

Chris Banner
School of Thought 2020
Submission

ONE BITE AND YOU'RE HOOKED



Client: Carrs Pasties

Audience: Halloween loving foodies

Proposition: They're unexpectedly good

Media: Integrated

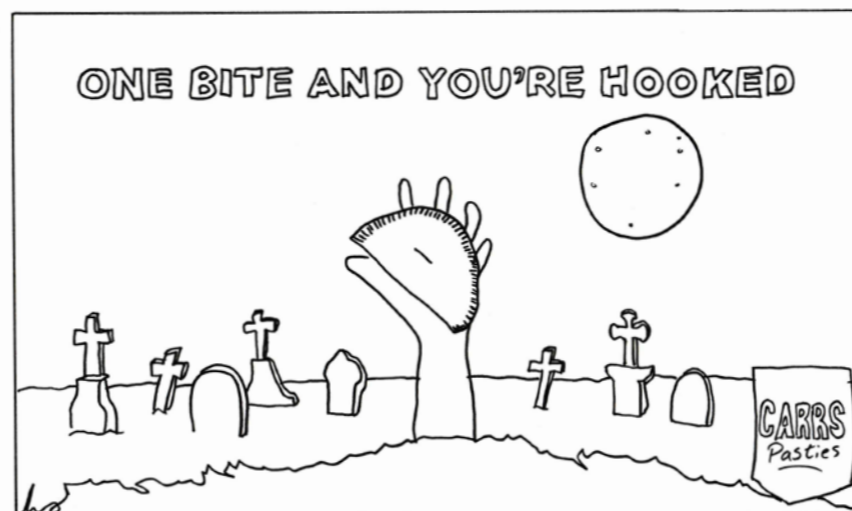
Idea: There's a classic horror trope that if you get bitten by a zombie (even just once) you're doomed to become a mindless monster with only hunger on your mind.

But what if we turn that on its head? What if it's the person doing the biting? And what they're biting is a Carr's pasty.

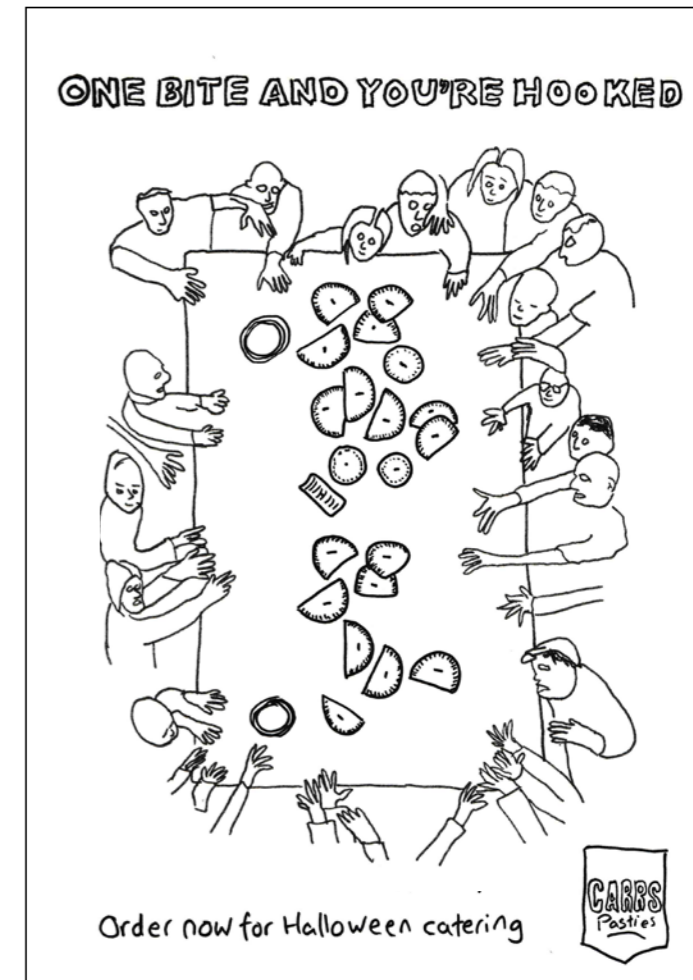
One bite will change you forever.

This campaign shows how the unexpected taste, freshness, quality and texture turns Boltoners into pasty obsessed zombies, desperate for their favourite treat this Halloween.

48 Sheet



In store
window vinyl



Radio script:

Open with zombies murmuring
"Carrs, Carrs, Carrs"

Boltoner: Can anybody hear me? Anybody out there?
This is an emergency transmission.

I know it's Halloween, but people in Bolton are acting weird.
All anyone wants is pasties.

It's like an uncontrollable desire. And it's spreading.
Apparently, one bite is all it takes.

There's no cure and no way back.
They do look tasty though...mmmm (delicious noise).

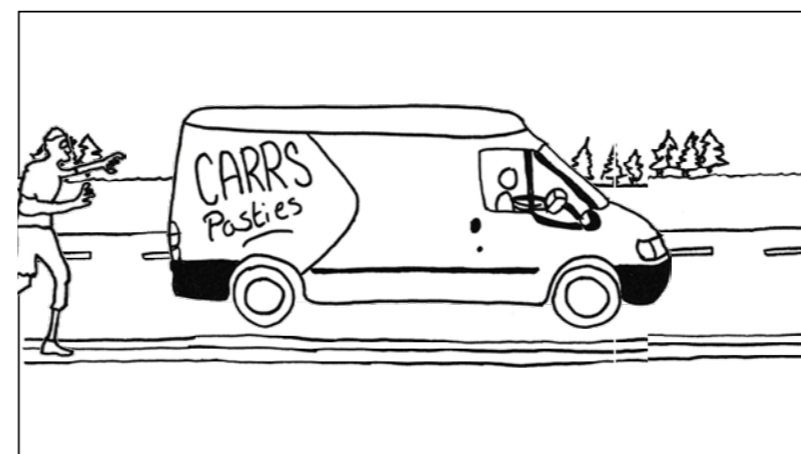
That is reet lovely that.

Oh no... it's happening

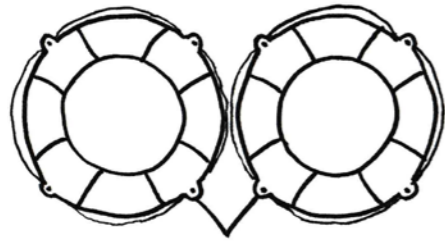
Pained sounds and microphone tumbling

...Carrs (zombie murmur)

V/O: Carrs Pasties. One bite and you're hooked.



10 sec TV ident of Zombies/Carrs lovers following a van driving slowly down a street making deliveries.



dipadvisor

Some places just aren't for swimming.

Client: Royal Lifesaving Society

Audience: Fearless fun seekers

The brief: Stop young people from risking their lives by swimming in lakes and reservoirs.

Proposition: Cold water shock kills even the strongest swimmers.

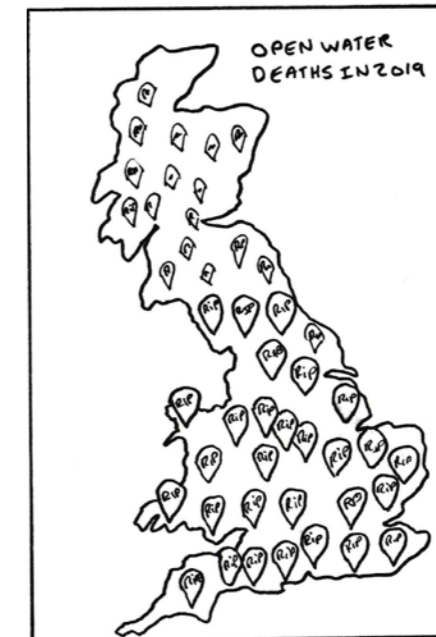
Media: Social

Idea: It doesn't matter how well you swim. Some places just aren't for swimming. My idea centres around the locations that people go to swim outdoors. People have often died there before and as far as swimming facilities go, they're awful. I mean I'd hate to see the reviews...

