

Business Card

Media:

Present myself and show my unique selling point through business card. It should leave contact details as well as impression.

Brief:

Present myself and show my unique selling point through business card. It should leave contact details as well as impression.

Solution:

Business card that leaves a futuristic impression and communicates interest in technology and digital communication by creating illusion of myself in front of a touch screen.



Valvona & Crolla

Media:

Ambient execution in the city centre, office and sleeping areas of Edinburgh, buses, bus shelters, in store activities and online videos.

Brief:

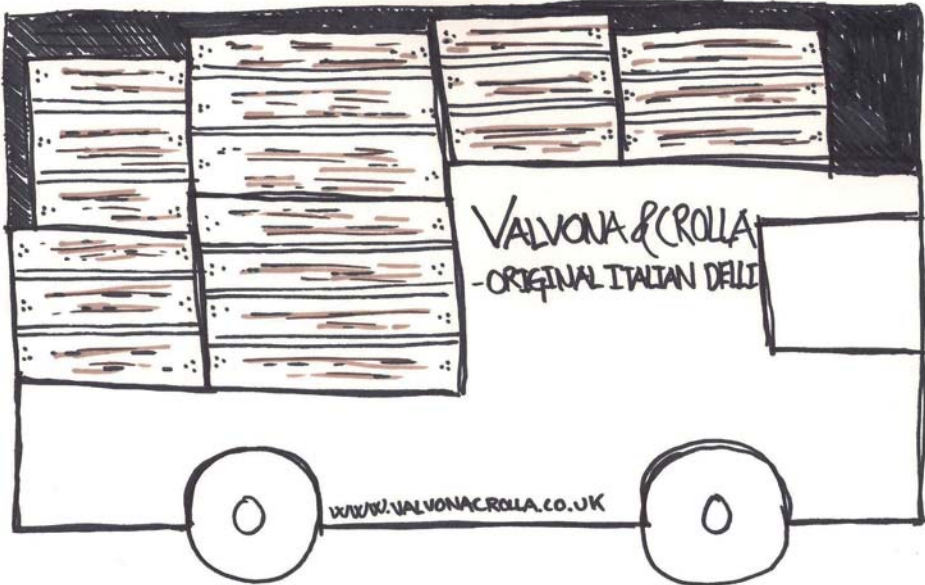
Valvona & Crolla is Edinburgh based Italian deli, that is facing increasing competition from other specialist retailers. The aim of the campaign is to bring customers to the shop through feeling of Italian authenticity in Edinburgh with low budget.

Solution:

To emphasize the freshness and authenticity of products of V&C and show the urge of delivery, place 1 x 1 x 1,5 m size boxes filled with V&C products in the streets of Edinburgh and also use the boxes to educate people how to cook Italian food to increase the sales.



Valvona & Crolla



Valvona & Crolla

Storyboard:

Title: Italian Recipes

Length: 3 minutes



Music: Italian tunes are played throughout all frames



Music continues on a low volume as the chef speaks.

Chef:

"Dear ladies and gentlemen, today I will show how to make a perfect lasagne for two really quickly. You will need 250g minced beef, 250g jar onion and pasta sauce, 1 tablespoon olive oil, salt and freshly grounded black pepper, 25g butter, 250g jar cheese sauce, 8 lasagna sheets, grated parmesan cheese. All these products in accurate portions can be found in Valvona & Crolla deli at 11 Elm Row, Edinburgh.

Heat the oil in saucepan, add minced beef and fry for 6-8 minutes stirring occasionally, add pasta sauce and add seasoning to taste. Simmer uncovered for 10 minutes. Heat up the cheese sauce in separate pan stirring occasionally. Pre-heat oven to 180C. Place a quarter of the meat sauce in the base of ovenproof dish. Arrange half lasagna sheets on top. pour over half of the remaining meat sauce and half of cheese sauce. Arrange the remaining lasagne sheets on top with meat sauce. Spoon over the remaining cheese sauce and smooth level. Sprinkle over the grated cheese and bake in pre-heated oven for 50-60 minutes.

