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AD3001M CREATIVE ADVERTISING 3



Observation

Pipers is all about flavour.

Insight

People can have flavour.

Argument

It's the crisp with the most flavour.

Strategy

Flavour for flava.

Print.

FLAVOUR FOR FLAVA
FLAVOUR FOR FLAVA
FLAVOUR FOR FLAVA
FLAVOUR FOR FLAVA
FLAVOUR FOR FLAVA
FLAVOUR FC FLAVA
FLAVOUR FC FLAVA
FLAVOUR FC VA
FLAVOUR VA
FLAVOUR 'A
FLAVOUR IA
FLAVOUR FLAVA
FLAVOUR R FLAVA
FLAVOUR FOR FLAVA
FLAVOUR FOR FLAVA
FLAVOUR FOR FLAVA
FLAVOUR FOR FLAVA



FLAVOUR FOR FLAVA
 FLAVOUR FOR FLAVA
 FLAVOUR FOR FLAVA
 FLAVO FOR FLA IA
 FLAVO FOR FLA IA
 FLAV IA
 FLAV IA
 FLAV IA
 FLAV IA
 F IA
 FLAVO FOR FLAVA
 FLAVO FOR FLAVA



• PIPERS •

— MADE BY FARMERS —

12:29

11 F

Instagram



Pipers Crisps
Sponsored



Shop Now



Pipers Crisps FLAVOUR FOR FLAVA



Observation

You get certificates for your LinkedIn profile upon completing courses on LinkedIn learning.

Insight

66% of freelancers and 53% of tradition workers say retraining is crutial to stay relevant.

Argument

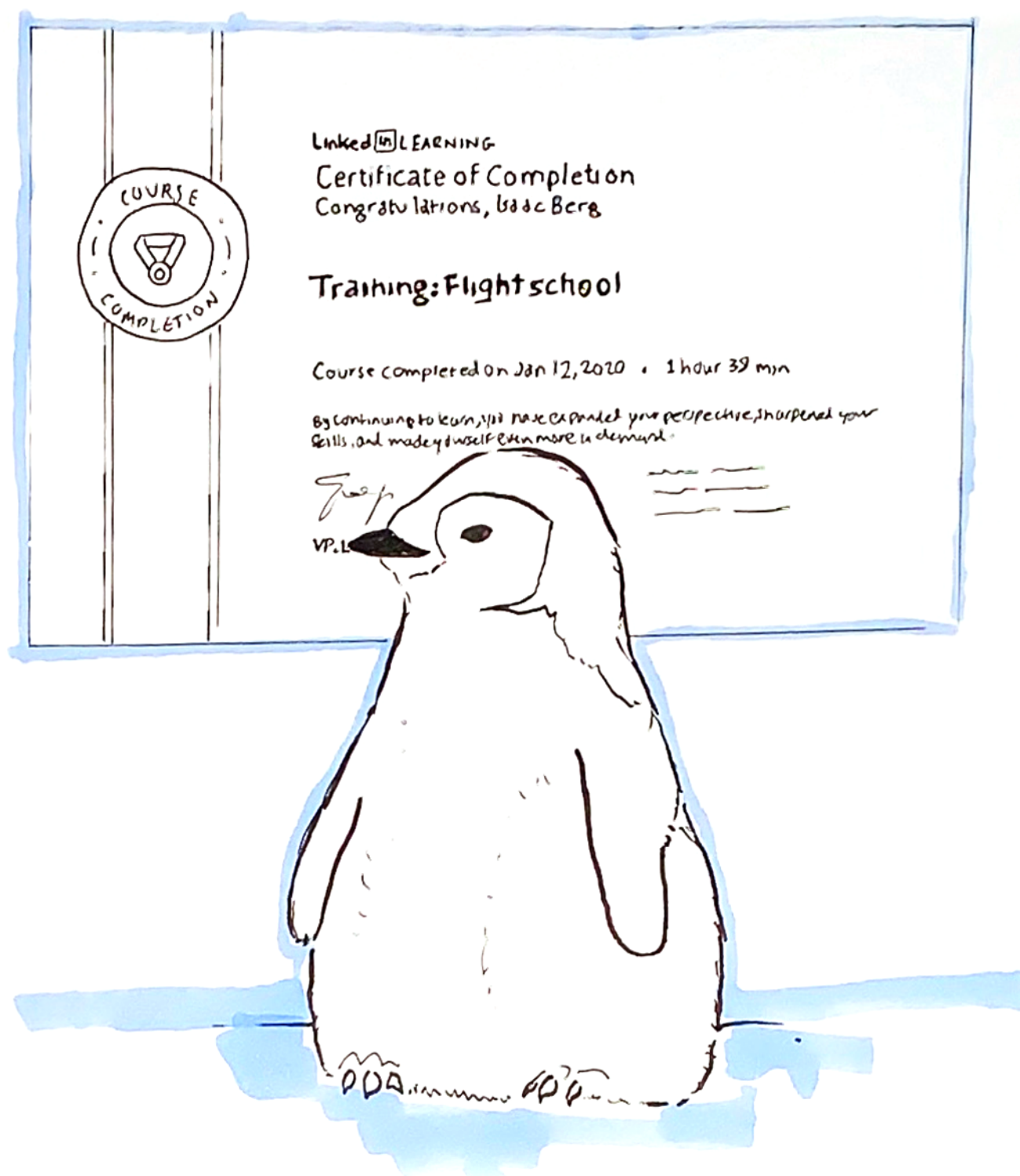
Showcase determination.

Strategy

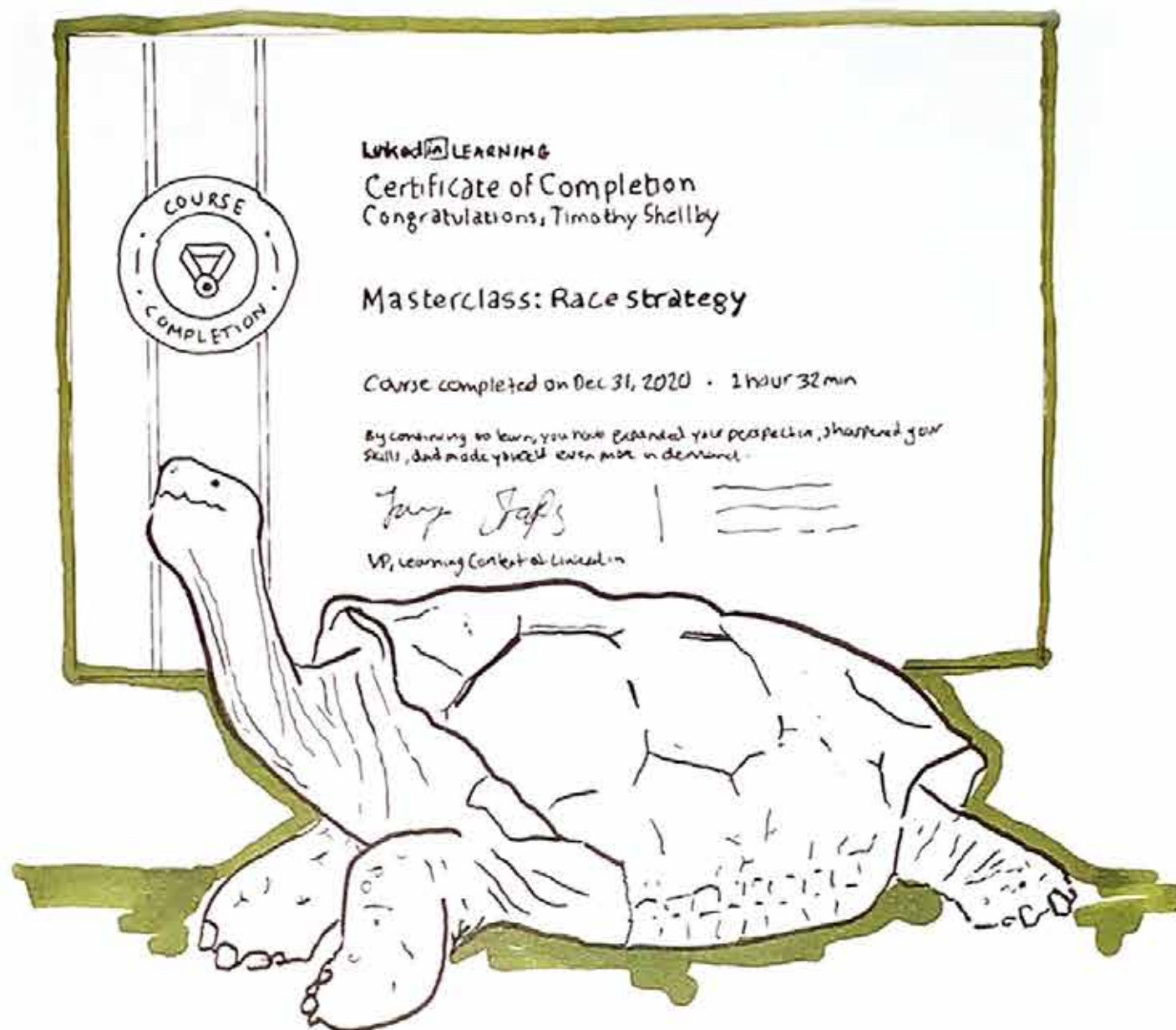
Be the fish that climbed the tree.



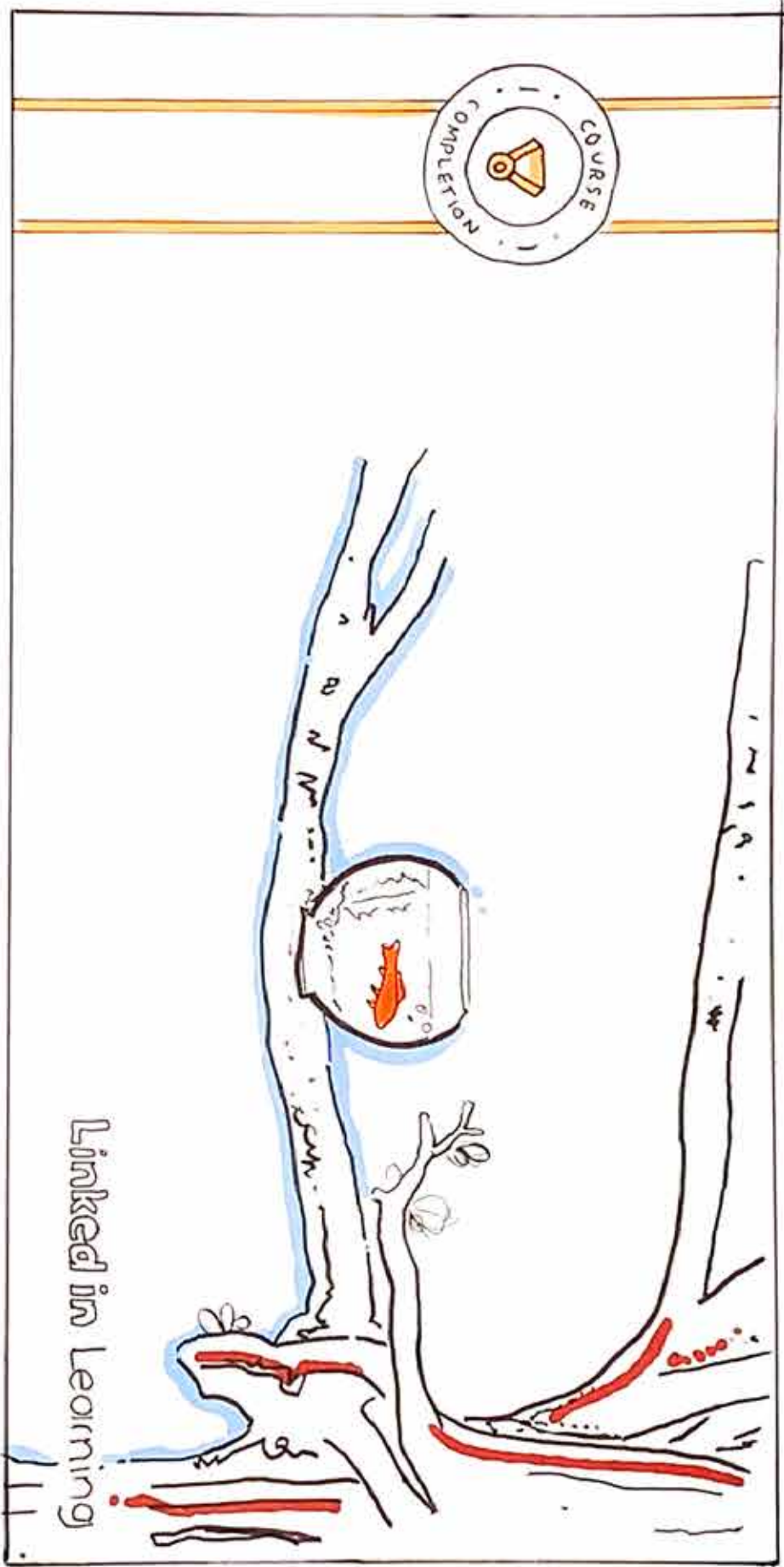
Print.