Instagram story



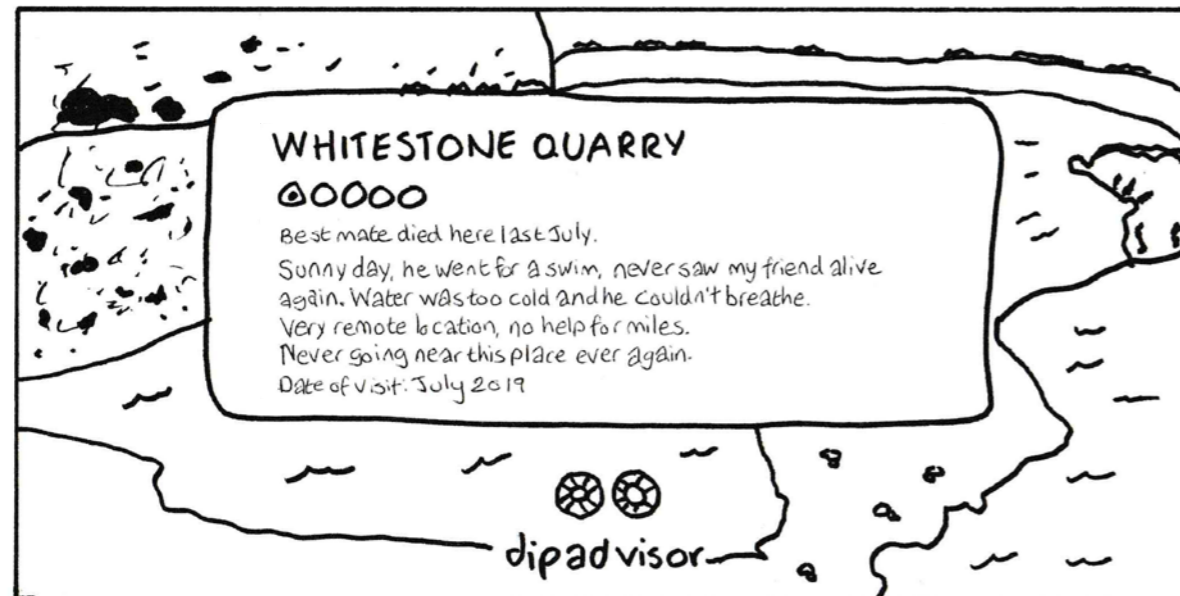
Instagram story



Royal Life Saving Society UK - RLSSUK

1 hr

It doesn't matter how well you swim, some places just aren't for swimming. For advice that could save your life visit rlss.org.uk/dipadvisor



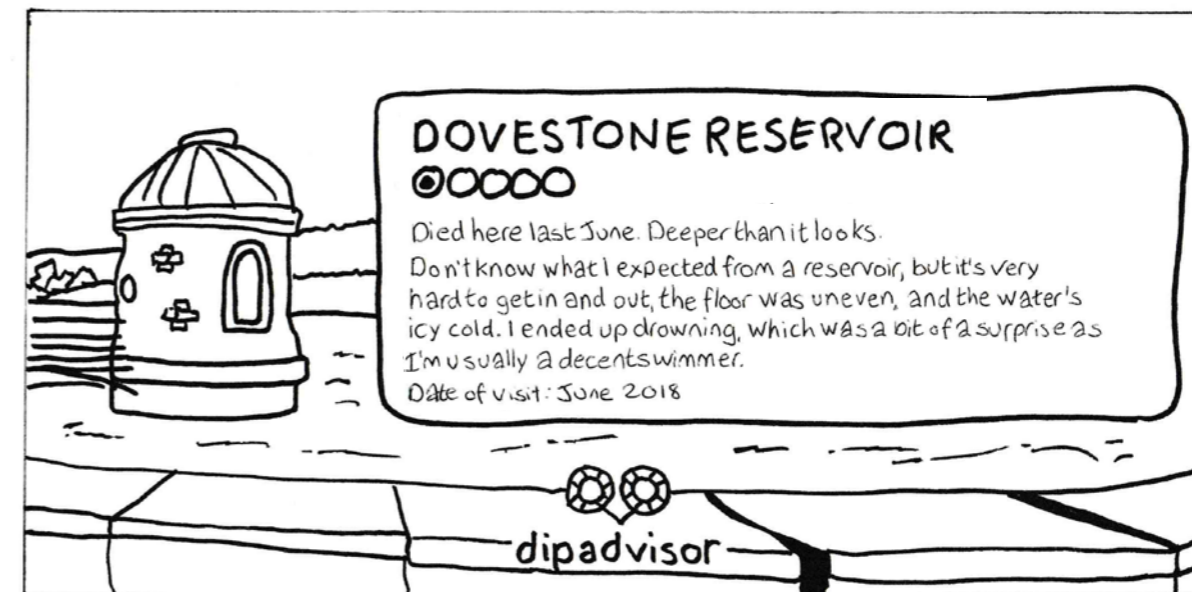
Facebook ad



Royal Life Saving Society UK - RLSSUK

1 hr

It doesn't matter how well you swim, some places just aren't for swimming. For advice that could save your life visit rlss.org.uk/dipadvisor



Facebook ad

WFH

Workout From Home



Client: New Balance

Audience: Post-lockdown exercisers

Proposition: For the new ways we're moving

Media: Open

Idea: Covid has changed the world, our behaviours and our routines. Perhaps one of the most clear signs of this can be summed up in three letters. WFH. Working From Home.


It's become part of everyday life. We're all Working From Home and doing much more besides — socialising from home, learning from home, shopping from home and exercising from home (in all sorts of ways).


Now is the perfect time to build an empowering and accessible campaign that encourages people to embrace this change and workout from home.

TV Advert/Online Video

<p>Winning From Home</p> 	<p>Walking From Home</p> 	<p>Wiggle From Home</p> 	<p>Weights From Home</p> 	<p>Wobble From Home</p> 
<p>Wellbeing From Home</p> 	<p>Washboard From Home</p> 	<p>Warrior From Home</p> 	<p>Workout From Home</p> 	

Wow From Home



Workout From Home 

Wellness
Fitness
Health

Join the millions who've turned their lockdown lifestyle into an active lifestyle. For hints, tips and sports gear visit newbalance.co.uk/WorkoutFromHome

Workout,
Feel
Happy

Join the millions who are using extra time at home to exercise and feel positive. For hints, tips and sports gear visit newbalance.co.uk/WorkoutFromHome

Social Activations

Weekly Fitness Help

Every Wednesday lunch, New Balance invites an expert from a mystery sports area (yoga, jogging, boxercise etc) to lead a class and offer advice.

Win Fitness Hampers

If you pledge to continue to Workout From Home, you could win a box of New Balance kit to keep you going.

Walk For Heroes

We promote a walking initiative to celebrate the NHS and make donations based on the number of steps our audience submit.



Client: Tommee Tippee

Audience: New mums

The brief: How can Tommee Tippee empower women to tackle judgement head on and feel confident whether they choose to breastfeed, express feed, bottle feed or combine all options?

Proposition: Tommee Tippee champions her

Media: Unified brand communications

Idea: Everyone's an expert. Everyone's got a say. For some reason people feel entitled to poke their nose into every mothers' business. Let's put a stop to this by telling people to mind their own and empower new mums to make their own choices — positioning Tommy Tippee as a brand that's against judgement and for choice.

Social Listening & Responding

To show that we're standing up for mothers everywhere, we'll look out for negative comments about breastfeeding or bottle feeding and tell the tweeters to #MindYourOwn.



elle-b @elleeb · Aug 21, 2013

Saw a woman in #Middlesbrough bottle feeding a newborn whilst walking round the town shopping, utterly disgraceful

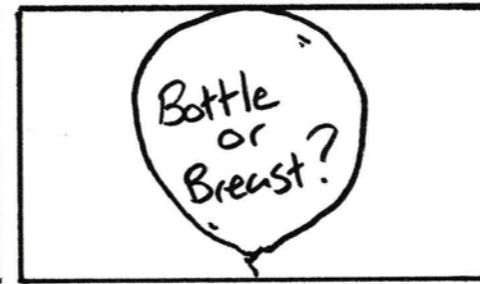


Tommy Tippee UK @TommyTippee_UK - 3h @elleeb #MindYourOwn

Video for Facebook and Instagram (gender reveal parody)



V/O: Welcome to the world's first Feeding Reveal Party...



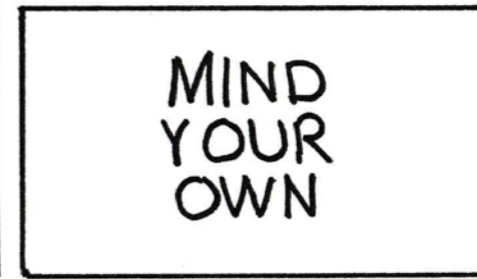
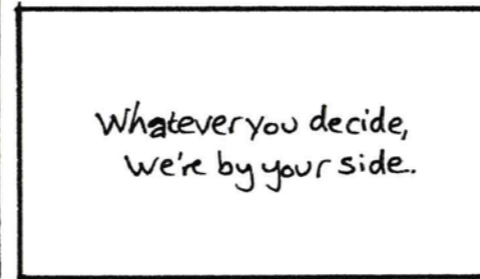
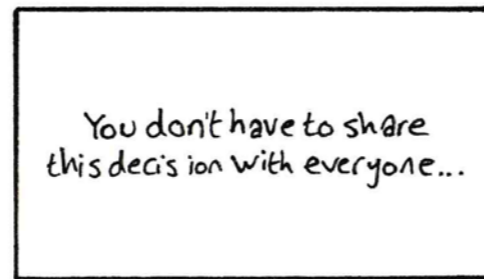
It's time to find out if I'm going going bottle, breast or both.



3,2,1...




SFX: POP!
B/ground: Nothing happened?




6 sheet posters

TV Script

WE ASKED 500 PASSENGERS HOW THEY FELT ABOUT SALLY BREASTFEEDING ON THE TRAIN. WE DON'T CARE AND NEITHER SHOULD SHE.

MIND YOUR OWN 

WE ASKED 200 PEOPLE HOW THEY FELT ABOUT JANE BOTTLE FEEDING HER DAUGHTER. SHE DOESN'T WANT TO HEAR IT, AND NEITHER DO WE.

