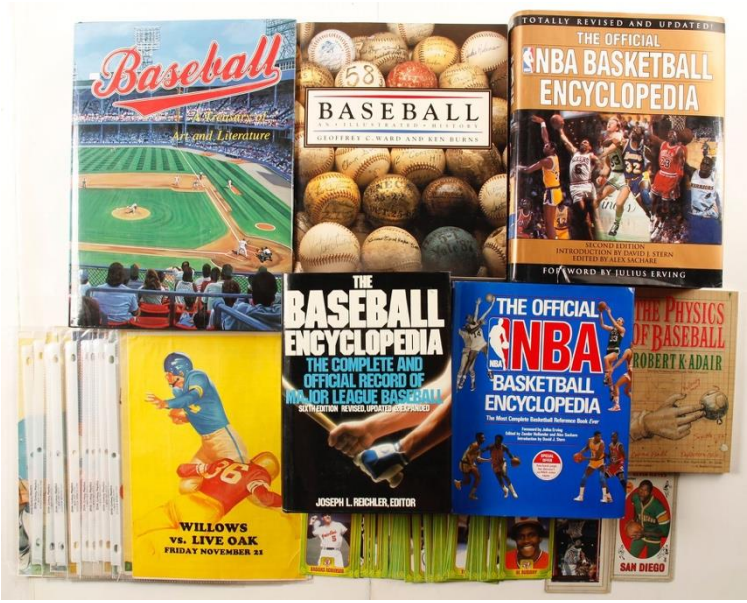






Sports books idea

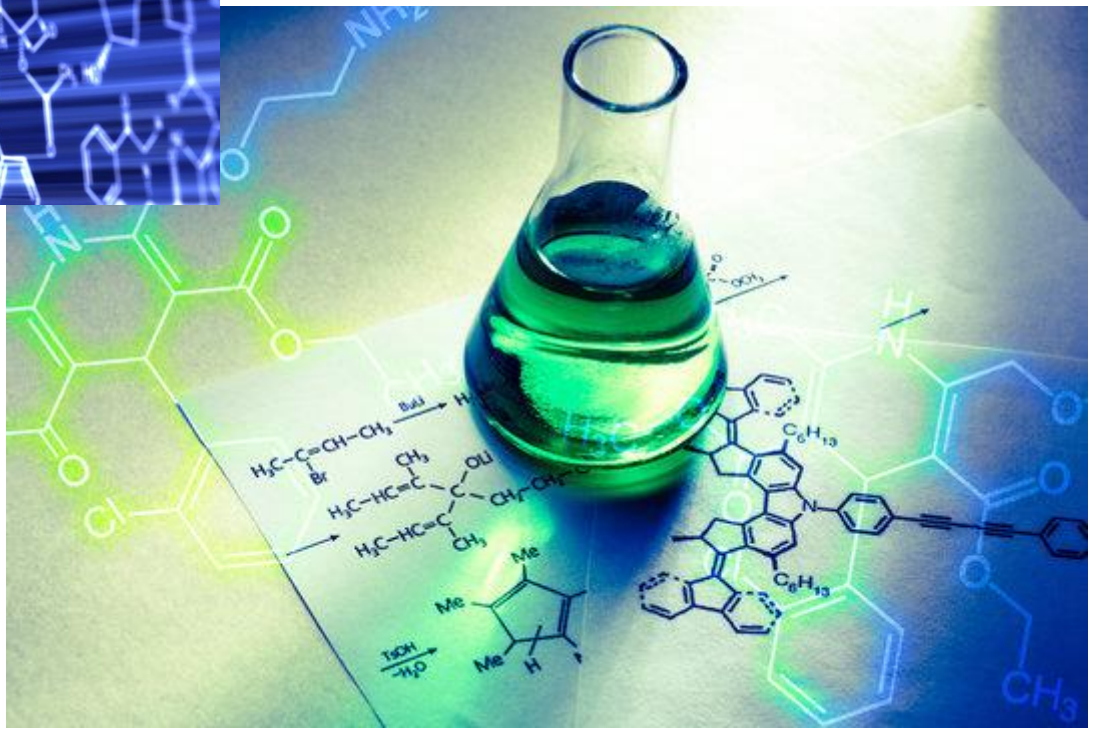
Another idea was to create one focused on sports books, as there are many of them, and sports often use balls, which are circular, making the coffee stain concept work well. This idea is similar to the Lord of the Rings concept in that both are distinct and could attract different audiences.

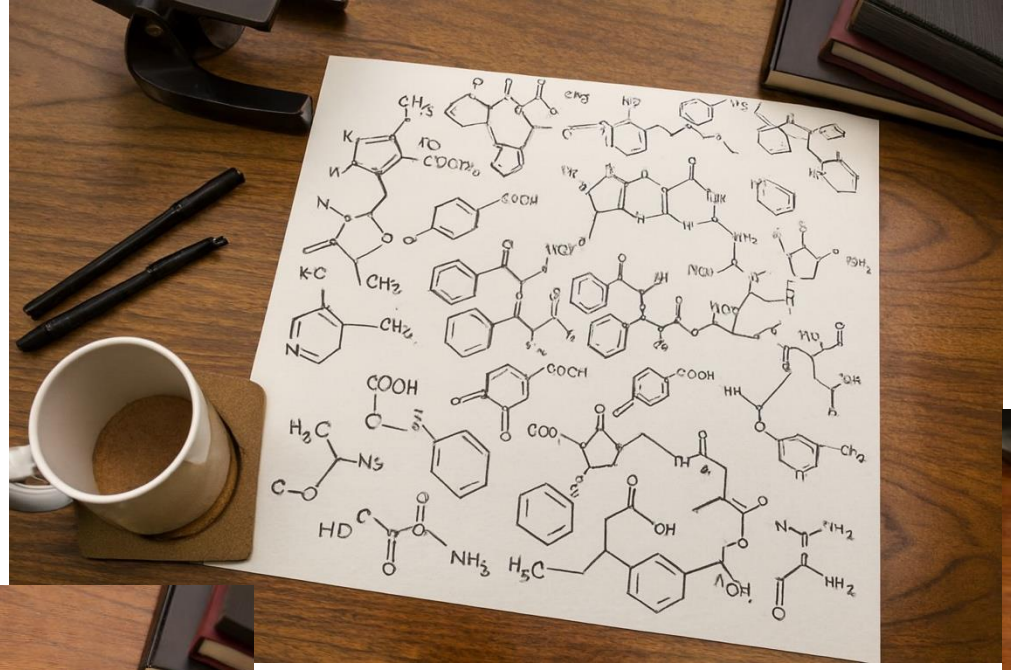


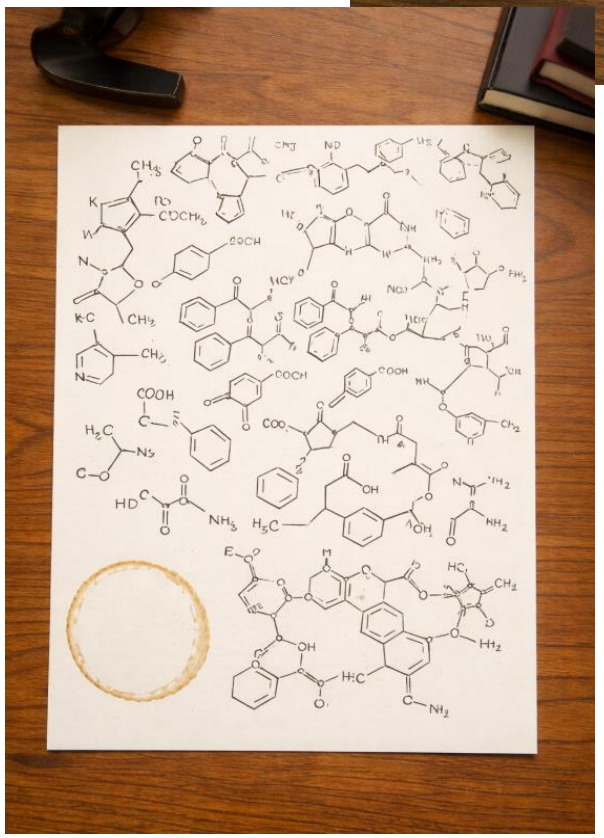


Chemestry science idea

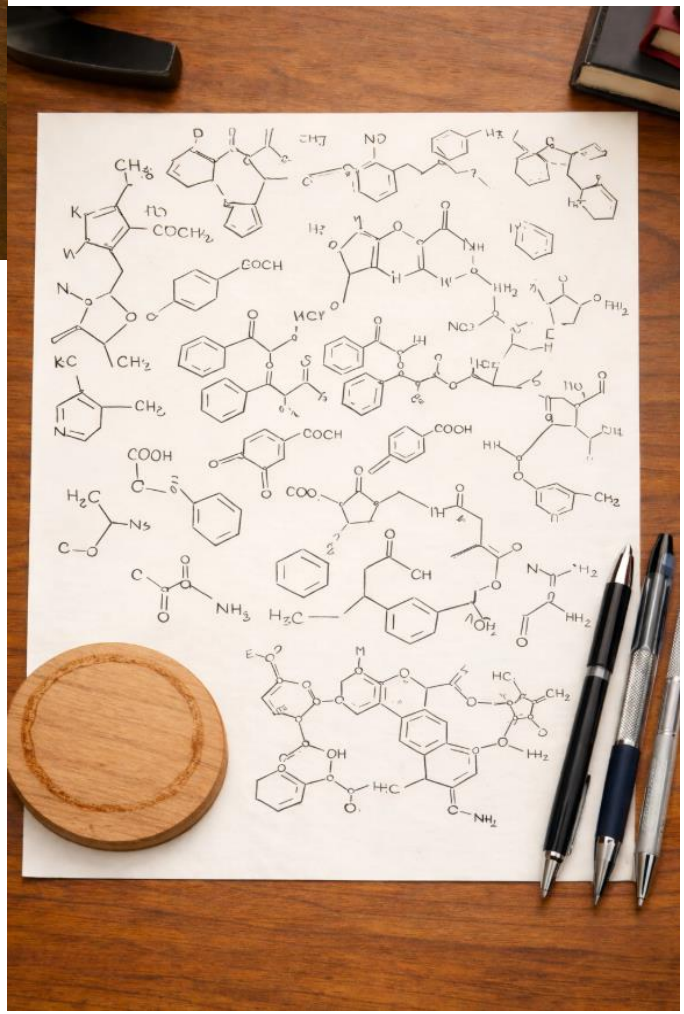
The idea is to use images and physical elements associated with chemistry to create something that visually represents and connects with chemical concepts.

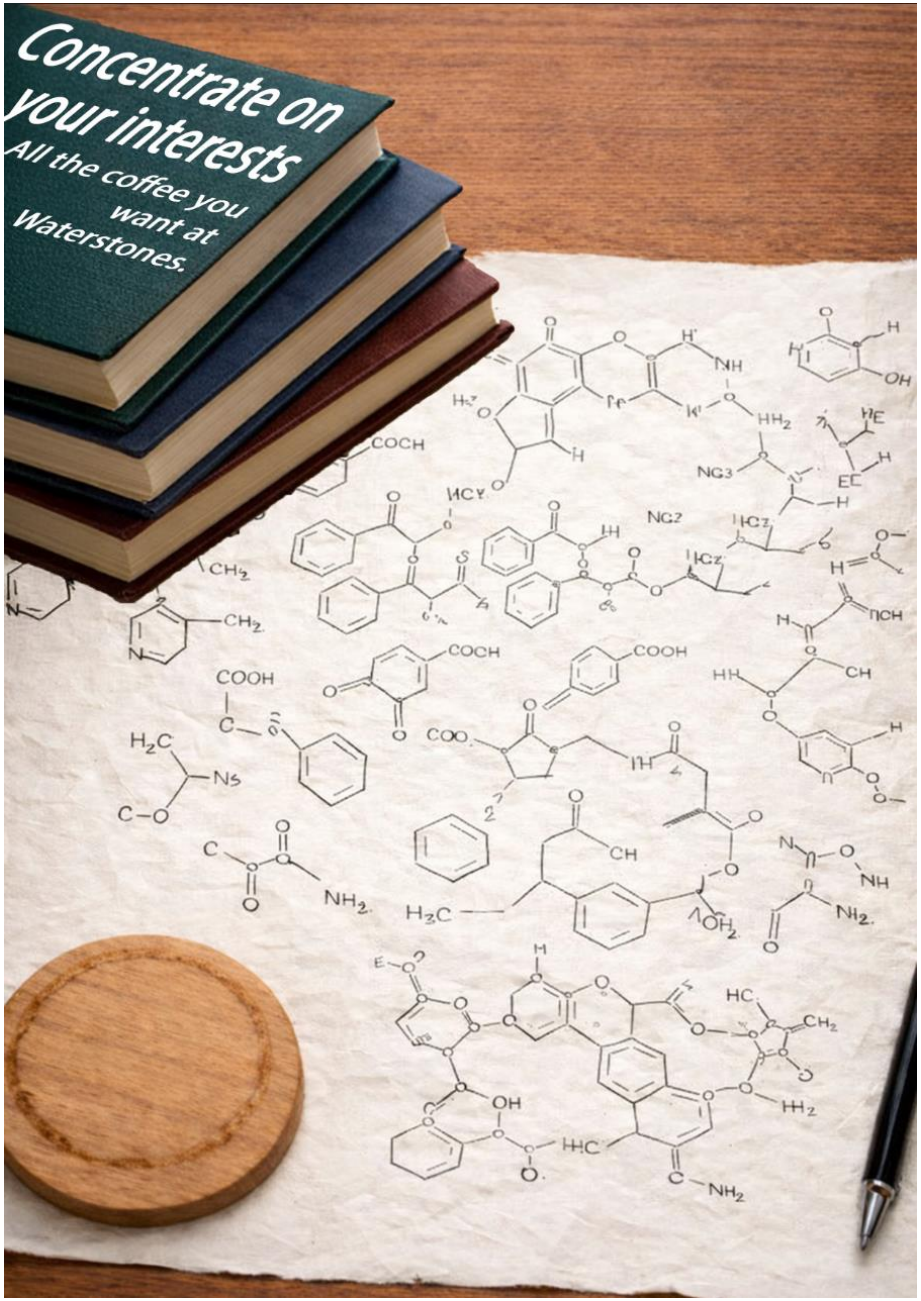


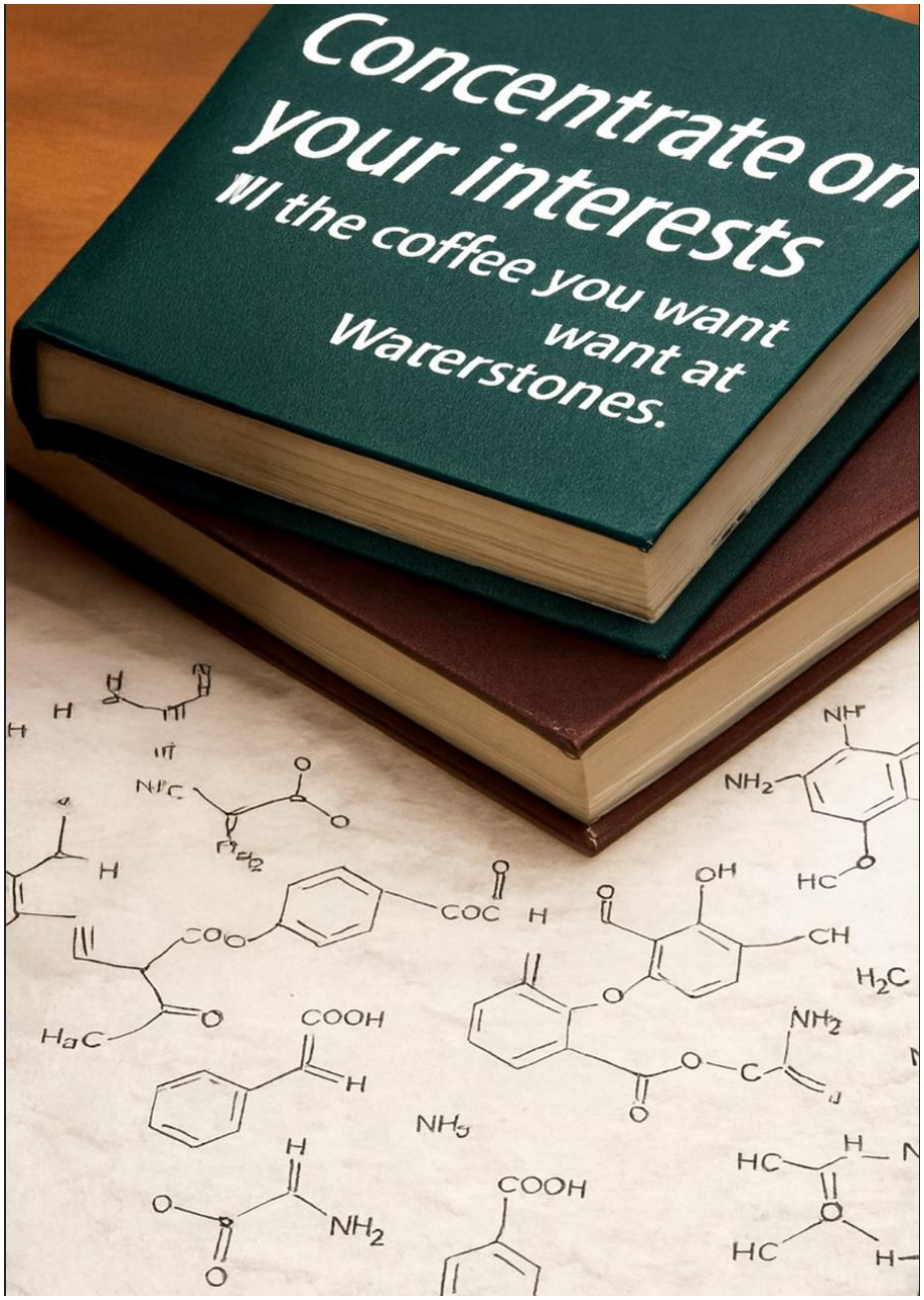




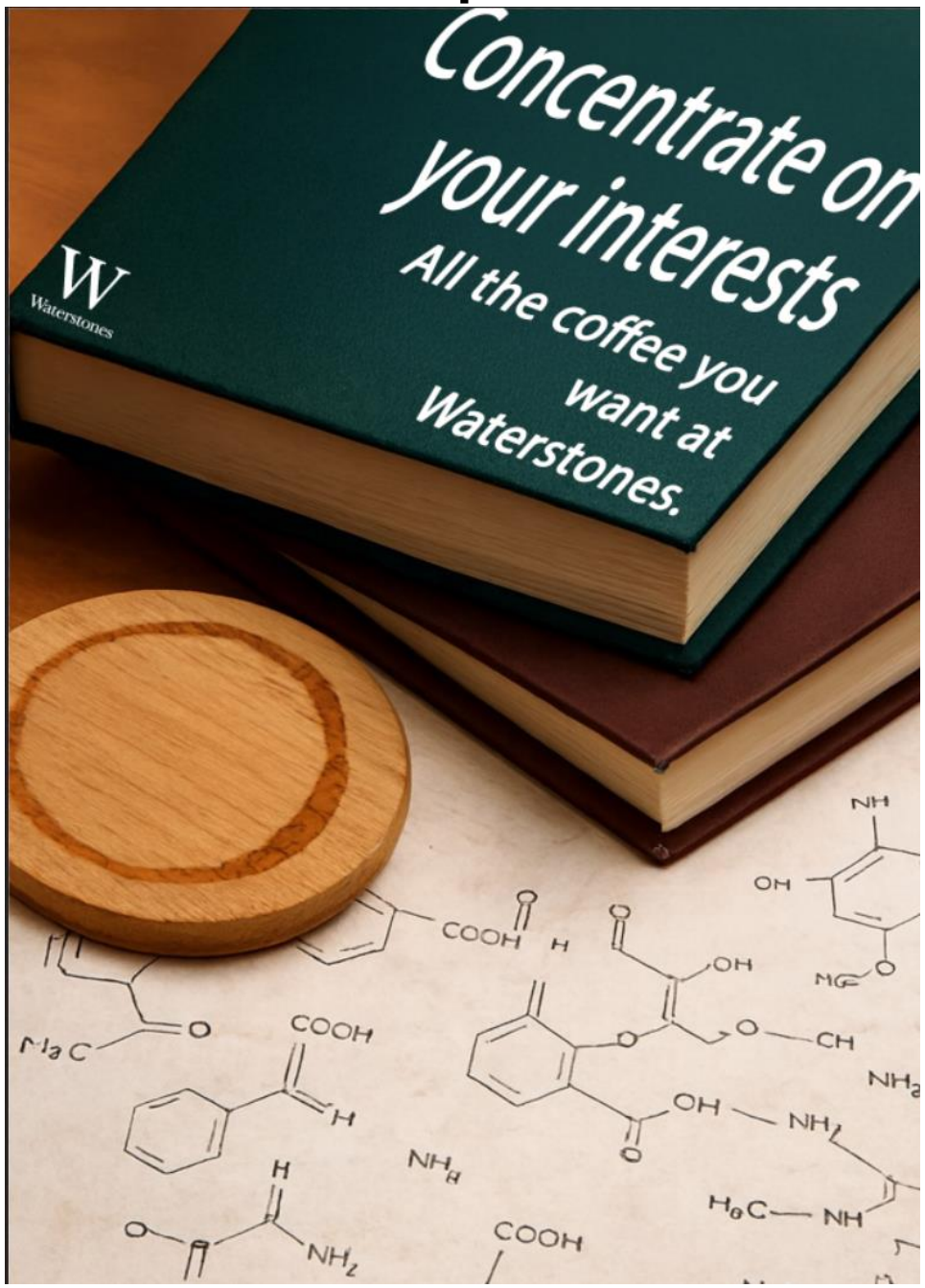
The aim is to create a series of pieces that look like chemistry study materials, showing papers, notes, and practical chemistry work in use. The design should reflect an academic, study-focused style. Strong visual hierarchy will be used to better control where the viewer's eye moves: starting at the top with books and headings, followed by the copyright text, then moving down to the coaster area, and finally leading the viewer to the main chemistry work.



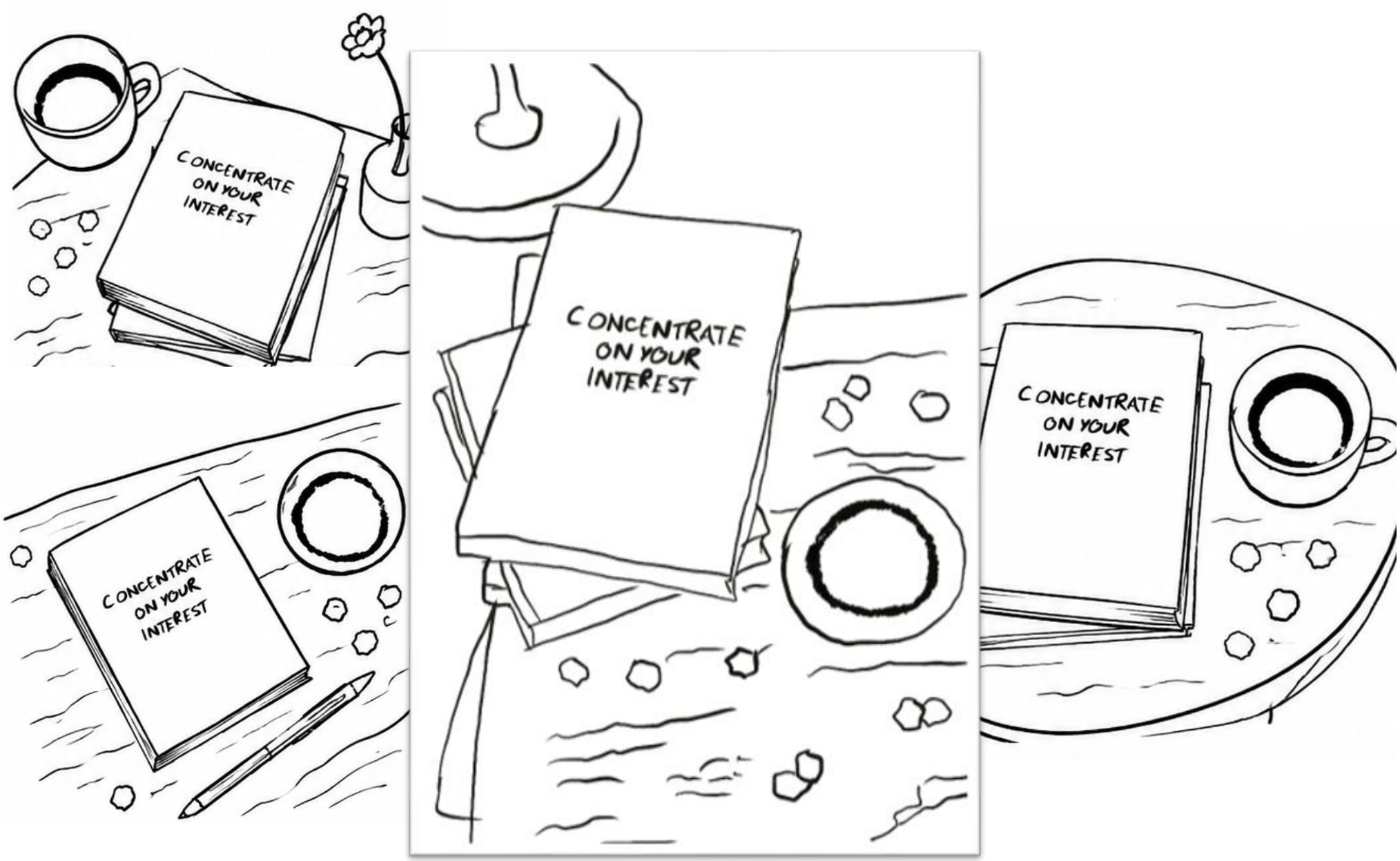

Concentrate on your interests
All the coffee you want at Waterstones.


Concentrate on your interests
All the coffee you want at Waterstones.

Final piece

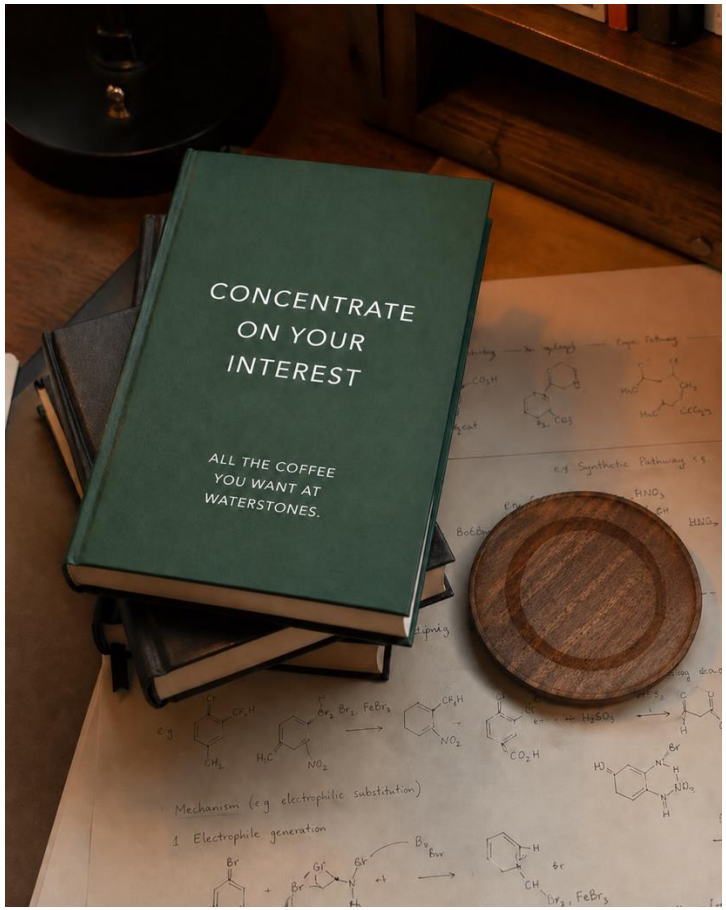


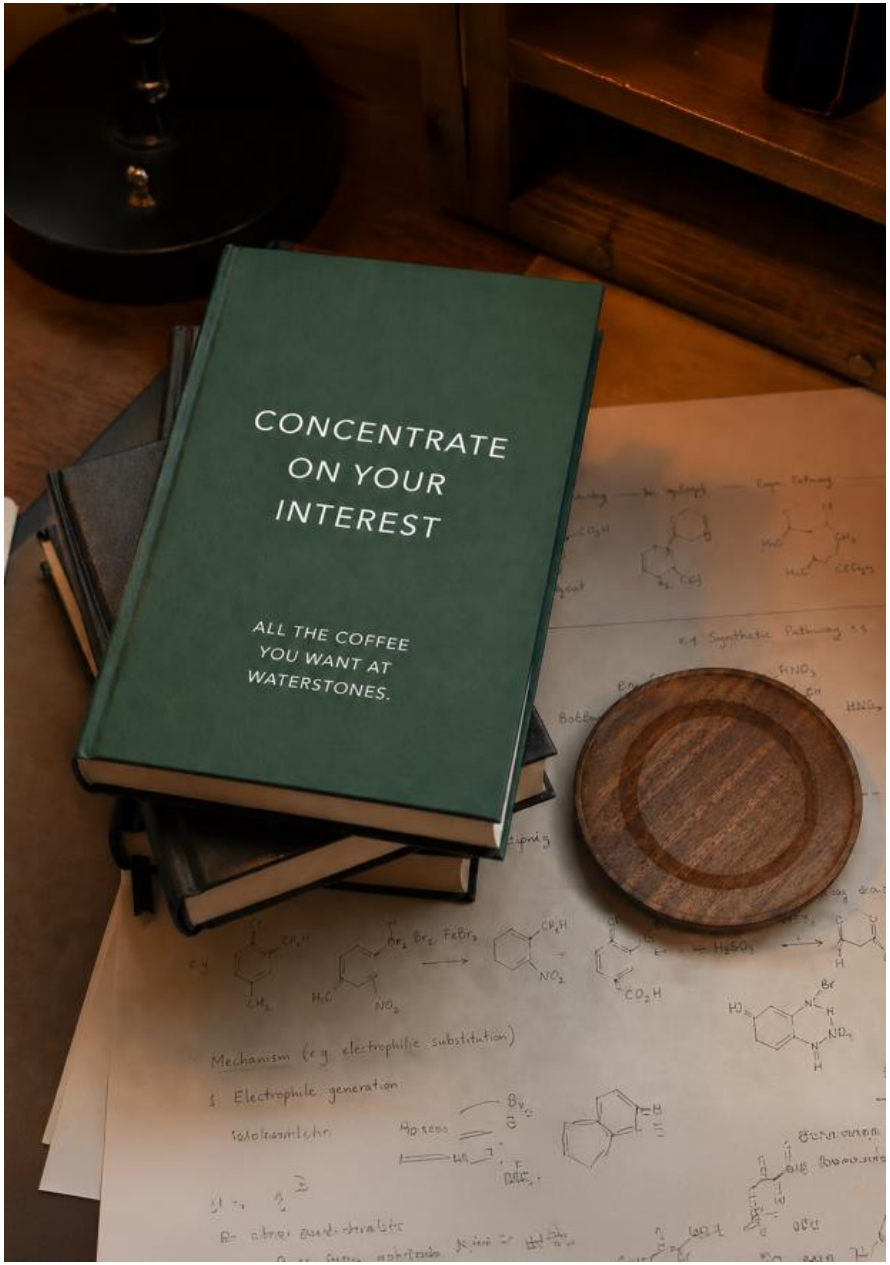
Out of all the versions I tested, this one worked best in achieving my original intention. The visual hierarchy was the most effective, successfully controlling the viewer's eye. It also works very well alongside the other two pieces, creating a cohesive campaign-style outcome.



I have tried out plenty of different ways off having this piece and I believe this is the best way too set this out and show it off.