PREMIUM



PREMIUM



ITS HARD
BEING PUNK
WHEN UR
SHAPED LIKE
A DICK.



Observation

It's counter BBQ culture to BBQ in winter.

Insight

BBQ culture is another area of life that is white male dominant.

Argument

Don't just buy a BBQ, own it.

Strategy

The BBQ rebellion.

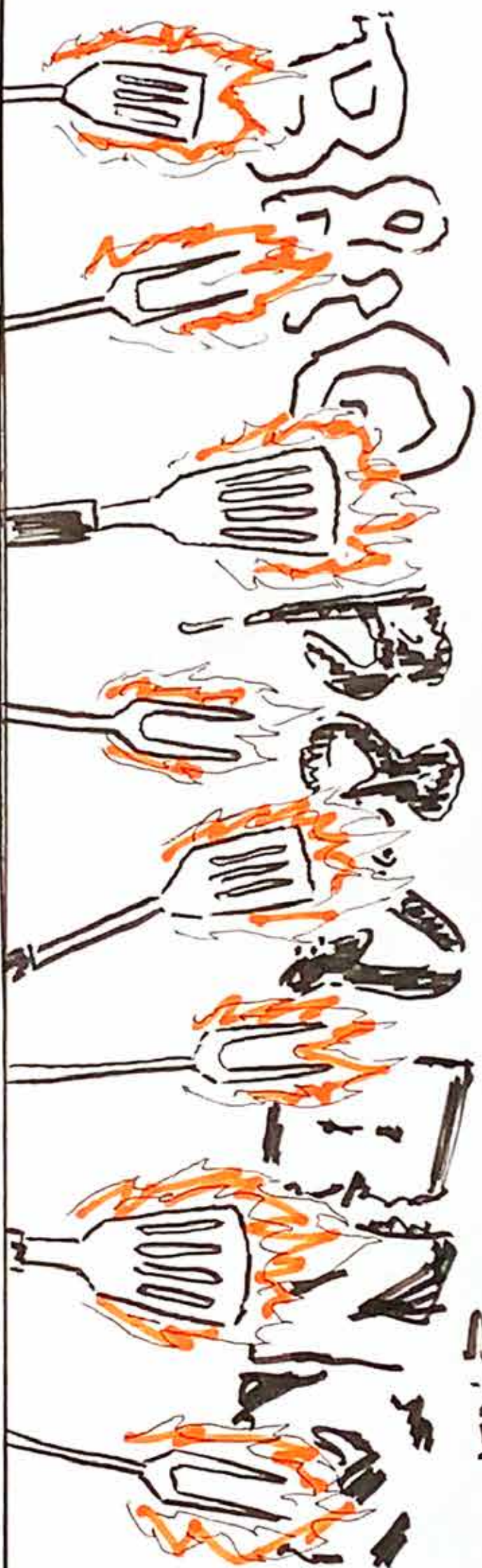
FIGHT THE FLOOD.
START THE FIRE
50% OFF BBQS
HAVE A
RIOT...

BEN





REBEL RITUAL, SUMMER HAS A SEQUEL. BBS WINTER SALE.



STEP 1:
REMOVE SCREWDRIVER.



STEP 2 :

SCREW!
FIX.



Observation

**Tradies are always asked for favours
of friends and family.**

Insight

Tradies don't wanna do no favours.

Argument

Here to do the tradie a favour.

Strategy

We'll get you out of it.

DON'T BAT BRICKS
FOR A FAVOUR

DON'T WEAR DOWN
YOUR BOOTS ^{FOR A}
FAVOUR

DON'T MOONLIGHT
ON SIGHT FOR A FAVOUR

DON'T <sup>BURST BLISTER
BREAK BACKS
BATTER BODDIES</sup>
FOR A FAVOUR

DON'T OVER WORK IF IT AIN'T WORK
DON'T DO FAVOURS
SCREW FAVOURS

SCREW-FIX

WE'LL GET YOU OUT OF IT.

Print.

DON'T CUT CABLES
FOR A FAVOUR

DON'T WRESTLE
LIVE WIRES FOR A
FAVOUR

DON'T PATCH UP
PIG TAILS FOR A FAVOUR

DON'T TOW TRUCKING
SPARK SPURS
BEND BONDING
FOR A FAVOUR

DON'T OVER WORK IF IT AIN'T WORK
DON'T DO FAVOURS
SCREW FAVOURS

SCREWFIX

WE'LL GET YOU OUT OF IT.



SCREENSIX

SCREENSIX
FAVOURS



DON'T SWEAT, STRUGGLE OR HUSTLE FOR A FAVOR

(To find the party you need out of stock, head to the screw favours tab)

WE'LL GET YOU OUT OF IT



Observation

There is lots of aspiring aesthetics.

Insight

Music is an art form.

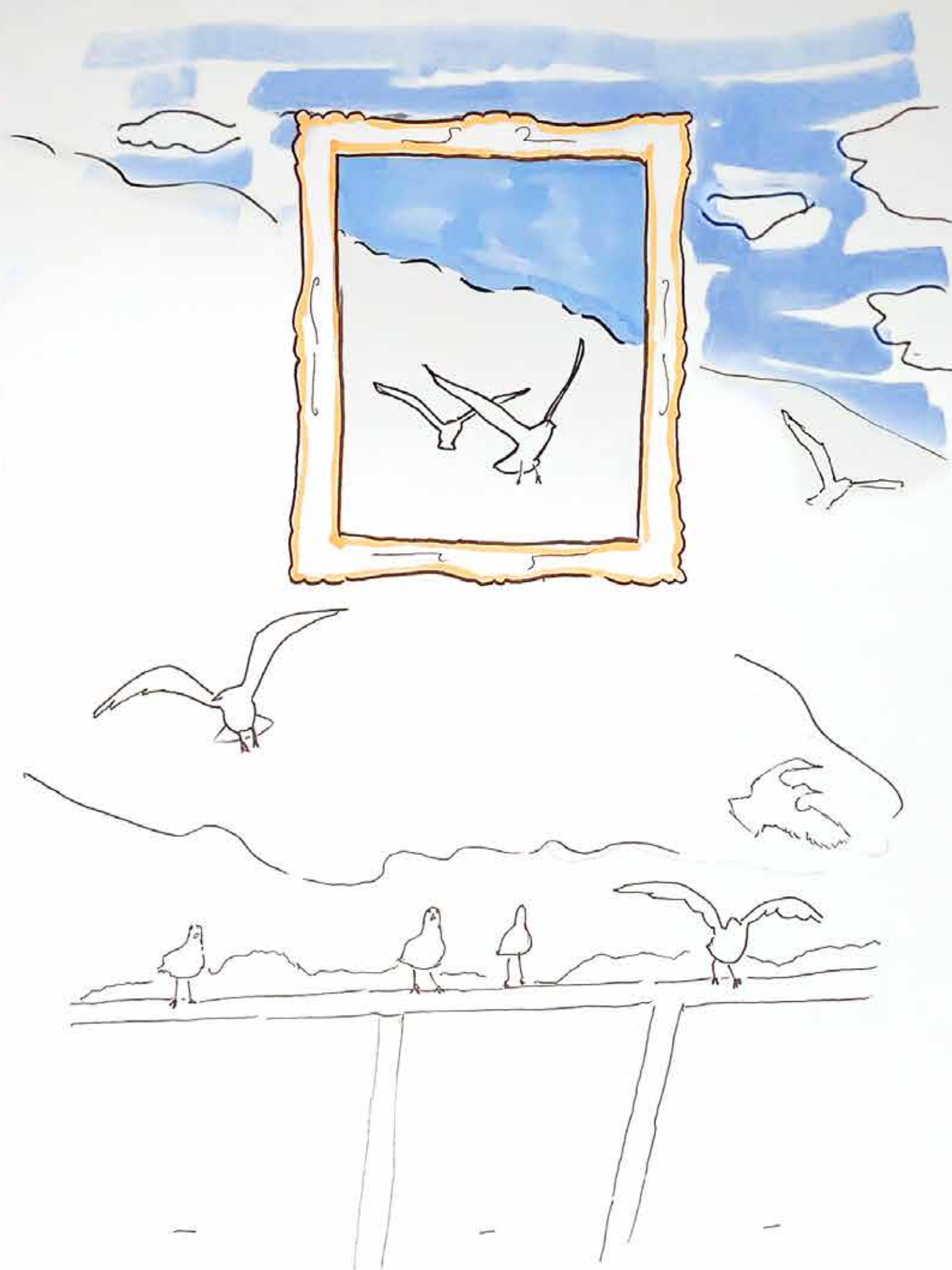
Argument

Classic FM opens the mind to the art surrounding you.