And that's it! Quick and tasty lasagne delivered to you from Italy! We look forward to seeing you at Valvona & Crolla! Take care and enjoy your day! Ciao"



Rock Radio

Media:

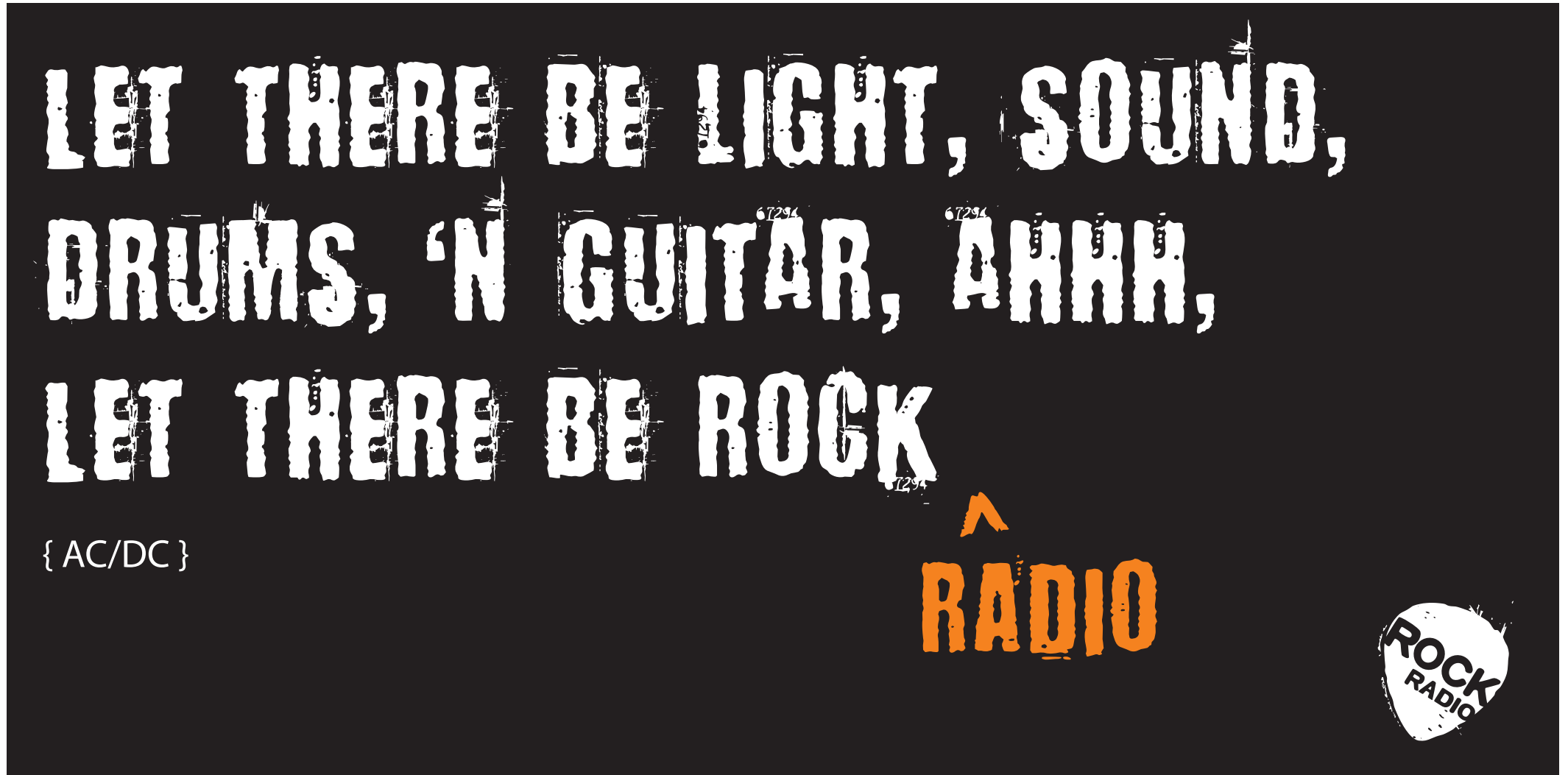
48 sheet posters.

Brief:

Introduce new radio station that plays all rock genres to 15 - 54 year old male rock music fans.

Solution:

Take well known Rock songs that have either "Rock" or "Radio" in the lyrics and use them in posters putting in a missing word for Rock Radio.



FELL IN LOVE

WITH THE GIRL

AT THE ROCK SHOW

{ Blink 182 }


RADIO



WE WILL, WE WILL,
ROCK YOU.