Further developed Final piece





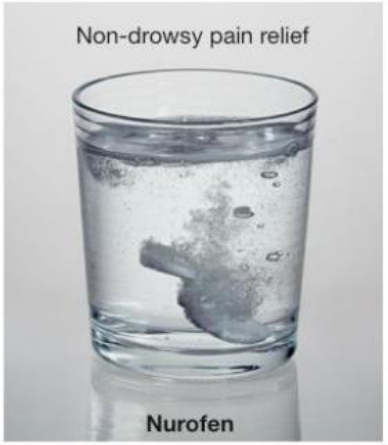
Superglue Brief

Creative Fundamentals

Benefit boards: **Nurofen caplets**















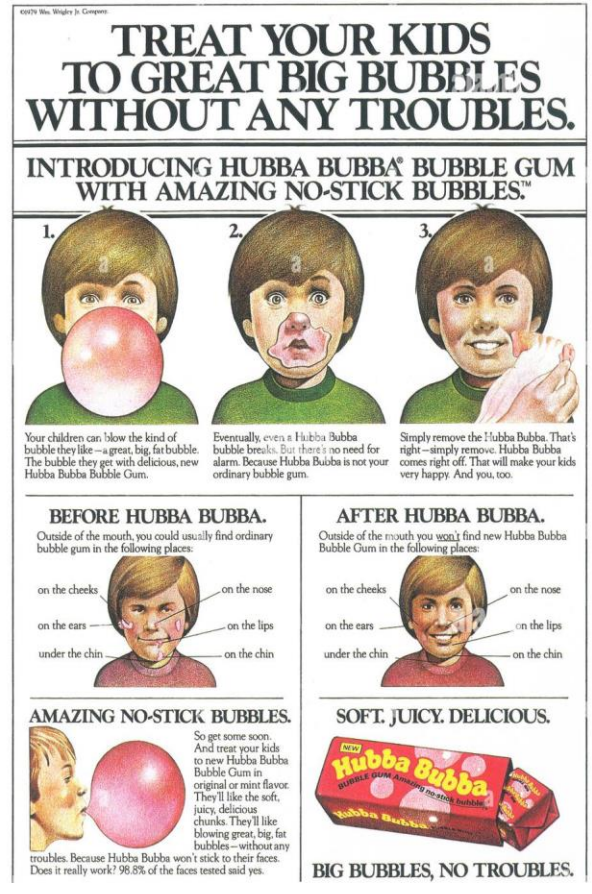


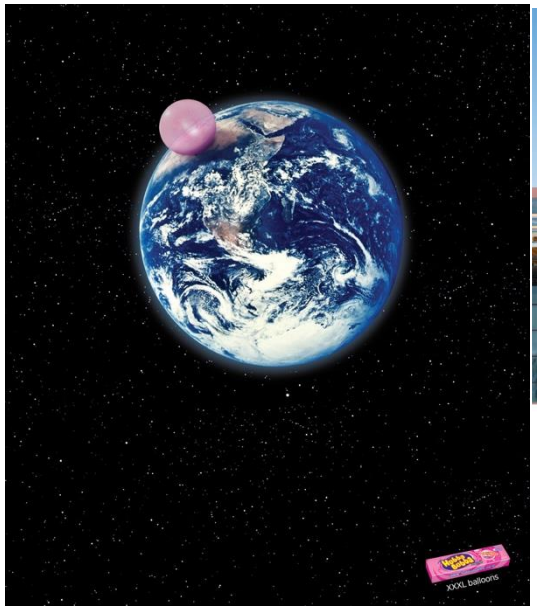
This idea involved collecting images related to a concept, which helped us generate ideas when needed. It was useful and gave me a new approach to work with.

Speed Brief: Hubba Bubba

Hubba Bubba ads







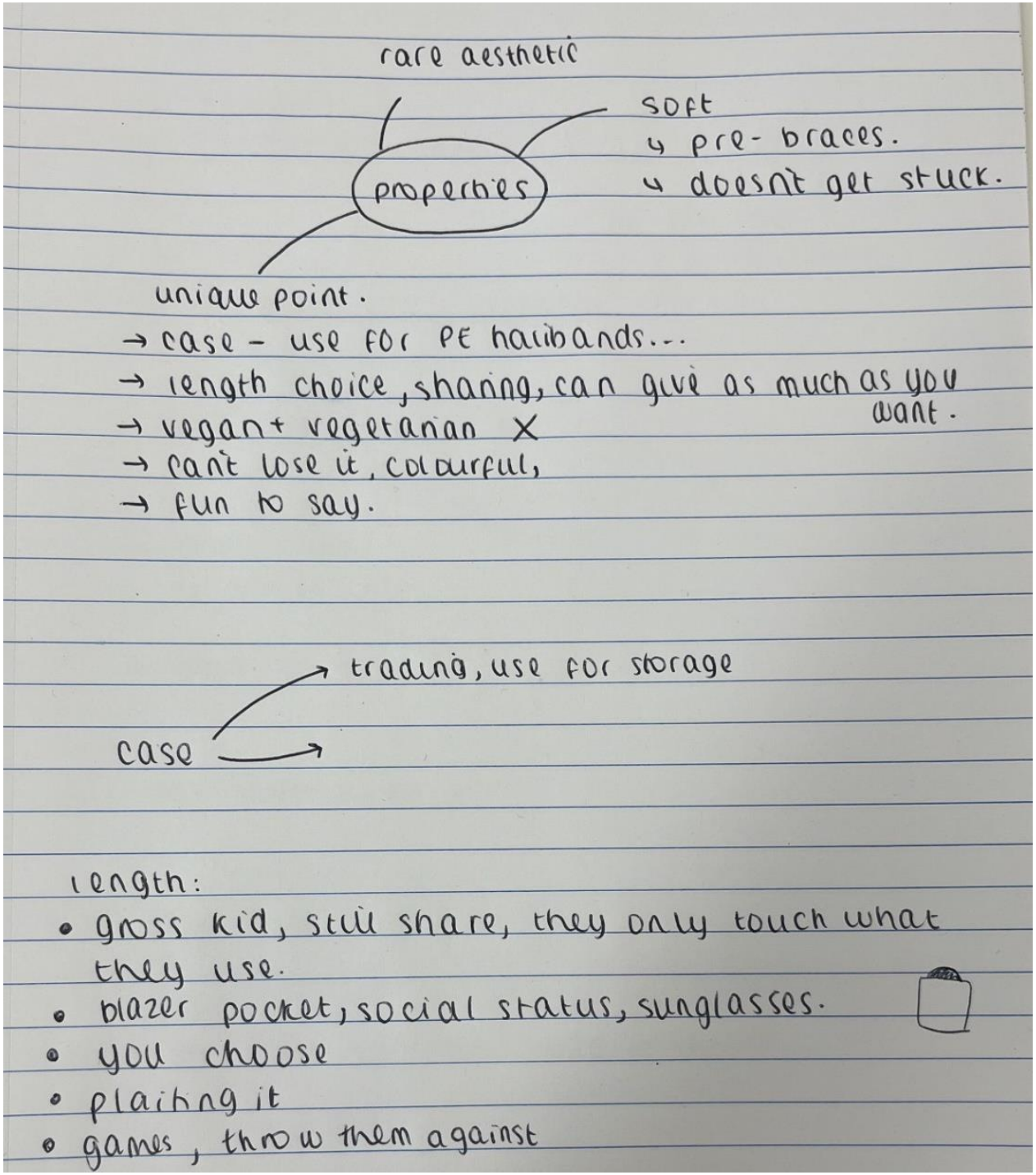


My favourite piece is probably the top-left design, as it stretches across more than one billboard.



Their advertising is really fun and interesting and links well to a kids' audience. This shows that our ideas should be either silly, fun, or cool.





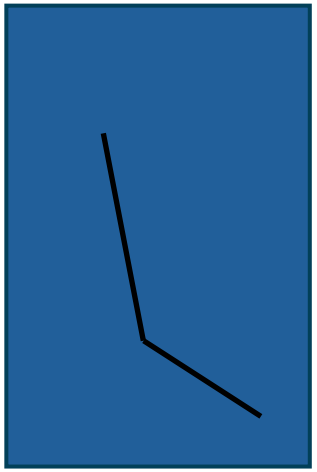
While discussing the product, we noticed that the two main differences were the case itself and the length of the gum. Through further discussion, we identified several interesting features of the case. These included where it can be stored, such as in a bag or pocket, how people often keep and reuse the empty case for storage or games, and how it allows users to share as much gum as they want in a hygienic way. These were the key points we found most interesting, as they could strongly attract a younger audience and encourage them to buy the product. The case alone offers a wide range of benefits, many of which could be visually represented in different ways and scenarios.



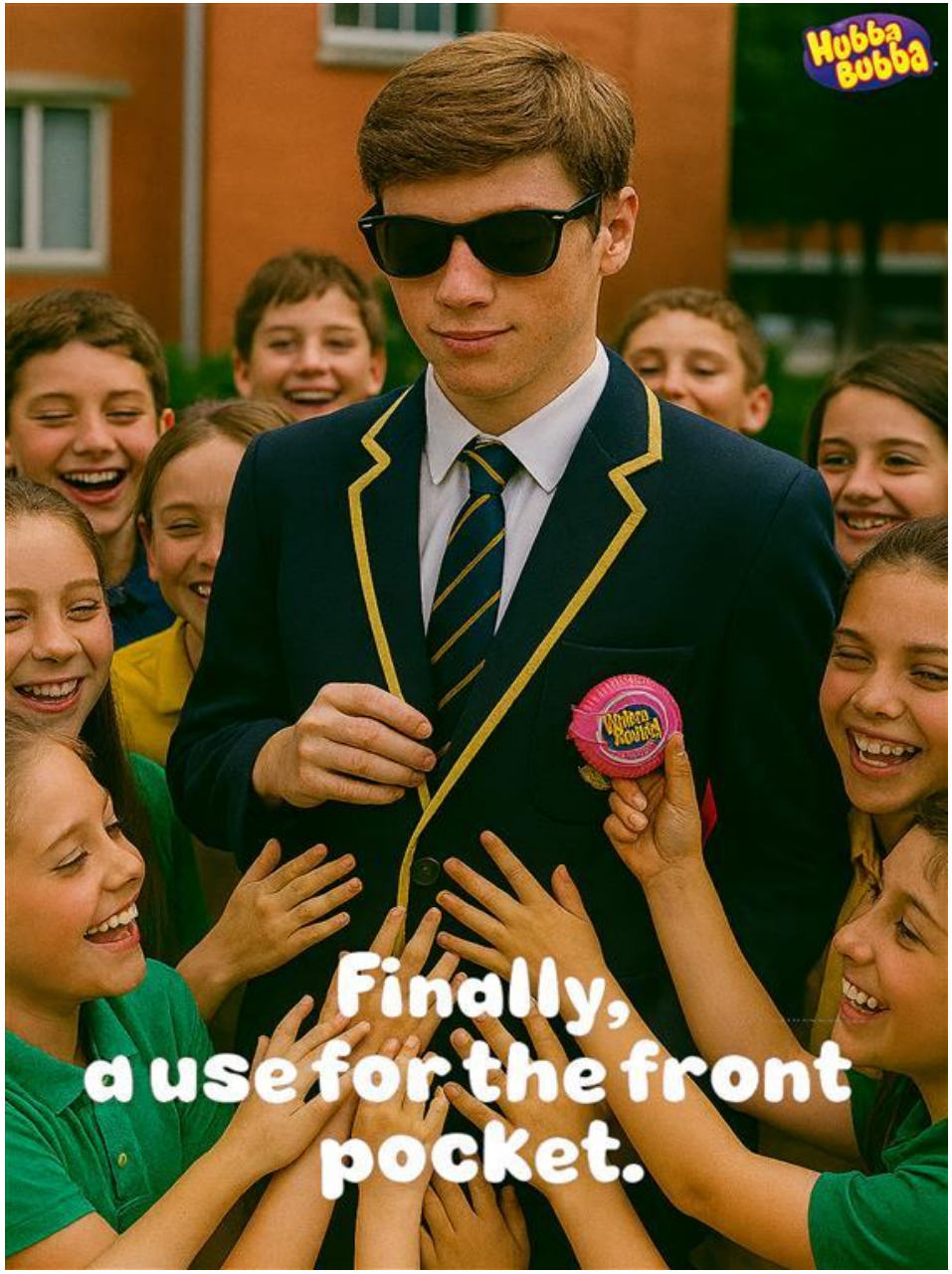
Idea 1

We began by creating our first poster focused on the case's ability to prevent the spread of germs by dispensing individual pieces. The copywriting used a similar typographic style to ensure it was eye-catching for children and visually consistent with the Hubba Bubba logo. We also made the copy quite cheeky by including a random name, encouraging viewers to think of that one person they know who is particularly germy or unhygienic.

Children are guided through the piece by first noticing the main focal point, which shows Oliver picking his nose. Their attention then moves down to the action of pulling a piece of gum away from Oliver, and finally to the playful written text. This sequence helps control how the viewer's eye travels across the design and reinforces the humour of the message.



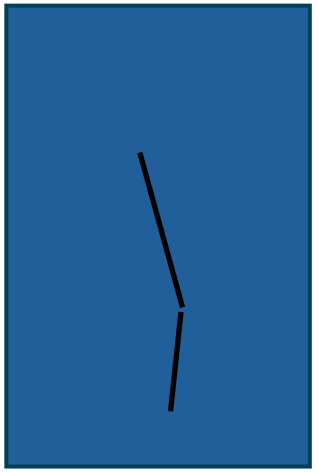
Idea 2



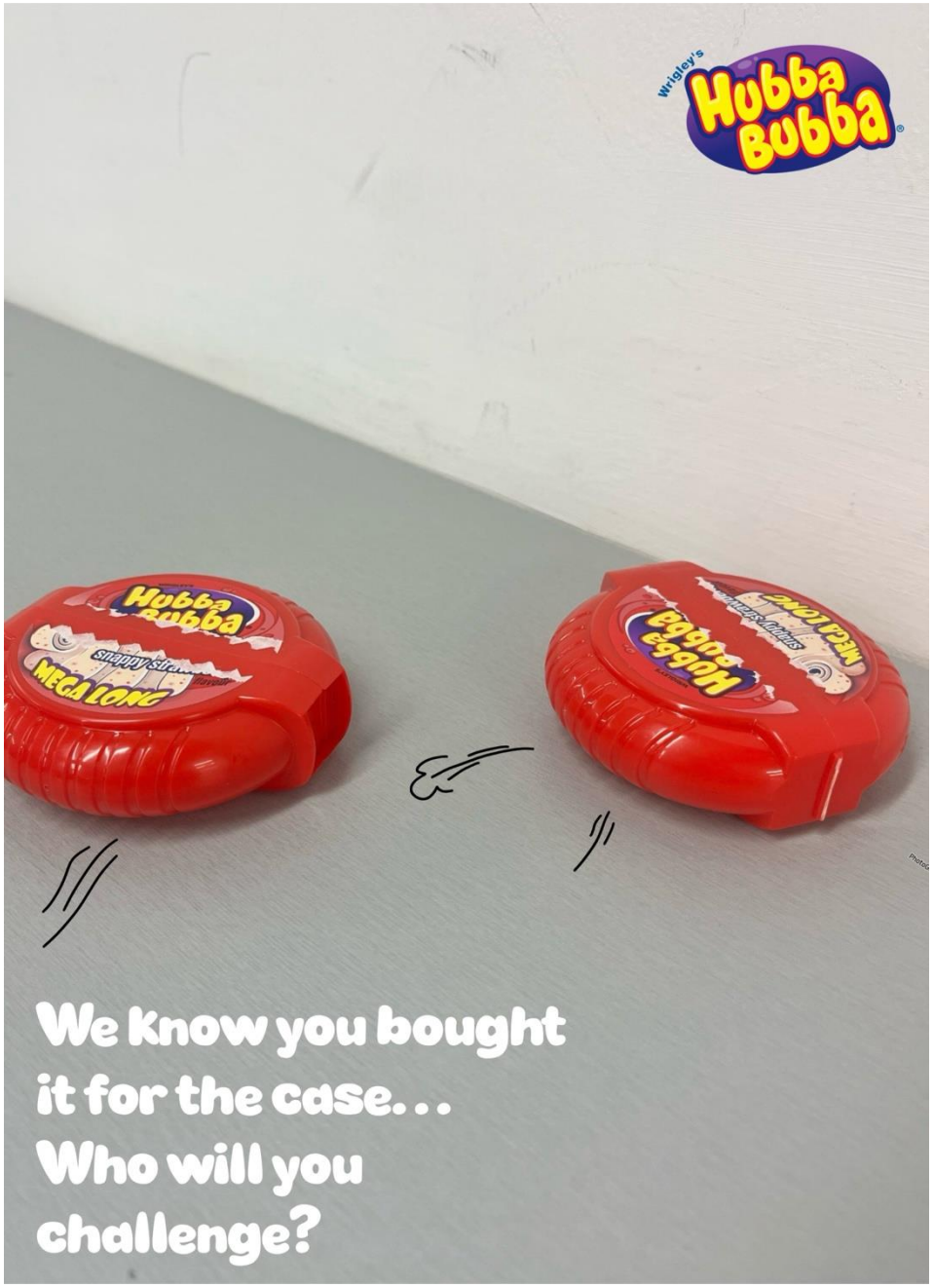
This idea focuses on the shape of the case and the concept that children do not use the front suit pocket of their school uniform. The visual on the left is the version we chose in the end. Although we originally wanted the people around the main figure to appear older and the same age, the final outcome still communicates the idea effectively. The left visual looks cleaner overall; however, the original intention was to show the Hubba Bubba case placed in the front suit jacket pocket. In the final composition, it sits more centrally instead. We chose to use the same typographic style as the previous piece, as it best connects with the target audience. Overall, the concept works well in linking the product to ideas of popularity, with the quirky detail on the sunglasses adding humour and reinforcing the idea of “cool.”



For this piece, the viewer’s eye is first drawn to the child’s face and sunglasses. It then moves to the Hubba Bubba case with the children gathered around it, and finally to the text.



Idea 3



This piece focuses on children having fun with the case after the chewing gum has been used, although it could also work while there is still gum inside. The added weight could even help the case get closer to the wall when thrown. We added black line work behind the cases to suggest movement and wind, making it clear that they are being thrown towards the wall.

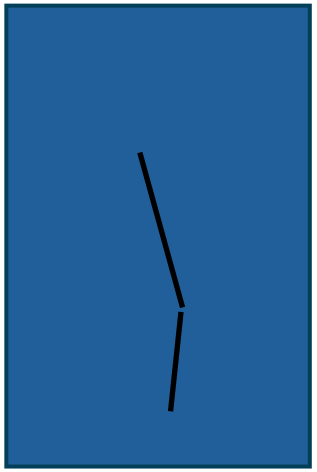
Photo shoot






For this photoshoot, we purchased the product and tested different camera angles to achieve the effect of the Hubba Bubba case appearing to move up towards the wall.

The viewer's eye still moves down the page, but it also darts side to side. Attention shifts from the case on the right to the one on the left, and finally to the copywriting, as it is the most prominent element in the advert.



Speed Brief: Pritt stick glue



This task focused on Pritt Stick, another type of glue that is the opposite of what I plan to use for the main brief. It explored ways to appeal to both children and parents through advertising. From this, I learned that when advertising a product to two different audiences, the messaging and visuals must balance both needs and something I will apply when working with superglue next. I also learned from the Hubba Bubba advert how effectively highlighting a product's benefits and features can strengthen the outcome, and how important it is to use research correctly to inform and support design decisions.

Creative Advertising

Week 3

Date: 14.10.25

Brief: Super Glue



Product
Loctite Super Glue

Media
A campaign of 3x A3 single press ads, portrait.
For each advert do a different feature/ benefit.

Target Audience:
Mothers of young children

Deadline
Today

In teams of two please.

Advice:
You need to identify a convincing argument why your target audience should buy this product > generate a whole range (around 5-10) and select the strongest.
What is the most engaging way of communicating your message to your target audience?

On successful completion of this module a student will be able to:

LO1	generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs
LO2	employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry and visualisation
LO3	make use of research analysis and critical judgement when articulating reasoned arguments for the presentation of ideas and solutions
LO4	develop a working knowledge of advertising industry organisational structures, working processes, outcomes and reputation


Say
Yes
to
LOCTITE
shop now


LOCTITE
THE UNSTOPPABLE POWER
OF MAN AND MACHINE


LOCTITE


LOCTITE
LOCTITE
HY 4080 GY


LOCTITE



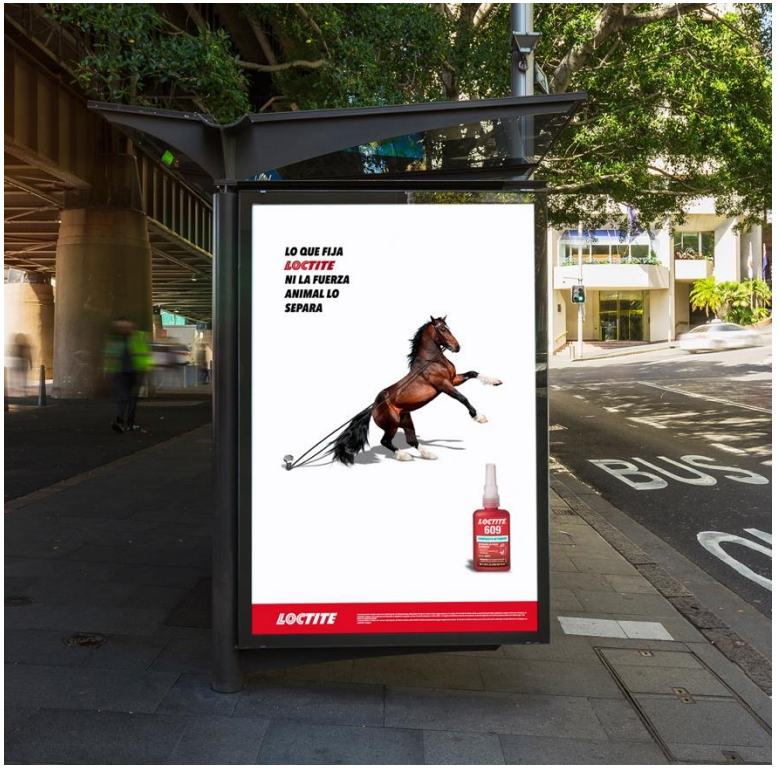

FLEA CIRCUS
GLUES EVEN THE SMALLEST STUFF.
SUPER GLUE PRECISION




SUPER GLUE


#WinAtGlue


WHEN
YOU
HAVE
A MINUTE
LOCTITE
60 SECONDS

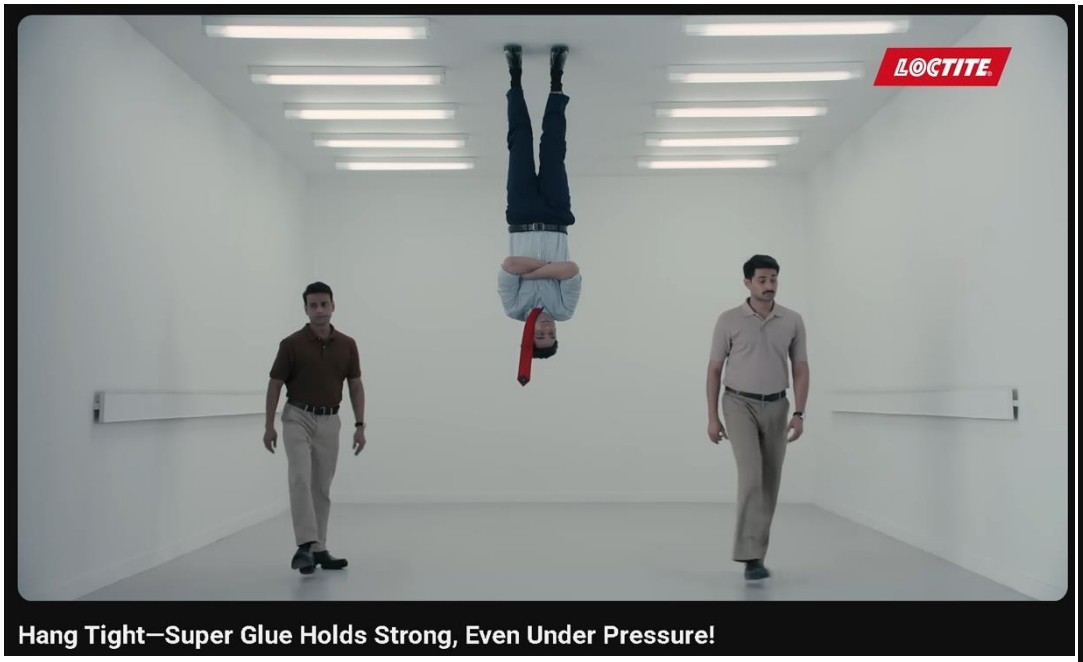

LO QUE FIJA
LOCTITE
NI LA FUERZA
ANIMAL LO
SEPARA
LOCTITE
LOCTITE


www.loctite-consumer.it
La colla universale. Colla di facile applicazione grazie allo speciale beccuccio. Indicata per uso domestico, ideale per incollaggio di materiali comuni come: gomma, metallo, ceramica, legno, cuoio, pelle e vari tipi di plastica.


LOCTITE
SUPER
ATTAK
S.O.S. Repair. New pocket Super Attak.


Welcome
Back

Advert videos



https://www.youtube.com/watch?v=TNyv_AuVzQg



https://www.youtube.com/watch?v=5M6_yEUhVf4



https://www.youtube.com/watch?v=Jl41elo8Qhs

Many of Loctite's ads are quick and clear, but they also include a strong sense of humour. The two ads on the left represent a more modern style, while the other one is an older version. All of them focus on highlighting the glue's strength and how fast it works.

Loctite's advert summery

Looking at these Loctite ads, I can see that they are very creative and funny, using exaggerated situations to show how powerful and useful the glue is. They tell a story in a single image, making the problem and solution very clear, and they always make sure the product is easy to see. I have learned that humor, exaggeration, and a clear story make an ad more memorable and relatable. For my own ad, I want to make a funny, relatable image for mums, showing a messy or chaotic household problem being fixed with Loctite, with the glue clearly visible, so people can understand the story and the product in one glance.

Competitors

Company	Strengths	Where Loctite Has the Advantage
3M	Very broad industrial product range; strong tapes & structural adhesives.	**Loctite offers more specialized adhesive chemistry**, especially in threadlockers, instant adhesives (super glue), and industrial sealants.
Sika	Excellent construction & building adhesives; strong in large-scale industrial bonding.	**Loctite is stronger in precision engineering**, machine maintenance, threadlocking, retaining compounds, and consumer quick-bond adhesives.
H.B. Fuller	Big global presence; strong in packaging and industrial adhesives.	**Loctite typically outperforms in high-strength, fast-curing, and small-format adhesives** used in automotive, aerospace, and maintenance.
Bostik (Arkema)	Strong in consumer and construction adhesives; major player in flooring & home improvement.	**Loctite is better known for professional-grade reliability**, machine repair solutions, and engineering adhesives.
Dow	Advanced chemical technology; strong silicones and structural adhesives.	**Loctite has wider availability, more retail presence, and more user-friendly products**, especially in the DIY and maintenance market.

Target audience

The target audience for Loctite super glue is busy mums who often need to fix or organize things around the home quickly. They value practical, easy-to-use tools that help them solve everyday problems efficiently and keep the household running smoothly. Super glue appeals to them because it is convenient, reliable, and helps them manage small repairs without taking too much time or effort.

Typography

Loctite uses bold, all caps lettering with strong color contrast, so the words are easy to read, look powerful, and quickly show what the product does, creating a simple and confident style that fits their brand.





When I make my adverts, I can use bold, clear text like Loctite does. Their style shows me that simple, strong typography helps people notice the important information, so I'll keep my text big, easy to read, and confident

Colours


LOCTITE®
SUPER GLUE
XXL
FOR FREQUENT USAGE
STRONG
FAST
MULTI-MATERIALS*
*Except PE, PP, PTFE, Vinyl
20g
Henkel

Reviews on the item

Customer reviews

4.5 out of 5

732 global ratings

5 star 75%

4 star 15%

3 star 4%

2 star 2%

1 star 4%

Customers say

Customers find this super glue reliable for basic bonding needs and appreciate its stickiness, with one mentioning it works well on press-on nails. The product is easy to use, with one customer noting precise application with minimal mess, and they praise its strength and quick-drying properties that result in a clear finish. While some customers consider it good value for money, others feel it's not worth the price.

J. E. Abbotts

It works

Reviewed in the United Kingdom on 24 April 2025

Size Name: 2 x 4 g | Verified Purchase

THIS WORKS BETTER THAN OTHERS, JUST A SPOT AND THE JOB IS DONE

These reviews shows of a clear idea that is reliable and the quickest from the customers options that all the rest of the superglue options. They also talk with how long the chub last and how you can bring anywhere which is a key thing I could connect with a mother and that would be very helpful for here to use in any situation she might need it in.

Rita Murphy

Great

Reviewed in the United Kingdom on 4 December 2024

Size Name: 2 x 4 g | Verified Purchase

Great product. Has glued any item I have tried it on and the top doesn't get clogged like usual glue tubes. I will buy it again.

John

★★★★★ **The best for superglue**

Reviewed in the United Kingdom on 18 August 2024

Size Name: 2 x 4 g | **Verified Purchase**

Precision tips are good,and the slightly thicker gel is more practical than the fluid, you have to screw the lids down to puncture the inner bottle before the first use,stays slightly flexible although not like a rubberised glue,but very good glue,and in my opinion the only one worth spending your money on

Amazon Customer

★★★★★ **Prefer the gel.**

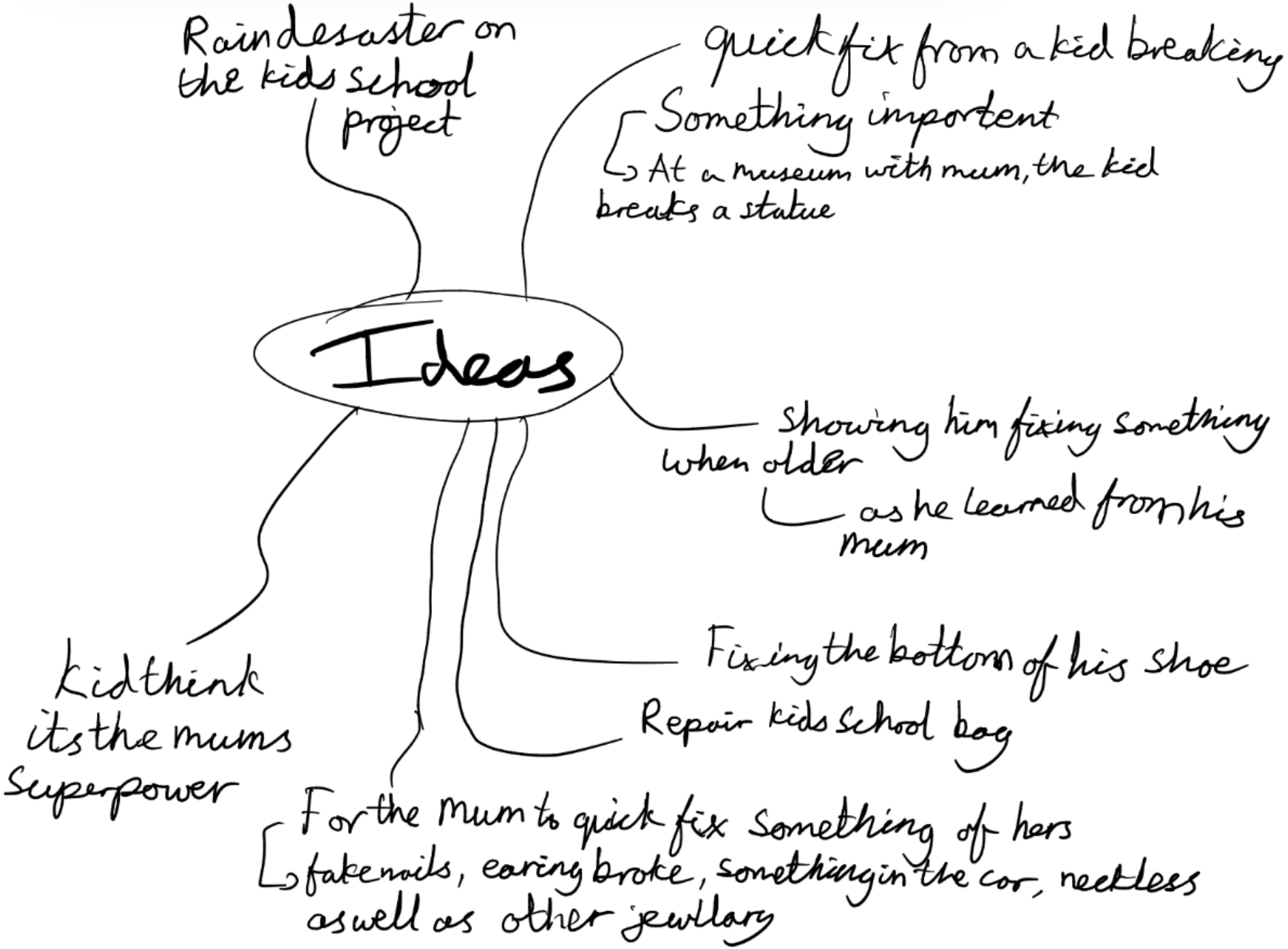
Reviewed in the United Kingdom on 4 June 2024

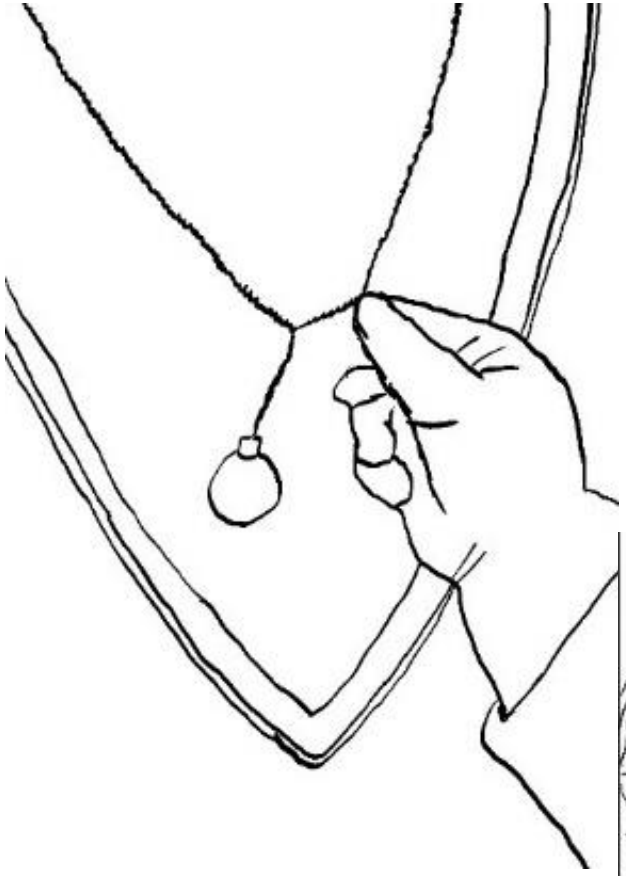
Size Name: 2 x 4 g | **Verified Purchase**

Best glue ever. Love how I can use as much or little as I want. Prefer the gel than the liquid. The first order came shorted and the seller sent the right order within hours of contact. Will definitely use the seller again when needed.