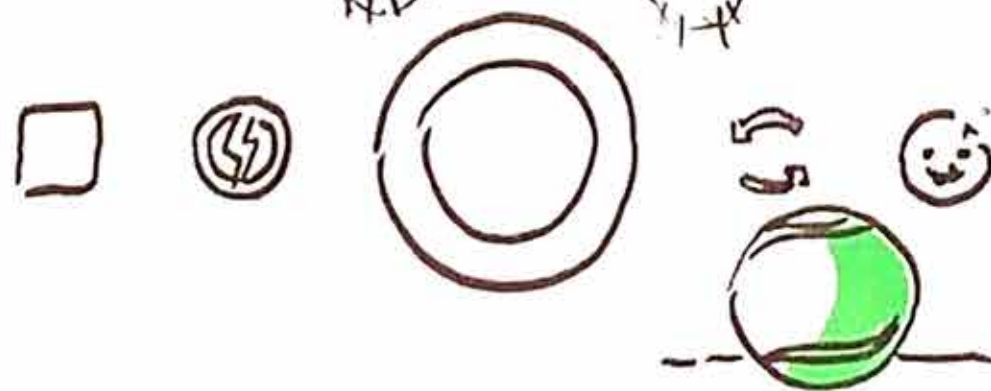
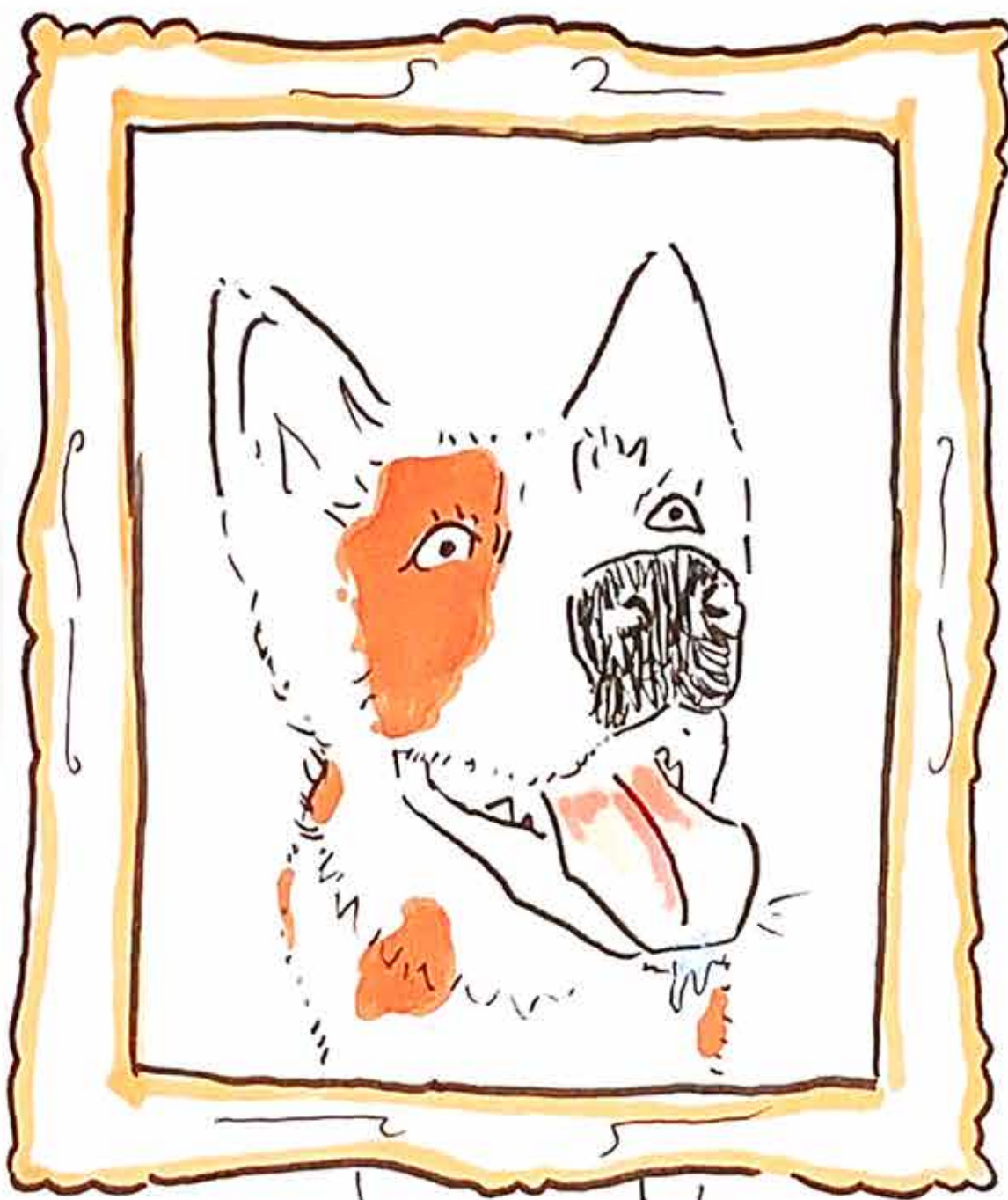
Strategy

Art is everywhere.

PRINT.



CLASSIC *f*M



MUSIC LIVE CLASSIC fm BOOMERANG

GUERRILLA.



NATIONAL LOTTERY...



Observation

The anticipation is the best bit.

Insight

Everyone always imagines the result.

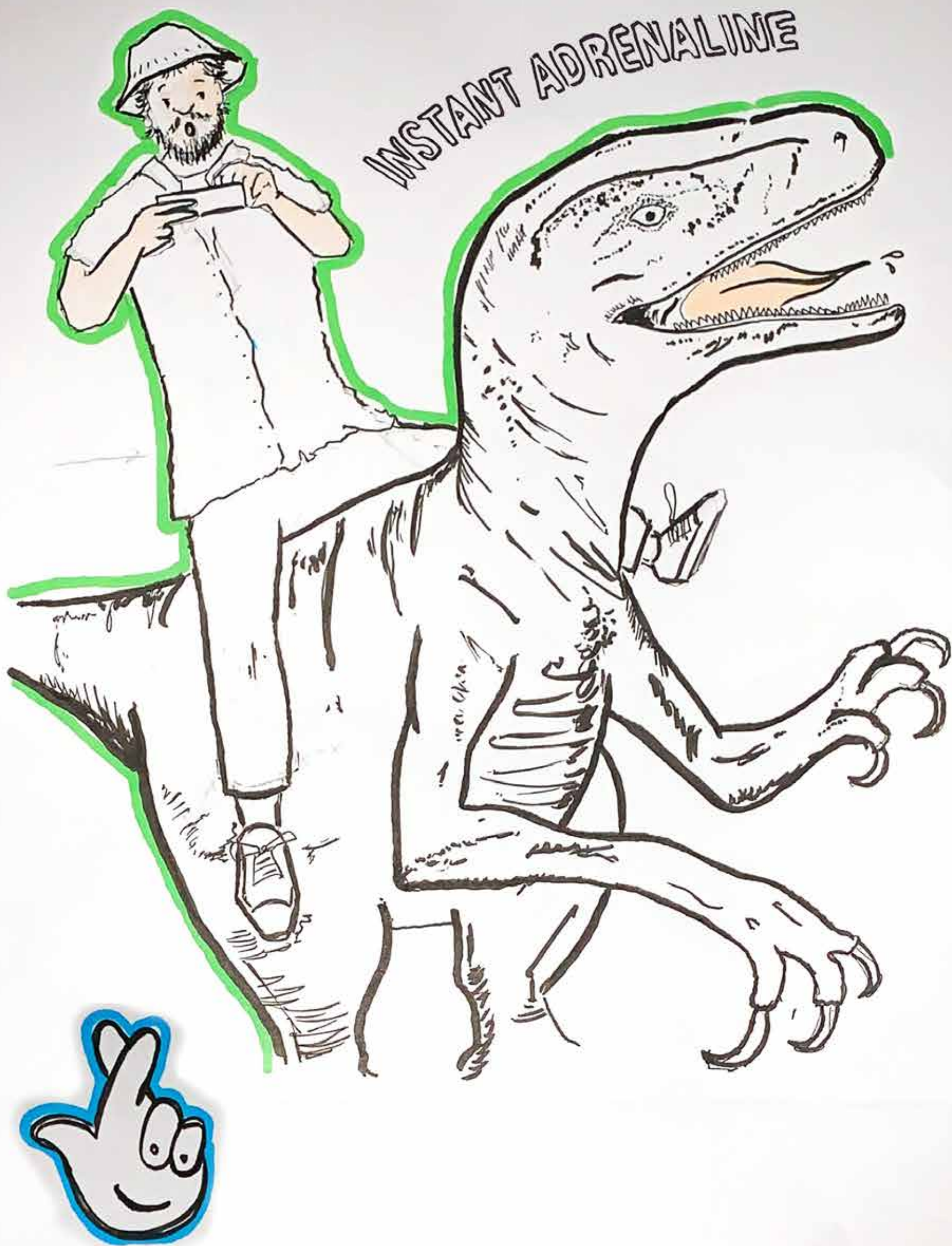
Argument

Adrenaline in an instant.

Strategy

Exhilarating either way.

Print.



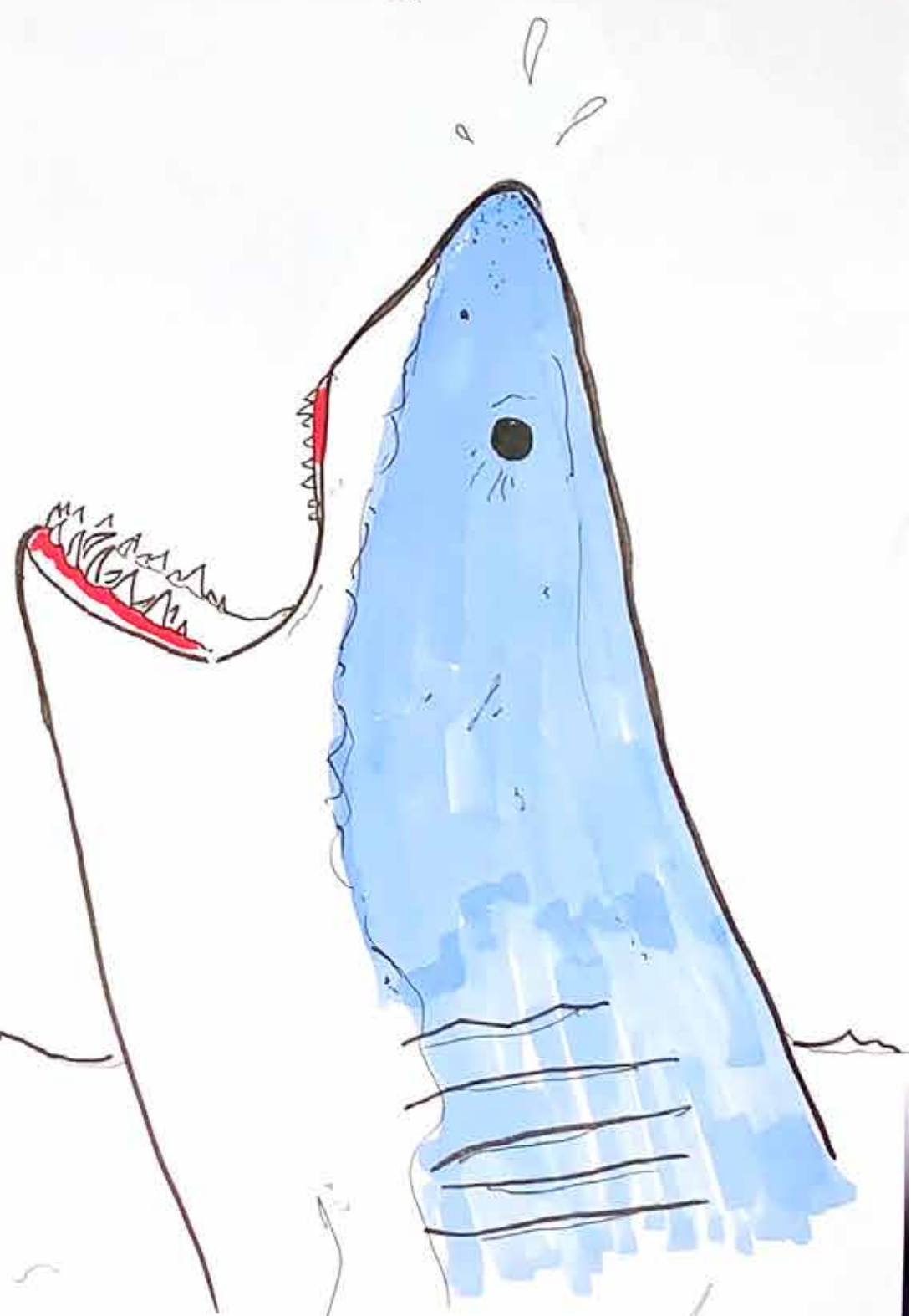
PRINT.