{ Queen }


RADIO



La Senza Swimwear

Media:

Press advertisements and bus sides.

Brief:

La Senza is well known in underwear sector and wants to increase their share in swimwear market with swimwear that is stylish, fashionable and fun and makes customer feel confident and fabulous.

Solution:

Campaign shows fabulous women in swimwear in a worrying holiday situation pointing out that La Senza swimwear makes women feel confident and lets them worry about something else then how they look.

La SENZA
S W I M W E A R

Worry about something else this summer.



La Senza Swimwear



Volkswagen

Media:

Press advertisements.

Brief:

Make an advertisement for Volkswagen Beetle focusing on the car itself with no borrowed interest and keeping the same style as used for Volkswagen Beetle advertisements in the 60s.

Solution:

Use minimalist background only showing layout and picture of Beetle, leaving copy at the bottom of page and using the same font as it was used in the 60s and using tag lines that personifies the Beetle.



It's not a car. It's a pet.

This is not a real copy. Advertising to celebrate 60 years for VW Beetle. This is not a real copy. Advertising to celebrate 60 years for VW Beetle. This is not a real copy. Advertising to celebrate 60 years for VW Beetle.

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Sincerely yours

This is not a real copy. Advertising to celebrate 60 years for VW Beetle. This is not a real copy. Advertising to celebrate 60 years for VW Beetle. This is not a real copy. Advertising to celebrate 60 years for VW Beetle.

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Charity: Water

Media:

National press long copy advertisement.

Brief:

Encourage people to collect donations for Charity: Water in their Christmas parties.

Solution:

Empower people to save lives in developing nations through their donations by explaining the issue and showing the importance of each donation.

real-life weddings

SO PRETTY: TEARDROP EARRINGS, ACCESSORIZE £12

BEAUTIFUL BLING: VINTAGE BRACELET, GLITZY SECRETS £26

SPARKLY HEELS: PRETTY GINA SANDALS £460

FLOATY SHAPE: EMPIRE LINE GOWN, STYLE 5066, TIA BY BENJAMIN ROBERTY

Style

it yourself

Achieve **Ruth and Mike's** relaxed summer look yourself...

IN BLOOM: PEONY AND ROSE BOUQUET, FROM FLOWERS BY EVE

VINTAGE TOUCH: FROM JO BARNES VINTAGE £200

EAT YOUR WORDS: POETRY CAKE BY MAISIE FANTASIE

COLOUR: FILL YOUR VENUE WITH FLOWERS! WILD AT HEART

RUTH'S CONTACTS

DRESS: Ruth's dress was Delphine by Jenny Packham (jennypackham.com).

PHOTOS: Reportage-style photography by Rosie Parsons (rosieparsons.com).

ENTERTAINMENT: From Band The Long Notes (myspace.com/thelongnotes).

VENUE: The reception was at Le Manoir aux Quat' Saisons (manoir.com).

FLOWERS: Emma Sampson, Green Parlour, Pangbourne (greenparlour.com).

A CHRISTMAS PARTY THAT SAVES LIVES

It's all started with birthday party. I was turning 31. 30 previous years this day I got things I didn't want or need. And I wanted to make my birthday matter. It was a simple idea then and it is a simple idea now. There are billion people in this world not having something I have always taken for granted, something I have never gone without - clean drinking water.

90% of the 42,000 deaths that occur every week from unsafe water and unhygienic living conditions are to children under five years old. Unsafe water and sanitation causes 80% of all sickness and diseases in this planet and it kills more people than wars. Many of these diseases are preventable by providing an access to clean drinkable water.

helped a schools and hospitals in Kenya. The year after idea spread around and with the help of people all over the world we raised over 1 million dollars for Ethiopia and over 50 thousand people there got clean water to drink. This September we celebrated 4th birthday of Charity water together with 34th birth day of mine. In those 4 years we helped more than 1 million people in 16 countries to get access to clean water. But we will not stop until every single person on this planet will have an access to clear water to drink.

“Unsafe water and sanitation causes 80% of all sickness and diseases in this planet and it kills more people than wars.”

There are thousands and thousands of women and children walking hours and hours each day to get the water from swamps, rivers, ponds. They break their backs bringing the water home to their families. The water that is most likely to make them sick with diarrhea, dysentery or other disease. But that's the only water they have go.