MIND YOUR OWN 

We open on a woman breastfeeding in the park.
Man walks past and says:
"Do you think that's acceptable in public?"
She looks up and responds:
"It's between me and my baby."
Man shakes his head and walks away.
Baby gurgles
The mum reacts and talks to the baby.
"Yes, that does look like a wig, I completely agree."
The man turns around in shock:
"Excuse me!?"
She responds:
"That's between me and my baby too."
VO: Bottle, breast or both.
Whatever you decide, we're by your side.
Super: Tommee Tippee. Mind your own.

UNANSWERED LETTERS TO SANTA



Client: Barnardo's

Audience: Privileged parents with a big heart

The brief: Due to COVID-19 the percentage of UK children living in poverty is set to rise as high as 44%. For many of these children Christmas doesn't exist. How can we use direct mail to encourage privileged parents to help by donating gifts, money or volunteering?

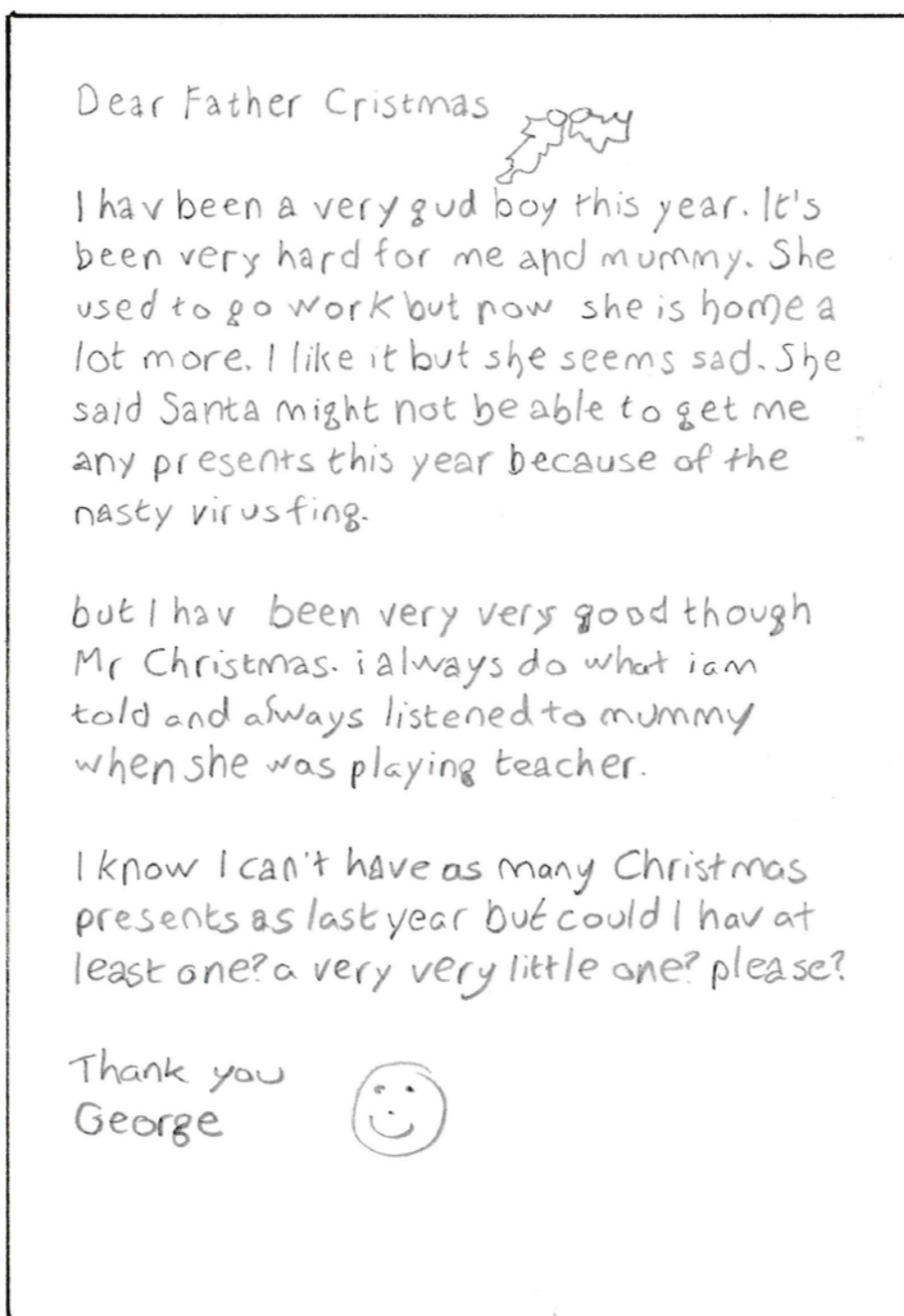
Proposition: Save Christmas for those who need it most

Media: Direct Mail

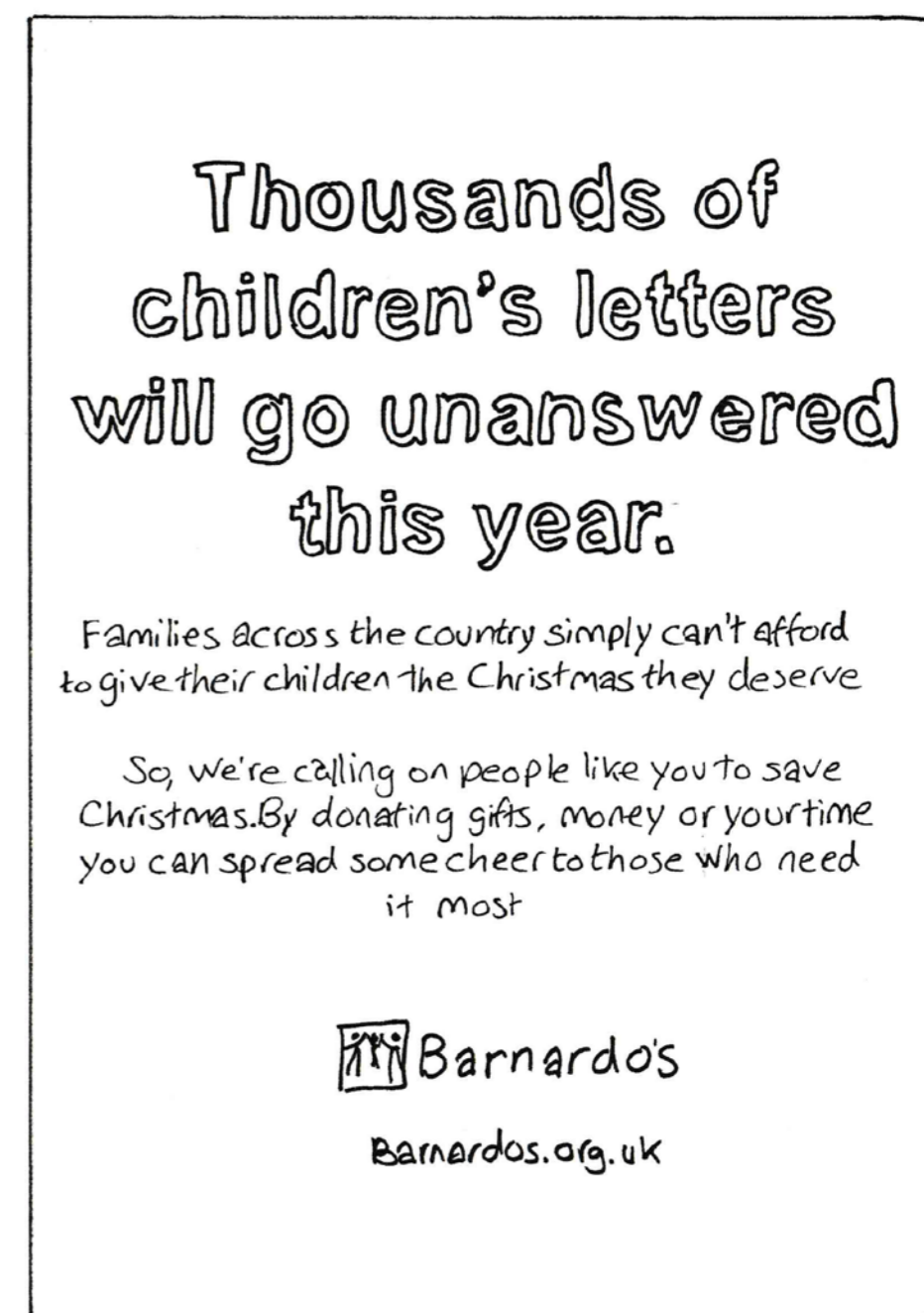
Idea: Thousands, maybe millions of letters are sent to Santa every year by children across the UK. Lists of goodies and presents that miraculously appear under the tree on Christmas morning. The children believe that Santa brings them on his sleigh and pops down the chimney. But the reality is, parents read the letter, get their credit card out and make their child's dreams come true. So, if neither mum, dad or Santa can answer these letters this year, can everyday people? I propose 'redirecting' these supposedly North-Pole-bound letters to privileged parents across the country, to pull on their heart strings and get them to help out.