Properties:

- Strong
- Instant
- Small cube
- Take it with you
- Toxic
- Dont need to use much


Raindesaster on the kids school project
quick fix from a kid breaking
Something important
At a museum with mum, the kid breaks a statue
Ideas
Showing him fixing something when older
as he learned from his mum
Fixing the bottom of his shoe
Repair kids school bag
kid think its the mums superpower
For the mum to quick fix something of hers
fakenails, earing broke, something in the car, neckless aswell as other jewllary



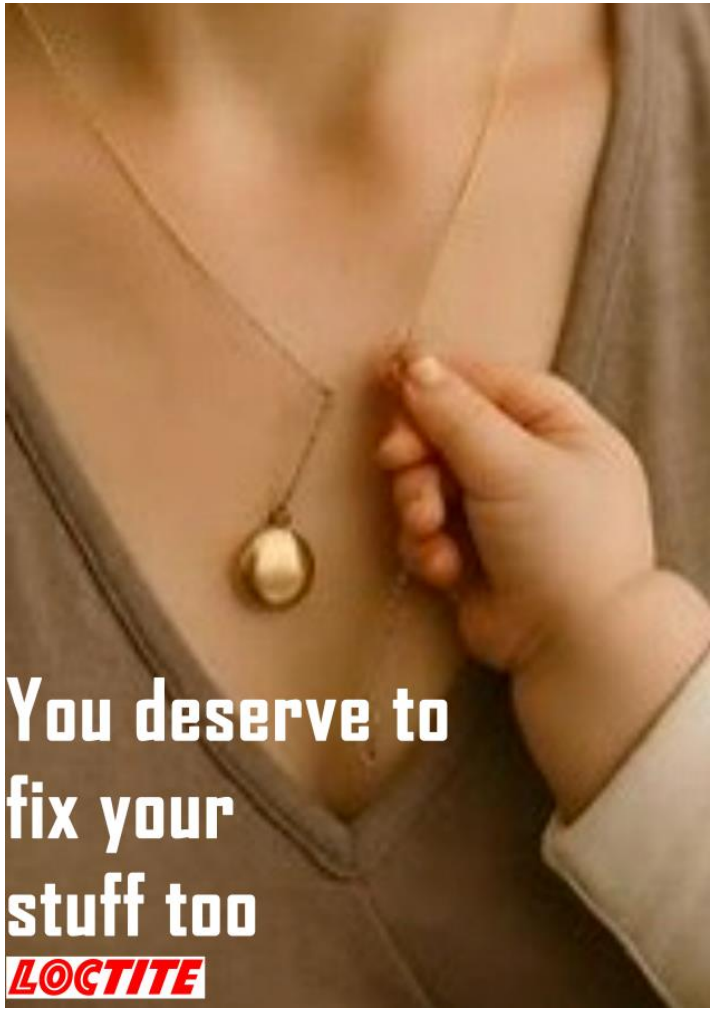
Making sketchs in how I see them wanting to be drawn now let create them as see what they look like.





Initial sketch's from ideas

Idea 1

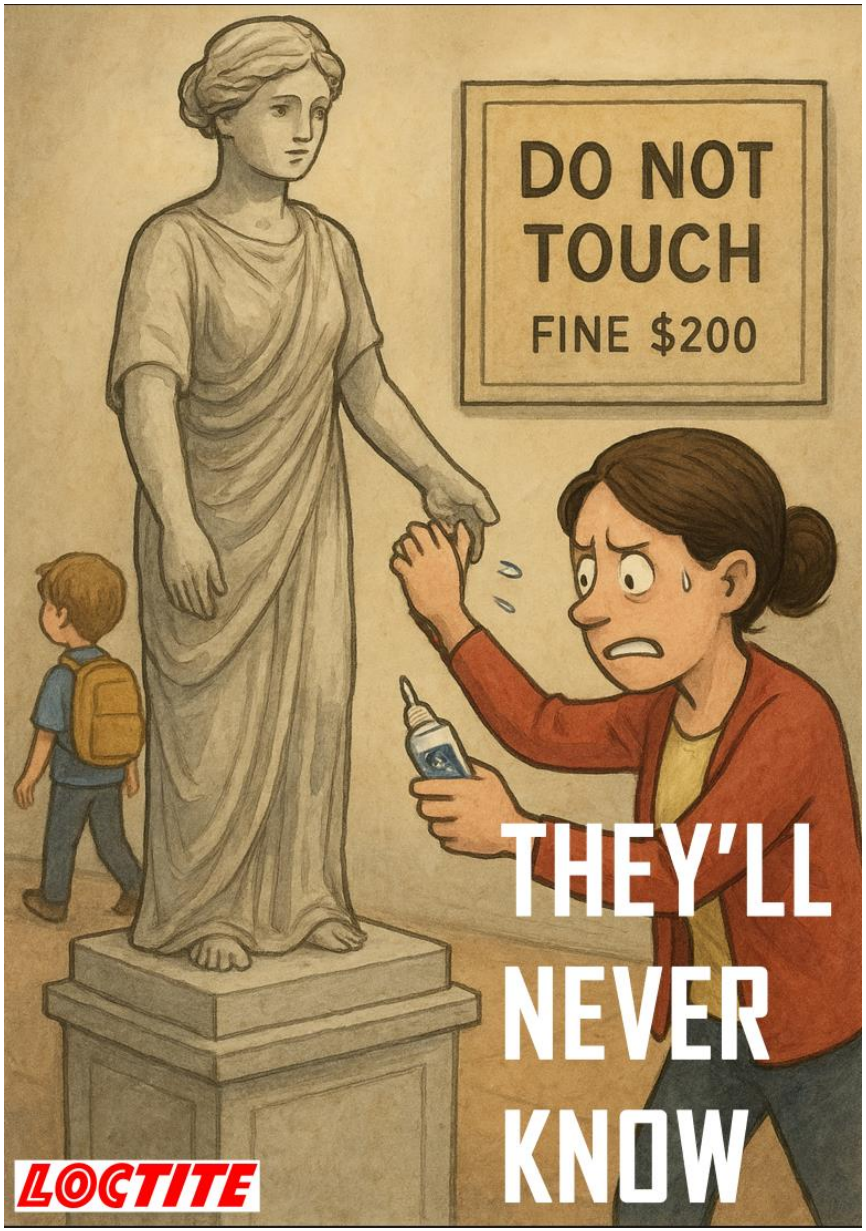


For the final piece, we chose to focus more on helping the mum. We took an approach centered on keeping jewellery safe while also allowing it to be repaired.

Idea 2



The idea behind this piece was to show how kids often carry every possible book in their backpack because they can't be bothered to choose only what they need for the day. We used a visual of an overpacked bag with a mum gluing it back together using strong glue. The copy could be improved, but the visual alone clearly communicates the idea.



Idea 3

For this idea, we wanted to show the mum dealing with something urgent that no one else should find out about. The concept presents a serious but humorous scenario that could be shown in many different ways.

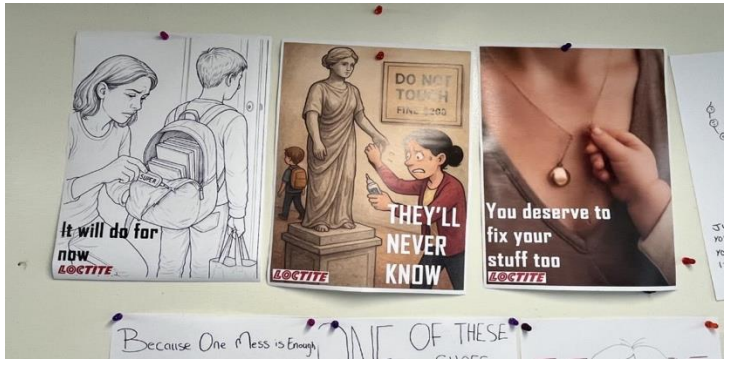
As I develop these pieces further, I need to make sure they share a consistent style, rather than having one that is cartoon-like, another realistic, and the final one sketched.

Feedback:

- Everyone loved the meusem idea the most
- They can see it being a campaign
- Try different way of showing it of though

Plan:

- Think of new scenrios and ways to make it a compaign
- keep improving the meusem idea and all the other ones I make



PROBLEM

Convince mothers of young children that Loctite Super Glue is a fast, strong, and practical solution for everyday household fixes involving their kids.

INSIGHT

When out and about, mums know that kids constantly break or pull things apart, creating small emergencies that need an instant fix.

SOLUTION

To create ads that show everyday items kids break when out and about, where mums have to fix it quickly to avoid getting into trouble.





This shows my attempt to zoom in and create a more simplified version. After looking back at the original sketch, I re-sketched it to see how it would work. Once I had done this, I decided to develop all the pieces using this approach.







After creating the initial sketch, I decided to explore more styles, including bringing the sketch to life. However, I wasn't sure if I liked the outcome or how it would be perceived. I felt that this approach wasn't the smartest or strongest way to present the idea. This led me to rethink my process and inspired me to create my pieces using only the item the child would break, showing it either being glued back together or left broken. I then planned to use text to represent a conversation, as if spoken by the child and the mum.



This sketch was to show off how I was thinking to have the work, but I will play around with it definitely. Too get the best look. This is a new way I have thought to make it though that uses great visual hierarchy.







This is the style I have decided to develop further, as it feels much stronger and offers a clearer visual hierarchy. The use of text also works well to explain the interaction between the two characters and communicate what has happened in the still image.



I’ve been making changes to improve the quality of the piece and make sure the message comes across clearly. This meant adjusting how much superglue was used, changing the lighting, and making the hand look more like a statue.



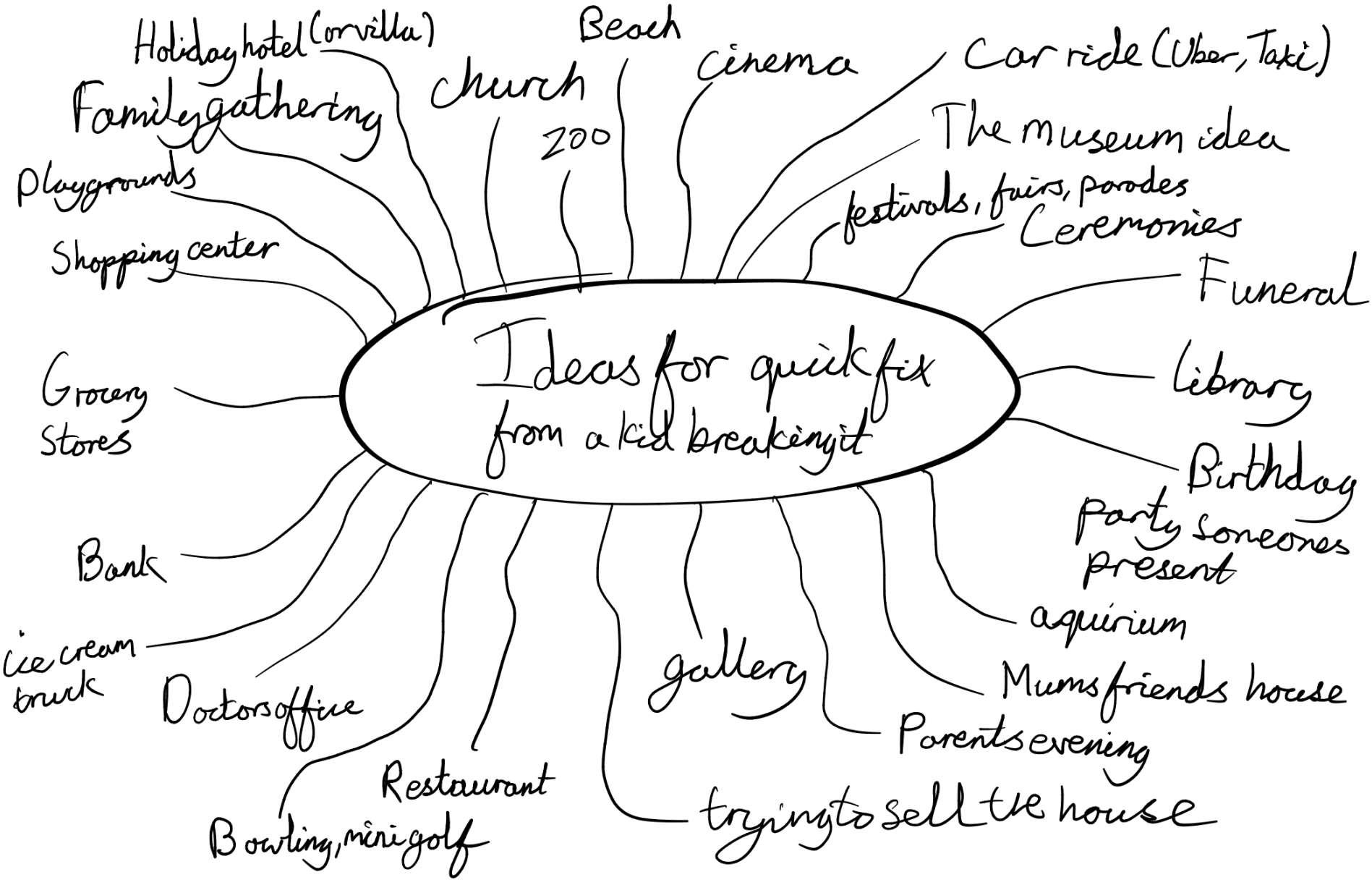
Final piece

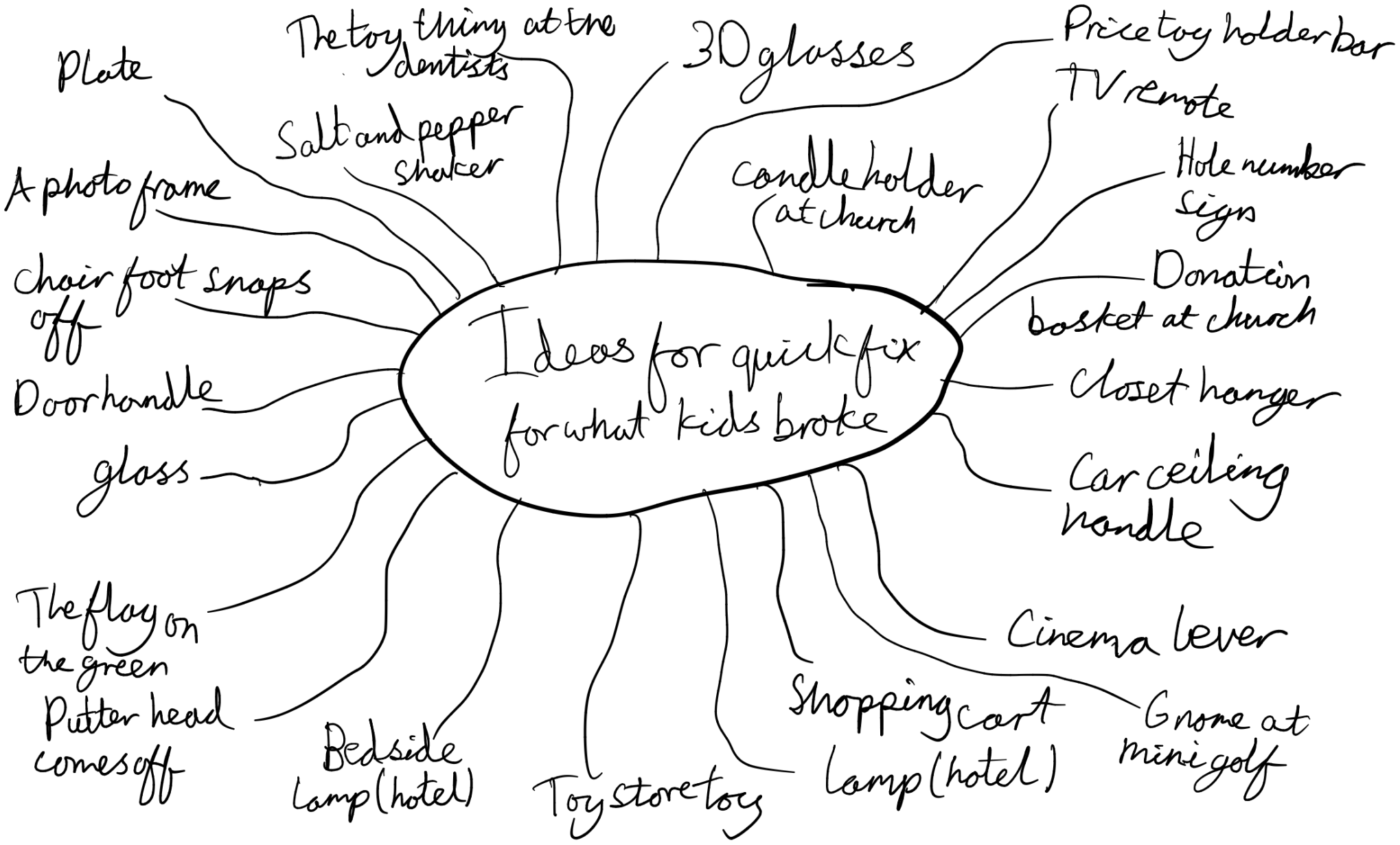


Further developed Final piece






Ideas for quick fix from a kid breaking it
Holiday hotel (or villa)
Beach
Car ride (Uber, Taxi)
Family gathering
church
cinema
The museum idea
Playgrounds
zoo
festivals, fairs, parades
Ceremonies
Shopping center
Funeral
Grocery Stores
library
Birthday party someones present
Bank
aquirium
ice cream truck
Doctors office
gallery
Mums friends house
Parents evening
Restaurant
Bowling, mini golf
trying to sell the house

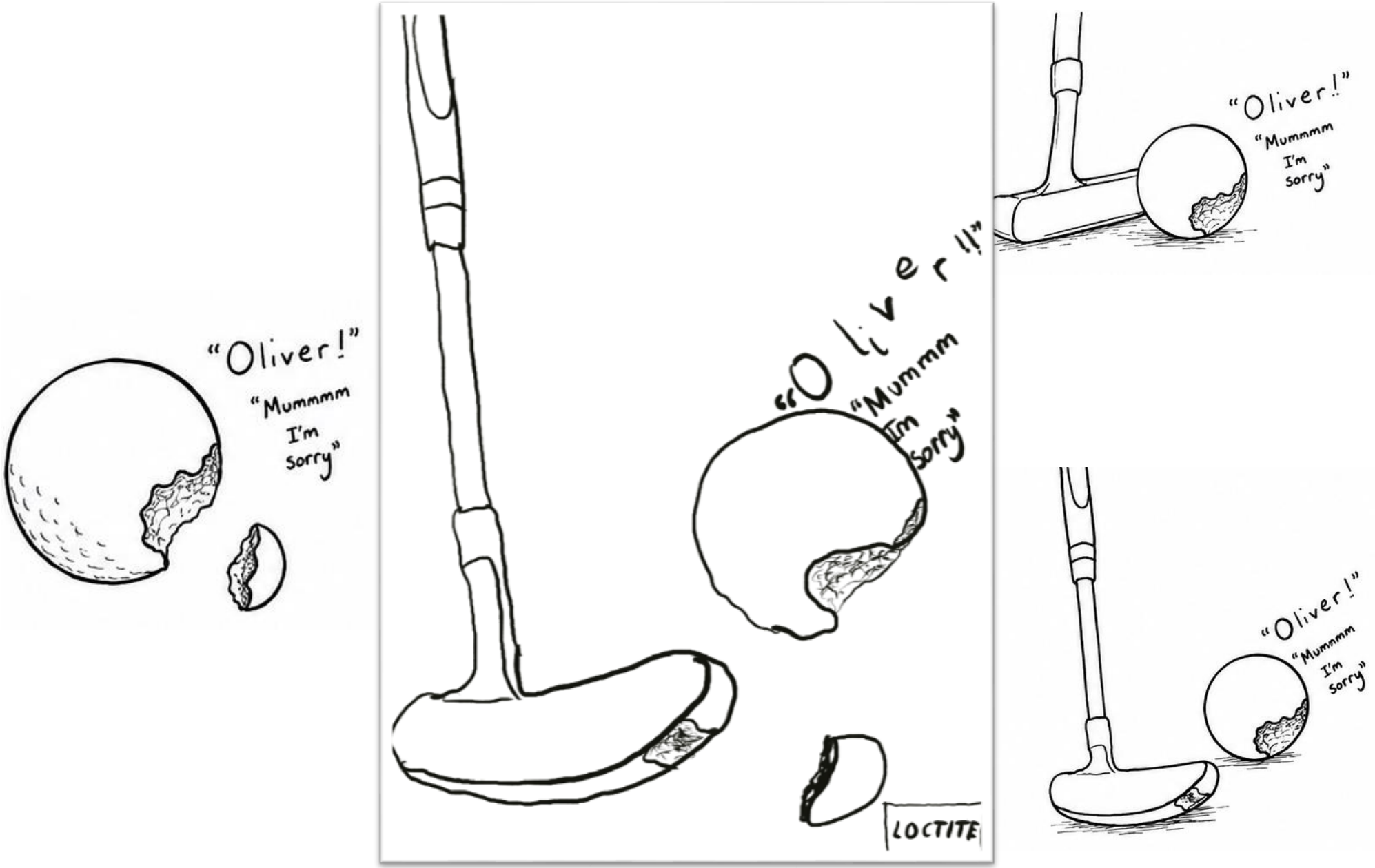

Ideas for quick fix for what kids broke
Plate
The toy thing at the dentists
Salt and pepper shaker
30 glasses
Price toy holder bar
TV remote
A photo frame
candle holder at church
Hole number signs
Chair foot snaps off
Donation basket at church
Door handle
Closet hanger
glass
Car ceiling handle
The flag on the green
Cinema lever
Putter head comes off
Bedside lamp (hotel)
Toy store toy
Shopping cart
Lamp (hotel)
Gnome at mini golf





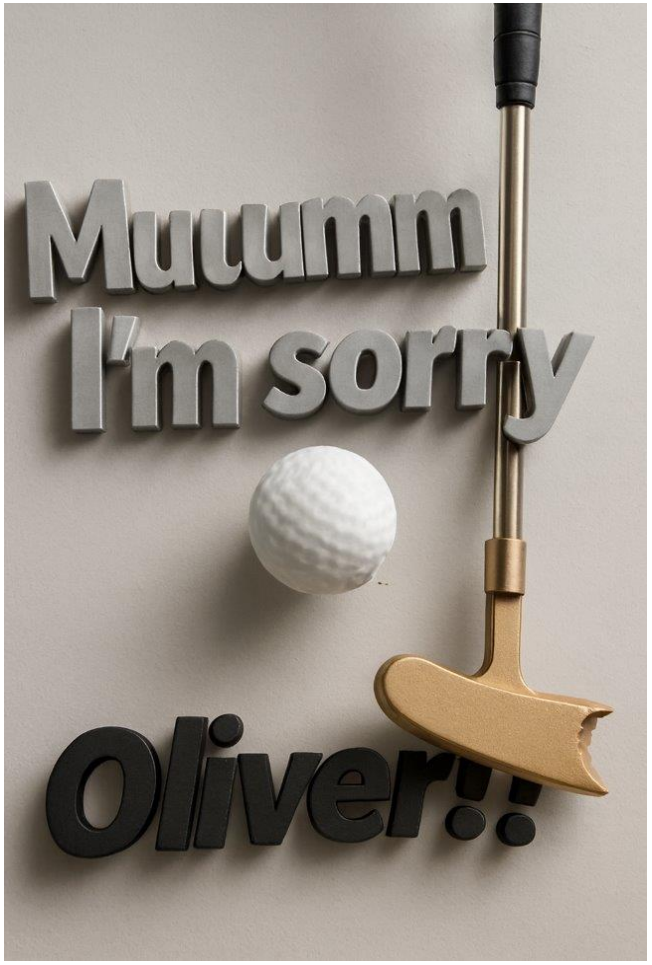
Mini golf idea

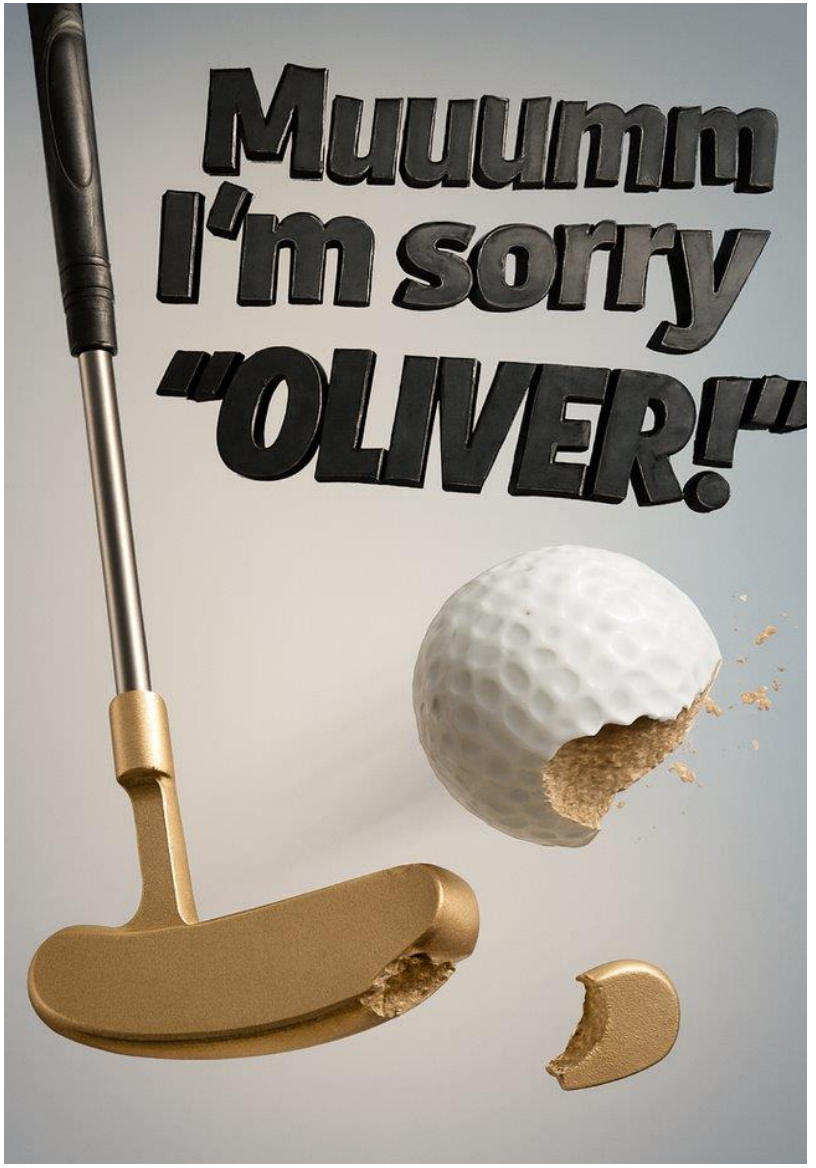
To come up with more ideas, I thought about how reckless kids can be in situations like this. I really liked this idea when developing it in my mind maps. I started by creating the balls and golf club, then used Photoshop to bring everything together and test different styles.



A sketch I made to show off what I was thinking for this idea. And how I wanted it too look and the best way too portray how it looked.







I then played around with lots of different ideas and ways of presenting the work. I felt the strongest option was having the golf club hit the ball, as it pulls the viewer's eye through the image and towards the text, helping the visual hierarchy work better.

Final piece





Broken saltshaker

Another idea was using a salt shaker for a situation where one breaks in a restaurant. It follows the same concept as the first idea but in a different scenario. I might need to play around more with where the lid goes, possibly laying it over the text like I did with the finger.



Final piece


LOCTITE
SUPER GLUE
"Oliver!!"
"Muuumm I'm sorry"
LOCTITE


LOCTITE
SUPER GLUE
liver!!"
"Muuumm I'm sorry"
LOCTITE

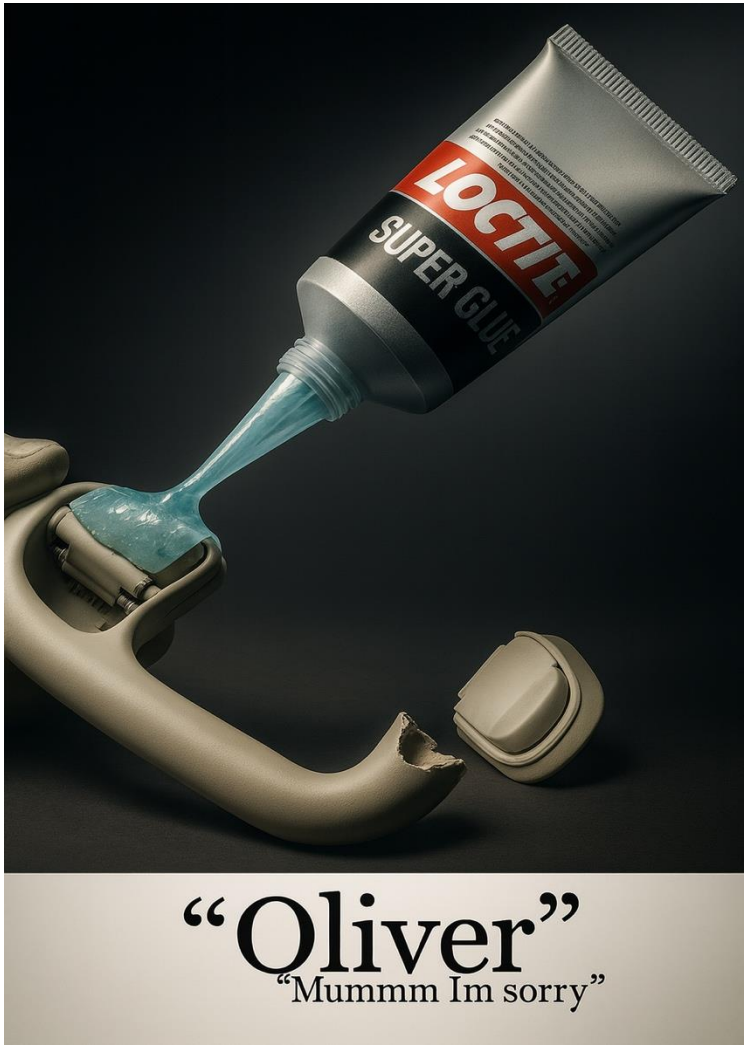

LOCTITE
SUPER GLUE
Oliver!!”
“Muuumm I’m sorry”
LOCTITE

Further developed Final piece



Car ceiling handle





If I were to use this idea, I think it would work better on a lighter background like the mini golf one. The idea is strong because it suggests the child might be dangling from it, which helps tell the story.