So for my birthday I asked people to come to my party and give \$20 instead of gifts. Over 700 people came. We took all the money raised that night to a refugee camp in Uganda and build 6 wells there. 1 well provides water for 400 people lasting 20 years. Next year people joined me by giving up their birthdays and we

My name is Scott Harrison and this December I ask you to do the same thing and use your Christmas parties at work, schools or local communities to collect donations and help people in Rwanda to drill down to clean water. I invite you to fight alongside us and make a Christmas party that will save thousands of lives.

WWW.CHARITYWATER.ORG

Edinburgh Napier University

Media:

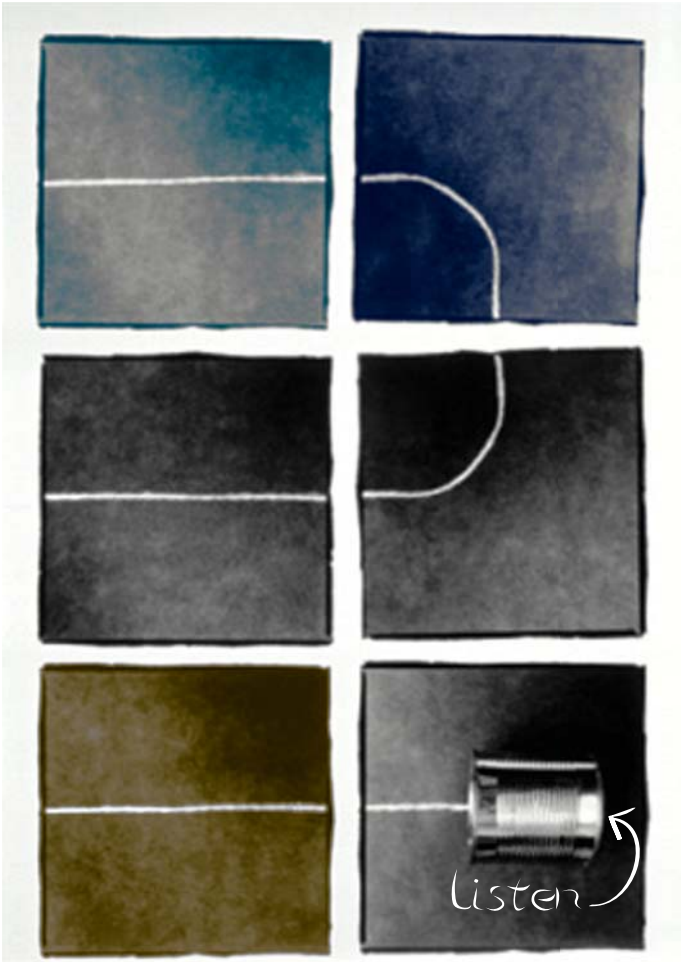
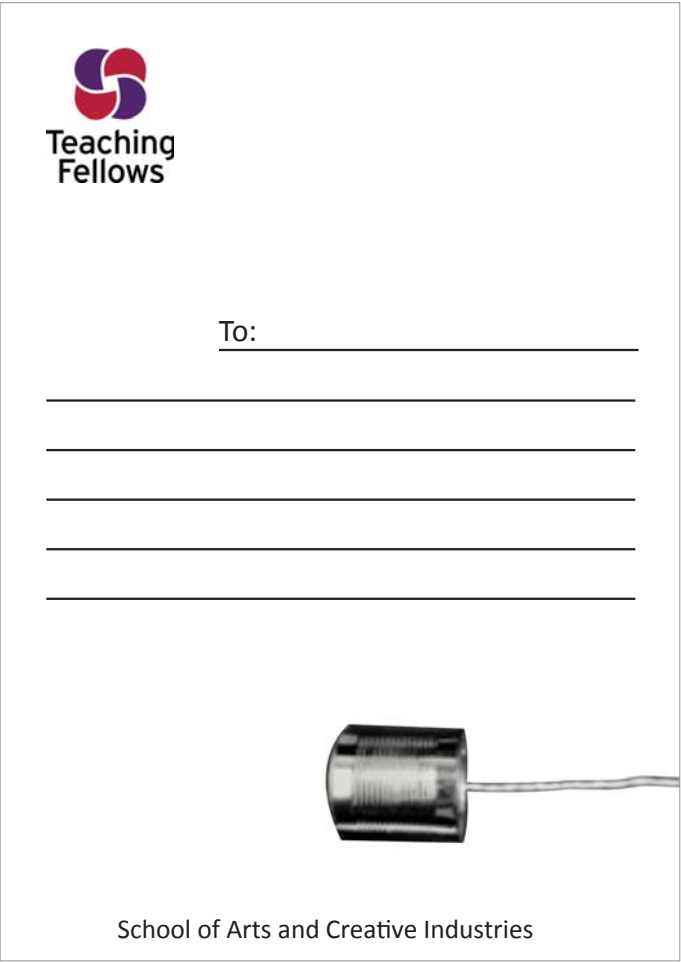
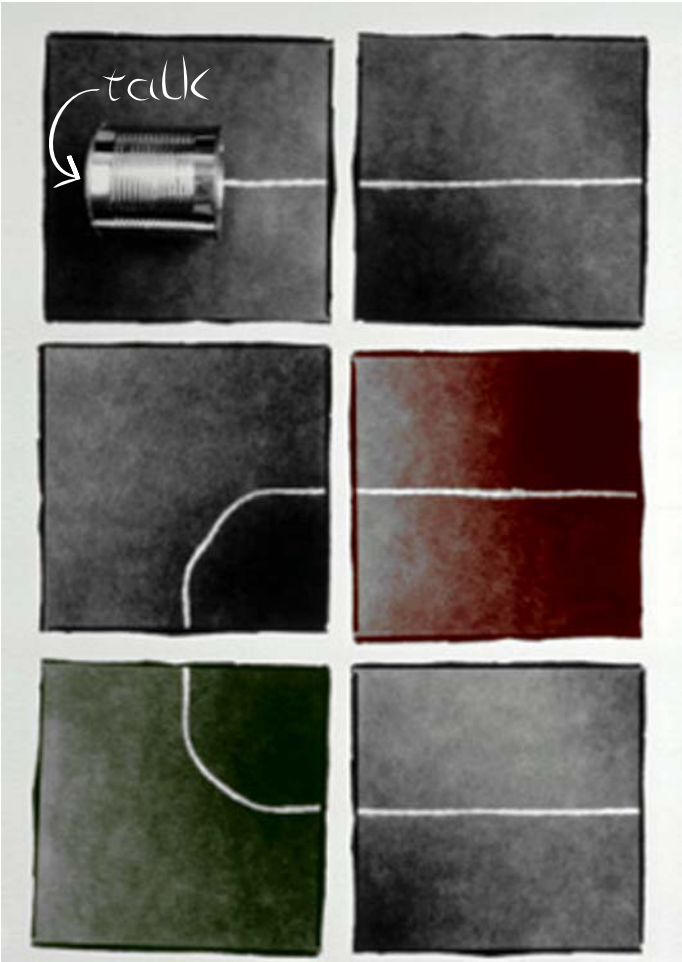
Postcards distributed in University.