Outer envelope



Front of letter



Back of letter

JUST AS CREAMY AS COW'S MILK

Client: Oatly

Audience: Choosy coffee connoisseurs

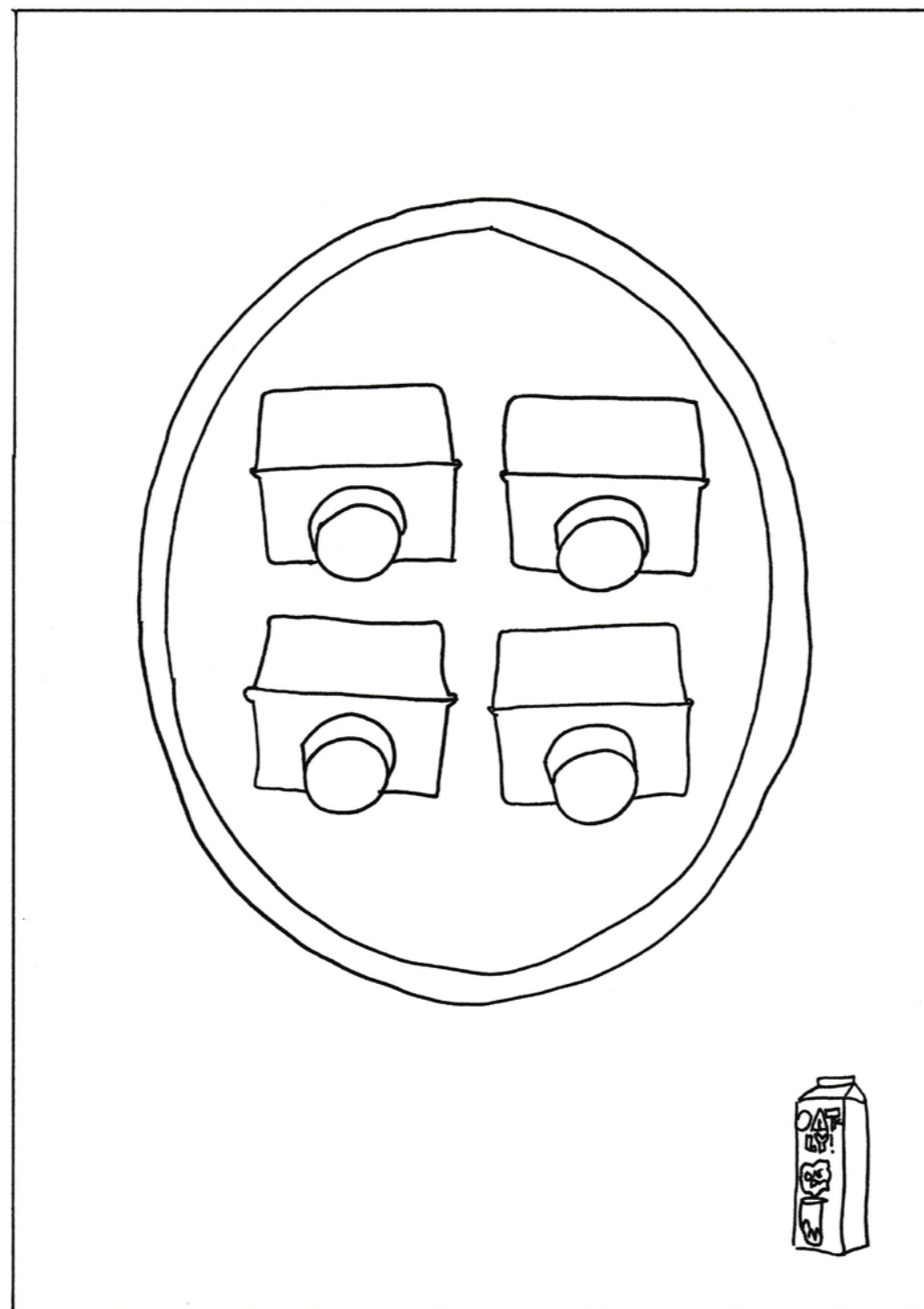
Proposition: Just as creamy as cow's milk

Media: Print

Idea: It's a very clear proposition that I was keen to execute as simply as possible in print.

Using a mixture of composition and perspective I've created clever visual similies that show Oatly's cartons taking up the role of cow's udders.

This clearly expresses how what comes out of the carton is just as creamy as cow's milk — even without the need for a line.



Full page press

Visual note: Four Oatly cartons shot from above on a pink drinks tray.

LOCKDOWN LIBERATION

from Ann Summers

Client: Ann Summers

Audience: Horny housebound pleasure seekers

Proposition: The home of Covid-safe sex

Media: Integrated

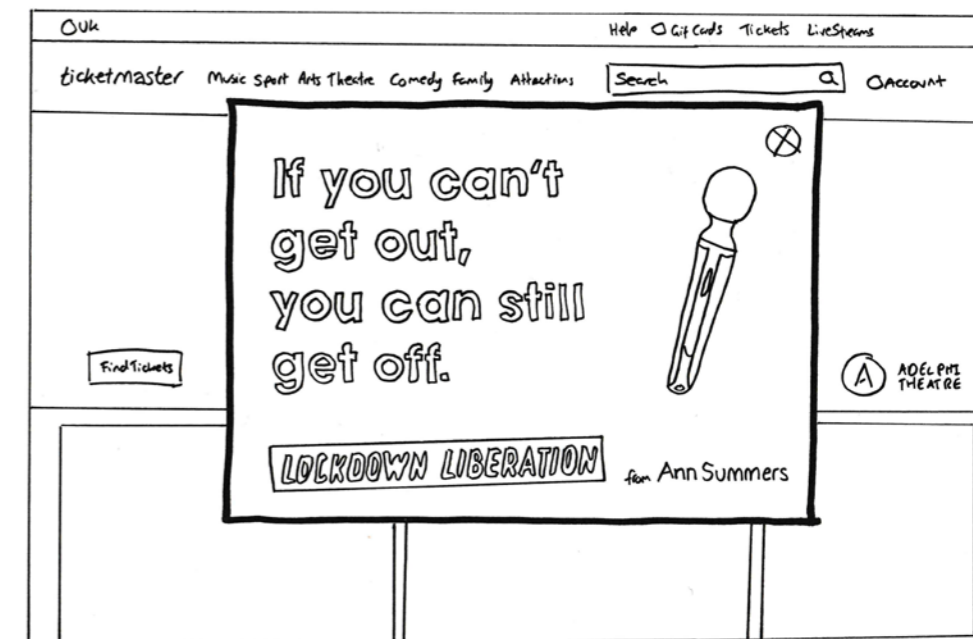
Idea: Covid-19 has certainly been a nightmare for single people and couples alike. But lockdown is just the latest in a long line of obstacles that have been standing in the way of sexual fulfilment.

Ann Summers has been fighting against stigma, judgement and oppression for years. All in the name of sexual liberation.

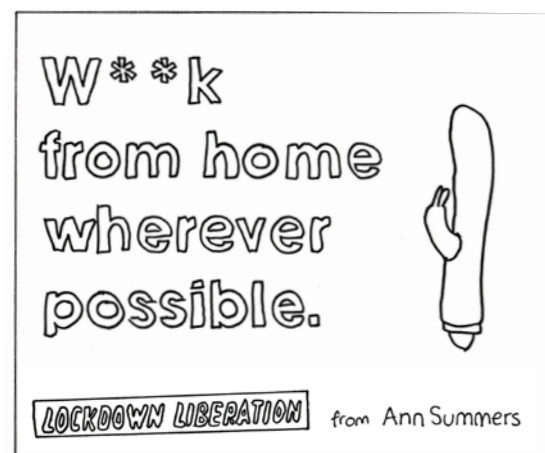
This campaign mixes targeted, topical and humorous ads to show people a way to embrace their sexual freedom when their other freedoms are being reduced.



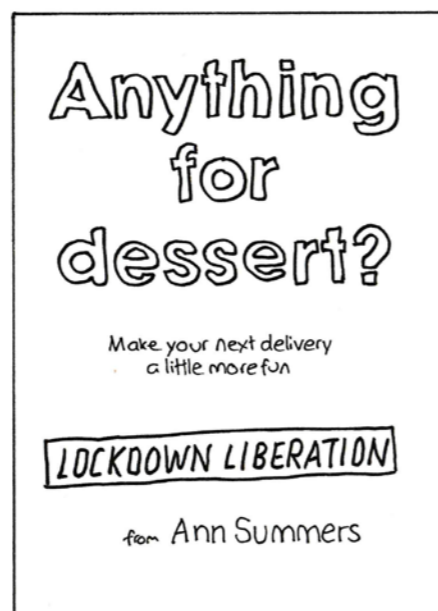
Pop up advert on travel sites.