This is how I developed the piece in the end, and I feel it works really well and complements all the necessary attributes. The composition guides the viewer's eye effectively around the page. However, I don't think the sense of urgency is as strong in this piece. Because the scenario takes place in a car, it is more likely that the item could be fixed or put back together, meaning there isn't as much of a rush compared to the other ideas.









I thought about doing another mini golf idea using the flag. It does look really eye-catching, but I think the golf club works better overall because it feels more fun and dynamic.

Exaggeration Brief

Creative Fundamentals

Exaggeration adverts

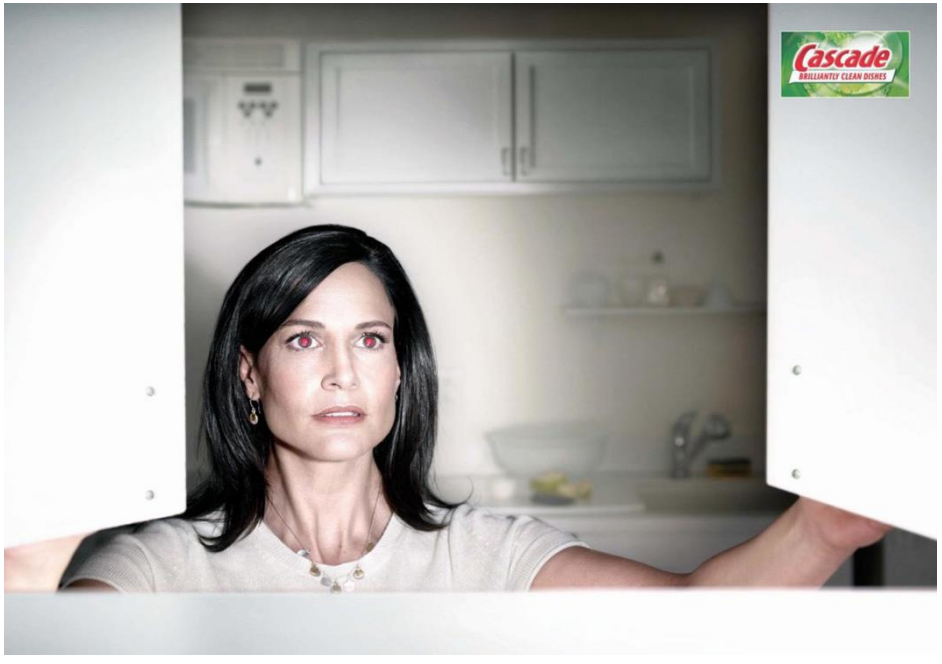







Nando's
flame grilled chicken
Extra Hot
Peri-Peri


KEEP YOUR KID'S TEETH STRONG.
Orbit


Cascade
BRILLIANTLY CLEAN DISHES


BMW Z4
De 0 a 100 en 5,4 seg.
BMW


UNUSUALLY THIN TV-SETS.
Pause

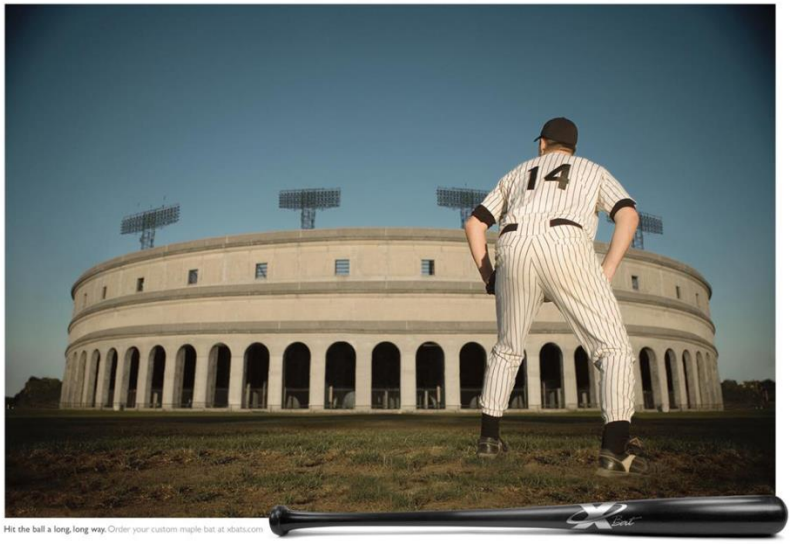

recycle
westernriverside.org.uk
JUST WHEN WILL YOU
START RECYCLING?

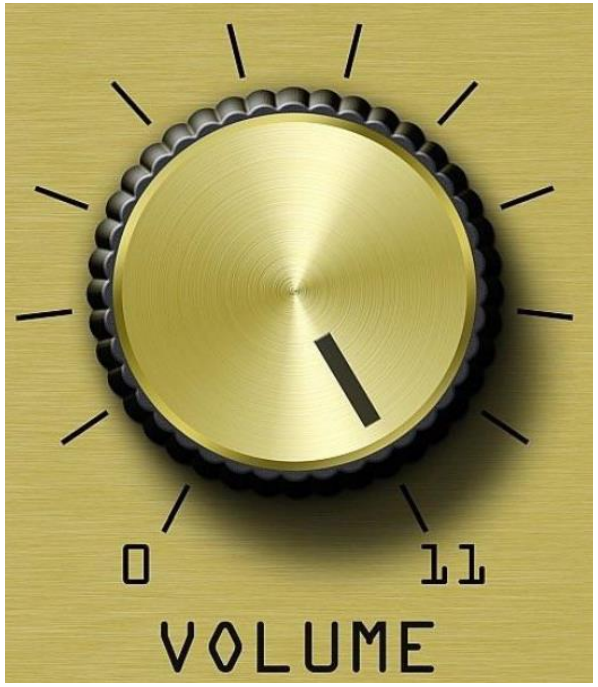

EMS


JINLI劲力


FOR
EXTRA STRONG
EXTRA LONG
NAILS







Summary

The idea behind this brief is to exaggerate the qualities and benefits of my product in a way that makes them seem almost too good to be true just like the ads we've seen. My favorites are the simplest ones, like the Nando's ad, the children's toothpaste, and the TV in the magazine. They're simple and impossible, yet they clearly communicate the benefit and stick in your mind.

Creative Advertising - Week 3 Date: 16.10.25

EXAGGERATION

You are to work in *teams of two.*
You will be assigned one of the following products/services.

1. **Airbnb (feel at home-anywhere)**
2. **Valspar Paint mixing service (more colours than you can imagine)**
3. **Nikon Cameras (unbelievably real pictures)**
4. **Allett Classic Cylinder Lawnmowers (the neatest ever lawns)**
5. **Viakal limescale cleaner (the shiniest bathrooms and kitchens)**
6. **Baby Bio houseplant food (the biggest, healthiest houseplants)**

You have been given one feature of your product.

You must now produce three ads that show your 'exaggerated feature' with a different execution for each ad (a campaign). Ideally you will show the benefit of this feature, but don't worry just this time if you are struggling to highlight the benefit.

All three ads are to be good quality A3 marker visuals – landscape or portrait, you decide.

Deadline – *TUESDAY 21.10.25*

Advice. When you use exaggerate in advertising don't be timid, you must REALLY exaggerate your point.

Learning Outcomes: On successful completion of this module a student will be able to:

LO1	generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs
LO2	employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry and visualisation
LO3	make use of research analysis and critical judgement when articulating reasoned arguments for the presentation of ideas and solutions
LO4	develop a working knowledge of advertising industry organisational structures, working processes, outcomes and reputation

Brief: Exaggeration

Baby bio ads



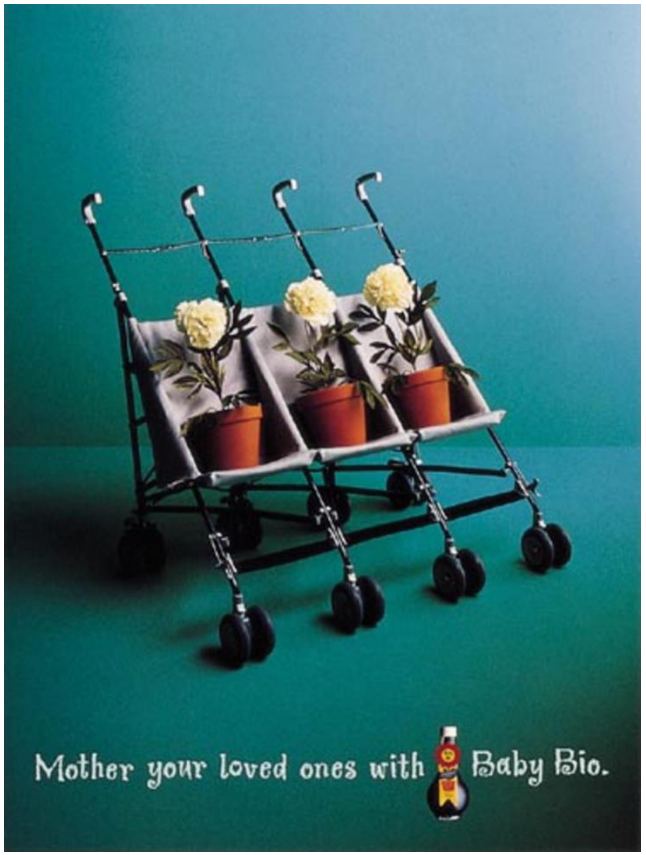














All these pieces do have a very basic and simple thought process to the positive idea on baby bio. Except the one on the left as a good way to look at it that is very captivating.



Competitors

Competitor	Problems	Why Baby Bio Is Better	Baby Bio's Unique Selling Point
Miracle-Gro	Too strong for indoor plants; can harm them	Made for houseplants; gentle and safe	Gentle, perfect for indoor plants
Cheap Supermarket Brands	Unbalanced nutrients; unreliable quality	Trusted formula; balanced nutrients	Consistent and reliable plant food
Outdoor Garden Feeds	Too harsh for indoor pots	Specially made for indoor plants	Designed just for houseplants
Organic/Natural Feeds	Often too weak to see results quickly	Gives visible, healthy growth	Balanced and effective nutrition
All-Purpose Fertilisers	Not made for pots; slow-release; hard to use	Easy to use liquid; mixes with watering	Easy liquid feed for regular use

Baby Bio stands out because it's specifically formulated for indoor houseplants, unlike many garden or all purpose feeds that can be too strong or inconsistent. It's gentle yet effective, easy to use as a liquid concentrate, and gives visible results in leaves, roots, and blooms. Its got a good reputation in general and proven reliability make it a trusted option while many competitors lack the focus, consistency, or versatility that Baby Bio offers.

Target audience

- Beginner plant owners who want an easy, fool-proof fertiliser
- Indoor plant lovers who keep houseplants
- People who want low-maintenance plant care with simple instructions
- Home gardeners looking for reliable, widely available plant feed
- Apartment with small indoor gardens or potted plants
- Casual plant buyers who shop at supermarkets, garden centres
- Plant owners who want quick visible results with greener leaves, stronger growth
- Gift buyers putting together houseplant starter kits
- Consumers seeking trusted household brands with a long history in plant care
- Orchid owners (since Baby Bio also has specialised orchid food)

Phycology research



1. Simple Habits
People stick to plant care when it's easy and fast.
Baby Bio makes feeding very easy and full proof.

2. Emotional Reward
Seeing greener leaves increases confidence and pride.
Baby Bio gives quick visible results.

3. Trusted Choices
People prefer brands that feel familiar and safe.
Baby Bio has long-standing trust.

Summary: these point link well to show off how people will be enticed to buy and have this produced to use. Also connects well with the target audience I just looked into on the last page.

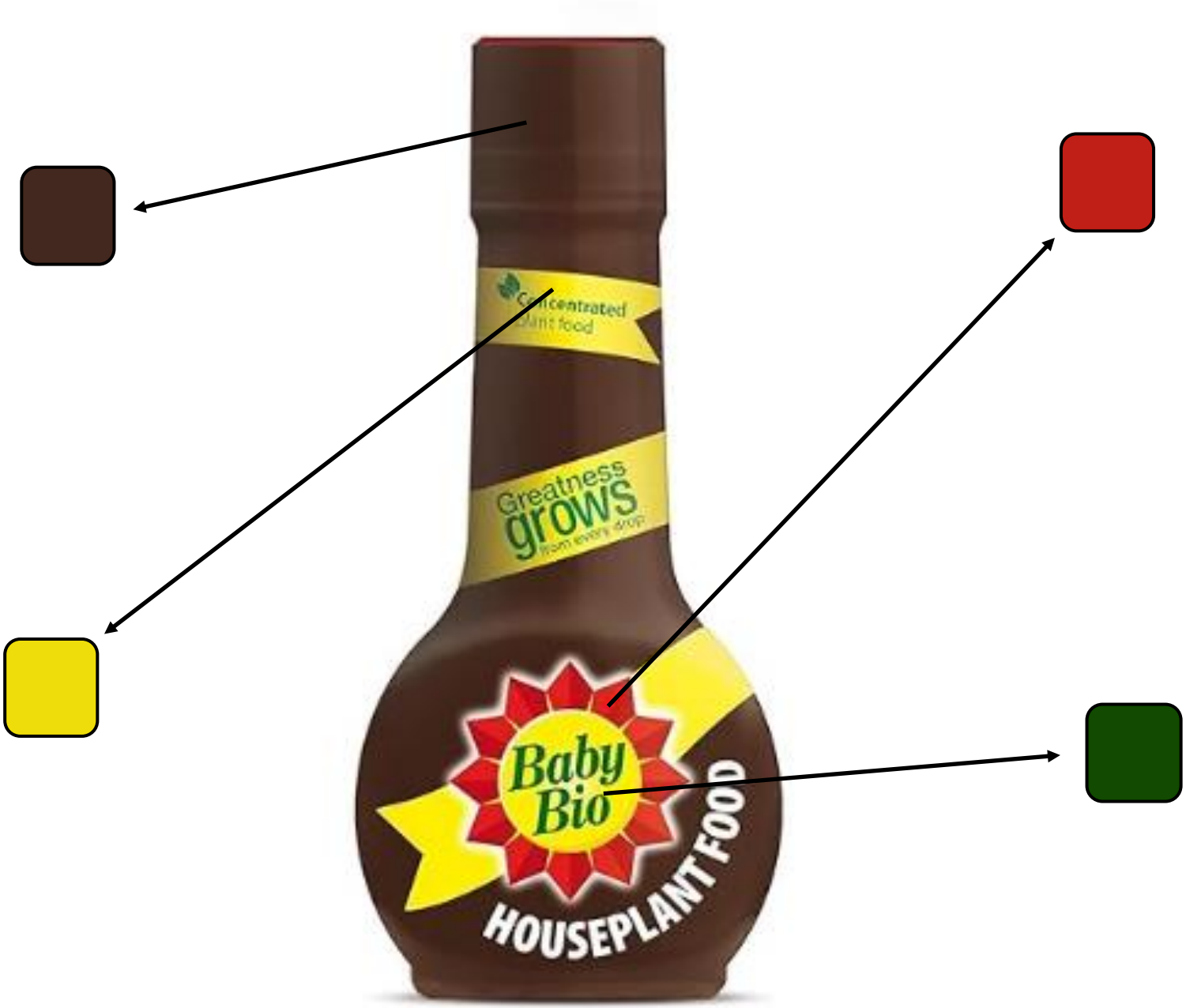
Typography

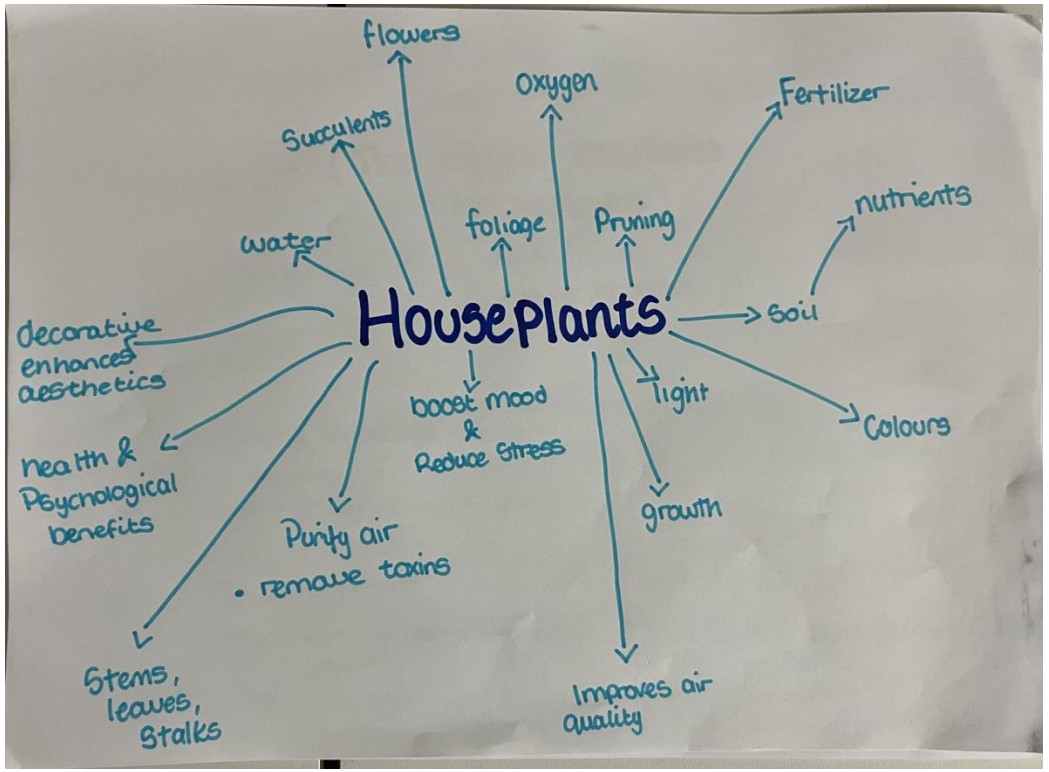
The typography on the Baby Bio packaging uses a bold, rounded, and simple font that feels natural, fitting well with a plant food product. The green color of the text complements the natural theme as well, supporting for growth and health. The use of different font weights and sizes such as the larger, bolded “grows” and smaller text in the writing helps create a clear emphasis and hierarchy, making key messages easy to read briefly. The curved placement of “HOUSEPLANT FOOD” around the logo adds visual interest as well from working into and with the bottle.

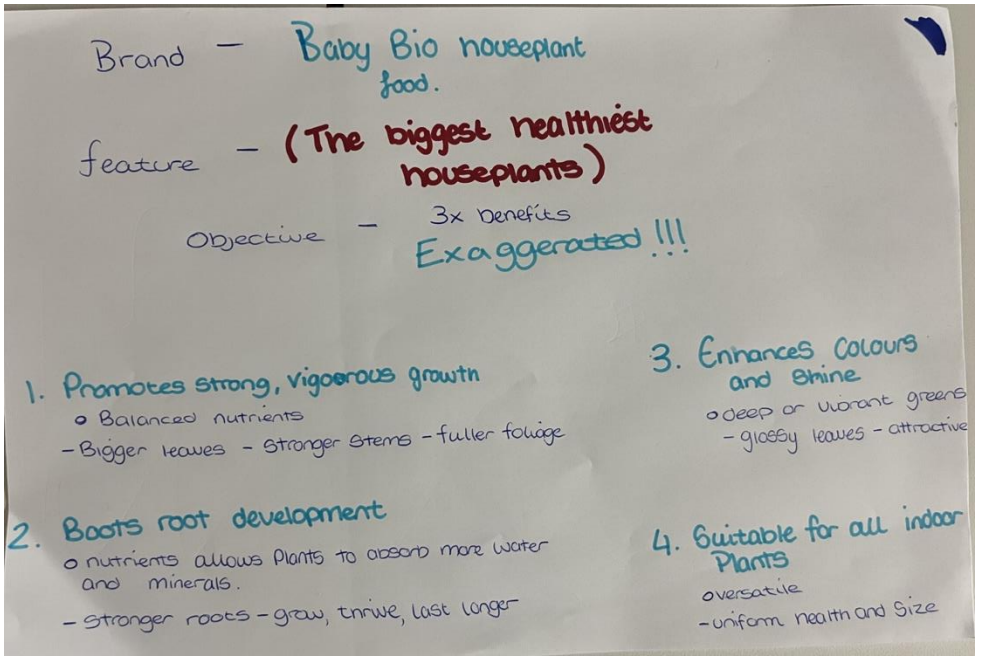


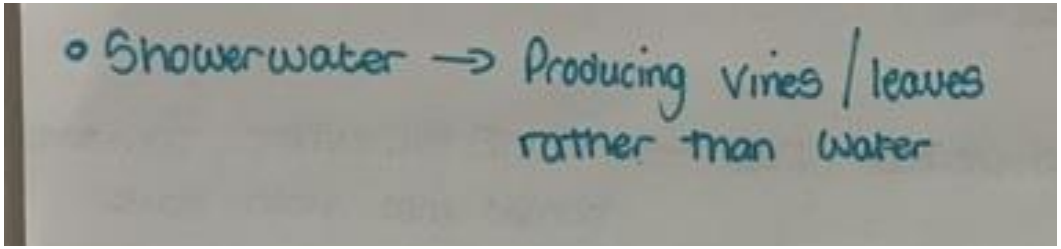


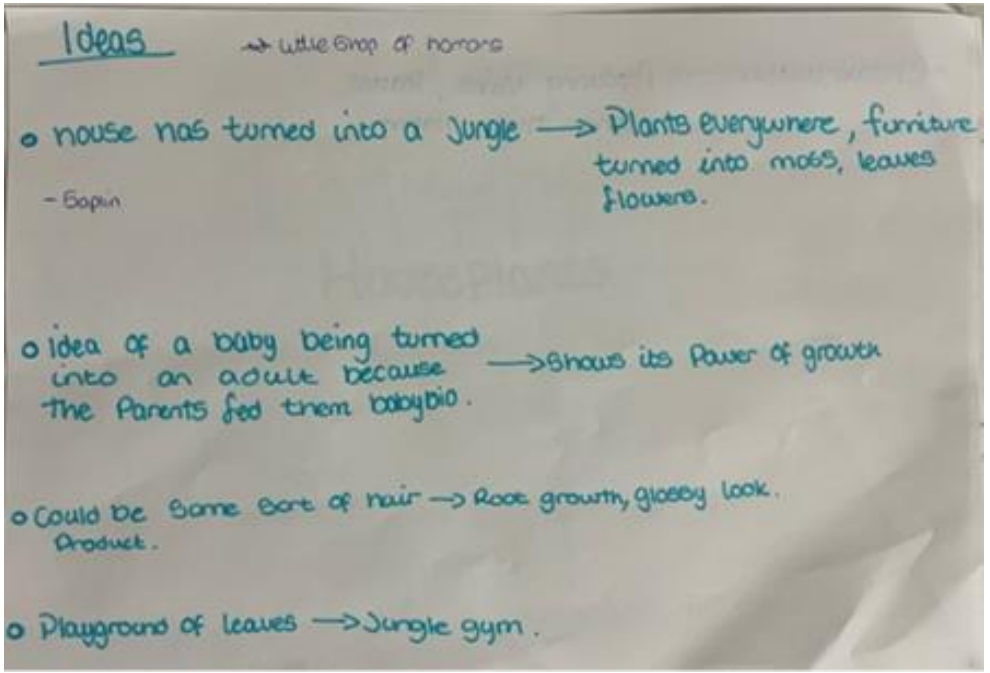
Colours



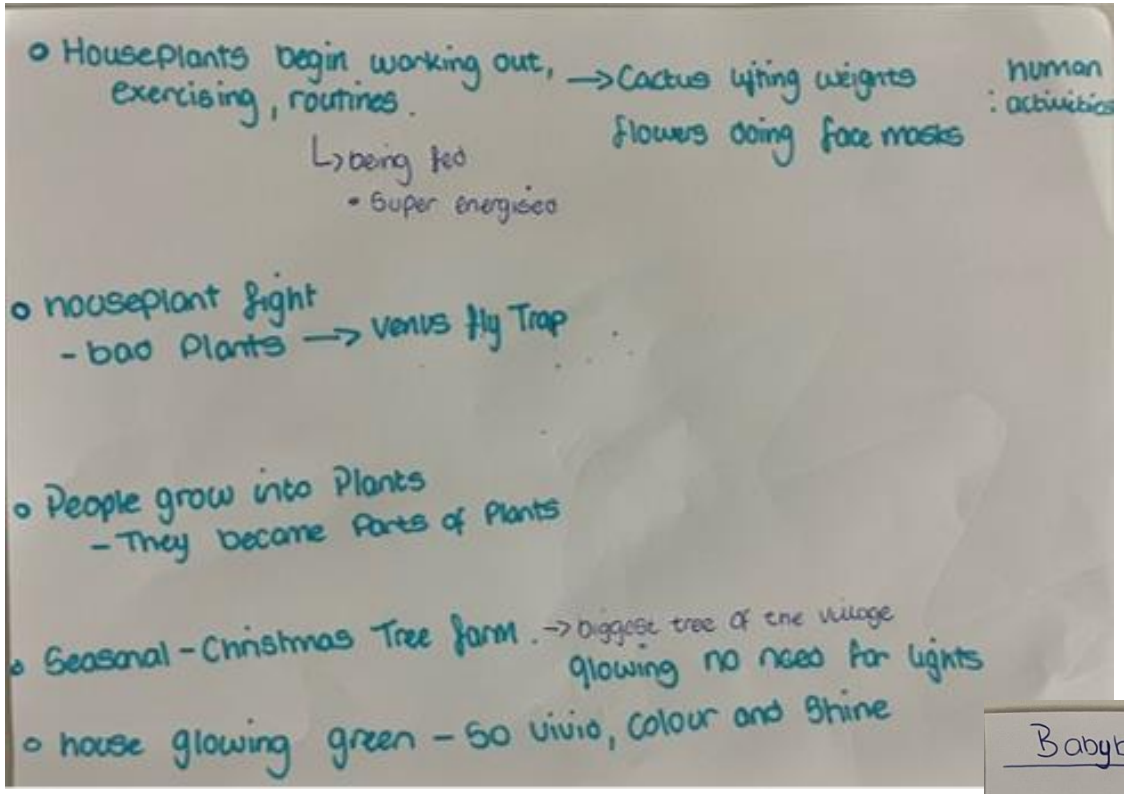




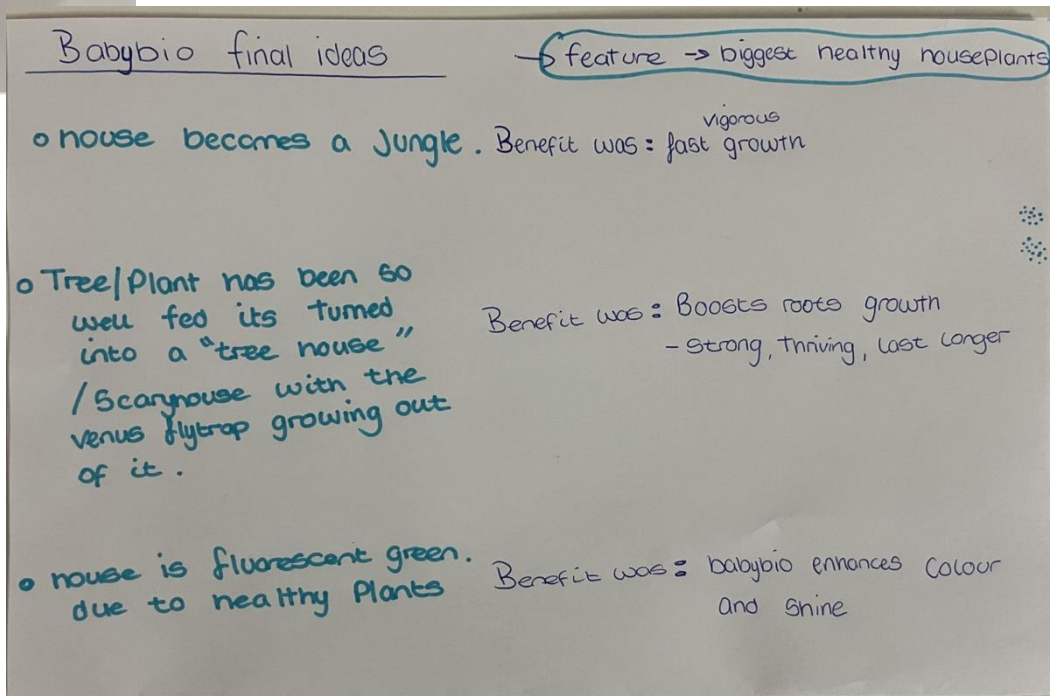




We started very broadly to explore what we liked the look and feel of, focusing on ideas that could be exaggerated. We wanted to choose clear benefits that could be shown in different ways and taken to the extreme. Our main focus was on lighting and how it could grow or expand, along with some initial idea generation at the bottom.



This is when we began narrowing down our ideas, focusing more on the benefits and developing them from the features identified earlier. Some ideas were moved to another slide while we explored different directions linked to lighting, such as strength and health. We also looked at seasonal concepts for Christmas and more exaggerated ideas like people or hair growing. By pushing these concepts to the extreme, we were able to refine them into a final direction.



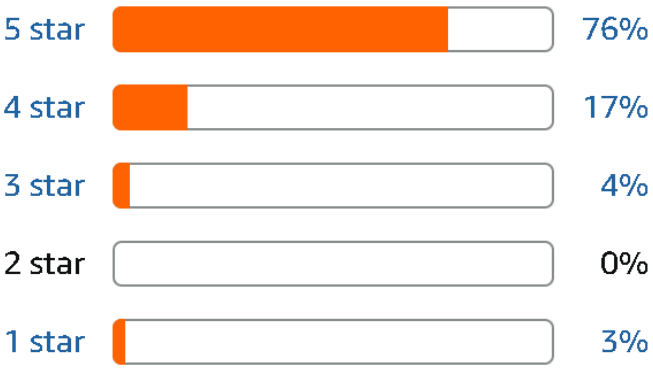
We decided to develop the “house becomes a jungle” idea, showing plants growing so well that they grow through the house, with a focus on lighting for healthy plants. The shared feature across all pieces is the idea of the biggest, healthiest houseplant. We still need to explore how the visuals will be shown, as well as the copywriting.

Reviews on the item

Customer reviews

4.6 out of 5

435 global ratings



Jammy

Happy plants

Reviewed in the United Kingdom on 2 August 2020

Verified Purchase

Since starting to feed my plants with Baby Bio, they have never looked so good.

Cook's Delight

Great reliable plant food..

Reviewed in the United Kingdom on 18 February 2020

Verified Purchase

Iam never without Baby Bio and it is the only plant food I would use.

Mr. Jonathan Wainwright

Works a treat and the bottle lasts ages

Reviewed in the United Kingdom on 18 November 2025

Verified Purchase

Easy to use house plant feed. Just drip into your watering can, per the instructions, and watch your house plants flourish. My Asparagus fern looks green and healthy

A lot of people seem to be reviewed the product saying how impressive it is and a lot of them seem to back the point of looking into how the green lighting and growth is exstraudenary.