Brief:

Encourage students to staff and staff to students communication via postcards.

Solution:

Two postcards with picture, that can put together and illustrate two way communication.



Transport For London

Media:

Bus shelters, cross track posters, ticket offices.

Brief:

Make people aware that terrorist attacks can be prevented if reporting noticed suspicious behaviour.

Solution:

Educating people about suspicious behaviour and making them aware that they might have a vital piece of information.

Help us complete the picture

If you see anything suspicious please contact a member of staff or call **0800789321**



Someone who is about to commit a terrorist attack is under a high pressure. Shaking hads, sweating and trembling are signs to look for.



MAYOR OF LONDON



Help us complete the picture

If you see anything suspicious please contact a member of staff or call **0800789321**

Someone who is about to commit a terrorist attack is under high pressure. Shaking hads, sweating and trembling are signs to look for.

0800789321



Help us complete the picture

If you see anything suspicious please contact a member of staff or call **0800789321**

To plan terror attacks Observation and surveillance and information about security arrangements is required.

0800789321

Transport For London



Help us complete the picture

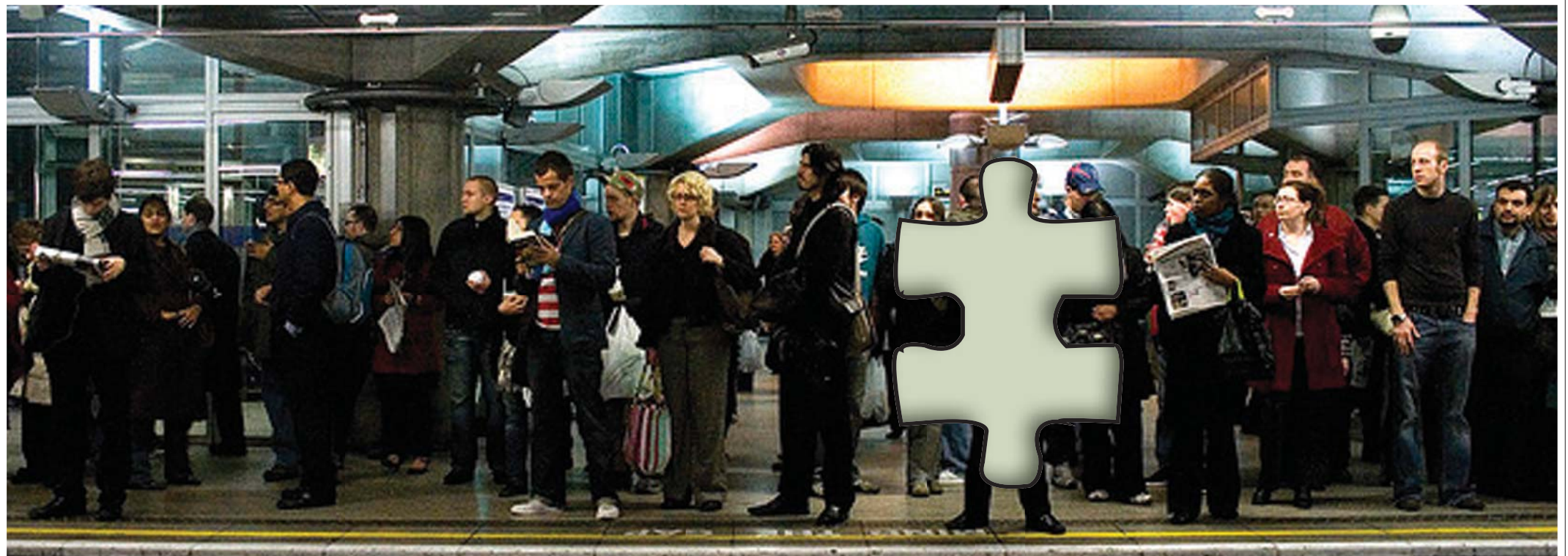
If you see anything suspicious call the anti-terrorist hotline on **0800 789 321**



MAYOR OF LONDON



Transport For London



Help us complete the picture

To plan terror attacks certain information is required. If you see anyone analysing security arrangements, taking photos or any other kind of suspicious behaviour, please inform a member of staff or call

0800 789 321

Scottish Ambulance Service

Media:

Viral online video that imports facebook friends' information (profile picture and name) into the video.

Brief:

Deter people from drinking too much at the onset of the Christmas party season, so that the Scottish Ambulance Service can focus on more "genuine" patients.

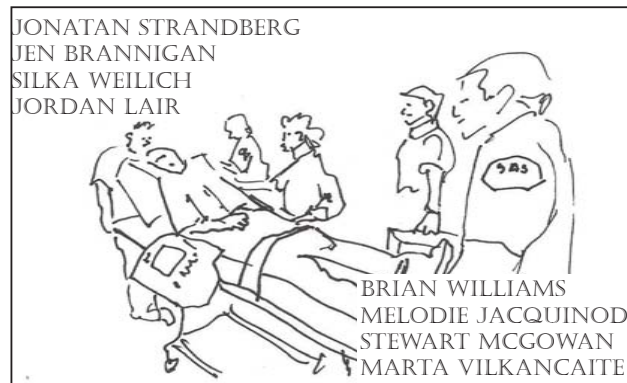
Solution:

Viral online video in a form of movie trailer that is connected to Facebook and imports facebook friends' information (profile picture and name) into the video. The viewer and his / her friends have roles at the movie trailer.