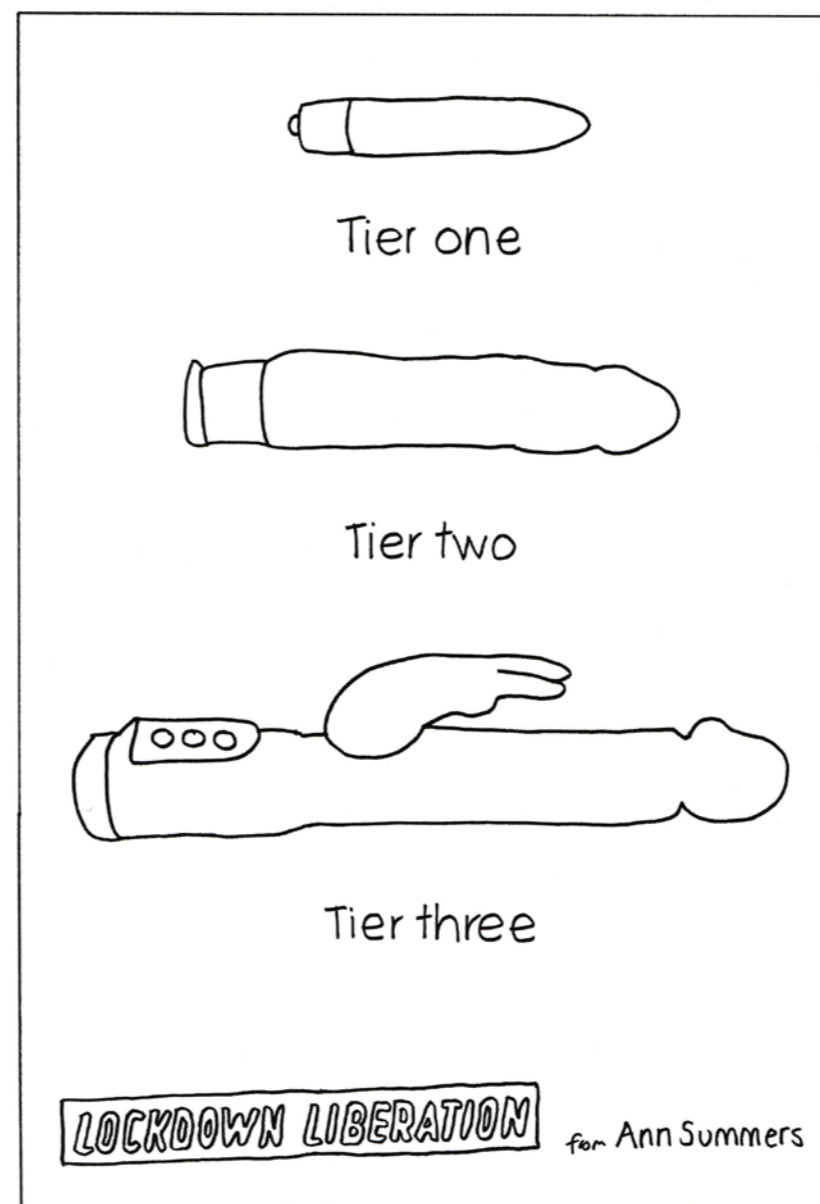
Pop up advert on event/ticket sites.



Lockdown take-away bag drop



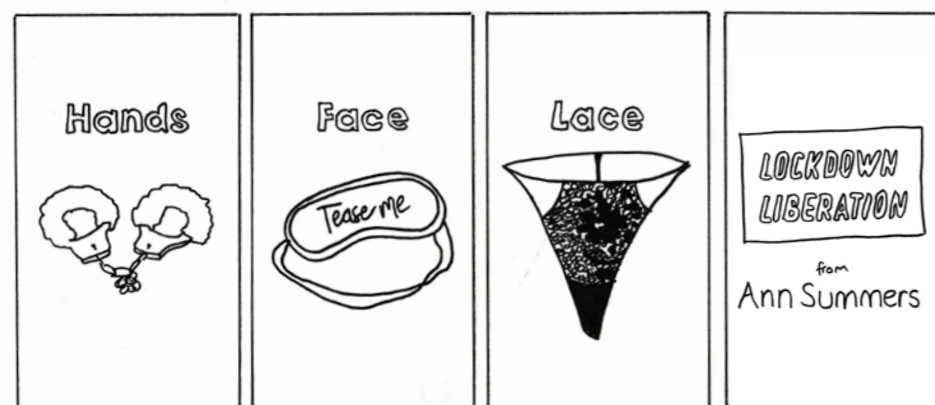
Digital MPU advert



Press advert



Press advert



Instagram story

Client: PlayStation

Audience: Celebrity loving Casual Gamers

Proposition: Play has no limits

The brief: PlayStation has signed up Charles Leclerc (F1), Coco Gauff (Tennis), Raheem Sterling (Football) & Donovan Mitchell (NBA).

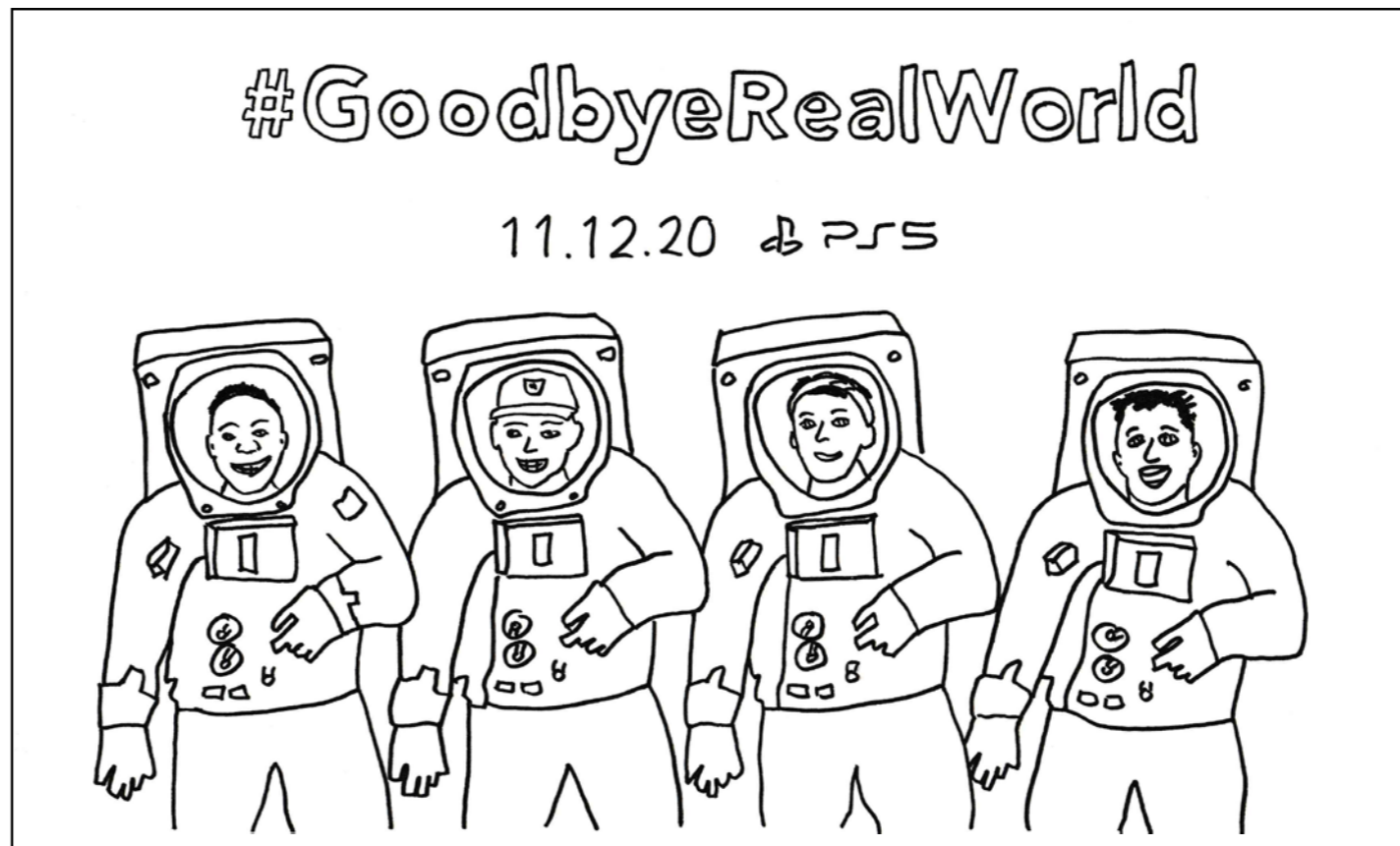
How can we infiltrate the social media channels of sport and sports celebrities to get all gamers excited about the new PS5?

Media: Social

Idea: The experience of playing on a PS5 is so immersive that it almost stops being a console and becomes a gateway to another world.