Print.



INSTANT
ADRENALINE



Observation

Skateboarding is in the 2020 Olympics.

Insight

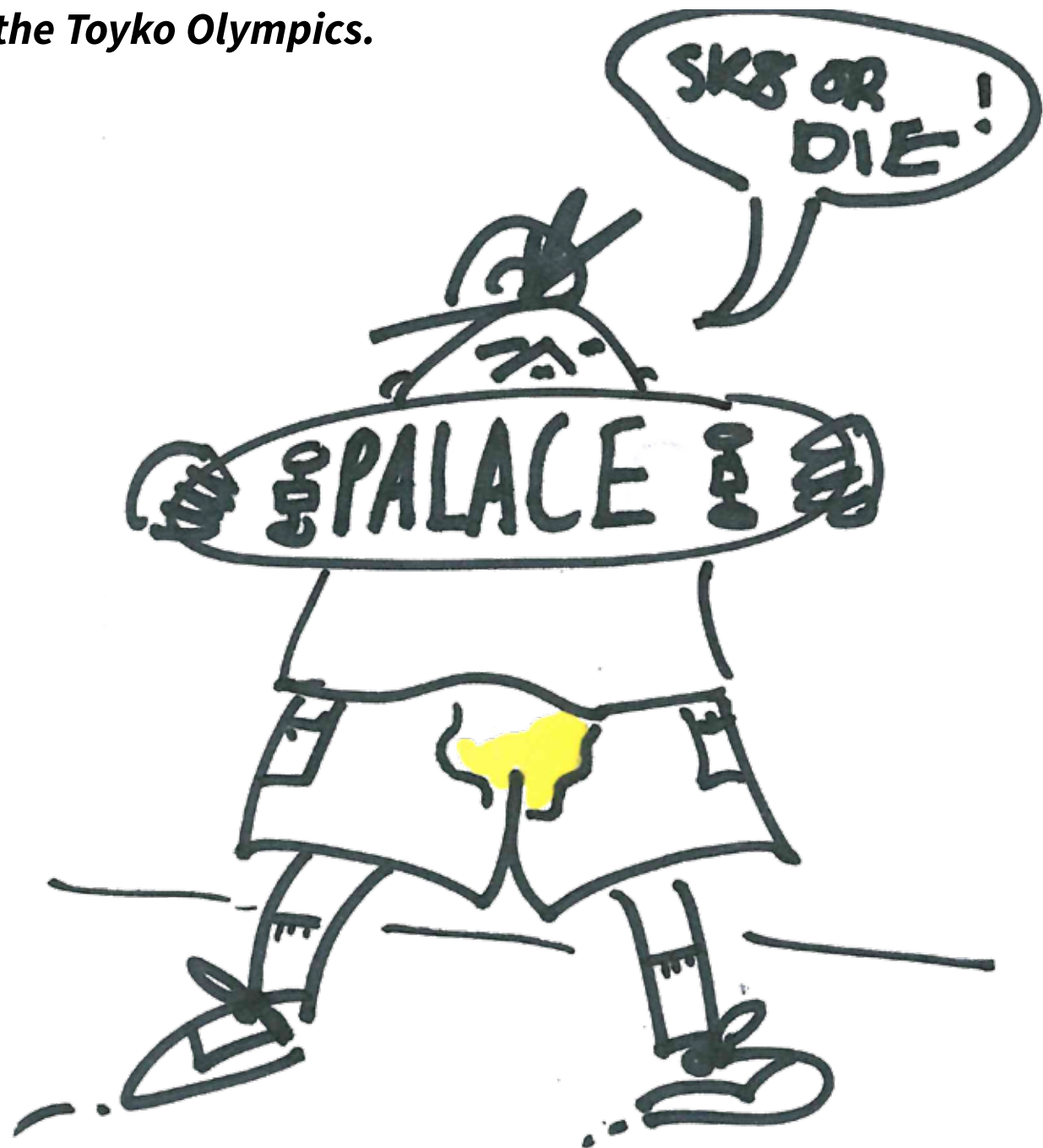
One of the core values of skating is counter-culture.

Argument

Bun Das Olympics.

Strategy

Shit on the Toyko Olympics.



ONLINE VIDEO..



PASSING THE TORCH

- WOW
- LANCE ARMSTRONG
- IS A SCARY LOOKING BLOKE



- THIS MIGHT BE
- OUR WORST AD YET
- BUT NO WORSE THAN
- THAT SHIT SHOW
- WE CALL
- THE OLYMPICS

'ROACHABLE' PRESS AD.



"PISSING P-MAN"
STICKER..

Print.



ALL
NEW
JACKETS
SHIRTS
BOTTOMS
TRACKSUITS
SWEATSHIRTS
TOPS
T-SHIRTS
HOODS
ACCESSORIES
HARDWARE
CART



'TORCH' SHAPED DECK

£46

- IF YOU THINK
- WE'VE GONE LOOPY
- MAKING A SHAPED BOARD

- TUNE INTO BBC1 AT 5PM
- TO WATCH
- ALL UR FAVOURITE SKATERS
- TAKE IT UP THE BATTY
- FROM OLYMPIC OFFICIALS

VIEW SIZE

ADD TO CART



C o m b a t
S t r e s s

Observation

**The worst Symptom of PTSD is; you
only see the threats in the world**

Insight

**Physical pain always get more
sympthay votes.**

Argument

It's not just money, it's hope.

Strategy

Donate hope.

CAN'T CAN'T CAN'T CAN'T CAN'T
CAN'T CAN'T CAN'T CAN'T CAN'T
CAN'T CAN'T CAN'T CAN'T CAN'T
CAN'T CAN'T CAN'T CAN'T CAN'T
CAN'T CAN'T CAN'T CAN'T CAN

Hope is behind each breath.



AGONY AGONY AGONY AGONY AGONY
AGONY AGONY AGONY AGONY AGONY
AGONY AGONY AGONY AGONY AGONY
AGONY AGONY AGONY AGONY AGONY
AGONY AGONY AGONY AGONY AGONY

ACHE

Hope is behind each breakthrough.

Observation

**Settling abroad can be a struggle
for upto two years.**

Insight

**Not knowing the lanugae makes you stick
out, getting greated with hostility.**

Argument

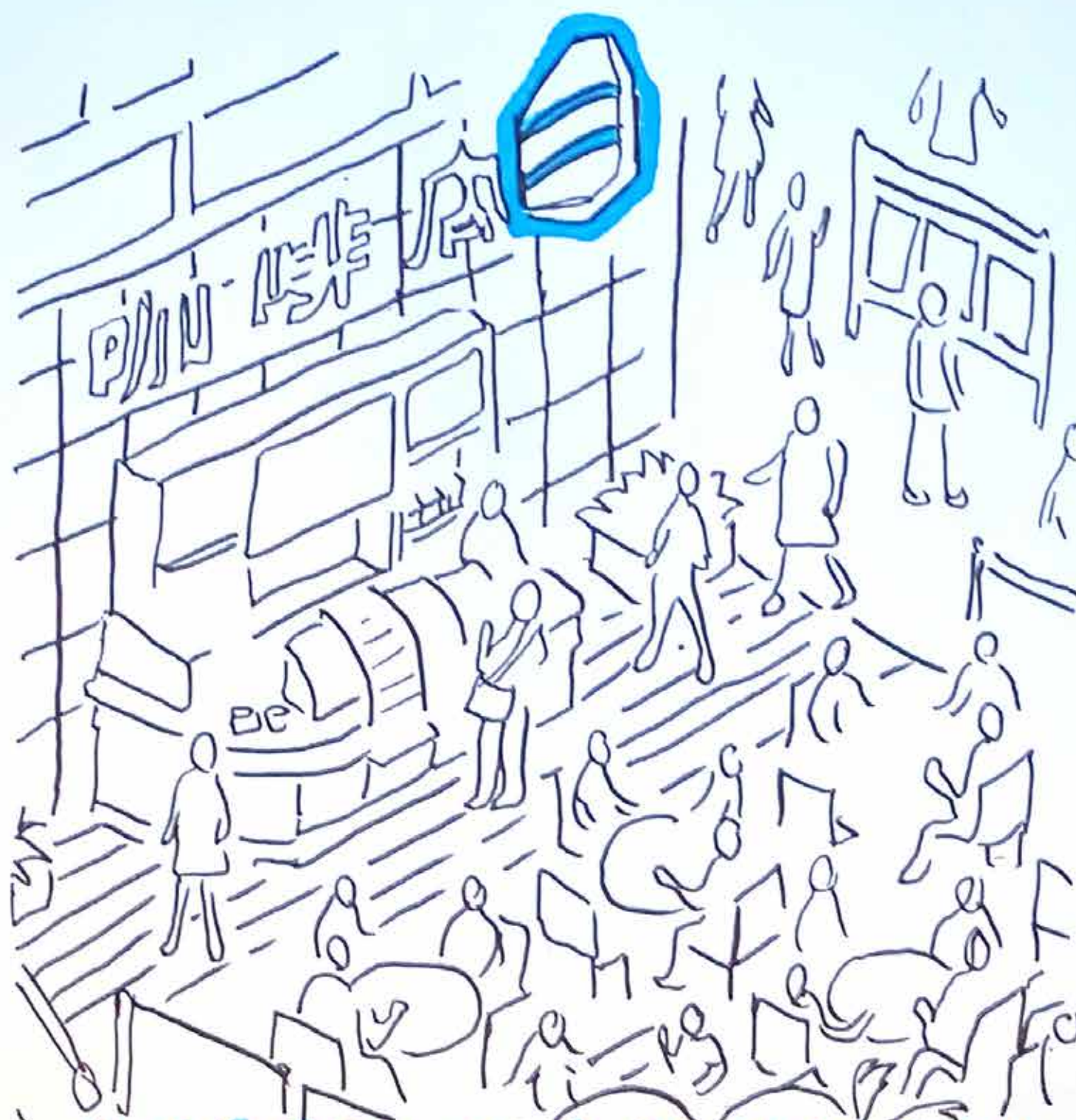
Get stuck in.

Strategy

Get the most out of life.



PRINT.



FIND FREDDY!