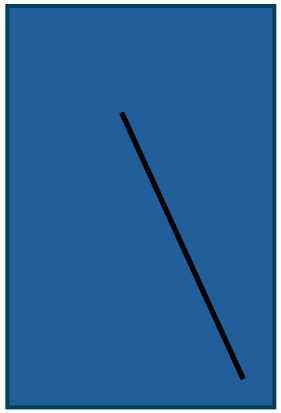
Idea 1



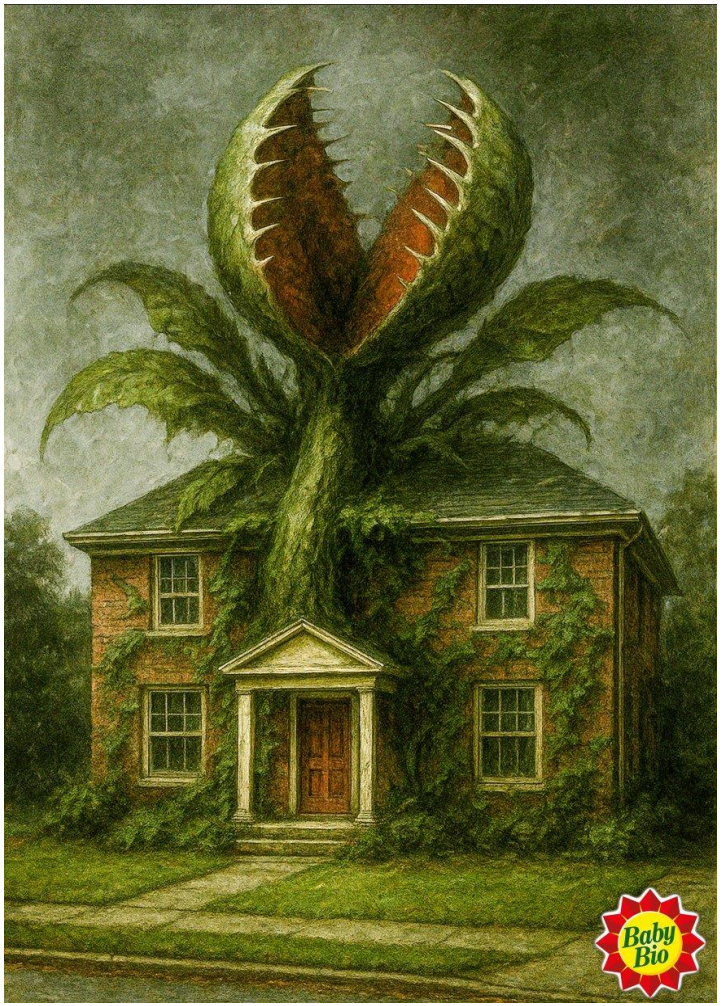
To start, we created a very simple sketch based on the idea of a tree overgrowing and breaking through a house. Once it was developed, it turned out exactly as we had imagined.

We first created the image shown on the left, which would work better for a less exaggerated approach. However, we wanted to try a new direction that would really catch people's attention. The aim was to create something that stands out from the usual visuals, even if it isn't perfect, to see how people react and whether it makes them stop and look.





The eye-tracking is simple, allowing the viewer to follow the flow of the piece, starting at the house being broken through and then moving up to the head of the Venus flytrap.



This idea has a strong illustrated style that feels different from the brand's previous advertising. The change to a Venus flytrap adds an exaggerated, eye-catching element that enhances the concept.

Ideas 2



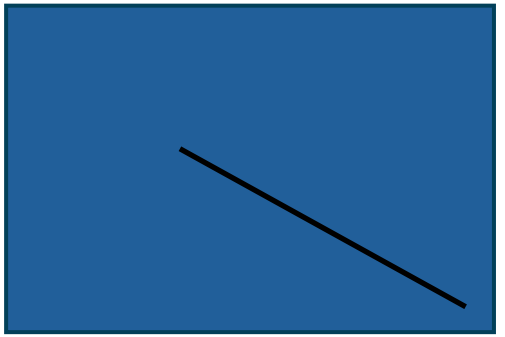
This was the first image we created, but we then decided to make it more vibrant to better communicate the health and strength of the plants.



The final product really stands out and grabs attention, with an intentionally exaggerated, overgrown feel. Not being able to see the walls or floor helps strengthen the impact of the piece.



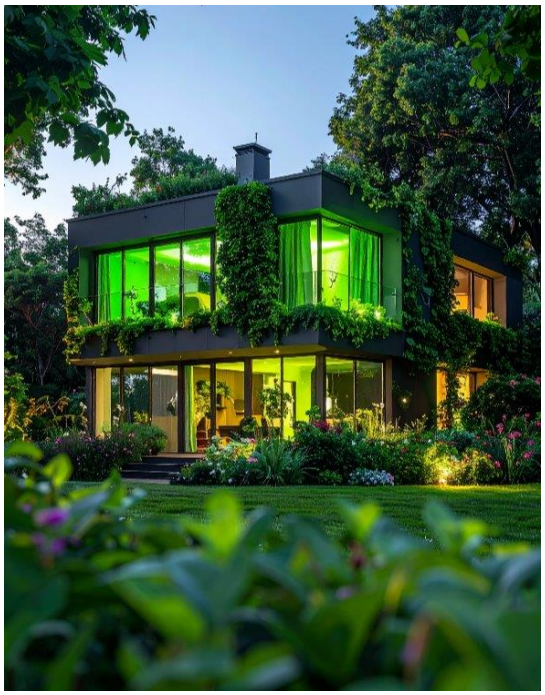
The viewer's eye will most likely be drawn first to the Venus flytrap in the center, as it is the clearest focal point. From there, the eye moves around the rest of the room before settling on the Baby Bio logo.

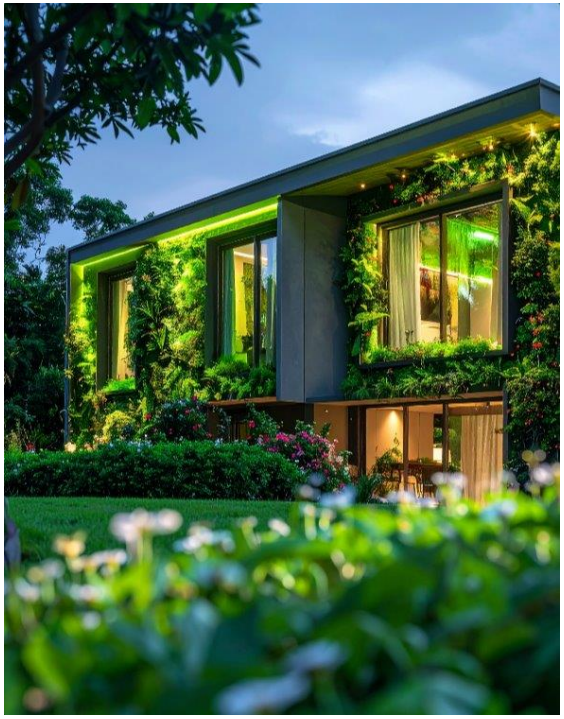


Ideas 3

The images shown on the right are stronger, as they feel more natural and less like artificial indoor lighting compared to the previous version. However, this approach doesn't achieve the exaggerated effect I'm aiming for, as it reduces the sense of strength and power coming from the green lighting.







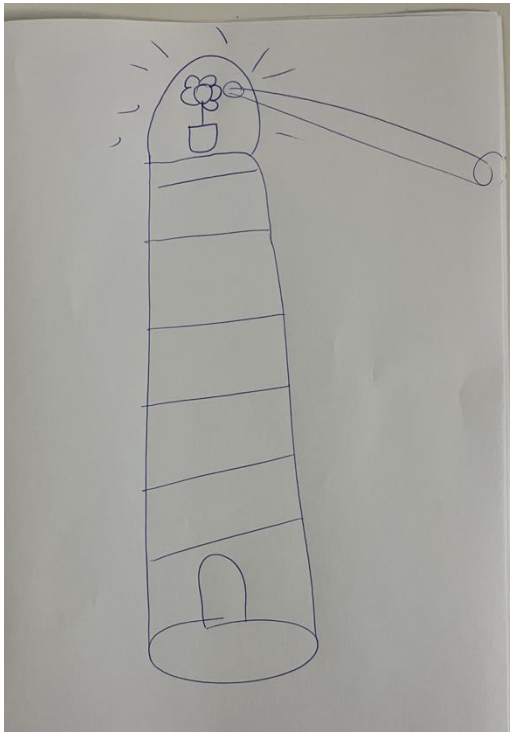


Firstly, for the lighting-up idea, we placed it in a simple house filled with plants to clearly show the glow. However, we felt this didn't work visually as well as we hoped and could be improved.



This is the strongest style we've created so far, but I want to explore more designs to ensure we choose the best idea to develop further.



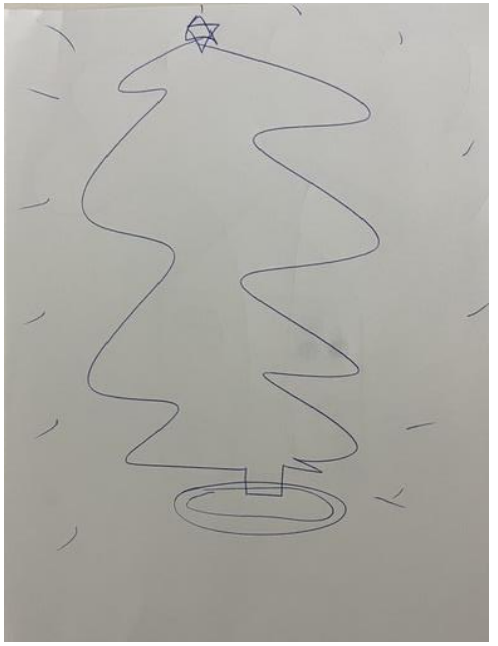


Showing this as a lighthouse exaggerates how bright the beam is. Directing the light out for ships to notice is a powerful way to make the idea unique and stand out.



This visual clearly demonstrates the concept, and we feel that for this exaggeration brief, no copywriting is needed. However, we don't want the exaggeration to feel weak, so we plan to return to sketching and exploring different ideas to push the lighting concept further.

It could also be seen as the tree in the heart of the city, massive, needing no lights to serve its purpose even from baby bio, it grows strong.



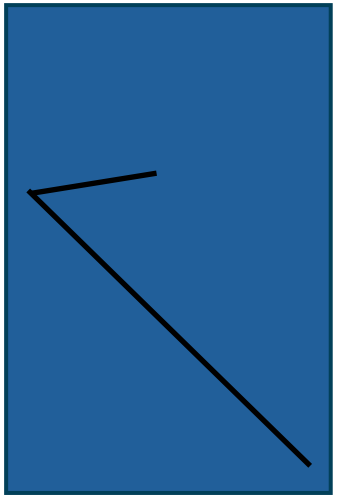




Here is the final concept, presented using the lighthouse idea, which we felt was the strongest way to convey it. We first experimented with the camera lighting to ensure the entire image was clear and visible. Either version could work, though the smaller image actually draws more attention to the green lighting; however, it didn't look as good or clear when printed. Adjusting the lighting in the larger image improved clarity and made it look much better in print.

This idea stands out as the most unique, as it hasn't been done before and differs from traditional growing techniques. After creating this piece, we felt we could further explore this concept, especially with lighting, rather than pursuing the other two ideas. We now need to present these to the class and see if they agree.

We think the eye-following is very simple, and even though it's minimalistic, that's exactly what we want and it still effectively conveys the message. The viewer's eyes will move from the lighthouse, follow the path of the light, and then down to the logo.



Feedback:

- They prefer Idea 3 for how its different (lighthouse)
- Think its very exaggerated but could get rid of uneeded visuals
- Said it did not need text but could add it also

Plan:

- Further the light house idea
- Then think of new ideas using green lights
- Then keep further developing them

PROBLEM

How can we create a campaign of three high-impact ads for Baby Bio that dramatically exaggerate the vibrant green health of plants in different visual ways to clearly communicate the product's strength.

INSIGHT

Bio-based plant food advertising rarely exaggerates the visual sign of plant health, even though a deep, vibrant green is the most immediate and powerful proof of a plant's wellbeing.

SOLUTION

Create ads that use exaggerated, glowing green light in random and unexpected ways to visually dramatise just how intensely healthy the plants become.

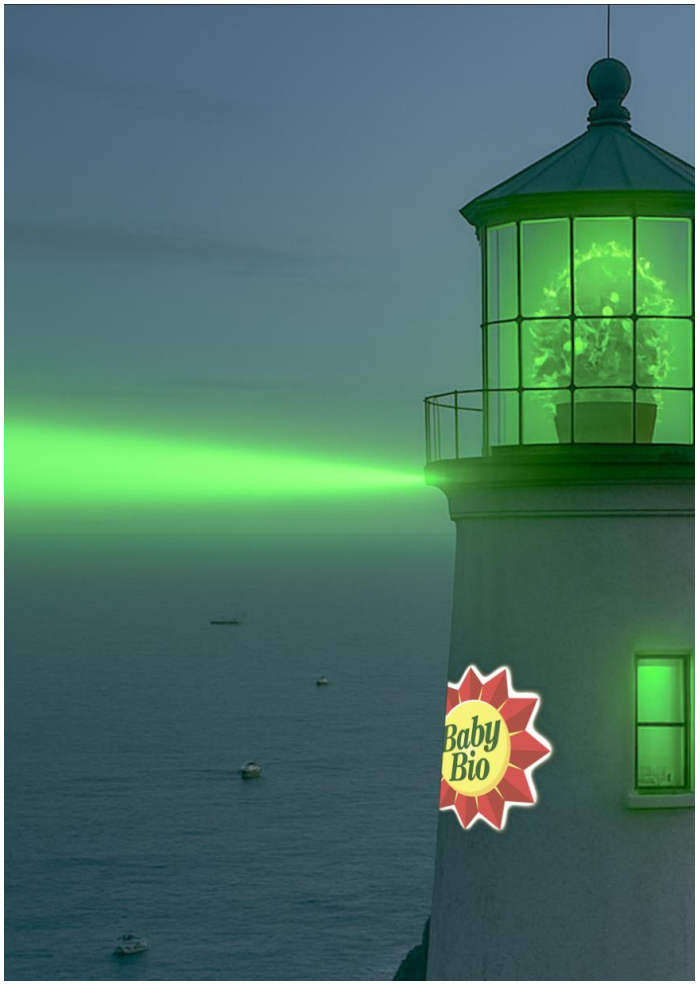


After giving my feedback, I wanted to experiment with a few different ways to combine my image with typography. I initially tried centering all the text, but I realized it didn't work as well as I hoped. I think I need to keep exploring different approaches to see what works best.



I think having it this way works much better for integrating the typography. When I asked for feedback, some people mentioned that typography isn't always necessary, so I might just use it at this angle and focus on deciding where to place the logo. I'm considering placing it on the lighthouse so it fits naturally into the composition.

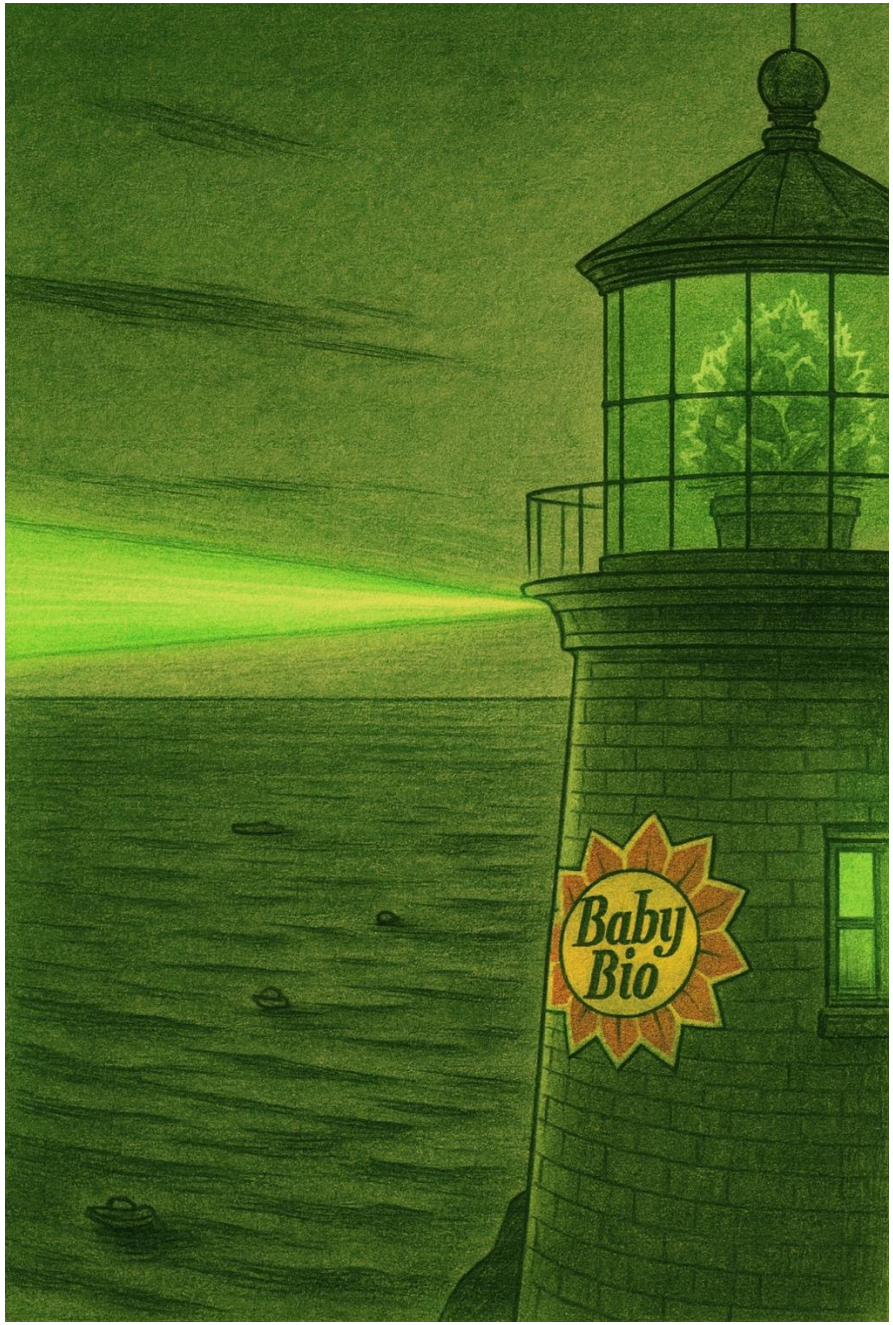


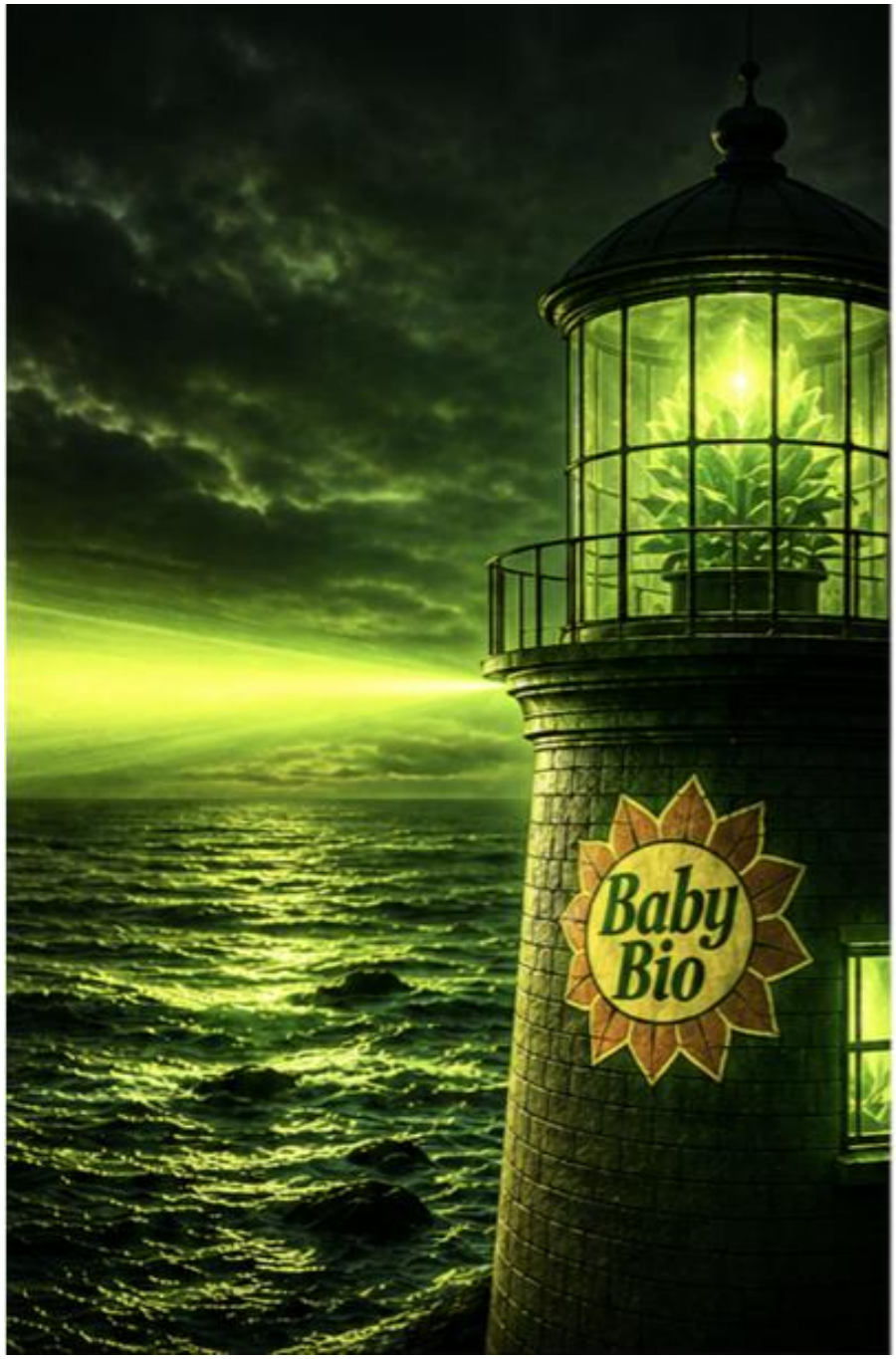


I think this works best for the logo, while also clearly showing what's happening and how the green light moves across the page. The only change I might make is giving it more of a sketch-like look to highlight it, and perhaps to showcase the other piece in a similar style.

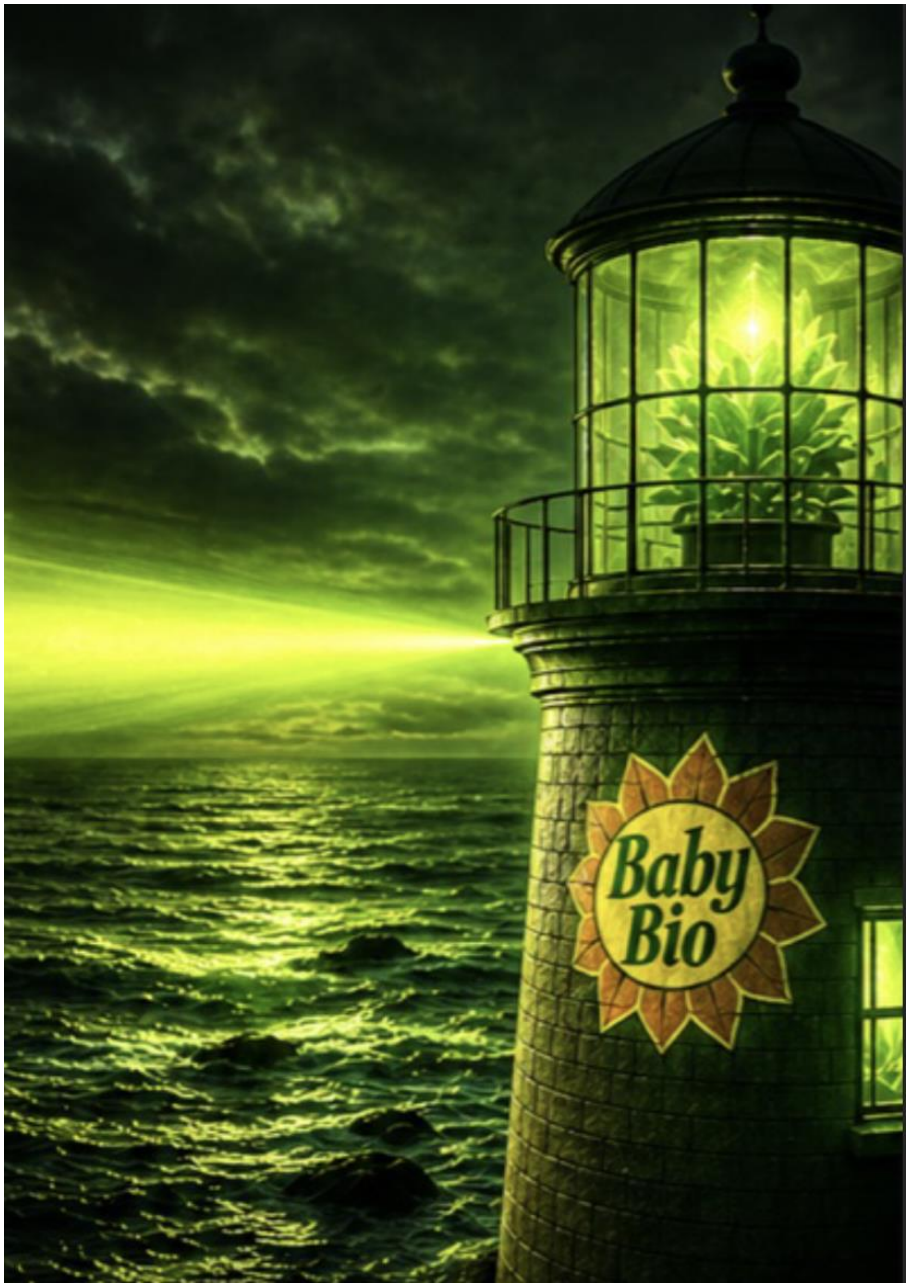


Final piece





Further developed Final piece



Green light ideas

Decorative lighting:
- Stage lights
- Strobe lights
- LED lights
- fairy lights
- Laser projectors

Natural Sources:
- Sun
- fire
- Lightnight
- fireflys, jellyfish, deepsea fish

Artifical lights:
- Light bulbs
- Lamps
- Lanterns
- flashlight
- neon signs

electronic Devices:
- phone flashing
- camera flashing
- computor and TV screen

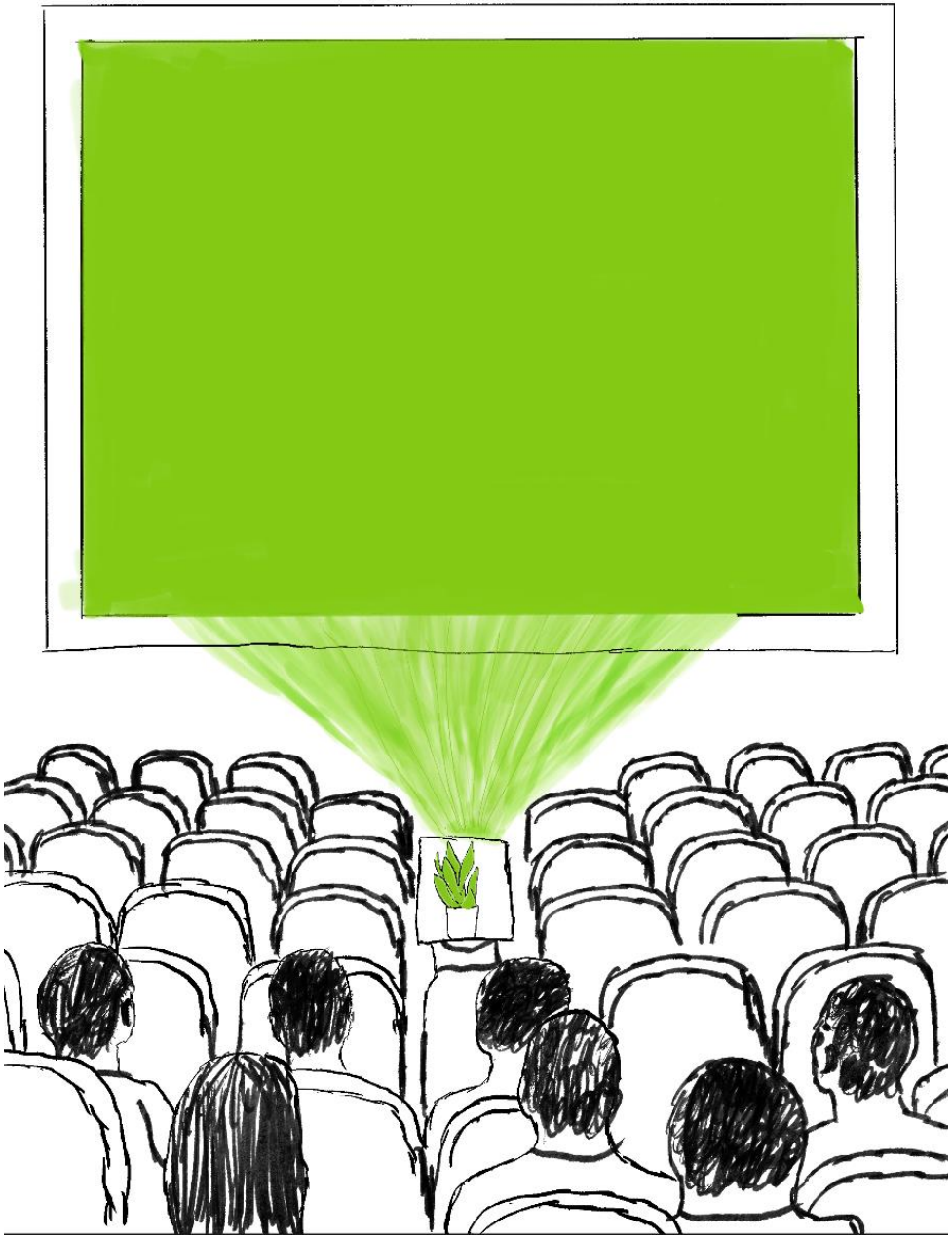
Outdoor lighting:
- Street lights
- flood lights
- spotlights
- fireworks
- searchlights


Ideas - lighting
Neon sign for warning when dark for cars
Flood lights of a football field
christmas tree lights
A camera photoshoot
Someone staring at a monitor with green lighting
Theatre for the spot light on the person
House halloween or chistmas decorations
A a man in a cave with a lantern
Cinema Movies being projected onto screen

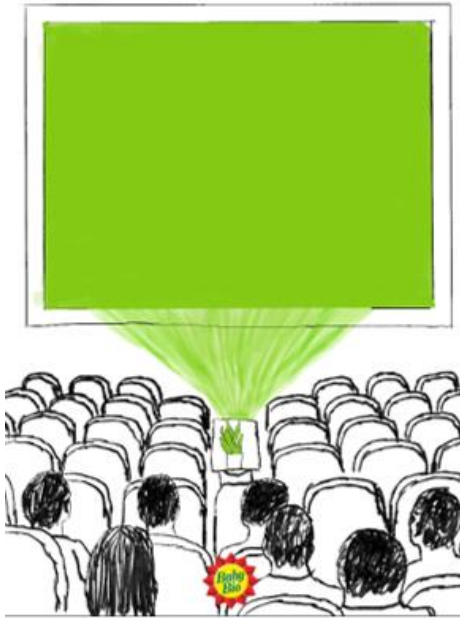
Cinema Monitor idea

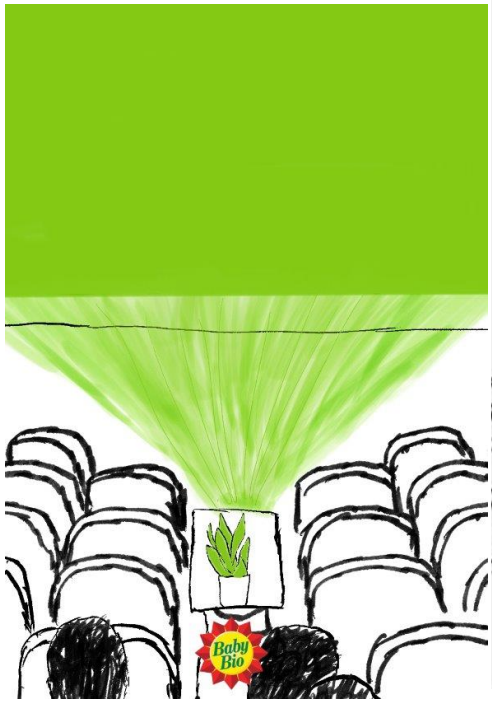
I first tried developing the cinema monitor idea for the green lighting. While sketching, I thought it worked well in terms of exaggeration, but in relation to the core idea from the mind map, I felt there might be better ways to represent it. I plan to further develop the idea to see how adding the logo might enhance it.