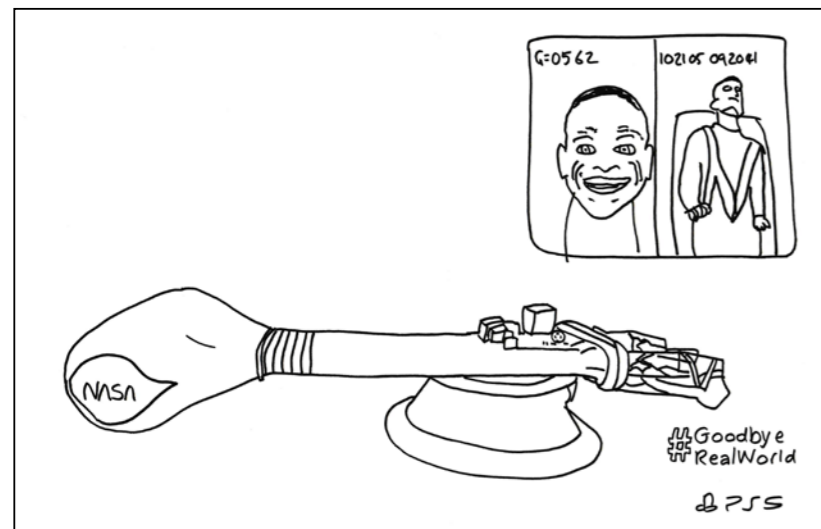
Until now, leaving planet Earth has been strictly reserved for astronauts. But as the PS5 launches, the rest of us can visit other worlds too — starting with our four sports stars.

I'm going to get them ready for launch by giving them a small taste of astronaut training. This will generate lighthearted branded content that positions the PS5 as the way to say goodbye to reality and explore a world without limits.

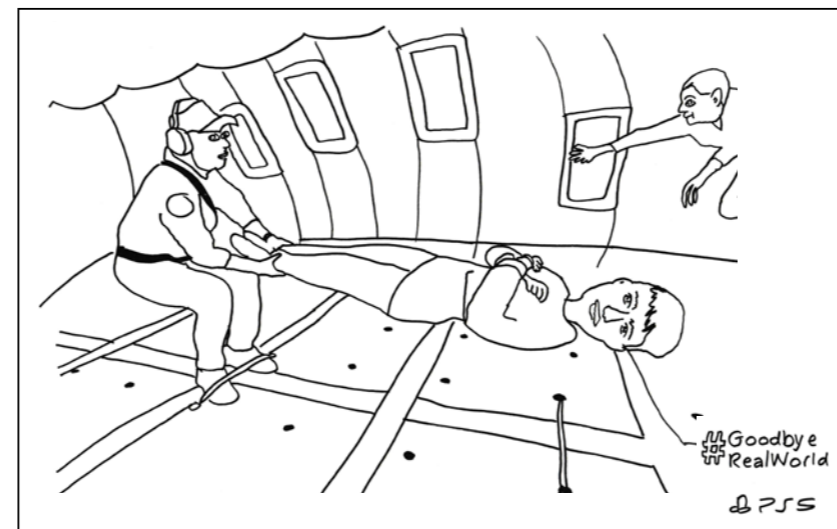


Left to right: Sterling, LeClerc, Gauff, Mitchell

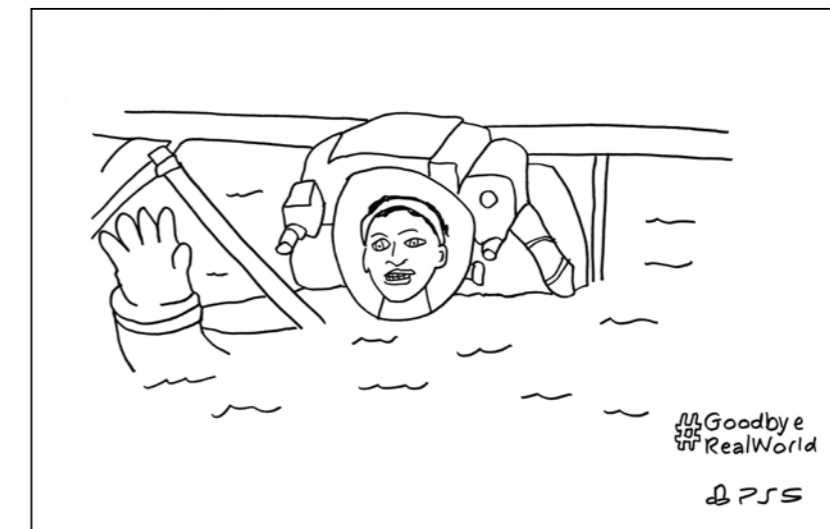
This could be the PR shot to promote the partnership and upcoming content.



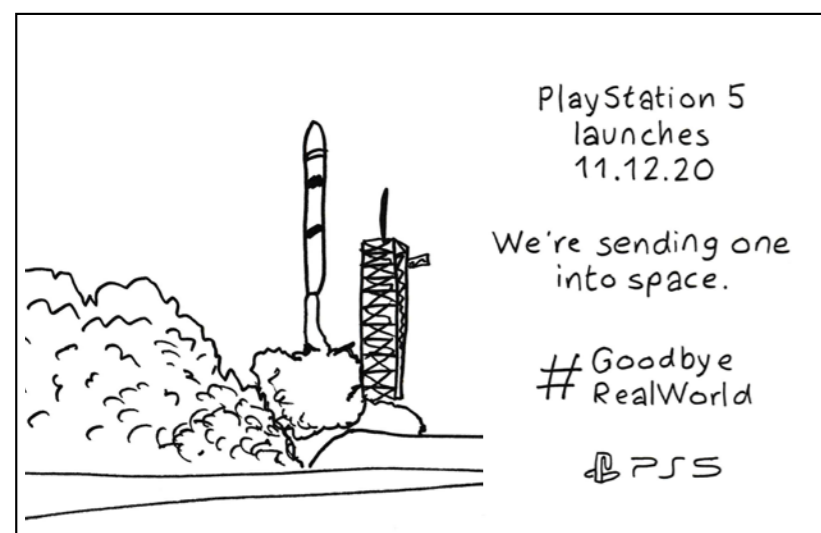
We'd take Sterling for a day to try out a G-Force machine.



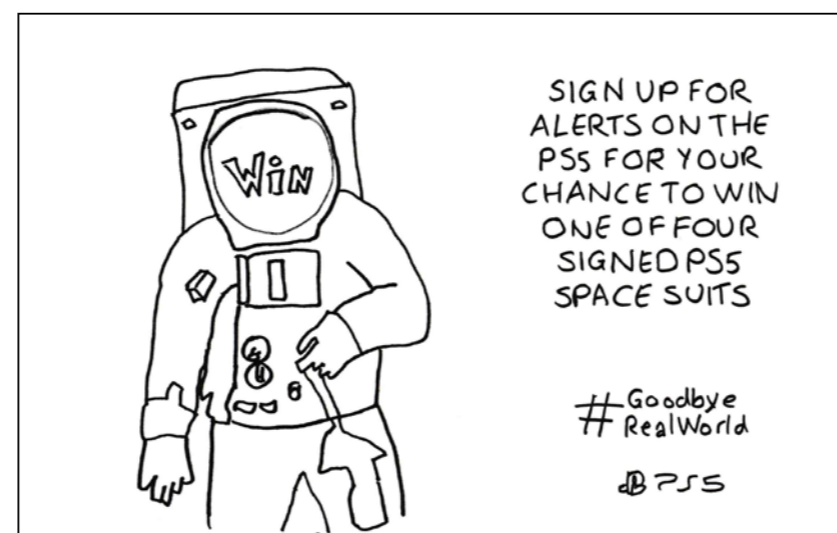
We'd take LeClerc for a day to experience zero gravity.



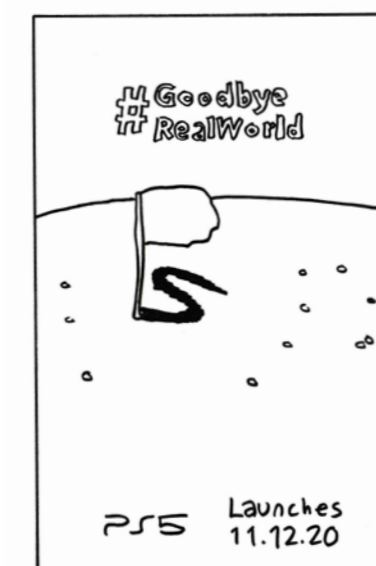
We'd take Coco Gauff for an underwater astronaut experience.



We can't send the stars into space but we can send a console up.



We'd get the celebs to sign their suits and give them away.



Social ad that shows a flag on the moon making the classic PlayStation logo.

TURN UP YOUR LIFE

with



Client: Nuheara IQbuds MAX 2

Audience: Hearing challenged gadget lovers

Proposition: Hear every detail

Media: Audio

Brief: The IQbuds Max 2 is a hearing aid disguised as a set of cutting edge earphones, making them the world's most advanced hearing buds. They combine the style and function of high end ear buds with the life changing benefits of hearing aids.

Idea: The type of product and the media are both heavily associated with music. So, I wanted to draw a parallel between music and real life. The figurative 'soundtrack to your life' and the actual 'soundtrack to your life'.

My radio script references some of the annoying experiences that are common with mild hearing loss.

30 Second Spotify/ Radio Script

To be aired anytime but weighted to Sundays 4-7 on stations that air a chart show. On Spotify it'll target people that listen to 'chart music'.

Classic Chart DJ Voice:

You're listening to the Nuheara Top 10

At five, down three, it's...

"Can I take your order please?" by Mumbling Barista.

Moving up to four it's...

"Are you even listening to me?" by Girl in Bar.

New entry at three it's...

"I didn't catch your name" by... (pause) Somebody.