Go on - he only moved to China this month.
It shouldn't be too hard to find the
British bloke bawling about the Chinese capital.
You could look for the guy playing a game
of charades to find the Leo -
but that won't be Freddy.
Apart from that silly bit about Jesus Sakai,
he fits right in.



Rosetta Stone

3 month language courses

Get stuck in.

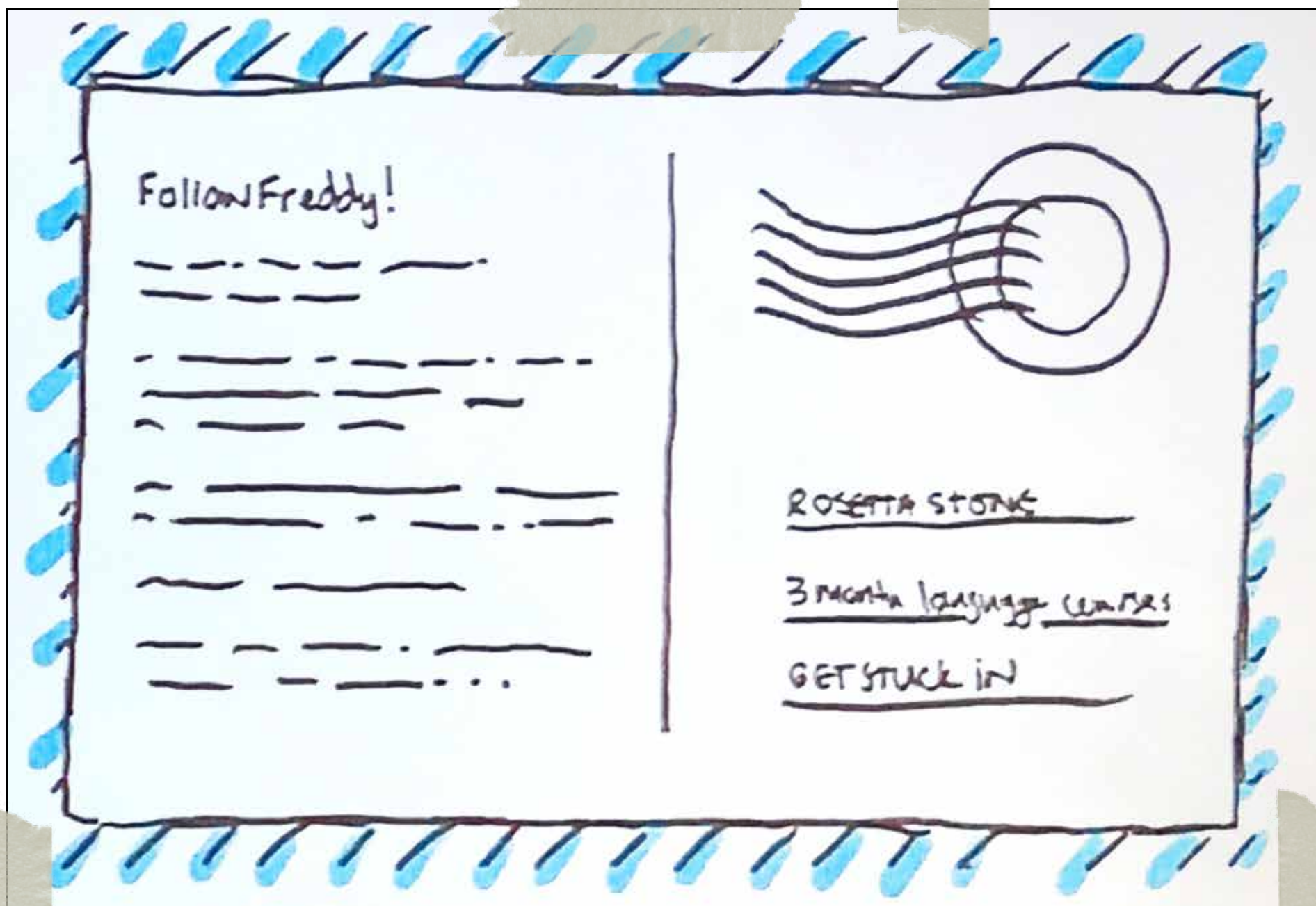
Get stuck in.

Rosetta Stone

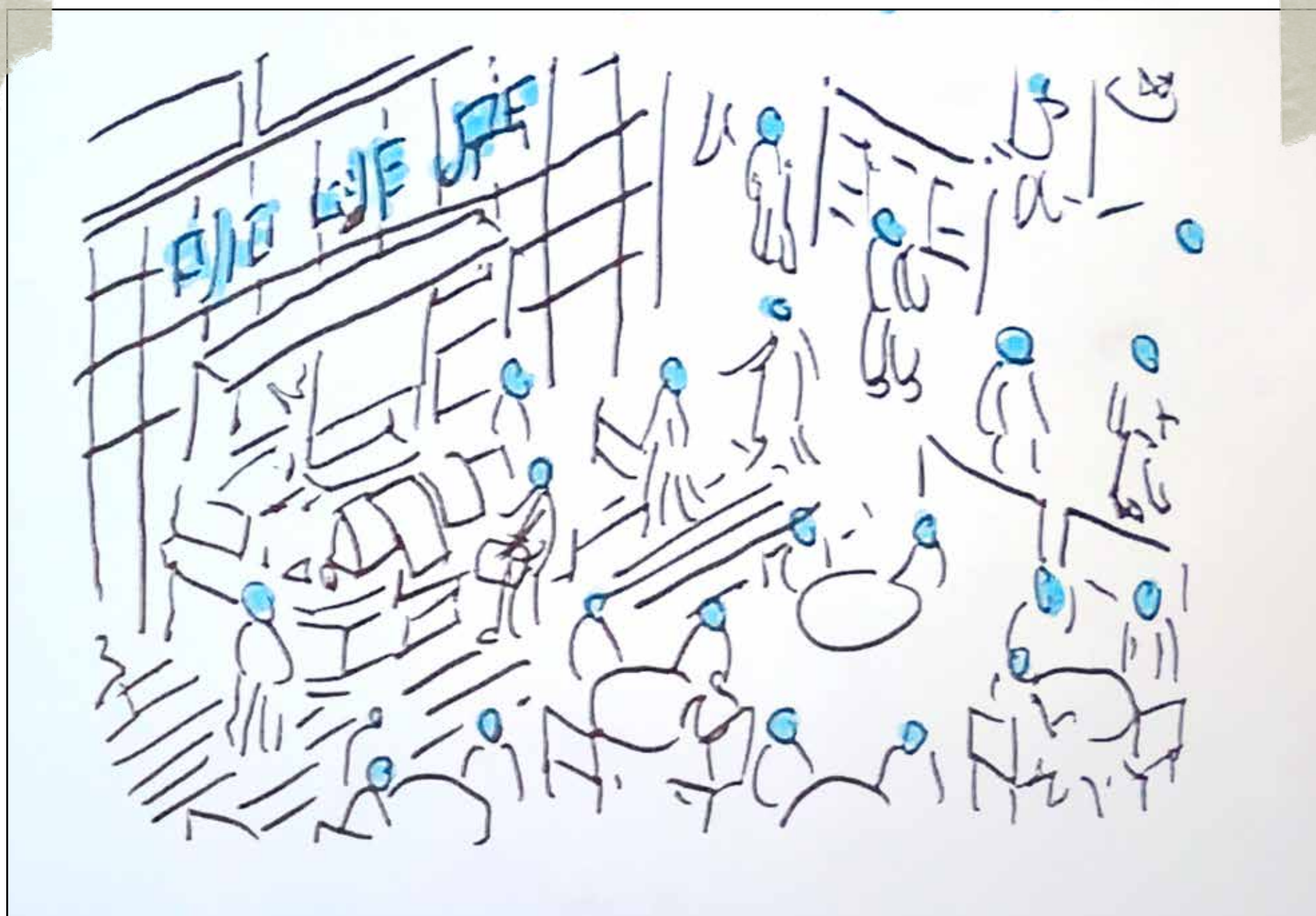


DIRECT
MAIL →

FRONT



BACK





Observation

Boots opticians are the first to offer an OCT scan.

Insight

People find assurance in the latest technology.

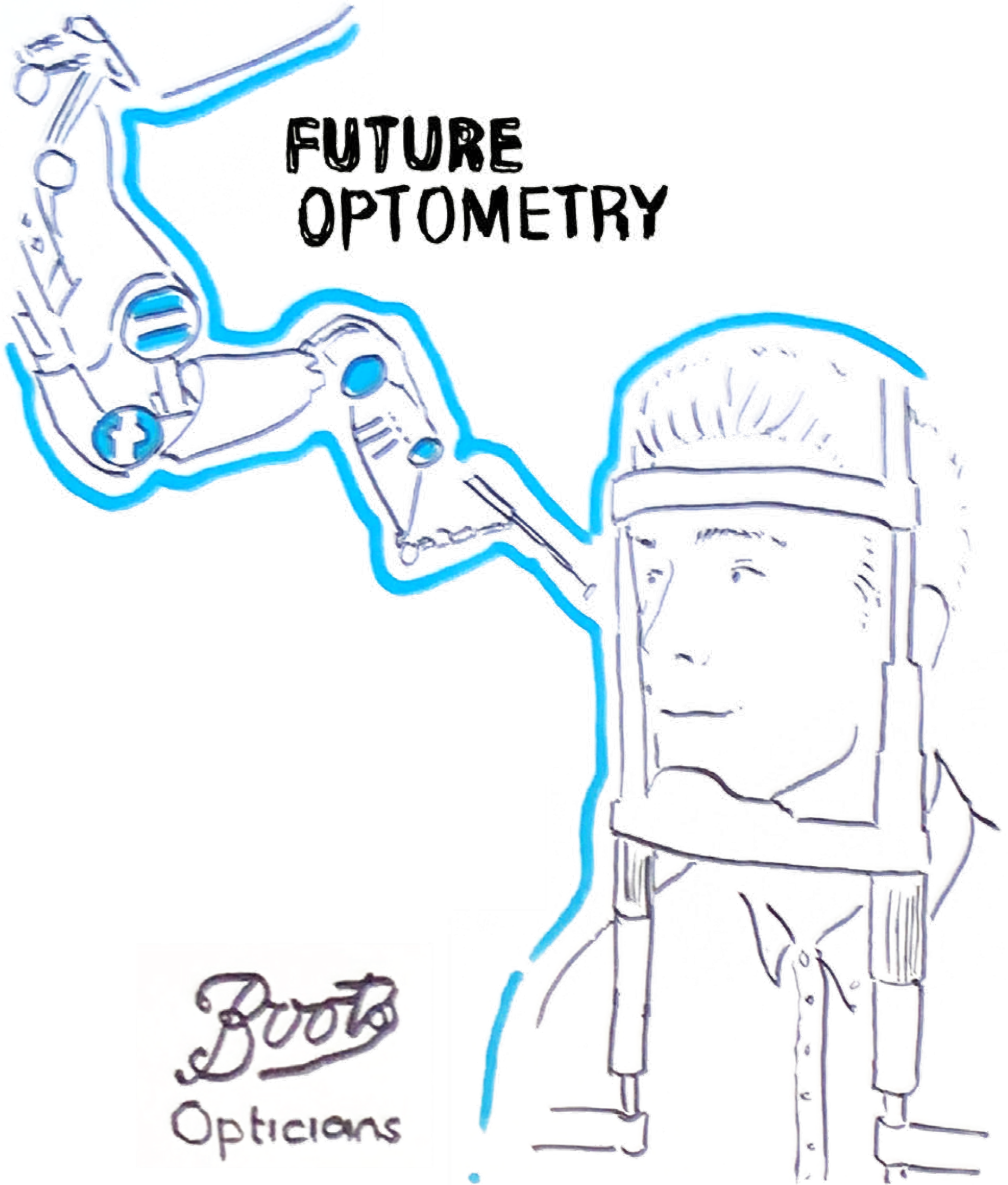
Argument

The first to use the advancements of optometry.