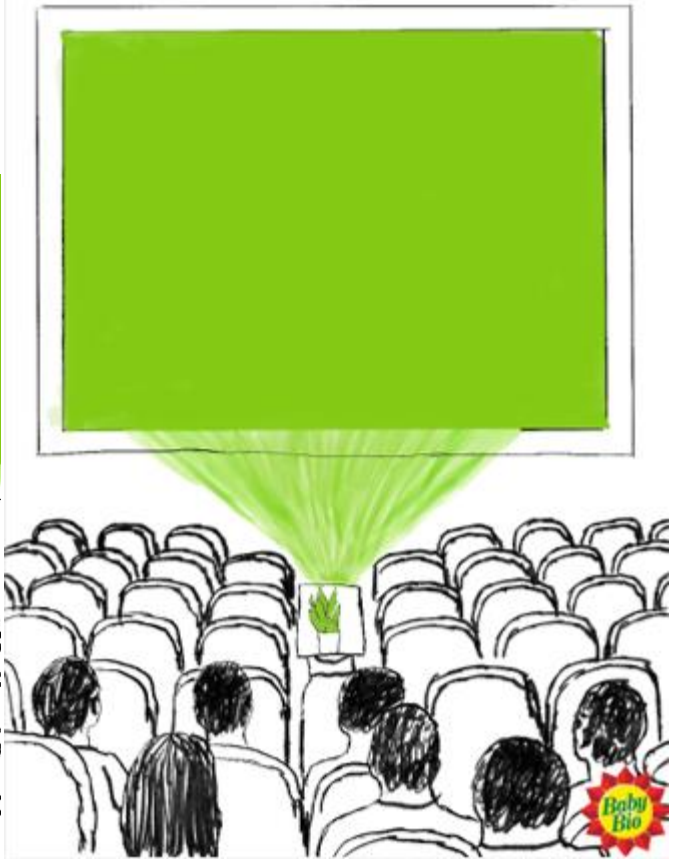




I think the best way to place the logo would be either in the middle or small on the left. This guides the eye to first see the green-lit screen, then the plant, and finally the logo, which is exactly the sequence I want. I'm definitely going to continue exploring more ideas as well.









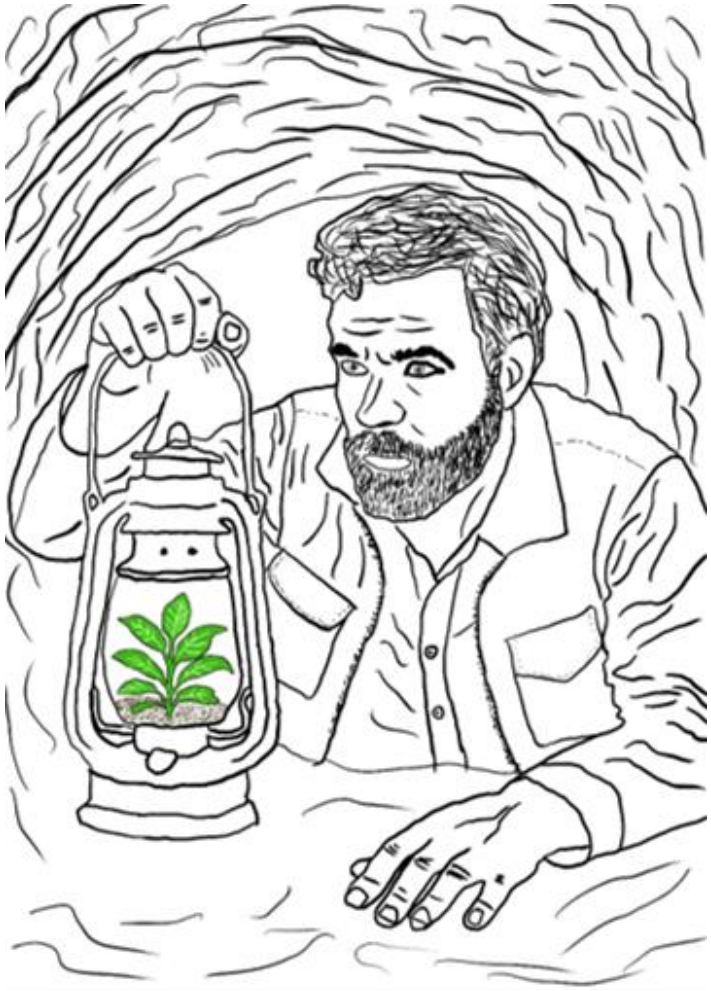


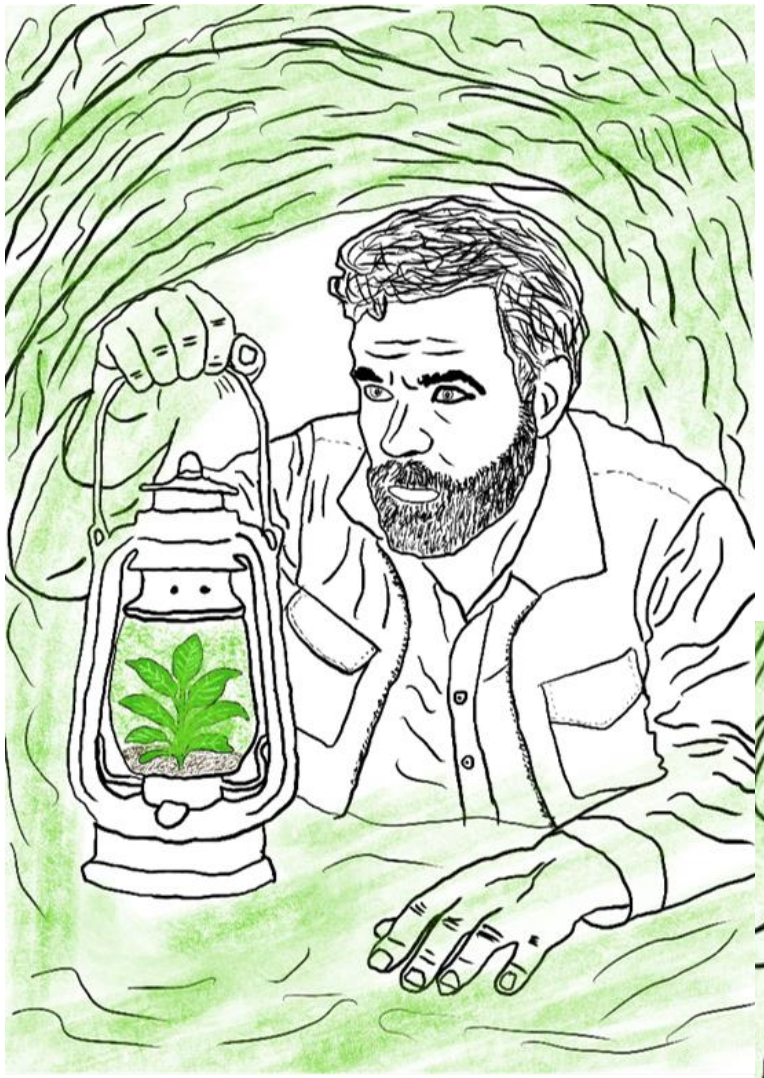




Cave lantern idea

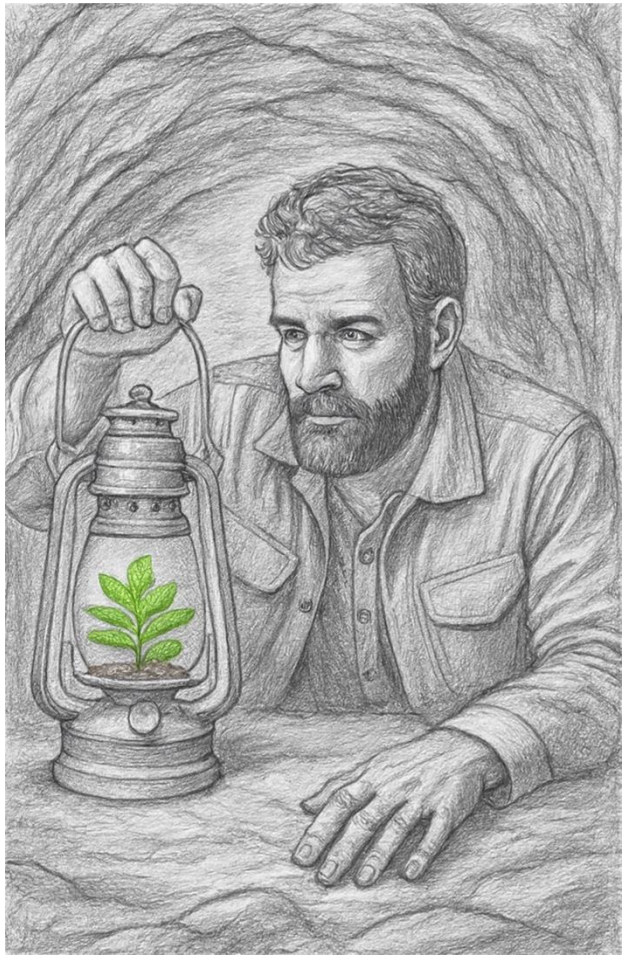
This is the next idea I want to explore, as it's very captivating and visually interesting. I want to show it as an exaggerated light source that brightens the entire cave, almost like a lantern. I plan to create sketches first to highlight its key attributes.

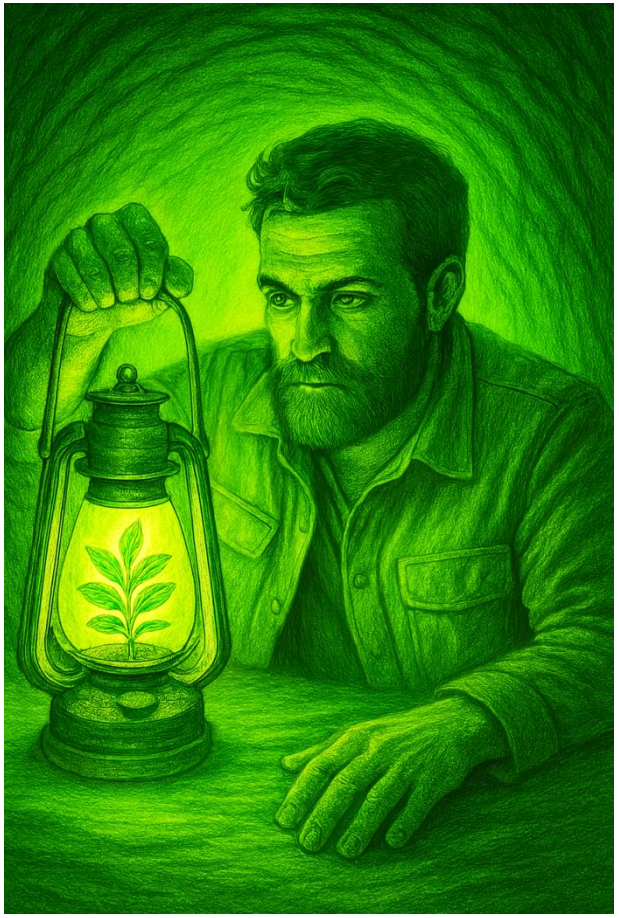


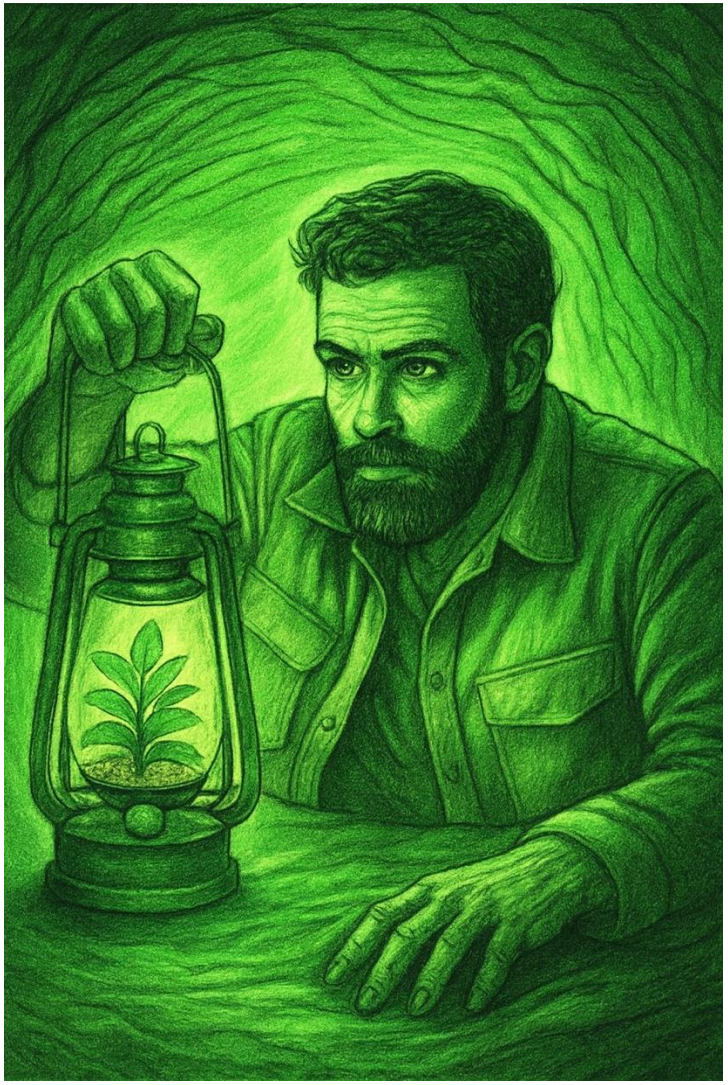




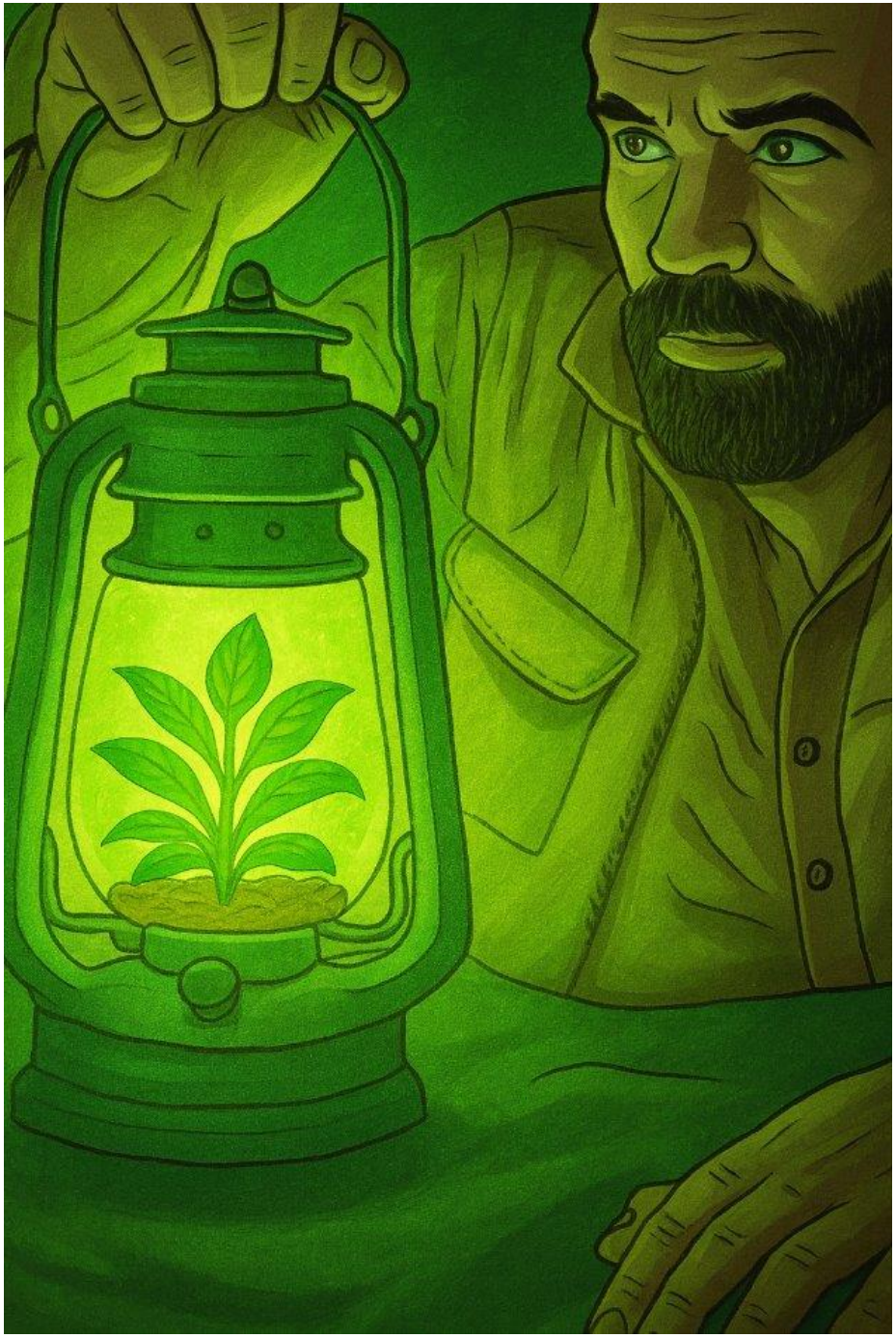
I did some simple sketches to focus on the key attributes, and they do draw the eye more toward the plant. However, the green lighting I used to illuminate the entire cave will need to be improved or fully coloured in. I also experimented with cropping the photo, which I might explore further later on.







Now I've let AI create more in-depth sketches to better visualize the green lighting. I liked the results, but I want the sketches to have more of my own style, so I might bring it back to hand-drawn. I also plan to crop and zoom in again to focus on the plant in the lantern, along with some of the man and the cave, since that's the key point I want to highlight.



This is exactly how I want it; now I just need to figure out where to place the logo within the piece. This is another piece that doesn't require any additional copywriting, as the green lighting from the plant and the logo handle all the marketing and convey the message perfectly.

Final piece







This is how I ended up placing the logo (far left piece) in the end and you almost notice it just after the lantern. As you take in the lantern, your eye naturally moves to the logo and then around the rest of the piece. I think this placement makes it subtle and well-integrated.



Further developed Final piece



Hand puppet idea





This idea has a strong connection to what everyone else has done, taking a familiar object and making the plant powerful enough to cast hand-puppet-like shadows with its light.



I’ve now improved the piece by darkening the shadows and adding color to the hands. I also made the green light more vibrant. The next step for this idea is to add the logo and determine the best placement to showcase the piece effectively.



Final piece



I decided to place the logo in the corner for this piece, as trying to integrate it elsewhere just looked off. Placing it in the corner works best visually and also guides the eye to naturally end there after taking in how the plant lights up the wall.

Further developed Final piece

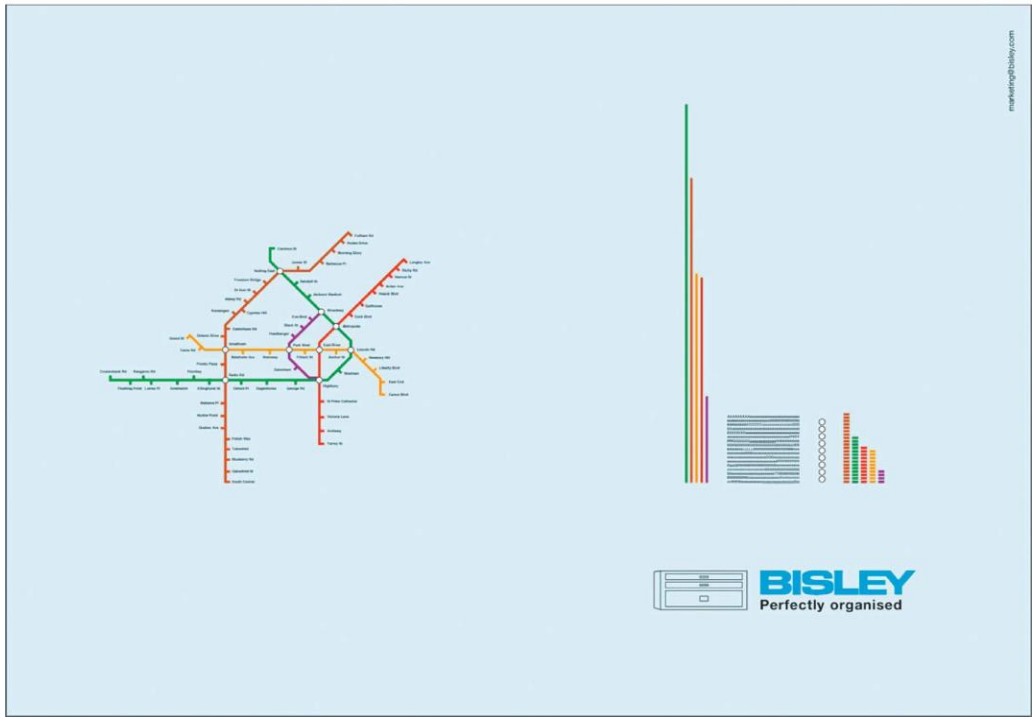


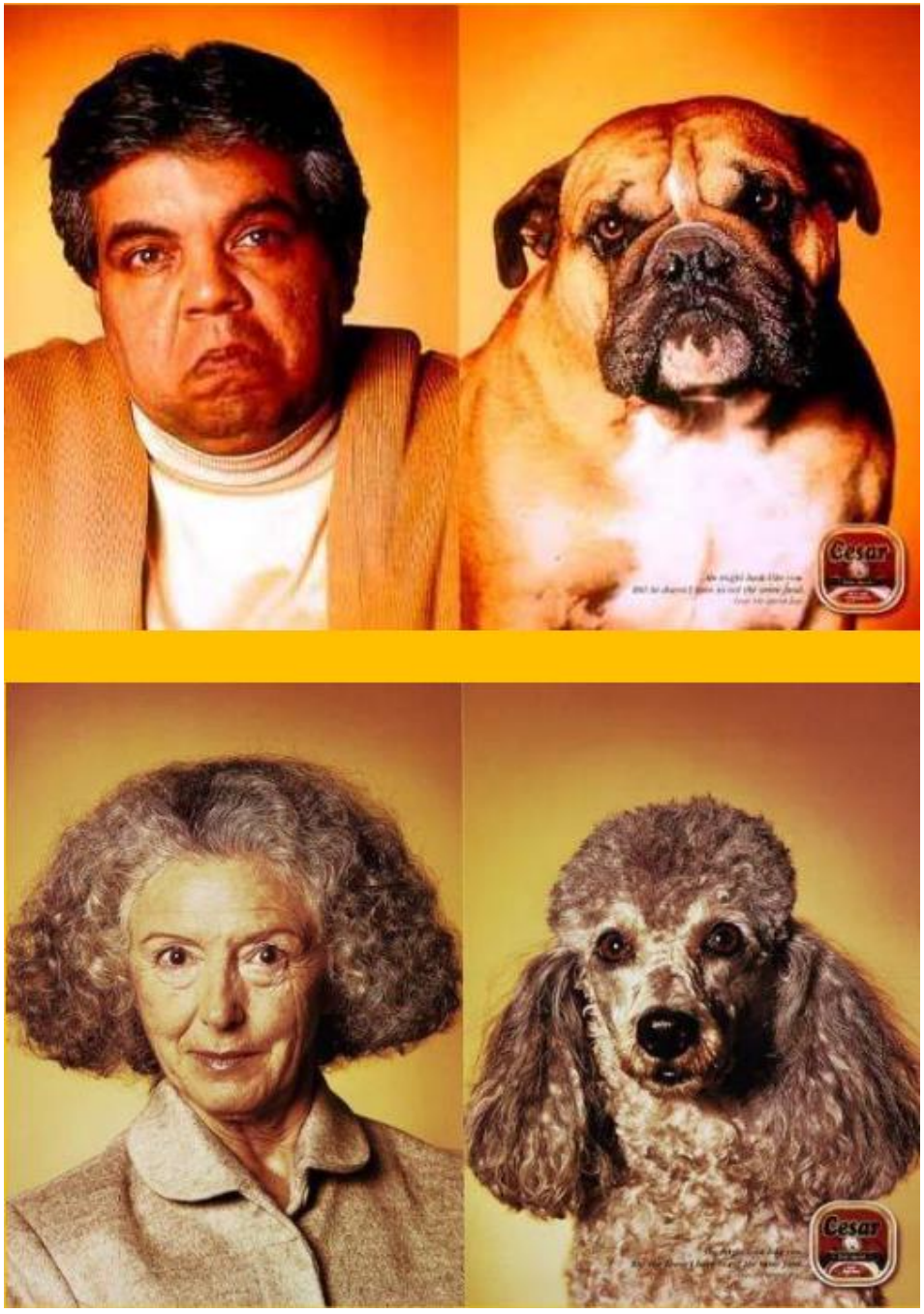
I made it look like this to give off the same feel as the other two, this had to be done to connect the campaigns together.

Comparative juxtaposition Brief

Creative Fundamentals

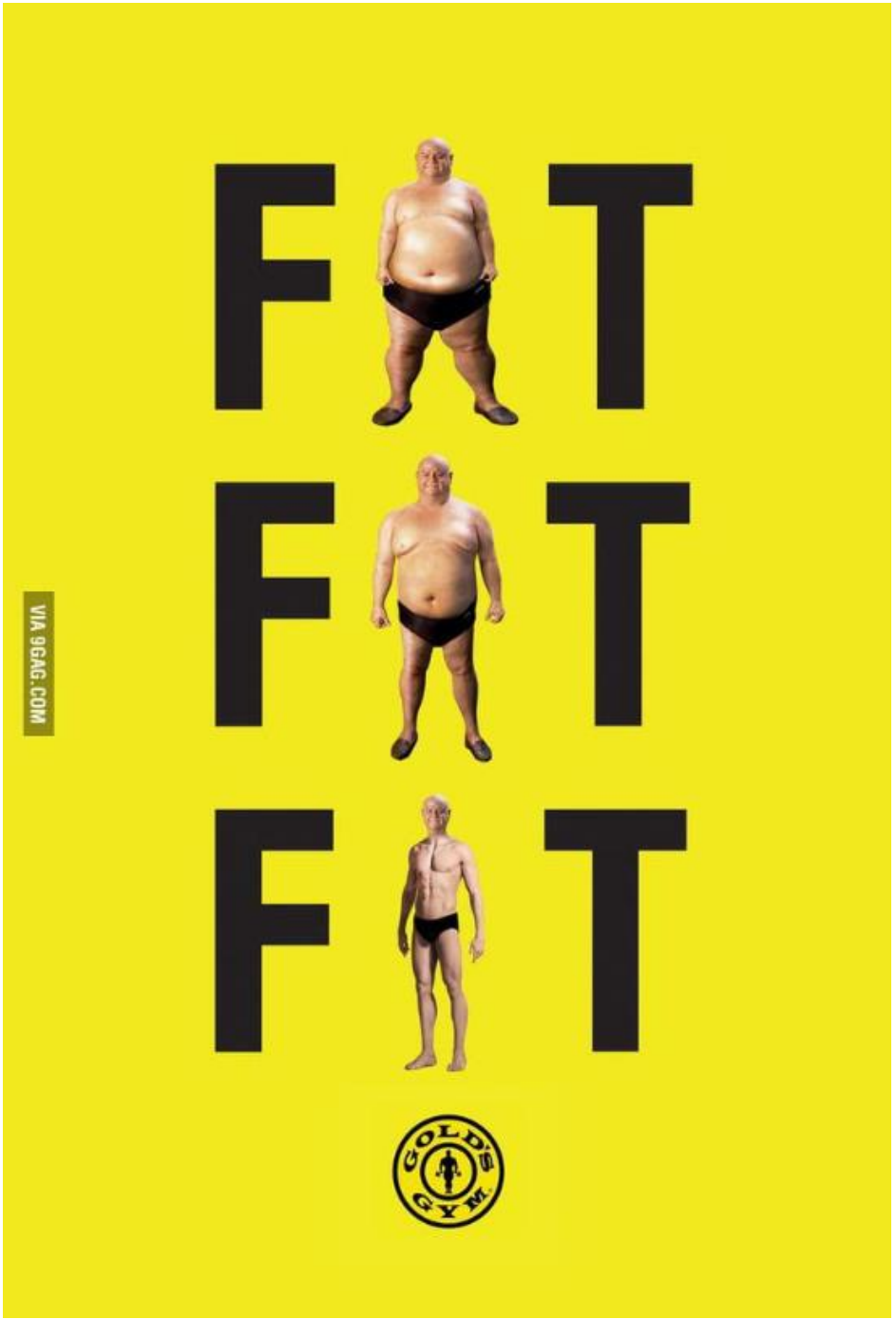
Comparative juxtaposition advert





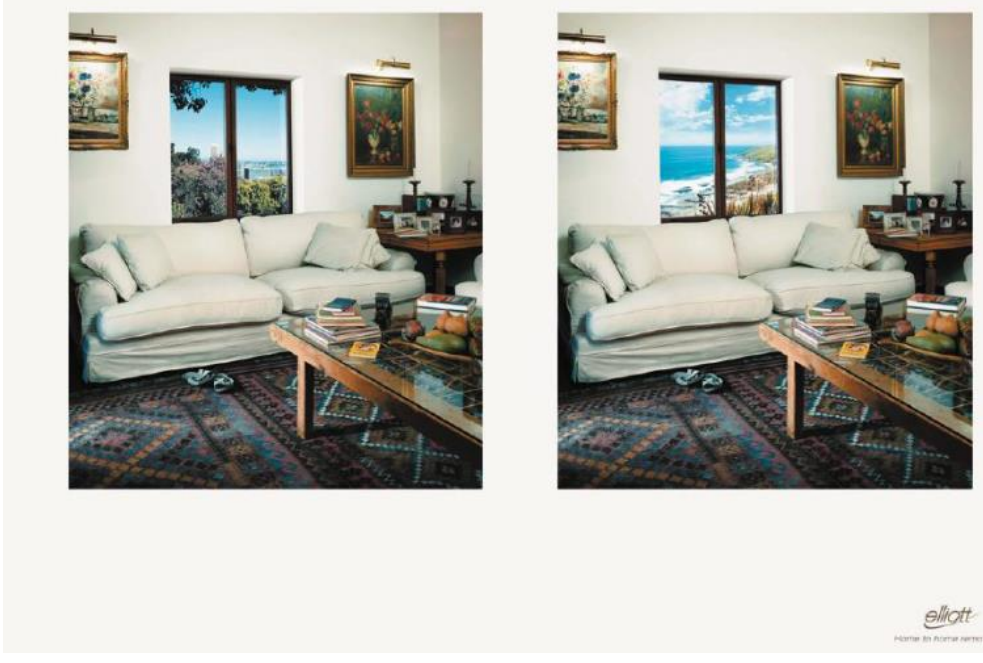



Fedex.
Others.
FEDEX DELIVERS OVERNIGHT TO THE U.S. BY 10:30 A.M.*
Welivetodeliver.
FedEx


FAT
FAT
FIT
VIA 9GAG.COM
GOLD'S GYM


PEPSI


SLEEP WELL. STAY YOUNG.
NEW SULTAN mattress collection
from 195,- to 4.295,-
IKEA


elliott


SLEEP WELL. BECOME BEAUTIFUL.
NEW SULTAN mattress collection
from 195,- to 4.295,-
IKEA

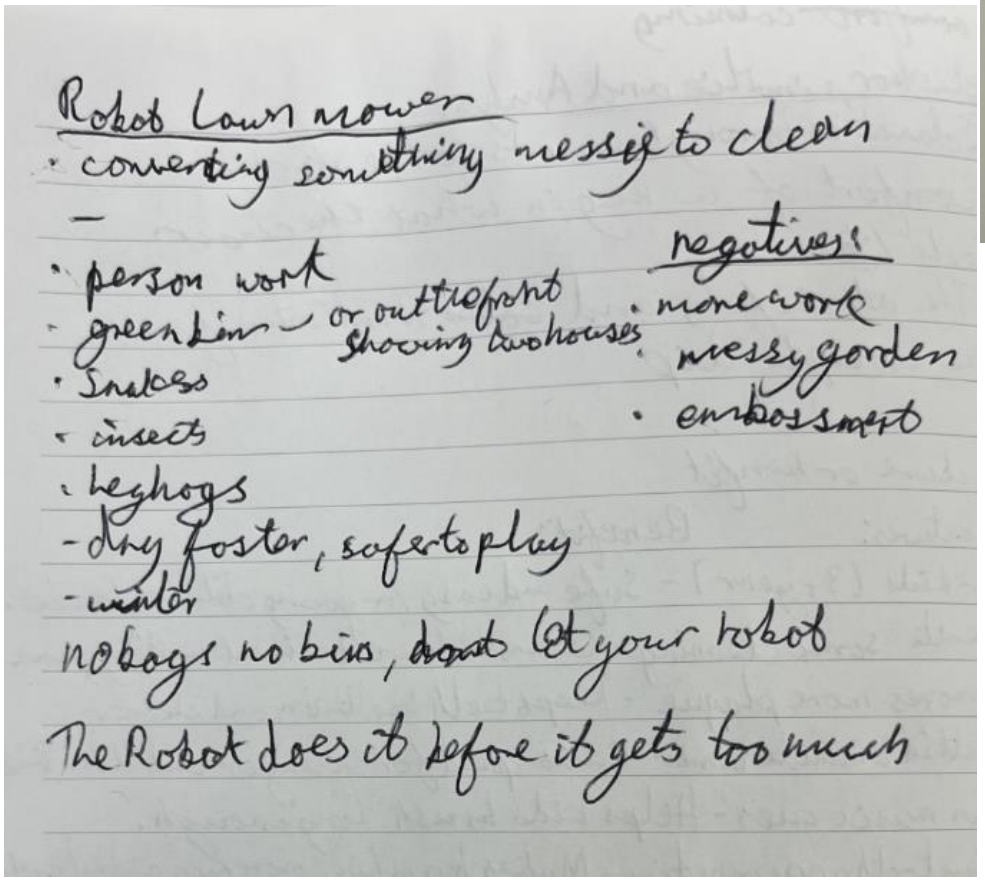




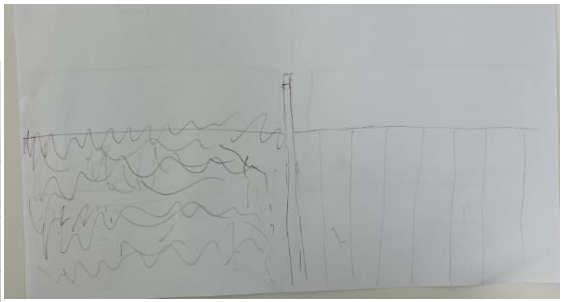
Summary

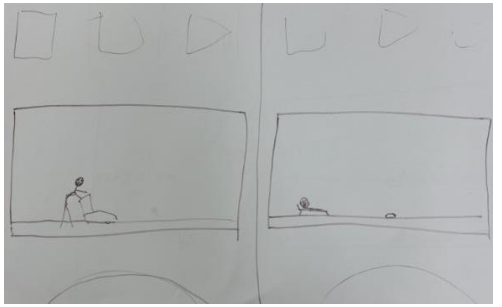
All of these pieces are good examples of how juxtaposition can be used in different styles. Each one presents a smart and creative approach, showing a variety of ways this technique can be applied. This makes them ideal references for my work, as I can adapt and experiment with different ideas and techniques within my own piece.