At two, it's...

"That phone number you really needed" by... Fast Talker.

And clinching top spot...

it's Nuheara with their breakthrough hit, IQBuds Max 2.

The world's most advanced hearing buds for people who need a little help with their hearing.

Turn up your life with Nuheara.

Turn Up Your Life Alexa skill

An Alexa skill that enables a user to get Alexa to repeat the last thing she just said/played but at full volume and then go back to a regular level.

So, rather than saying "pardon" or "could you say that again?" you just say "Nuheara".



15 Second Targeted Spotify Advert

Targeted to people with volume on max (if possible).

Alternatively, targeting people listening to music that's often played loud (Metal/Hardcore Dance).

VO: If you like your music turned up, turn up the real world too with Nuheara IQbuds Max 2.

The world's most advanced hearing buds for people who need a little help with their hearing.

Turn up your life with Nuheara.

Facebook ads

IF YOU'VE CAUGHT CORONAVIRUS DON'T LET IT GET AWAY

Client: Montreal Heart Institute's ColCorona Trial

Audience: People who feel a moral responsibility to help fight the virus.

Proposition: A chance to play your part in the fight against Covid-19.

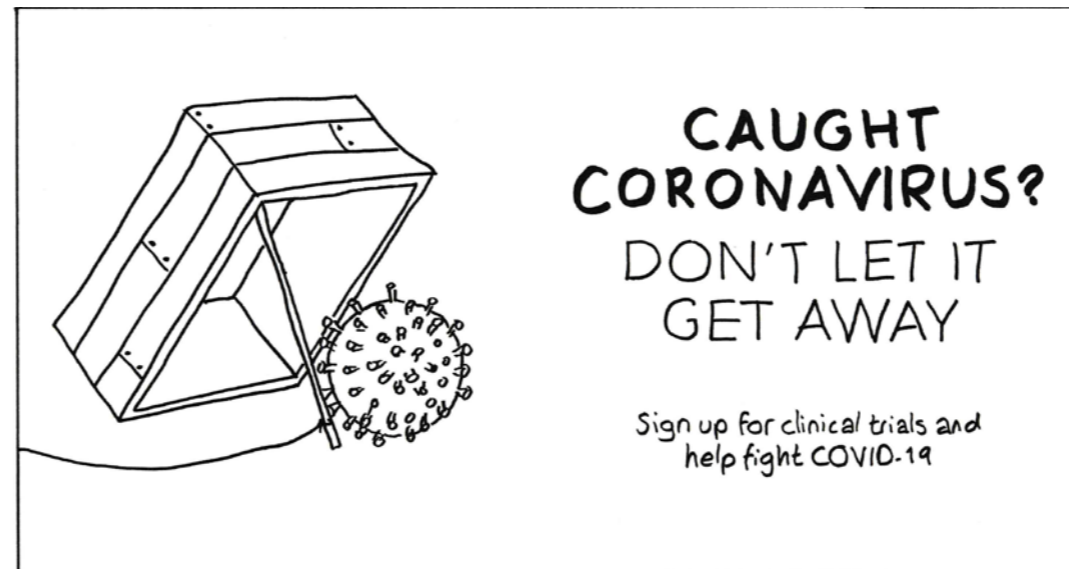
Media: Digital banners etc. Social posts on Instagram and Facebook.

Brief: ColCorona are looking for 1000 US based patients aged 40+ who have had a positive COVID-19 test in the last 24 hours (and are also in a high risk factor). They'll be testing a home-based treatment for the COVID-19 infection.

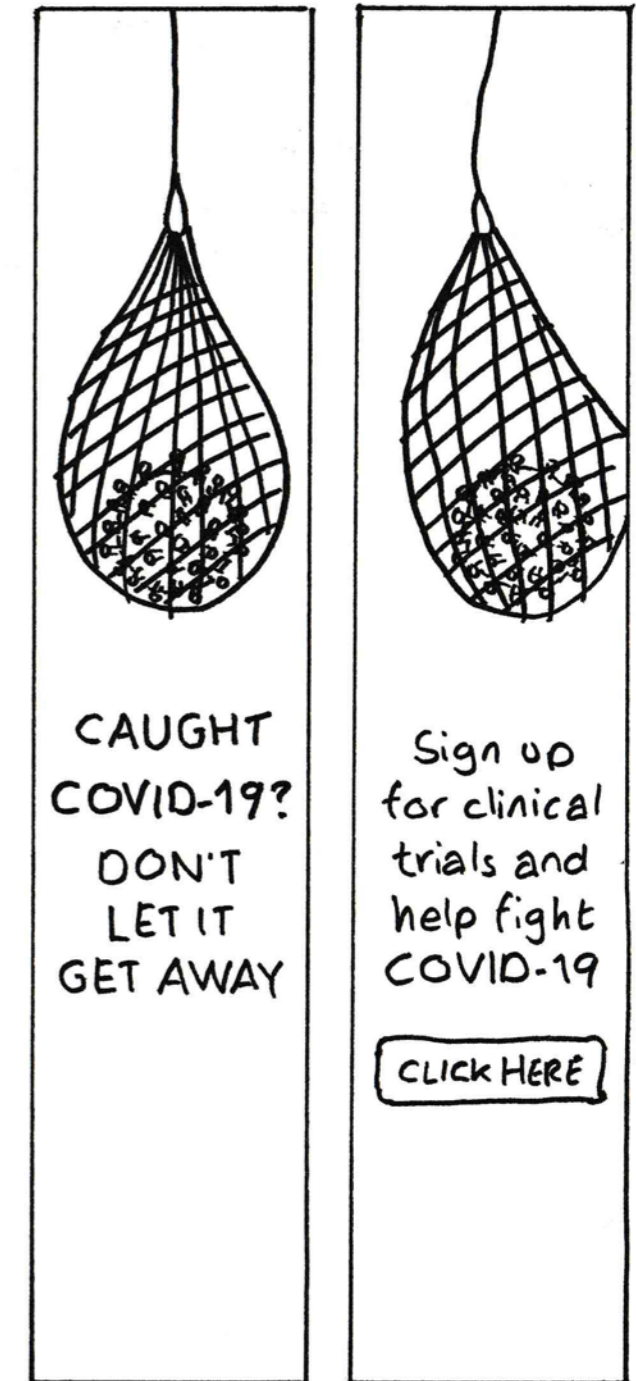
Idea: If you want to kill something, the first thing you need to do is catch it. So, I've flipped the idea of catching coronavirus on its head and created a lighthearted campaign that encourages people with a positive test to take it as an opportunity to hit back at the virus.



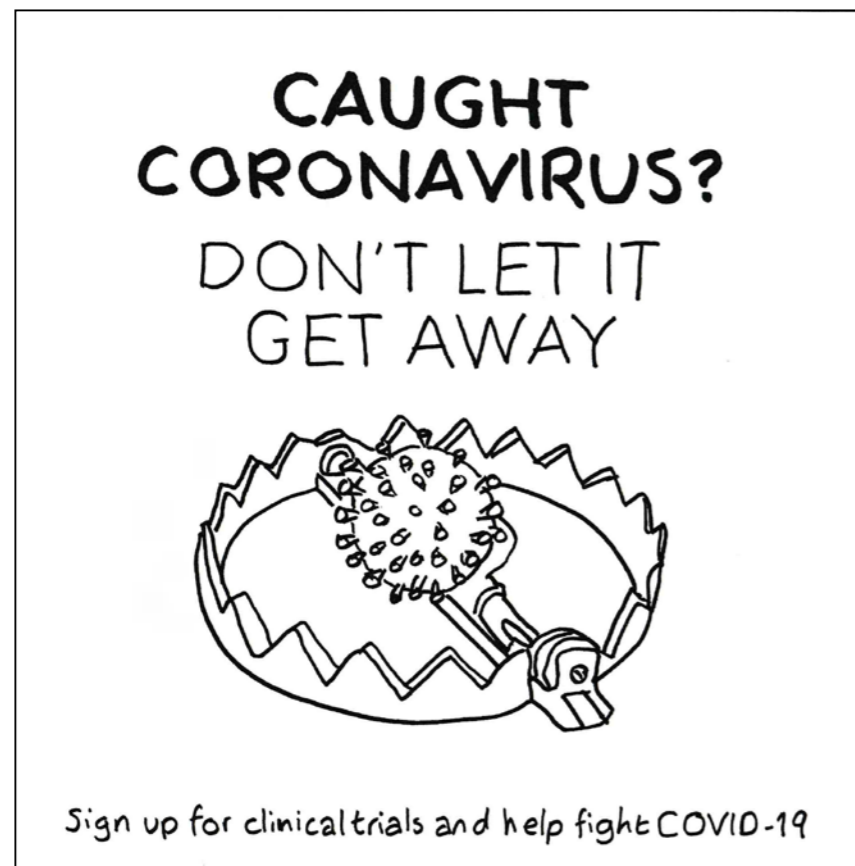
Post copy: If you've tested positive for COVID-19 in the last 24 hours, we've got an exciting new treatment that could turn the tables on the virus. Find out more and sign up at colcoronatrial.com



Post copy: If you're over 40, in a high-risk group and have recently tested positive for COVID-19, this is your chance to lead the fight against the virus. Find out more and sign up at colcoronatrial.com



Skyscraper



Instagram
ad

Post copy: If you've had a positive COVID-19 test in the last 24 hours, this is your chance to try a new free medication that could fight the virus. Find out more and sign up at colcoronatrial.com

Leaderboard



Make Any Movie A Christmas Movie with Prime Video

Client: Prime Video

Audience: Offbeat Rebels & Quirky Underdogs (18-34)

Proposition: A streaming platform made by fans, for fans

Media: Social / Activation

Brief: Prime Video has some Christmas movies, but they can't compete with Netflix's selection. They want a socially-native Christmas campaign that does something different to drive brand love through creative social activations that engage their target audience, create cut-through and stand out.