Strategy

Delivering the future of optometry.

FUTURE OPTOMETRY



Boots
Opticians



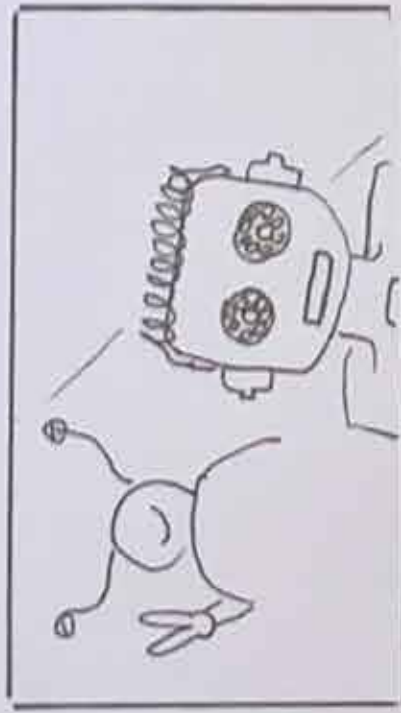
11/10/11

BOOTS TV AD (30 SECONDS)

"How can I help?"



1



ENTER MORE SCI-FI CHARACTERS WITH EYE PROBLEMS.

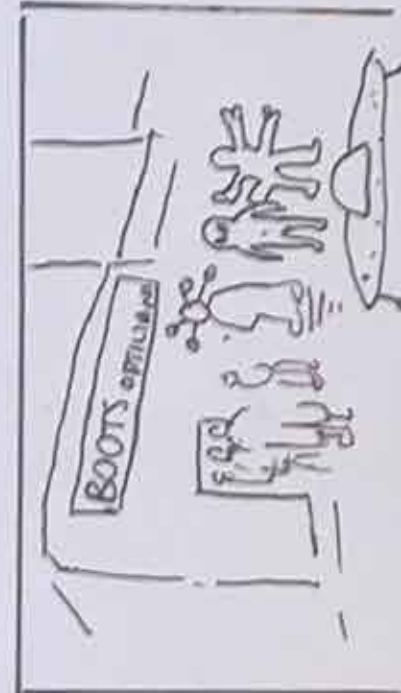
"No problem. Take a seat"

ENTER BOBIE WITH 3 EYES - TELL PROBLEM
"YEAH NO WORRIES TAKE A SEAT."

2



3

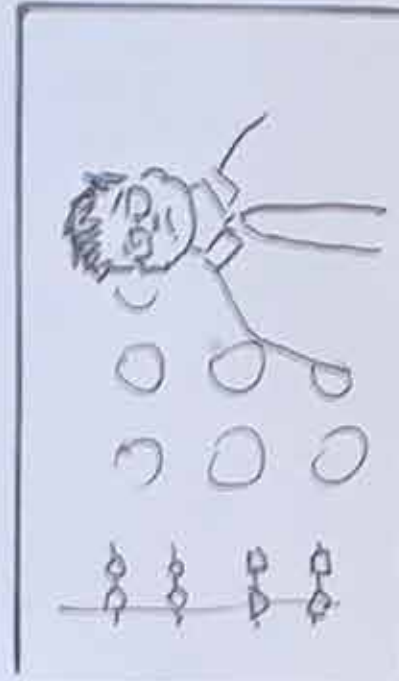


"Who's Next?..."

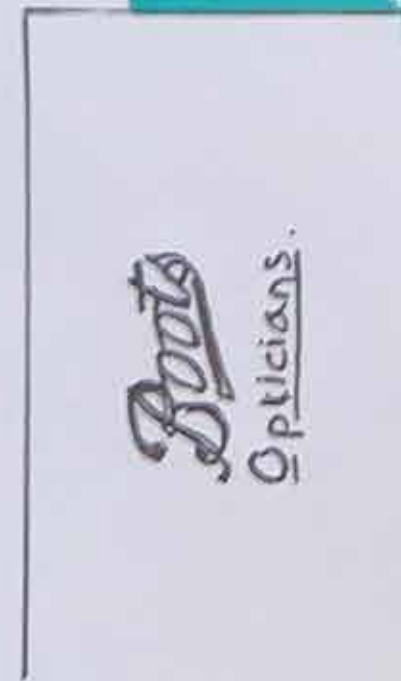
Many creatures are queued up waiting to go to the only boots in the universe with an opticians!

"Hi, how can I help? What's next?"

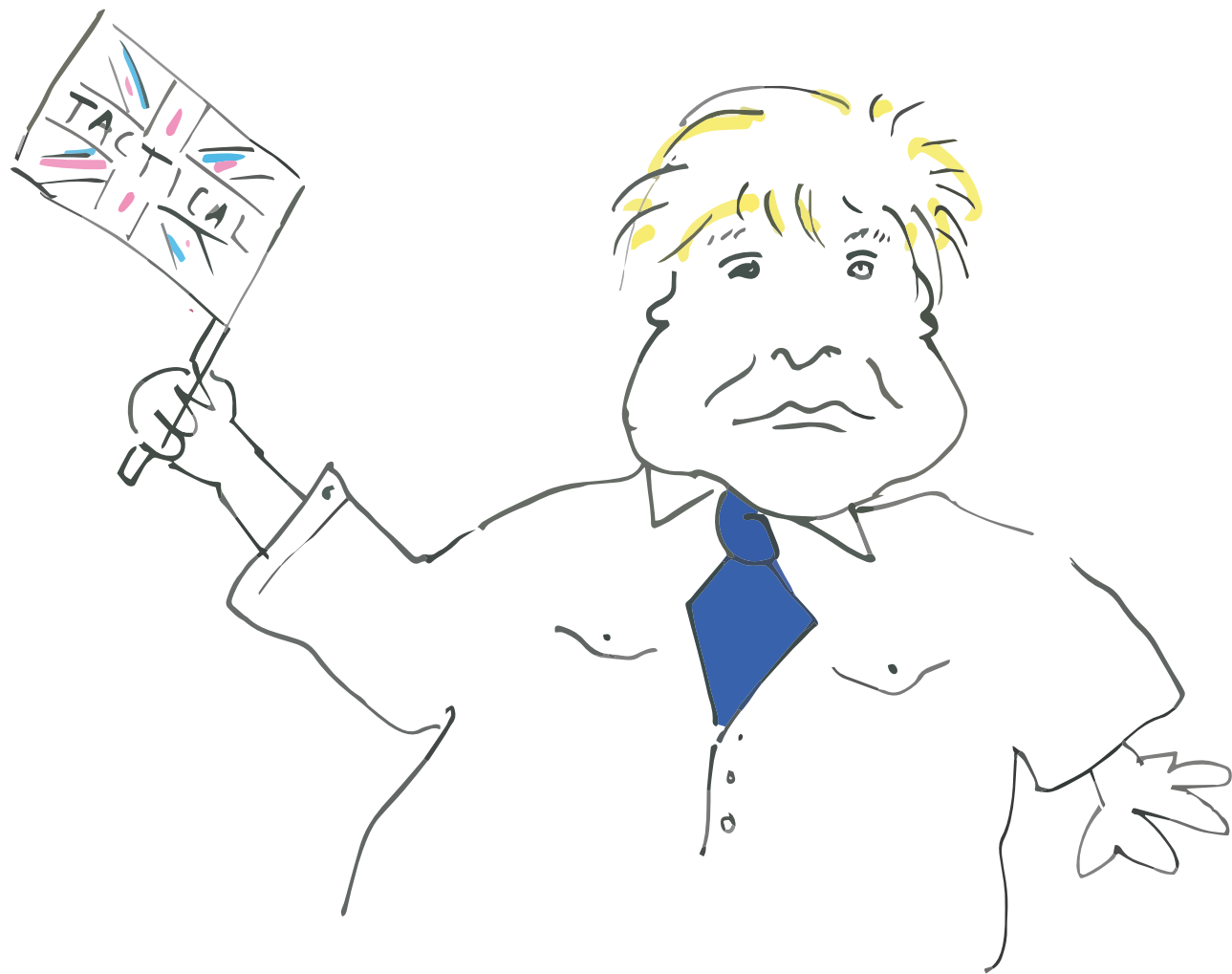
3



4



Logo.



Observation

“Battle for No. 10 begins with television showdown between Corbyn and Johnson”

Insight

Orders of vegan food grew 388% between 2016 and 2018 .

Argument

Leave the beef to the politicians.

Strategy

Keep Britian beef free.



THE SHOWDOWN BETWEEN B. OLI and C. MAY.
A BITTER SWEET CONTEST
BROADCAST ACROSS THE COUNTRY.
WE CAN WITNESS HOW BEEF
CAN SPIKE UP THE STATUS QUO.

PULLING US
A P A R T

WE BELIEVE A BRITAIN WITHOUT
BEEF, IS A KINGDOM UNITED.

WE BELIEVE IN A
BEEF-FREE BRITAIN

THE
TOP 100



LEAVE THE BEEF

TO THE POLITICIANS

THE
TOFOOD.
TOFU WITH TASTE

DIRECT
MAIL →

FRONT.



LEAVE THE REEF TO THE POLITICIANS.

BACK



Tofish and Chips
SERVES 1 • PREP 50 • COOKING 55.