Speed brief: Composition Juxtaposition



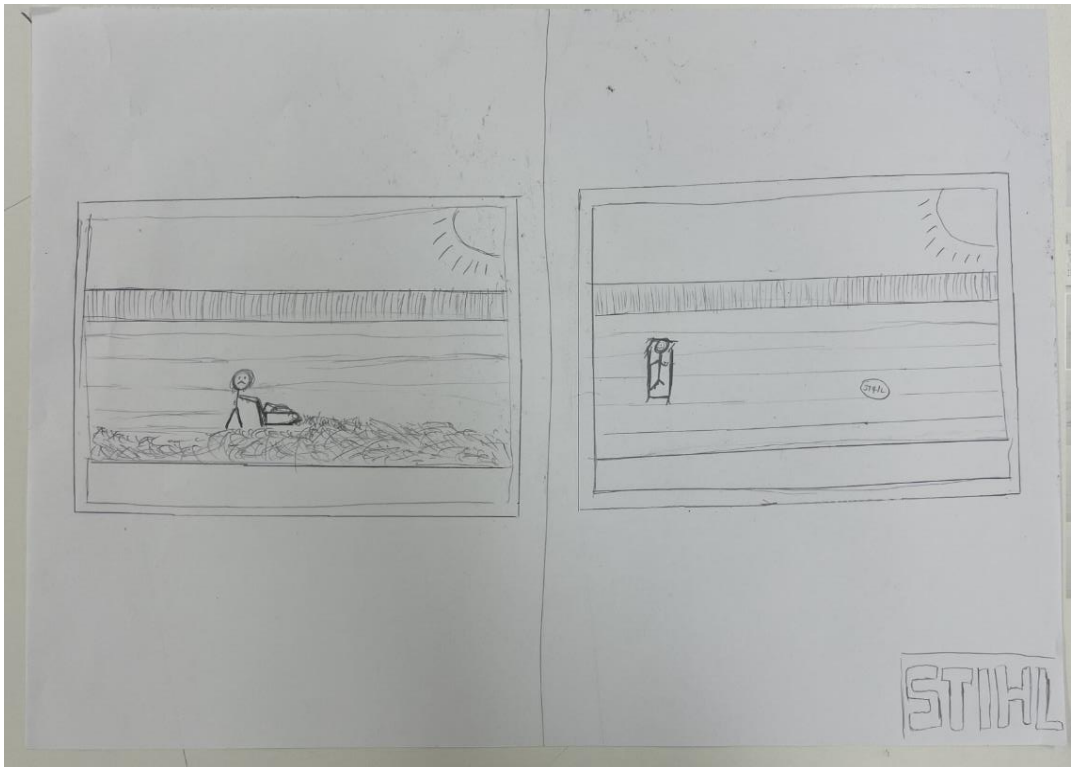
We had to research and create juxtaposition ads for a robot lawn mower. We explored many aspects, including work schedules, seasons, insects, snakes, green bins, and accessibility. One interesting approach we noticed was highlighting the task of filling up green bins as a way to sell the idea. Other simpler approaches, like showing two gardens side by side, could also effectively convey the message.





We did some very rough sketches of two ways to present the simpler ideas. For the third style, it would likely just show an overflowing bin compared to an empty one.

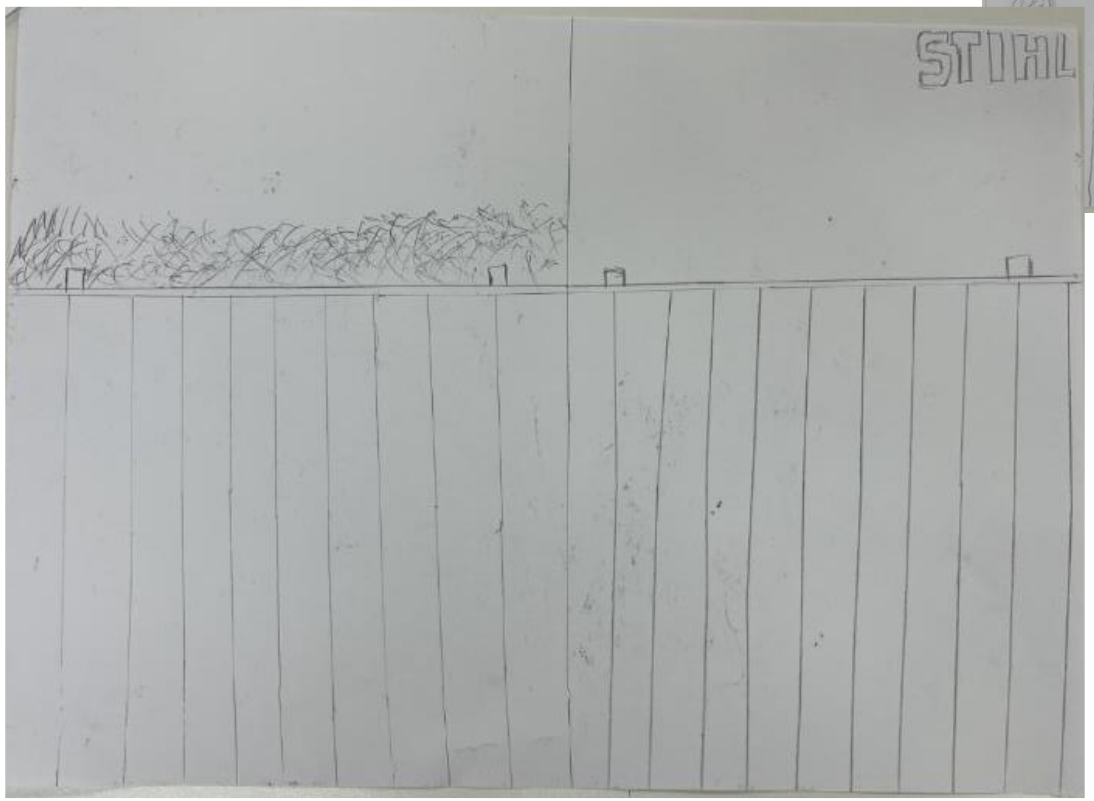
Idea 1



This idea is very straightforward, showing the contrast between one person doing the chores and the other relaxing while the robot takes care of them.

Idea 2

This idea is very simple, with a touch of exaggeration in how the grass overflows the fence. It could also be shown visually, similar to the first idea, with two neighbors side by side. This piece doesn't require any copywriting to make sense.



Idea 3



This idea has the most interesting aspect, highlighting an unexpected benefit of having this robot. It could be presented differently, for example, showing it on people's front drives, which would make the visual more clever and cohesive. This concept emphasizes saving time, money, and effort.

Summary

This gave me a clear way to show how two different methods of juxtaposition can be used. Completing the speed brief on my own also helped me understand what to do and what not to do, especially after receiving feedback. For example, with the two green bins idea, I was advised to bring them into the same frame by placing them in front of two neighbouring houses and showing the contrast in that way.

Creative Advertising - Week 7 Date: 27.10.25

Brief:

Comparative Juxtaposition

You are to work in teams of two (with who, you decide). Firstly, identify one feature or benefit of your product. You must now produce three 'Comparative Juxtaposition adverts' for the feature/benefit you have identified.

1. **Coleman's mustard**
2. **Wellkid children's vitamins**
3. **Dove soap**
4. **Center Parcs**
5. **Subway**

Advice
Comparative Juxtaposition or 'before & after' is a well-used form of communicating within advertising which often contrasts the benefit of the product/service with the solution. Because this method is employed quite often you should try to do something fresh and innovative with it, otherwise you run the risk of making your ads look old fashioned and uninspired.

Understand the product, but don't spend ALL your time researching.

Focus on 'message' and distil it down to the barest essentials.

To do - 3X <u>good quality</u> A3 marker visuals – landscape or portrait, you decide.

Deadline –THURSDAY 30.10.25

Learning Outcomes

On successful completion of this module a student will be able to:

LO1	generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs
LO2	employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry and visualisation
LO3	make use of research analysis and critical judgement when articulating reasoned arguments for the presentation of ideas and solutions
LO4	develop a working knowledge of advertising industry organisational structures, working processes, outcomes and reputation

Ads on vitamins well kid





















These ads are all very simple and have no unique look or points within. The only one that is a bit different and stands out is the superhero one to show of the kid feeling stronge.

Competitors

Brand	Similarities to Wellkid	Differences / Benefits (Compared to Wellkid)
Haliborange	• Kids' vitamins • Supports growth and immunity • Easy formats like gummies and liquids	• Simpler vitamin formulas • Very popular for younger children • Often cheaper and easier for basic daily use
Zarbee's	• Kids' vitamins and immune support • Gummies and liquids like Wellkid	• Uses more natural ingredients • Some products include probiotics • Strong focus on immune + diges

By comparing different competitors, this table showed me that while all children's vitamin brands are similar in some ways, each has its own unique strengths. It helped me understand what each brand excels at and why parents might choose one over another.

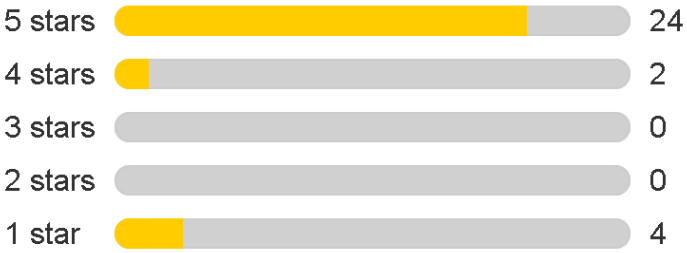
Reviews on the item

Overall rating

4.4 ★★★★½ 30 reviews

Rating snapshot

Select a row below to filter reviews.



★★★★★

Good for kids who don't like the chewy sweets

Beccat13

VERIFIED PURCHASE

6 months ago

Gives me great reassurance thay my son, who has a limited diet, gets the vitamins he needs. Also contains iron, which I've found many childrens vitamins don't.

★★★★★

My son likes this

Jesmin

VERIFIED PURCHASE

2 years ago

My son like this multivitamin, I mixed with juice. And it's work on him. I noticed when he had this, it makes him hungry, so he can have more food.

★★★★★

Finally found vitmains kids accept

Sumina

4 years ago

After trying all sorts. Finally all 4 kids of mine will happily have this (and ask for more). Has all the vitamins they need to continue driving me crazy :D

★★★★★

The best ever vitamin supplement.

Inga

VERIFIED PURCHASE

a month ago

The best vitamin supplement for children.Thank you

These reviews show that the company is trusted, with its main strengths being how easy the vitamins are for kids to take and how effective they are. Many parents mention that their children actually enjoy the taste and texture, making the vitamins feel more like a treat than medicine.

Phycology research

•Kids are more willing to take it because it tastes like a sweet. The soft, chewy texture makes it feel like a treat, so children don't see it as "medicine."

•Good taste reduces stress or worry, If it's easy and pleasant to take, kids feel relaxed about it and don't fight against it.

•They feel healthier and more energetic. Vitamins can help improve mood, focus, and general health, especially if a child is missing nutrients.

•Healthy routines make behaviour better. When kids get the nutrients they need regularly, they may act calmer and feel better overall.

•Parents' influence matters. Kids are more likely to take vitamins when parents turn it into a positive habit.





Target audience

The target audience for Wellkid is parents or guardians of children, mainly those who want to make sure their kids get all the vitamins they need to grow, stay healthy, and have good immunity. It’s aimed at families who care about their child’s nutrition and want an easy, trusted supplement to support their children's health.

Typography









Typography

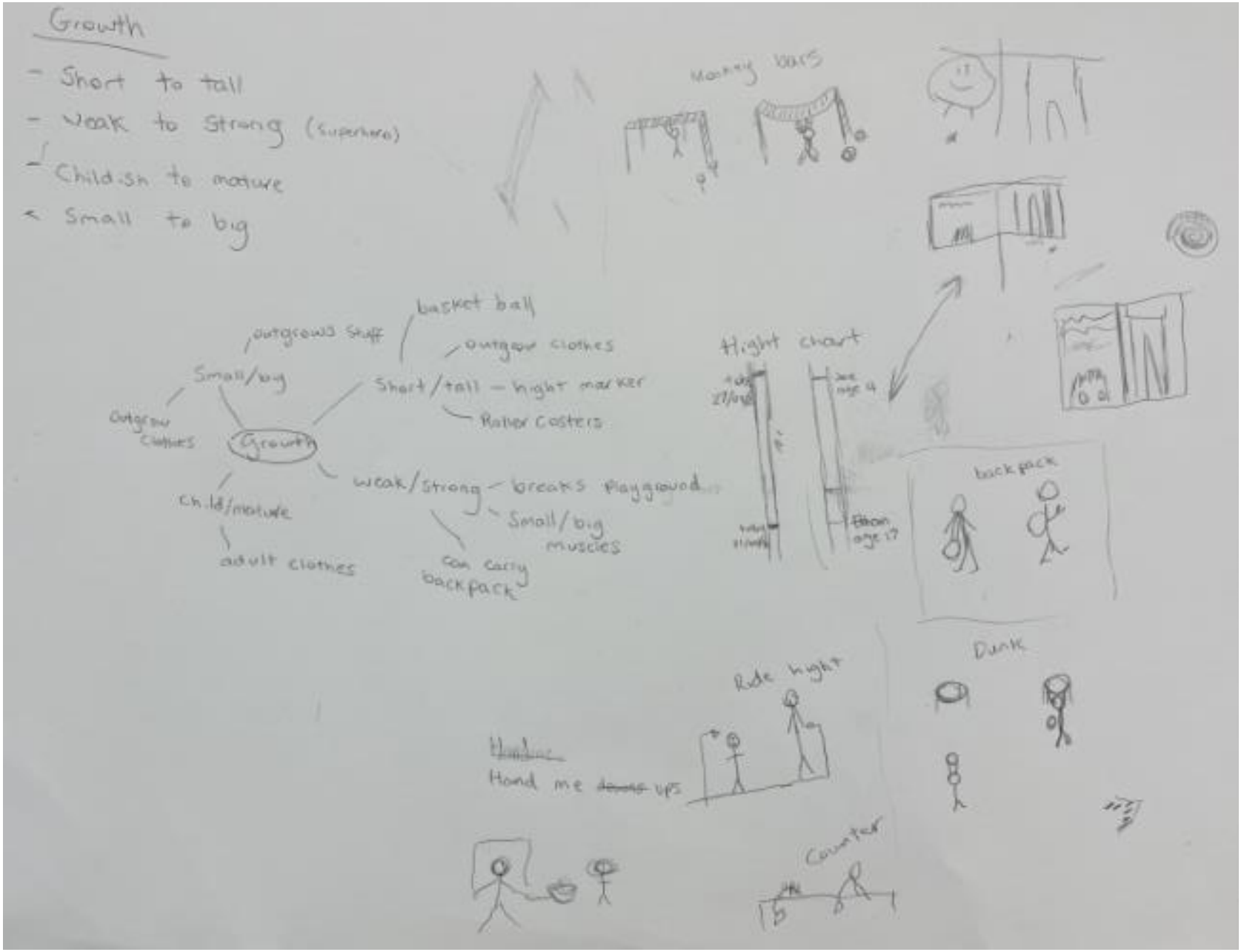
The typography in these Wellkid examples uses bold, rounded sans-serif letters for the main logo to feel friendly and child-focused, paired with clean, geometric sans-serif text in all caps for a more scientific, trustworthy look. Supporting text stays simple, using different weights and colors to highlight key benefits. To make your ads match this style, use a rounded bold sans-serif font for product names, a clean all-caps sans-serif for headings, and straightforward sans-serif text for details, keeping the layout clear and easy to read.

Colours

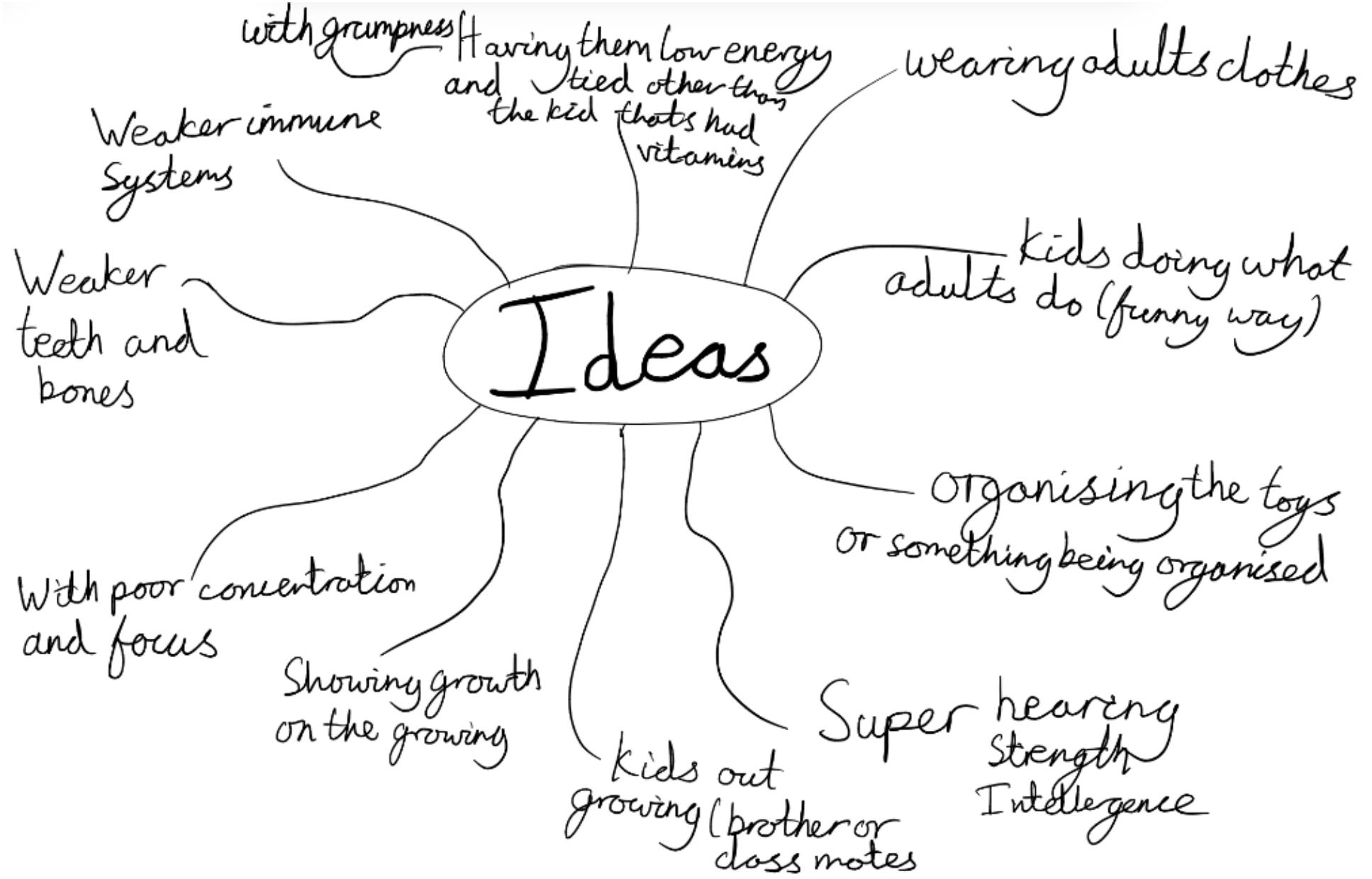

wellkid
4-12 years
MULTI-VITAMIN
LIQUID
15 vitamins & minerals
Swiss Alpine malt
including iron to contribute to normal
cognitive development
of children
GREAT TASTING
VITABIOTICS
wellkid
4-12 years
MULTI-VITAMIN
LIQUID
15 vitamins & minerals
Swiss Alpine malt

Benefits

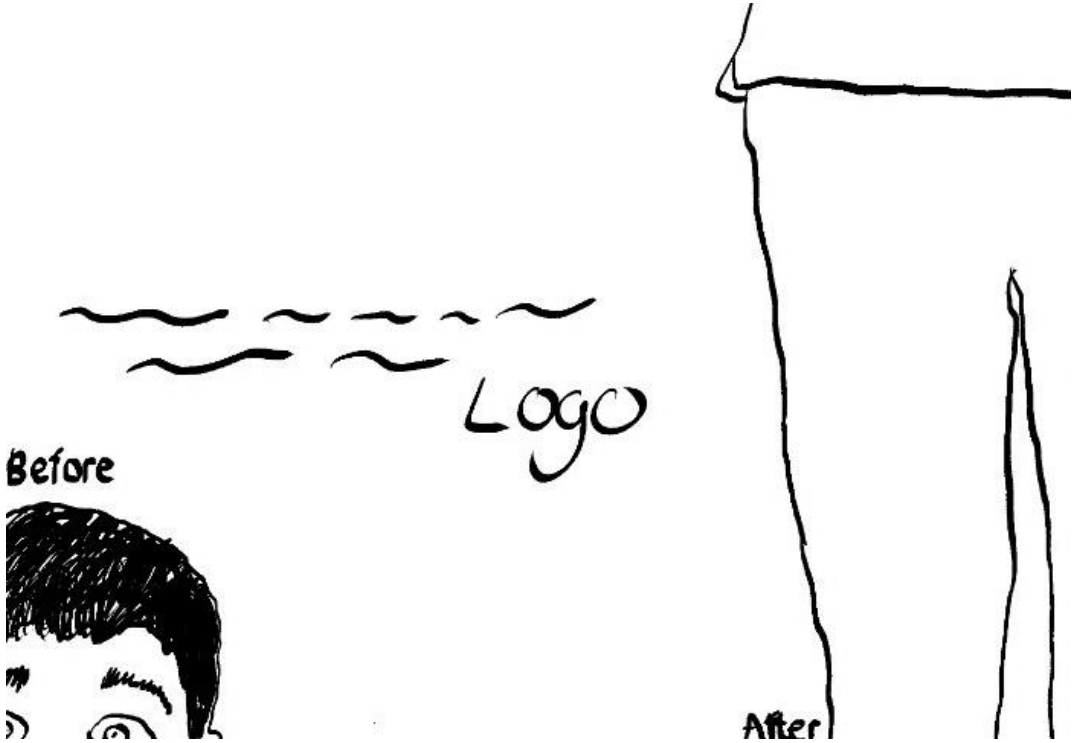
- Support bone growth and development
- Helps immune systems
- Supports normal growth
- Design for childrens needs (4-12)
- Dental/health friendly - some chewable versions are low in sugar
- Suitable for certain dietary needs many are vegetarian-friedly and free from artifical colours, yeast, lactose or gluton in many cases

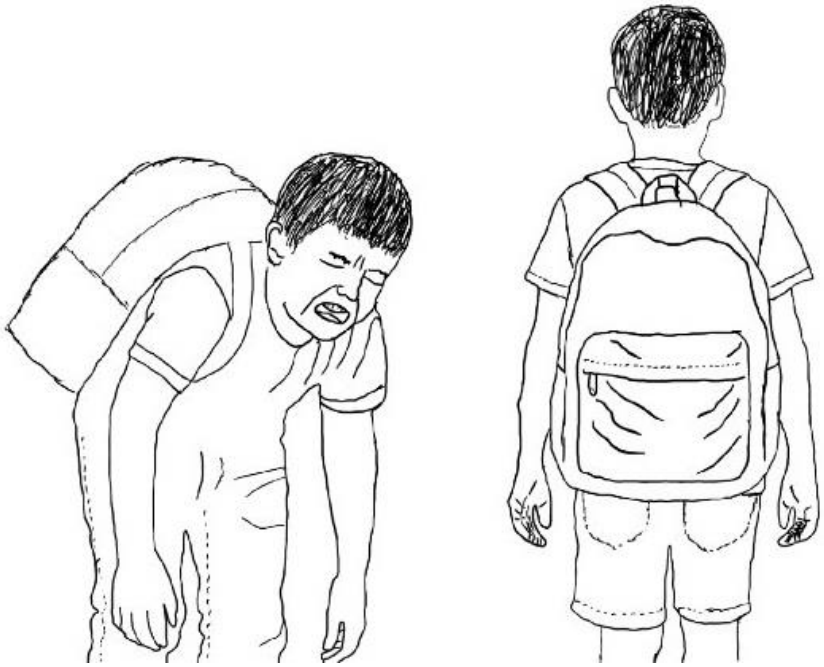


After researching, we began to explore ideas for what we could do with Well Kid. We created small mind maps and developed initial sketches alongside them to help visualise our ideas.


Ideas
with grumpiness
Having them low energy and tied other than the kid thats had vitamins
wearing adults clothes
Weaker immune systems
Weaker teeth and bones
kids doing what adults do (funny way)
With poor concentration and focus
Showing growth on the growing
kids out growing (brother or doss mates
Super hearing
Strength
Intellegence
Organising the toys or something being organised

Sketch's

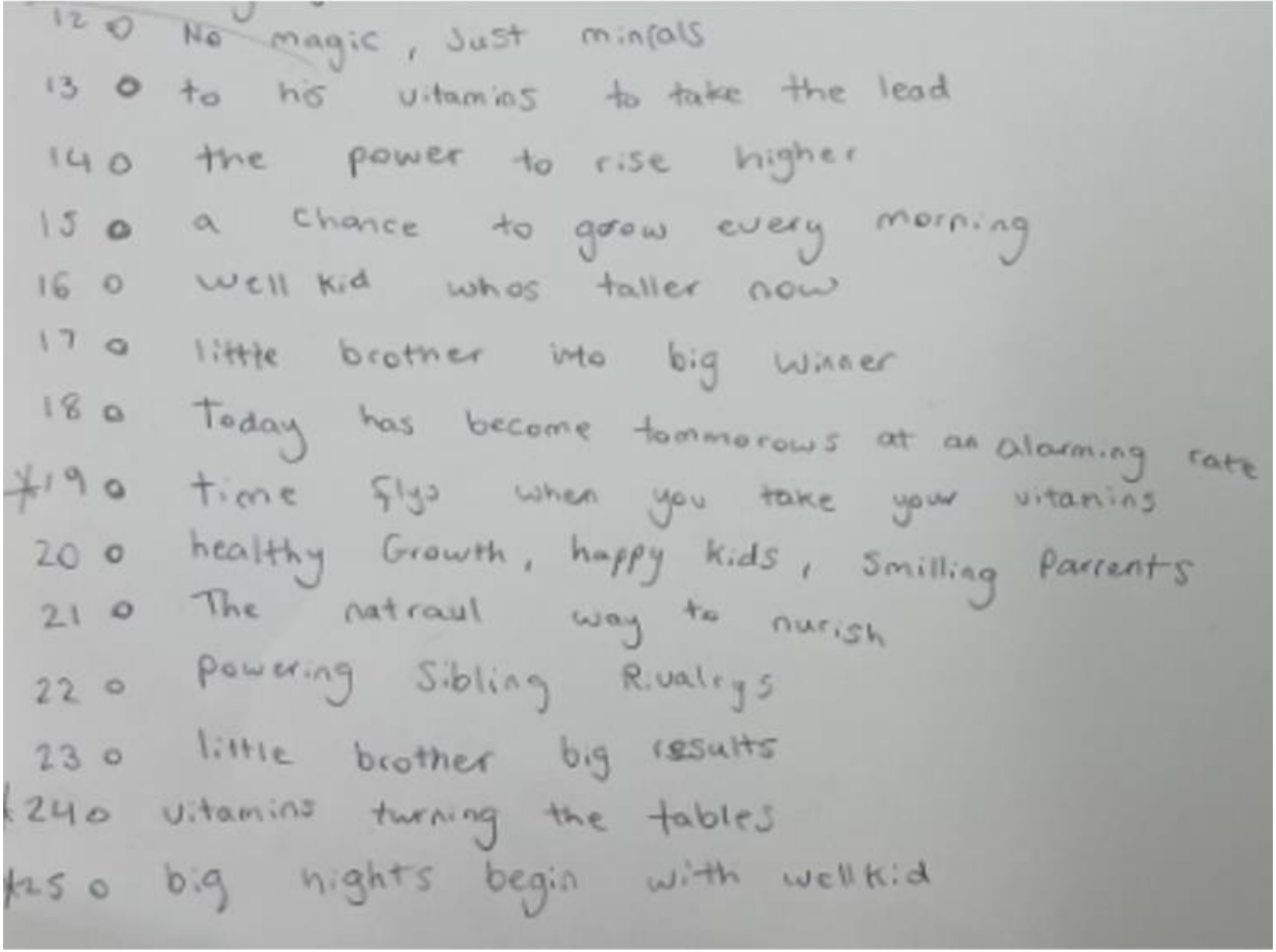




These are the concepts we currently have in mind for two of the pieces, while we are still deciding on the other two. The piece in the bottom left focuses on showing the strength of one child compared to the other, while the piece in the top left highlights the growth a child has experienced over time without WellKid vitamins and then after taking them.

Copy hight chart

1. One has viamins one doesnt
2. guess whos had vit.nS
3. Reach new hights of nutrition
4. Whos the taller brother now
5. he used to look up to his brother.
6. one skipped vitamins, guess who?
7. big brother, not anymore
8. the results are looking up
9. a daily boost that helps you Stand tall
10. Grow bold, Grow Confident, grow tall
11. "they grow up so fast"

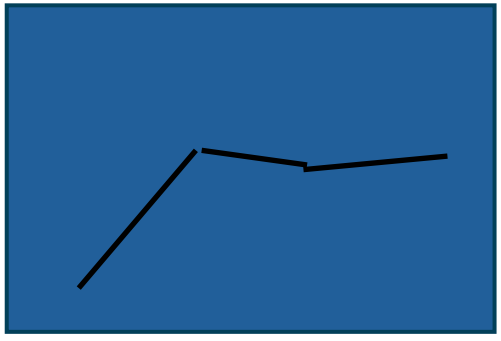


After exploring the types of ideas we could develop, we then began coming up with a range of different quotes and lines that could be written alongside the pieces.