TEXT: 'Coming out this December.'

MVO: 'Coming out this December'



ER corridor with busy staff and patient. Text with the names of friends, that are selected via Facebook previous to the movie appear.

TEXT:

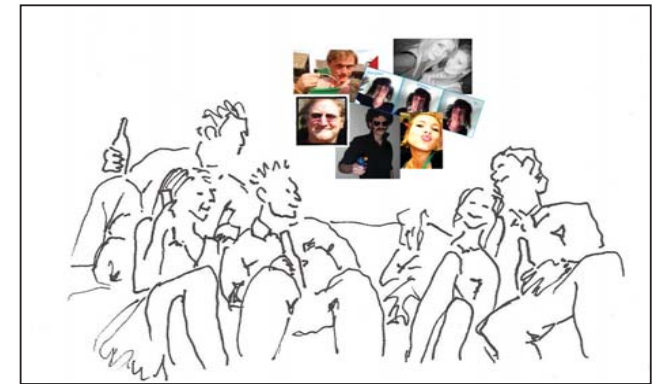
-Supar: SAS

-A movie produced by Marta Vilkancaite.

-Staring: Jordan Laird, Jean Brannigan, Stewart McGowan, Jonathan Strandberg, Melodie Jacquinod, Silka Weidlich and Brian Williams.

MVO: 'They save lives every day.'

NFX: ER corridor sound (phones ringing, people talking).



Living room with young adults drinking alcohol while sitting on the sofa. Behind the sofa, we can see a wall with 6 picture frames. The Facebook profile pictures of Jonathan Strandberg, Brian Williams, Silka Weidlich, Stewart McGowan, Jean Brannigan, Melodie Jacquinod appear in the frames.

MUSIC: 'Running Up That Hill' by Placebo and Kate Bush starts

Scottish Ambulance Service



View of the front of a car with focus on the young female driver. Her face starts showing panic as the car crashes. She is propelled towards the wheel and back against the seat.

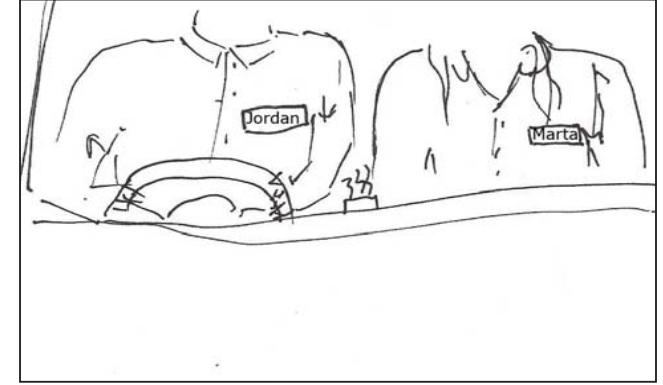
NFX: Car crashing

AMBULANCE RADIO FMO: 'Car accident on the M8...'



Living room floor. One of the young people is unconscious against the wall and held by a female friend. The female friend is asking for help.

FVO: 'Brian, call an ambulance!'



View of the front of an ambulance with focus on the driver and colleague while they talk. We cannot see their face but know there are a man and a woman. We can read their badges which contain Marta Vilkancaite and Jordan Laird.

AMBULANCE RADIO FVO: 'We have an unconscious man at 7 High Street. Go there before the car accident on the M8.'

FVO: 'But what about the car crash?'

MVO: 'I just hope we make it on time.'



Front view of the crashed car with focus on the driver that is injured. Focus on her face as she slowly passes out while we can hear the lyrics 'It doesn't hurt me. You wanna feel how it feels. You wanna know, know that it doesn't hurt me.' The young woman tries to reach her phone on the passenger seat which is flashing.

MUSIC: 'Running Up That Hill' by Placebo and Kate Bush

MVO SINGS: *It doesn't hurt me. You wanna feel how it feels?*



Focus on the bag and the phone in between blood and broken glass. The Facebook profile picture of Person 7 appears as well as Jean is calling.'

MUSIC: 'Running Up That Hill' by Placebo and Kate Bush.

MVO SINGS: *You wanna know, know that it doesn't hurt me?*



TEXT: Super: 'Help us be on time for everyone. Drink responsibly'

MVO: 'Help us be on time for everyone'

To Be Continued ...