200g Nishiki Tofu

5 tbsp olive oil

300g peas

3 tbsp vegemite paste

750g potatoes cut in thin slices

1 tbsp fresh lemon juice

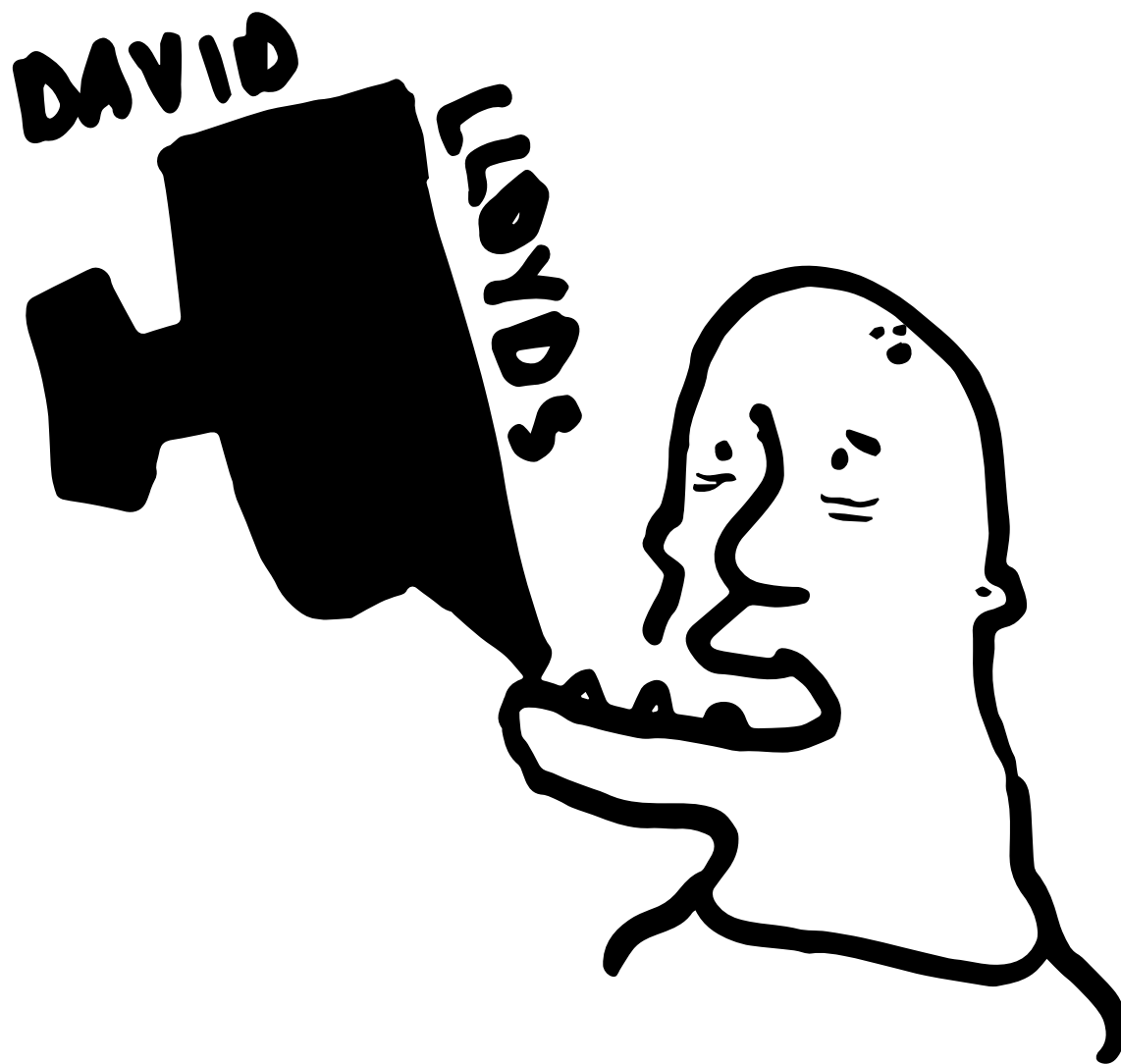
100g salt - may be

1 tsp, then season with capers?

100 vegemite

oil for the

RECIPE CARD -



Observation

David Lloyd is reppin with at least one P.T. over 55 in every gym.

Insight

After years of advertising from the cosemetic industry, women are made to feel self-consious about any wrinkle.

Argument

Stop anti-aging, start active aging.

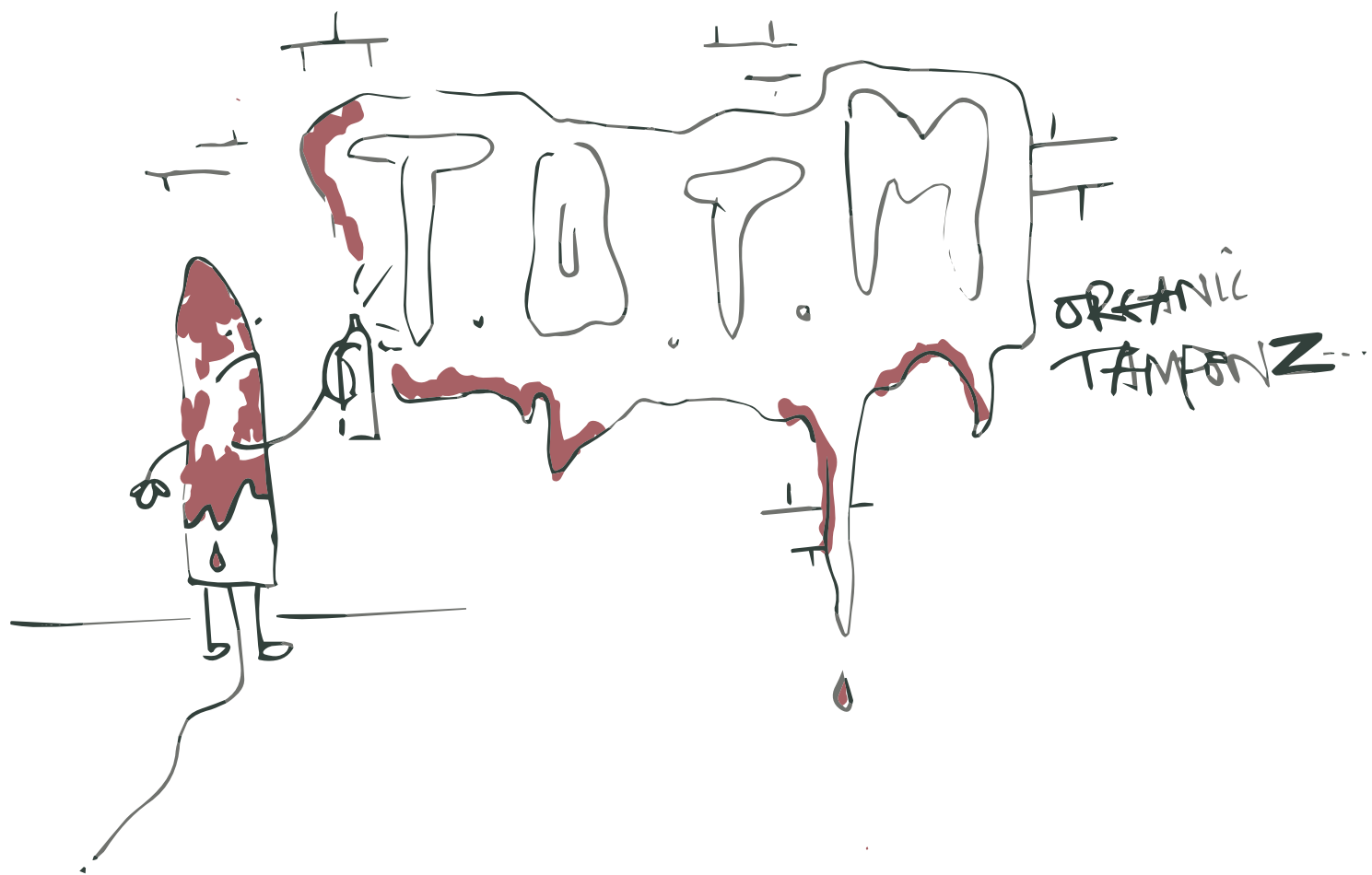
Strategy

New year, New you.









Observation

TOTM are the comfier than t mainstream sanitary products.

Insight

In sport, the fine margins make a difference. Sports women want to minimise interferences as much as possible.

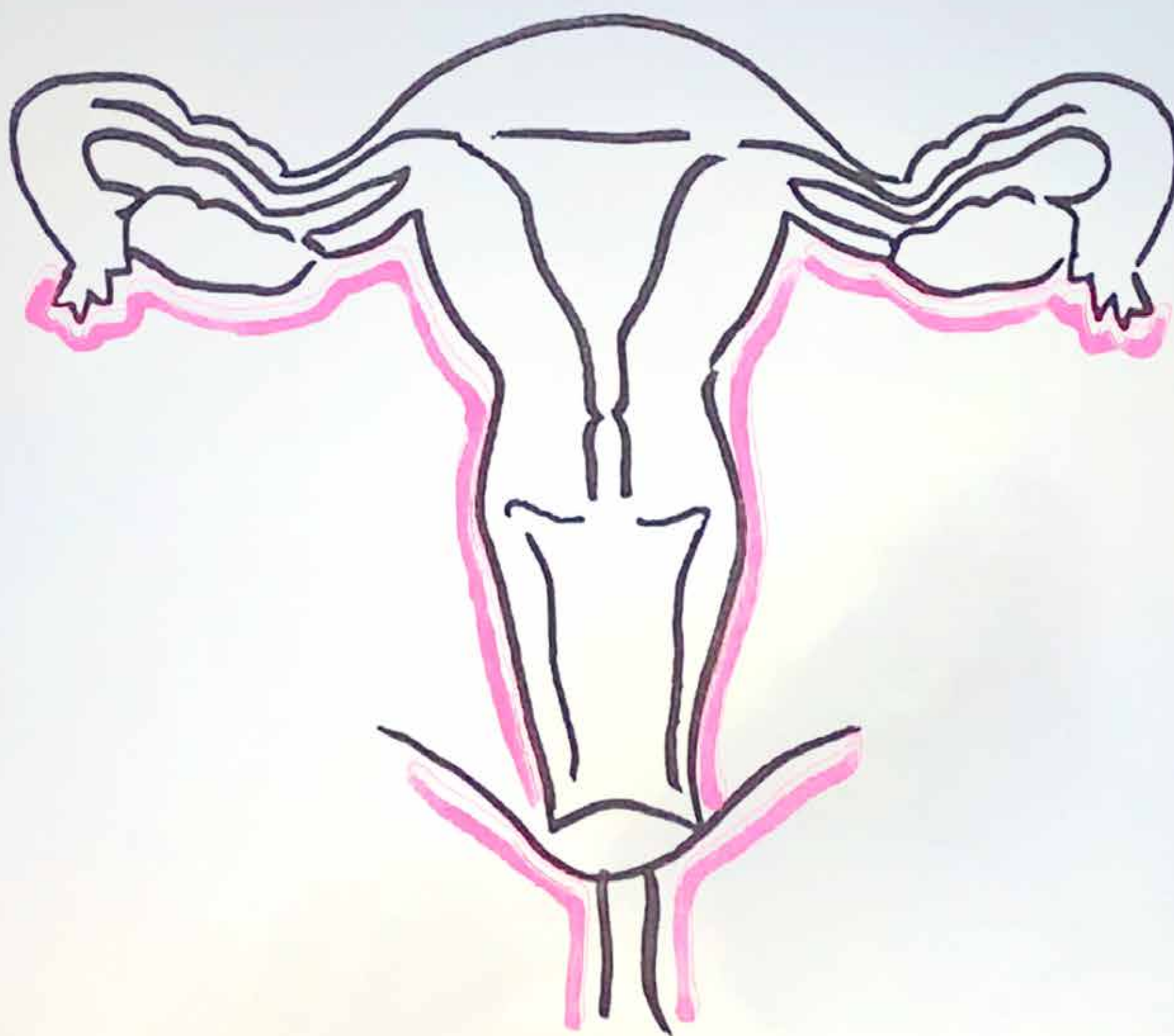
Argument

Know what you have in you.

Strategy

Vaginal Gains.