Idea 1



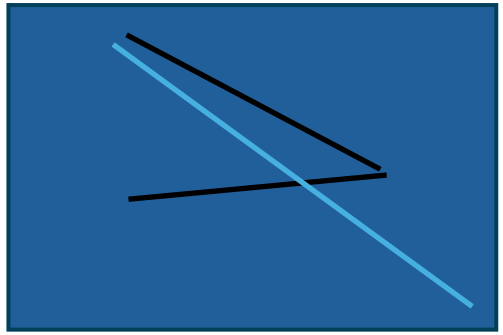
This is how the piece turned out from the sketch version. It is very clever and successfully communicates the positive message, but there is also another way we want to explore the height and growth concept in a different advert, which will be idea three. Depending on how that turns out, we will decide whether to keep this piece or replace it. I also feel that, with this design, the viewer's eye moves around too much and doesn't flow smoothly through the piece.

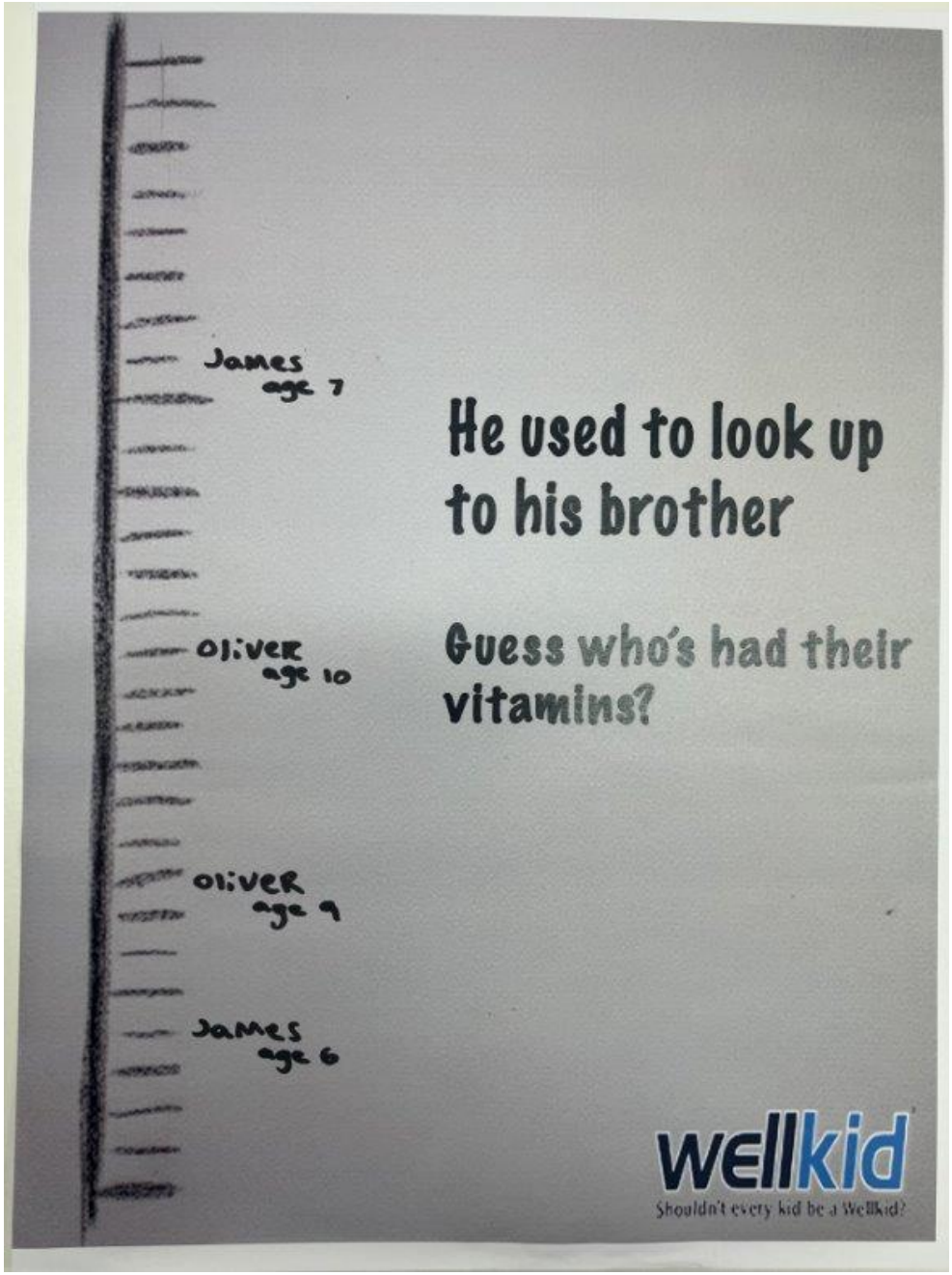


Idea 2



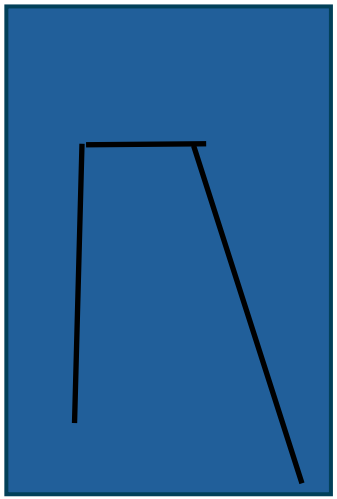
I believe this piece uses copywriting in a very smart way, but I think the visual could still be improved. I plan to take this idea forward and develop it further, focusing on strengthening the visual. At the moment, the viewer's eye moves around too much, so I want to improve the visual hierarchy to create a clearer and more controlled reading flow.





Idea 3

This is the other way I wanted to explore the height idea. This concept has a much stronger connection with the audience, as many families measure their children's height on a wall as they grow up. Showing the competitive element between siblings—where the child who has taken WellKid vitamins grows much taller—communicates a strong message about the product being effective and necessary. However, the visual still needs improvement to make the wall read more clearly as a wall and to give the advert a cleaner, more polished look.



Feedback:

- To improve the visual look and style of the key strength idea
- Do the same for the visual look of the wall height
- Completely change the last one enough to be more on smartness

Plan:

- Develop new idea for a smart one, and improve the other two for their visual look
- And play with the typography more

PROBLEM

Needing to demonstrating the health benefits of Wellkid vitamins in a clear and memorable way without relying on predictable or overused comparison visuals.

INSIGHT

Parents know Wellkid supports many areas of their child's health, but it's hard to remember or recognise each benefit when they're all communicated at once.

SOLUTION

The solution is to showcase each Wellkid benefit individually, showing a child becoming stronger, healthier, and more confident in different ways (taller, smarter and stronger), making them stand out and prompting parents to ask themselves if it could have the same impact on their own child in real life.



This sketch was to show off how I was thinking to have the work, but I will play around with it definitely. Too get the best look. This is a new way I have thought to make it though that uses great visual hierarchy.



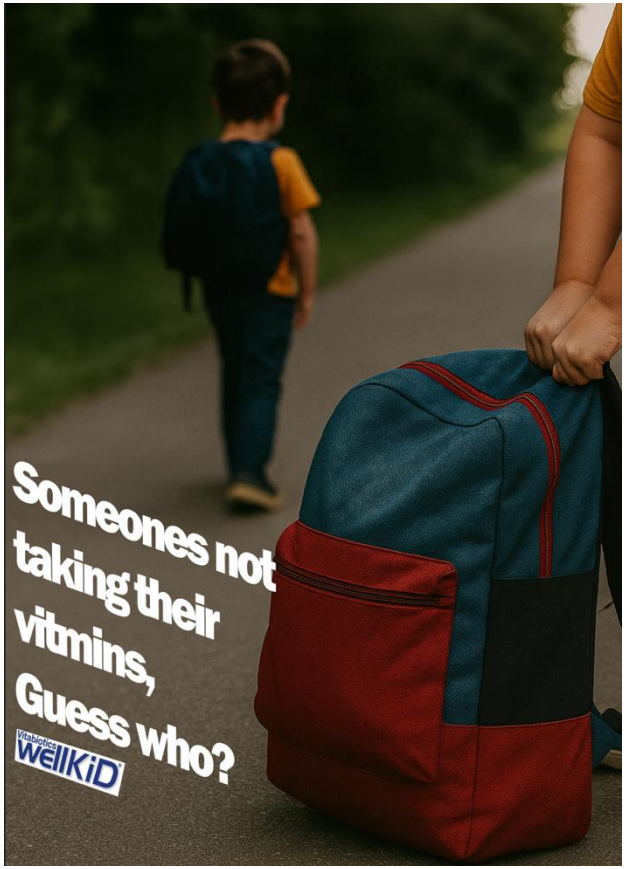




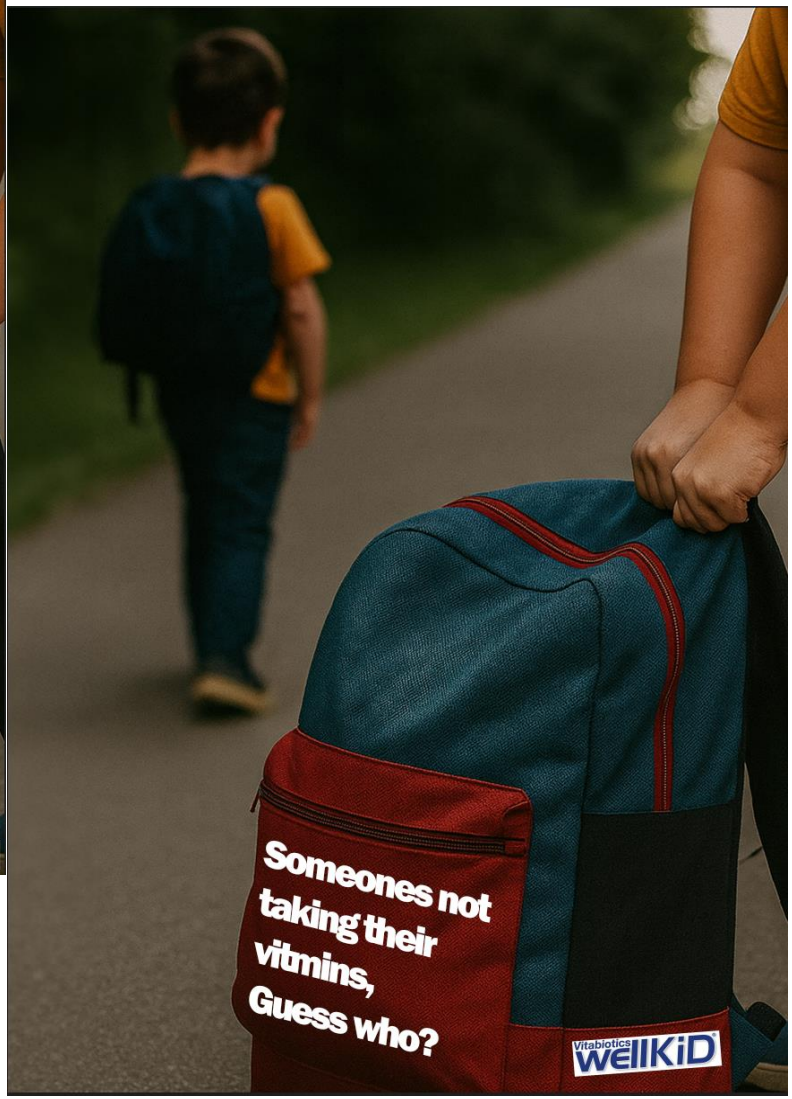


I came up with a much stronger way to present the piece, making it easier for the viewer's eye to follow. I experimented with how the child would be positioned trying to pick up the bag, as well as with the colour choices. The top-left option looked the most effective and realistic, and the only change I wanted to make was adjusting the image angle.

Strength Final Piece



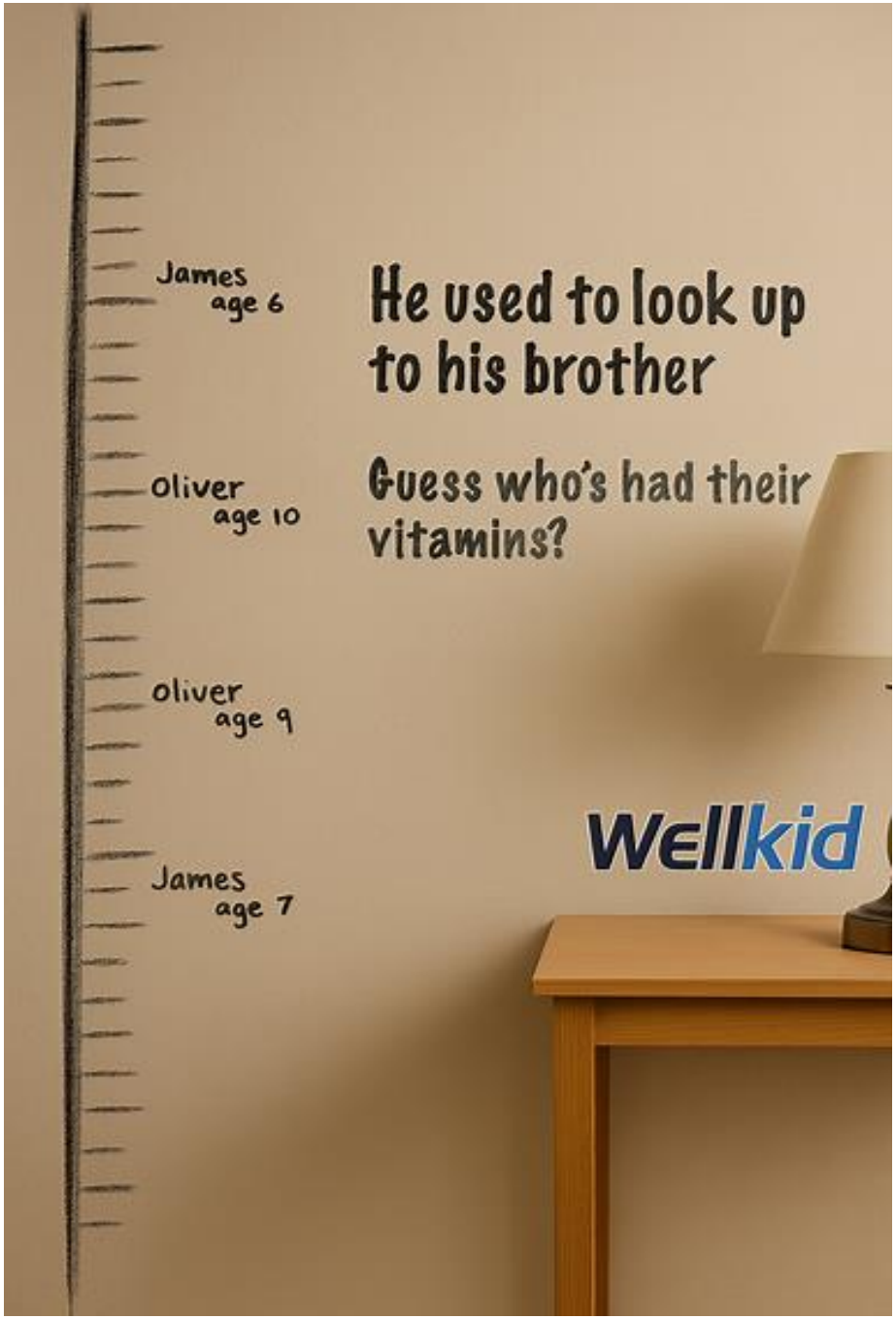




After experimenting with the image, I explored different typography and logo placements to see what worked best. I tested a range of colours, but white stood out the most within the composition. I chose to place the text on the bag, as it complemented the piece well and reduced unnecessary eye movement, leaving the bottom-right area as negative space. I really like this outcome, as it is clear, strong, and communicates the message effectively.

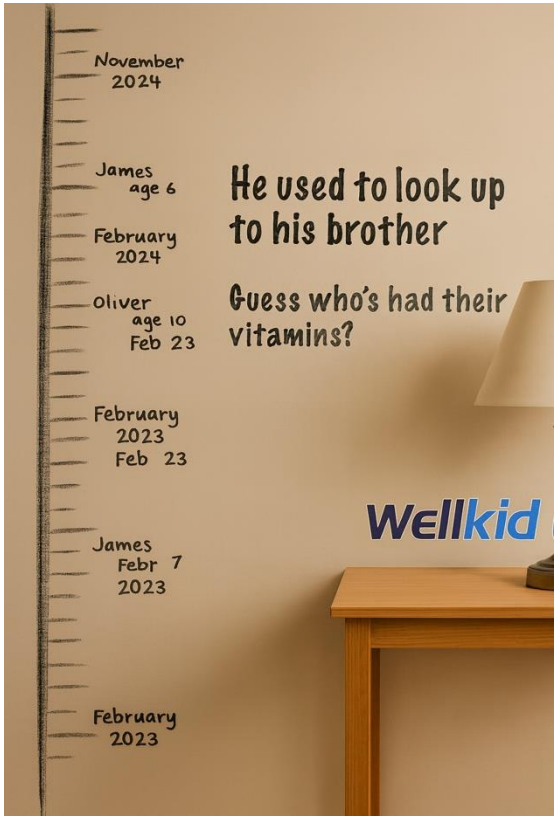
Further developed Final piece



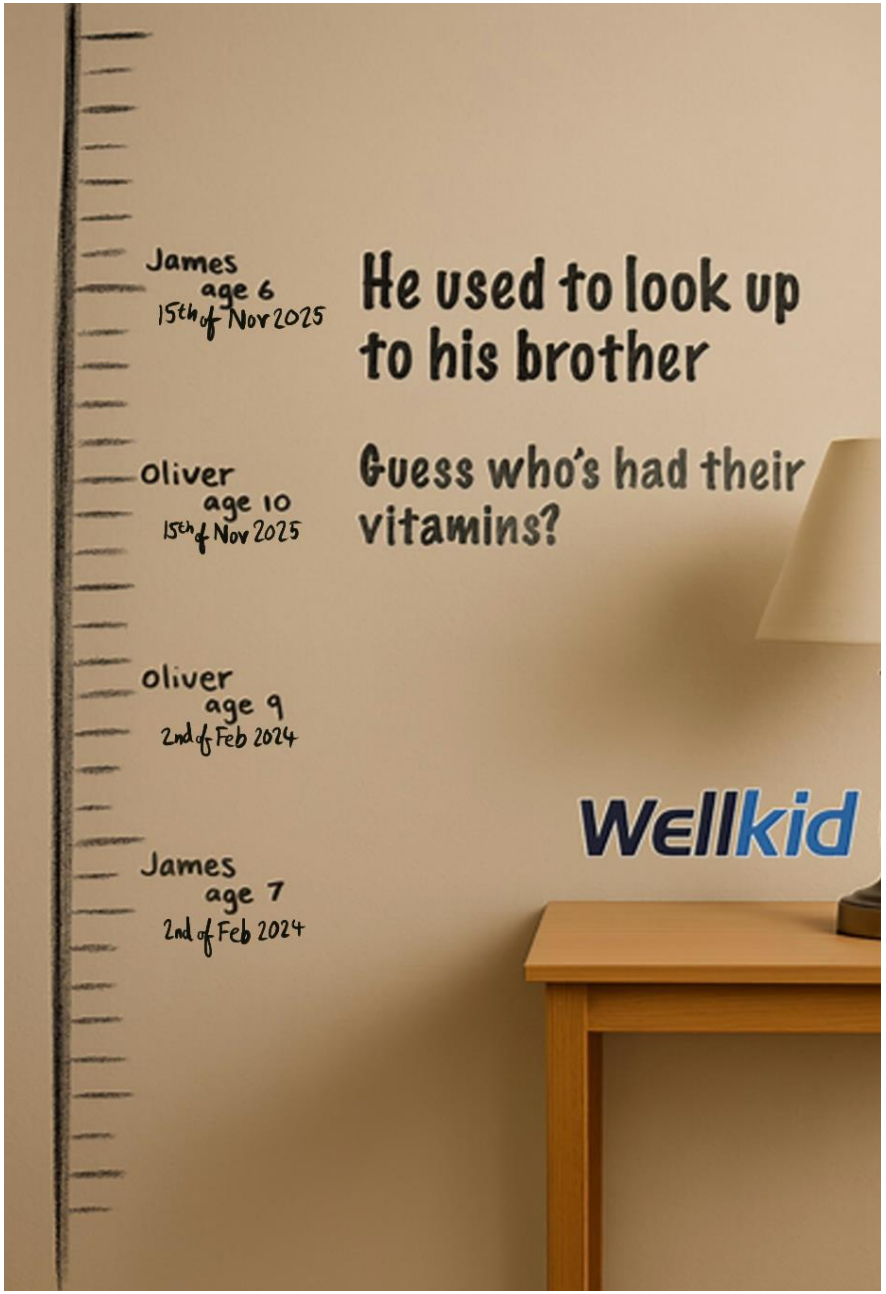


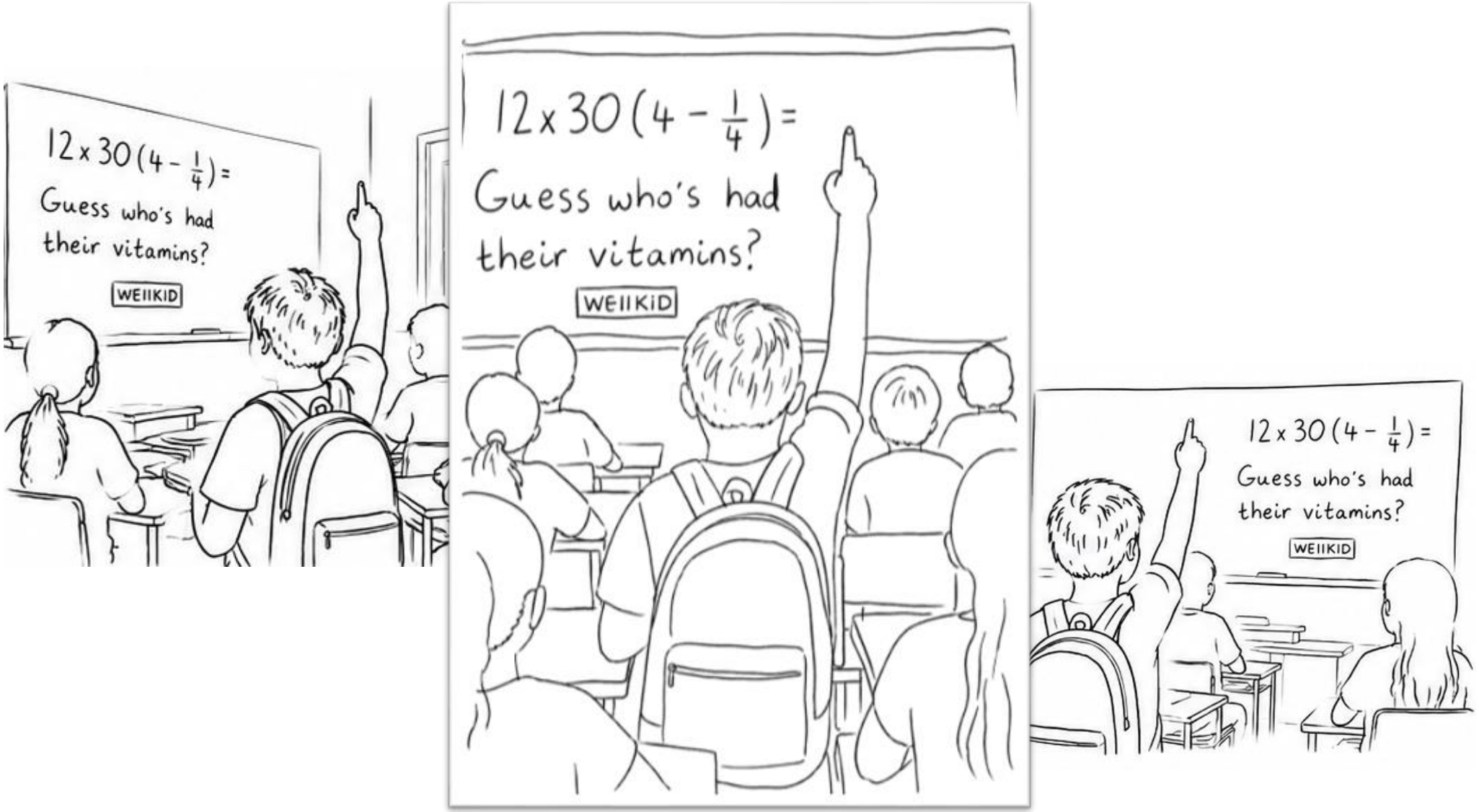
I enhanced the piece's realism by improving the overall quality and adding a table and lamp, which made the wall and scene more obvious. The viewer's eye naturally follows a path and from the height line, up through the names and ages, then to the typography question, and finally to the logo and effectively connecting the message. The next step is to add dates to clarify that it's the same two individuals, ensuring it isn't mistaken for different Olivers.

To incorporate the feedback and make it clearer that it's the same Oliver and James at different times, I added dates. I initially tried having Copilot generate them, but it didn't get it right. Instead, I used my pencil in Procreate to add the dates manually, which worked perfectly and completed the piece as intended.



Height Final Piece





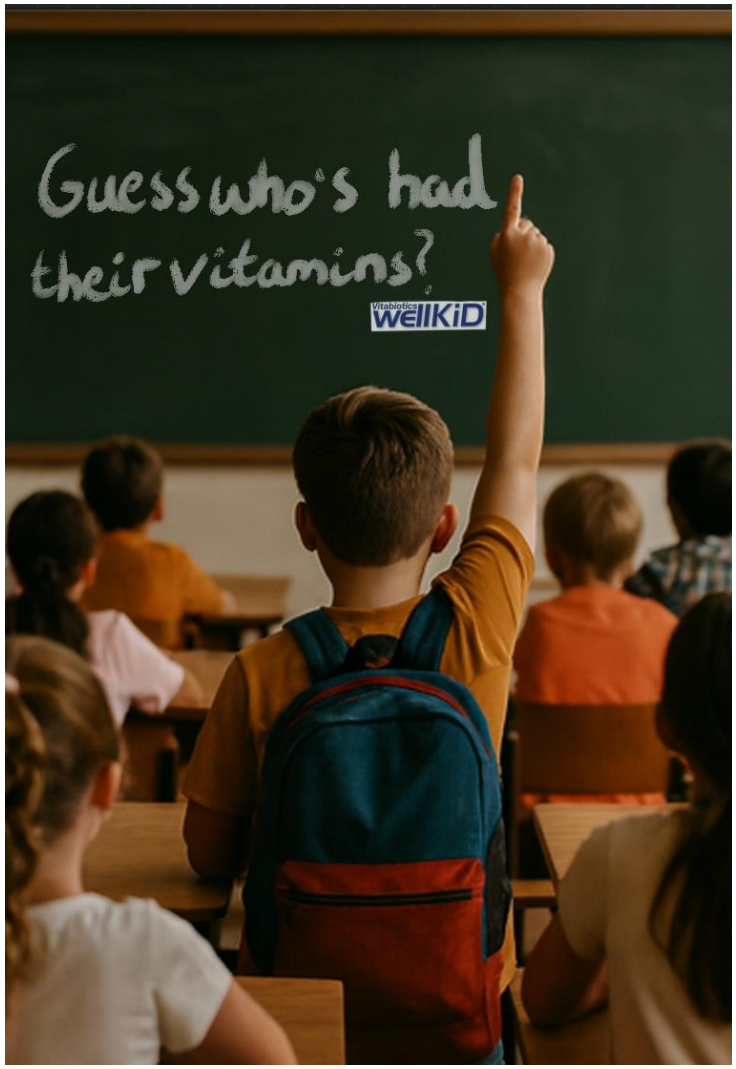
A sketch I made to show off what I was thinking for this idea. And how I wanted it too look and the best way too portray how it looked.

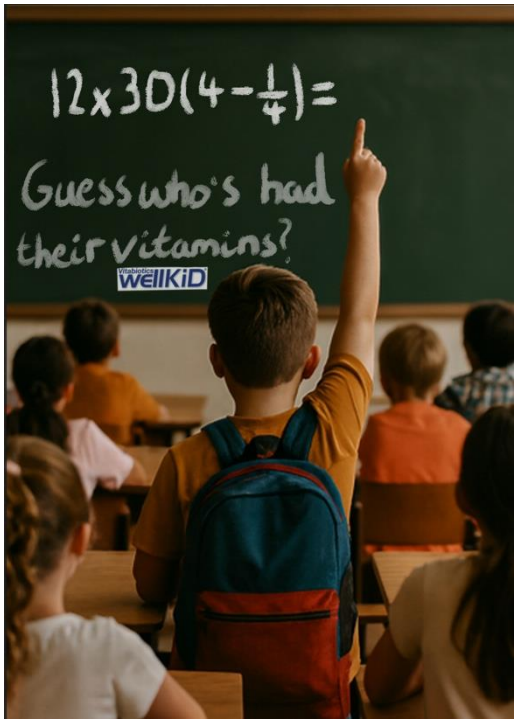


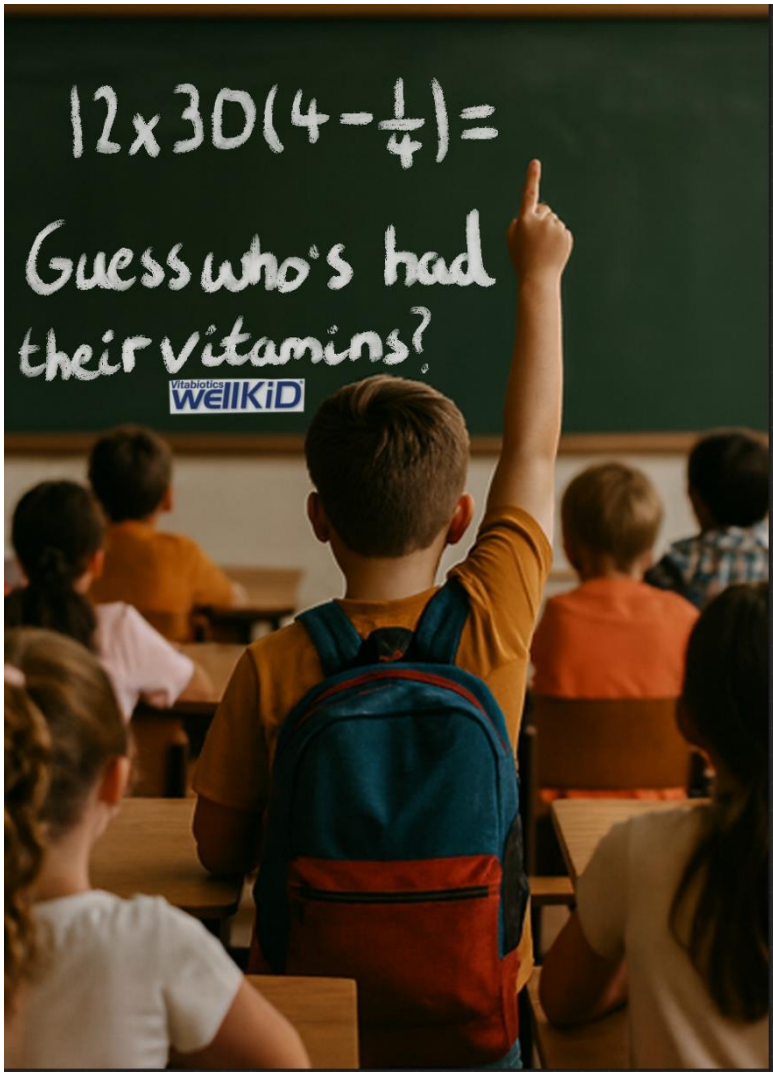


“This concept cleverly showcases the benefits of Wellkid vitamins while staying consistent with the other ‘Who’s the Smartest?’ ideas. The visual on the left reinforces continuity by linking the child with the same bag, making it clear it’s the same kid and tying the campaign together seamlessly.

Smart Final Piece







After integrating the image and visuals, I added typography in a chalk-style font to mimic writing on a board. Initially, I laid out just the main line, then included a random challenging question to emphasize that he's the smarter child. I experimented with opacity to control reading order, and the way the hand points upward naturally guides the viewer to the question on the board. This flow creates exactly the experience I want people to have when processing the piece.