Idea: So, Netflix has more Christmas movies. Who cares?
Any movie you watch at Christmas can become a Christmas movie to you.

There's always a huge conversation about favourite Christmas movies, with heated debates about borderline films like Die Hard and Gremlins. (People get especially riled up about Die Hard for some reason). But let's draw a line under it all this year. Let's forget what is and isn't a Christmas movie, let's shelve the snobbery and just admit that at Christmas... every movie is a Christmas movie. Controversial, but it'll get people talking, and the offbeat rebels, quirky underdogs and real film fans will be on our side.

Press releases/blogs/interviews on various social platforms.

Amazon has a powerful voice in film and TV. We can use this to make some pretty controversial claims about what is 'officially' a Christmas movie. This content is guaranteed to get comments sections and feeds going crazy.

Twitter post

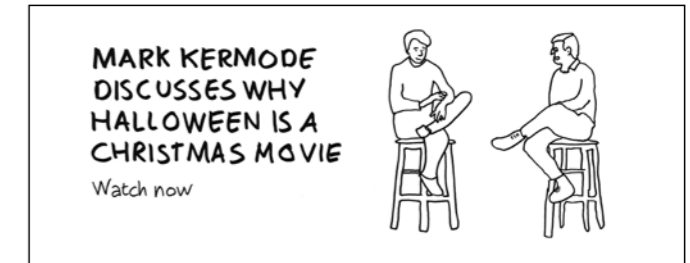
Amazon Prime Video UK @primevideouk
FULL STATEMENT TO BE RELEASED SHORTLY.



Partnership with LadBible and film influencer

LADbible @ladbible

Legendary film critic Mark Kermode joined us for a chat about how you can make any movie a Christmas movie.



Reddit discussion thread

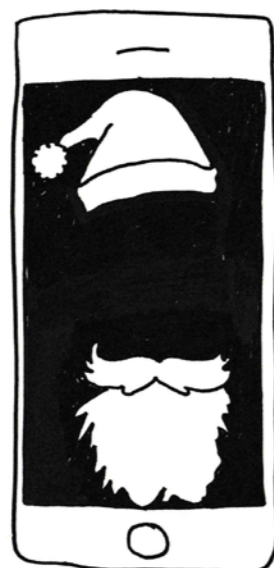
u/Primevideo · 18h
PRIME VIDEO RECOGNISE THAT YOU CAN MAKE ANY MOVIE A CHRISTMAS MOVIE - DISCUSS



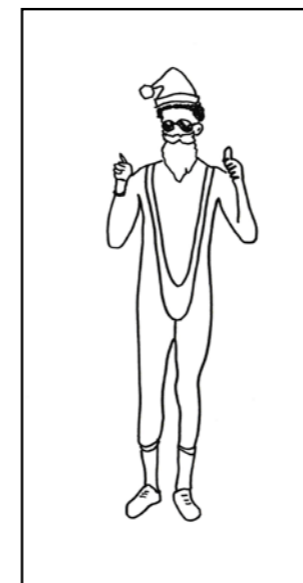
Movie star partnership

Jason Statham @redjstatham

Merry Christmas film lovers. If a movie makes you smile over the holidays, it's a Christmas movie in my eyes. Make any movie a Christmas movie with @primevideouk.



"HERE'S JOHNNY!"



"Very nice!"



"I've had the time of my life."

This filter allows you to point your phone at anything on TV and (using facial recognition) it augments a Santa hat and beard onto the scene (The Shining, Borat and Dirty Dancing shown above).

NOTHING BEATS FUNNY

Client: BBC (Comic Relief)

Audience: Active organisers: Those likely to fundraise, encourage friends & family to get involved. Sofa supporters: Those likely to tune in for Red Nose Day and donate on the night.

Media: 30" TV advert and social media ideas

Proposition: Funny is the power to save the world.

Brief: While our nation has felt powerless this year, they've sought respite in the ridiculous. We want to celebrate, highlight and encourage this behaviour. Because it can (actually) have real value. Comedy has seen us through the darkest of times. And now it can help us make the biggest difference yet.

Idea: As long as we can laugh, we'll never be defeated. Nothing beats funny — not coronavirus, not war, not poverty... but equally not intellect or sporting brilliance either... NOTHING.

I've executed this by showing comedians taking on celebrities at their own game. But like everyone this year, they use humour to beat the odds.

30 Second TV Script 1 "Funny Beats Boxing"

We open on Anthony Joshua in a boxing ring. Cut to Frank Skinner climbing through the ropes.

Announcer: In the red corner, we have the undefeated champion of the world Anthony Joshua.

In the blue corner, weighing in at a measly 9 stone, in his first ever fight we have Frrrrrank Skinnnnneerrr.

Cut to them tapping gloves.

Frank: Remember, it's for charity?

AJ: Yeah, we'll see.

SFX: Ding Ding.

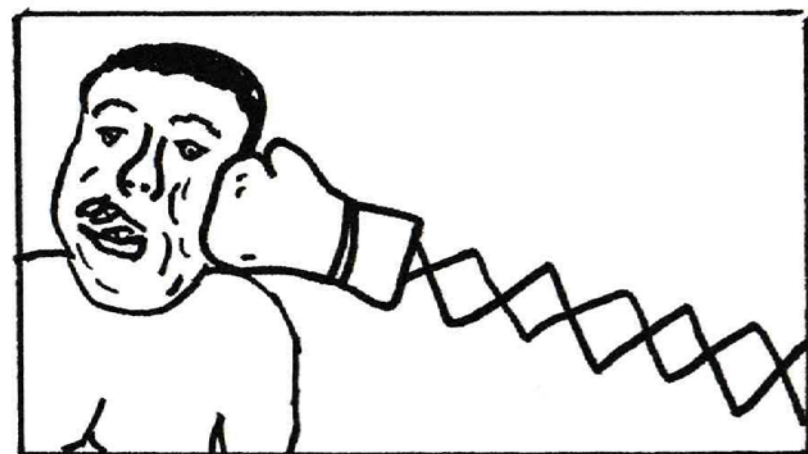
Close up of Anthony Joshua getting smacked in the face by Frank's boxing glove and falling to the floor.

We pull back to reveal that Frank has hit him from the other side of the ring with an extendable boxing glove.

Super: Nothing Beats Funny.

VO: See how powerful funny can be.

Order your fundraising pack today.



30 Second TV Script 2 "Funny Beats Tennis"

We open on Andy Murray and Greg Davies on a tennis court. We quickly cut between Andy's serves.

Andy Murray:

15-love. 30-love. 40-love. Game.

Come on Greg, you said you played every week.

Cut to Greg happily turning on a tennis ball launching machine.

We see Andy Murray being pelted with tennis balls.

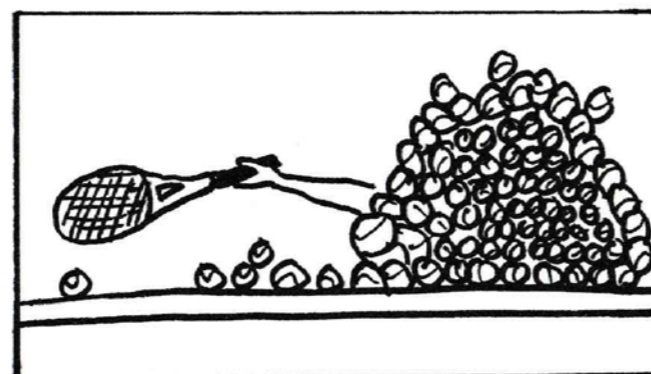
Cut to Greg Davies laughing maniacally.

Cut back to Andy's arm sticking out underneath a pile of tennis balls.

Super: Nothing Beats Funny.

VO: See how powerful funny can be.

Order your fundraising pack today.



30 Second TV Script 3 "Funny Beats Chess"

We open on Stephen Fry and Rob Beckett playing chess, shot from above (Stephen has all his pieces and Rob just has the king).

Close up on Rob, deeply contemplating his move (despite his completely unwinnable position).

Cut to Stephen looking impatient and confused.

Cut back to Rob Beckett thinking for a few seconds.

Rob finally stands up and offers to shake Stephen's hand to concede.

They shake hands and an electric hand buzzer goes off shocking Stephen.

Super: Nothing Beats Funny.

VO: See how powerful funny can be.

Order your fundraising pack today.



Instagram story

To show that everyone can use the power of funny to beat big problems, my social ads will pit fun fundraising ideas against the serious issues they'll help defeat.