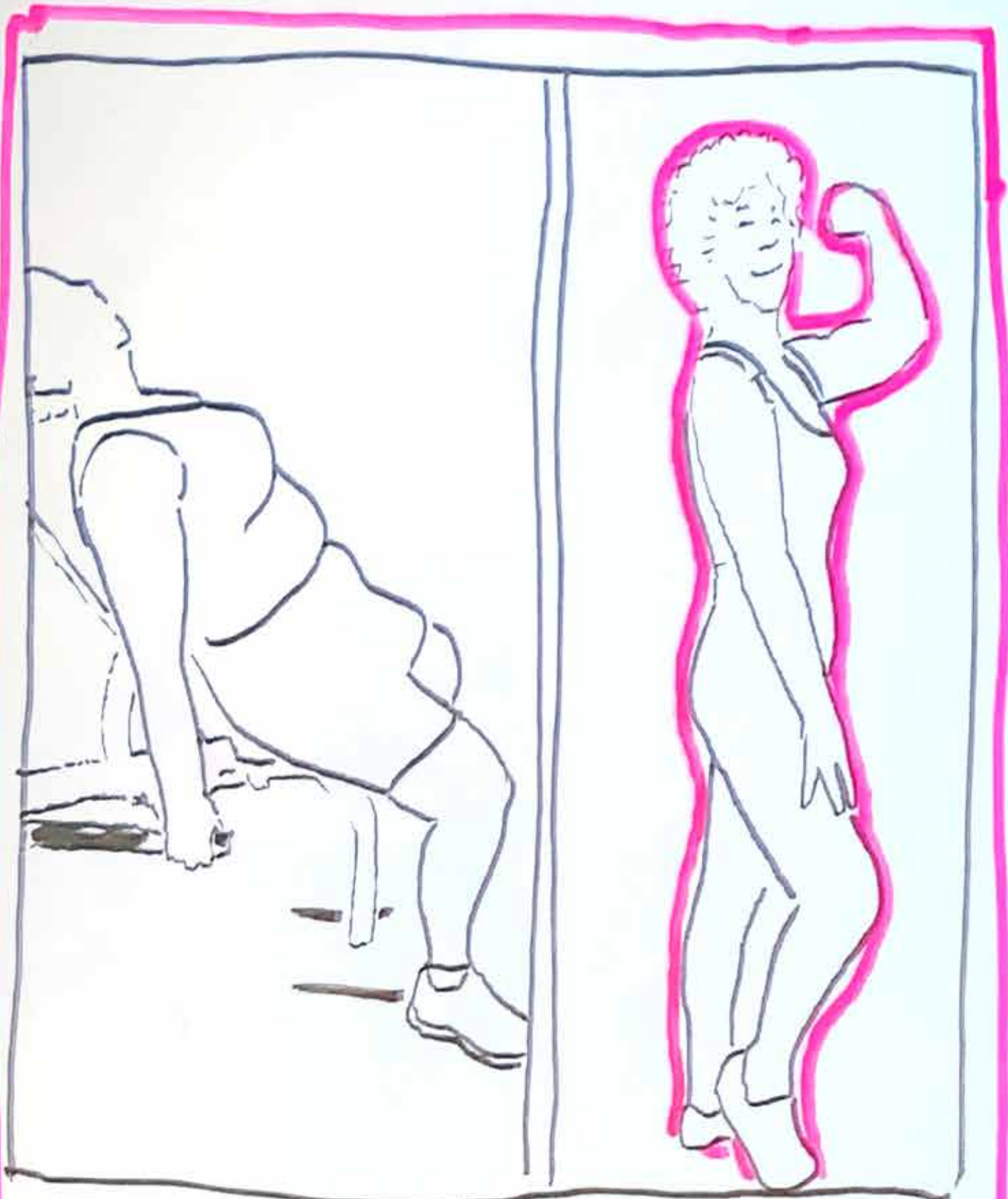
PRINT.



BE proud of
your vagina

USE TOTM TAMPONS.

TOTM
EDGE AHEAD



69,219 likes

11 hours ago

Adol's comment...



Post

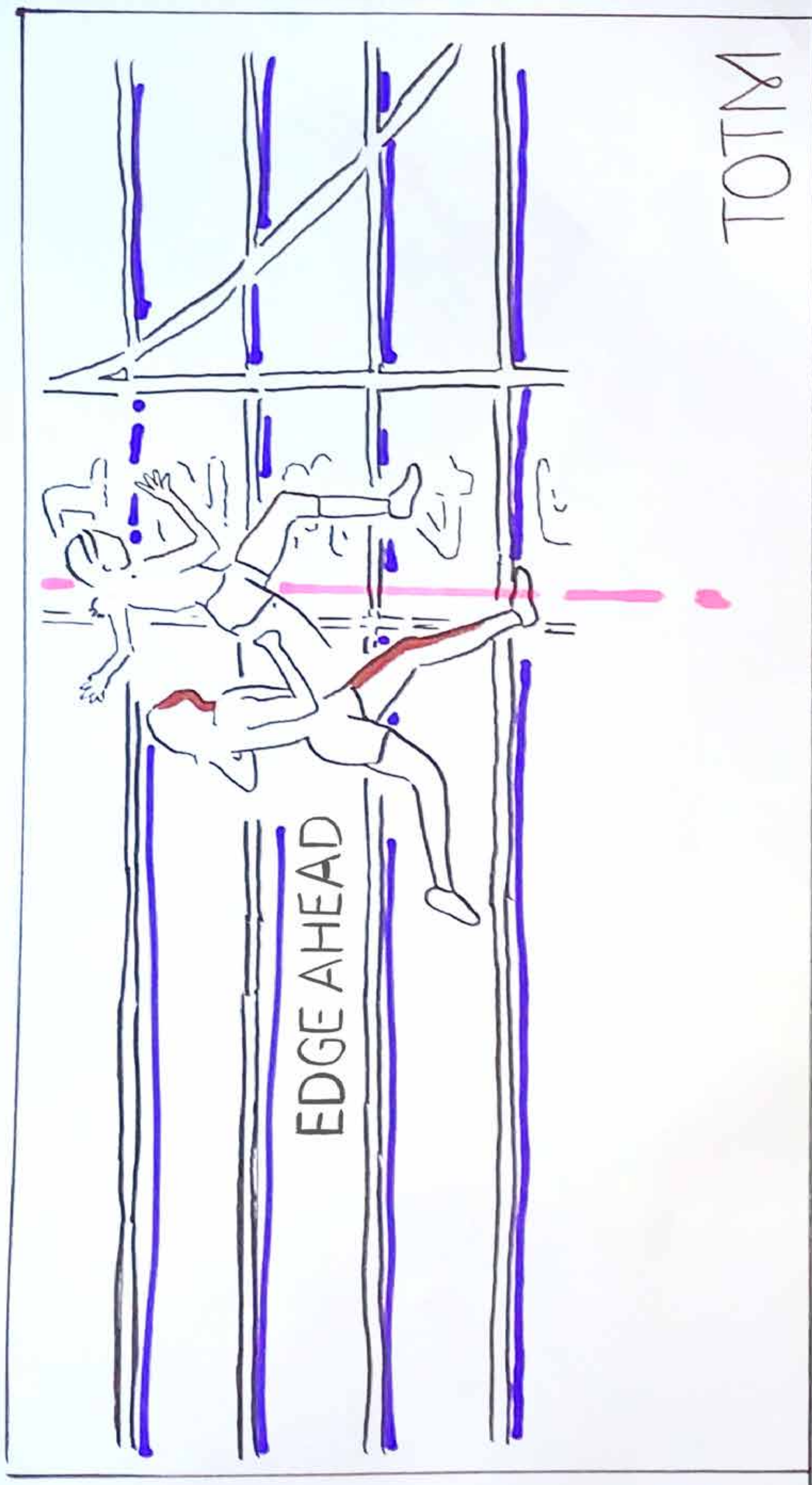


TODAY.

YESTERDAY.

VAGINAL GAINS

~~TOTM~~



RIMMEL
EYE-LESS
MASCARA.



Observation
100% waterproof.

Insight

People try to emulate movie moments.

Argument

Ready for your movie moments.

Strategy

Beauty is never tarnished.

DOUBLE DATE
SPREAD..

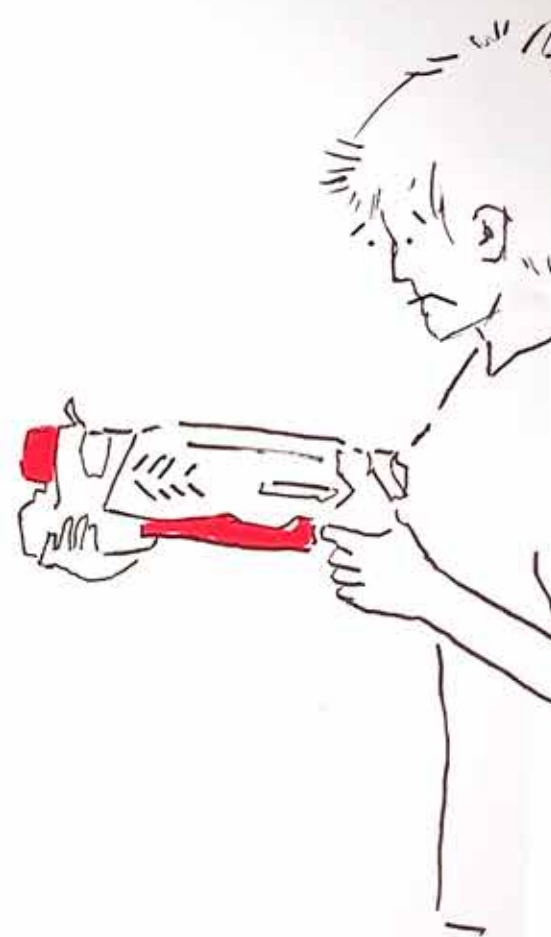
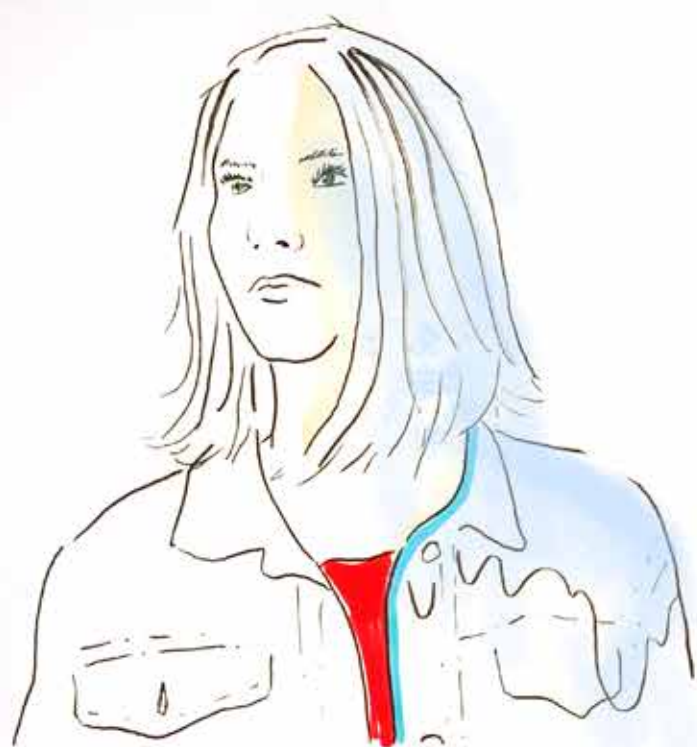
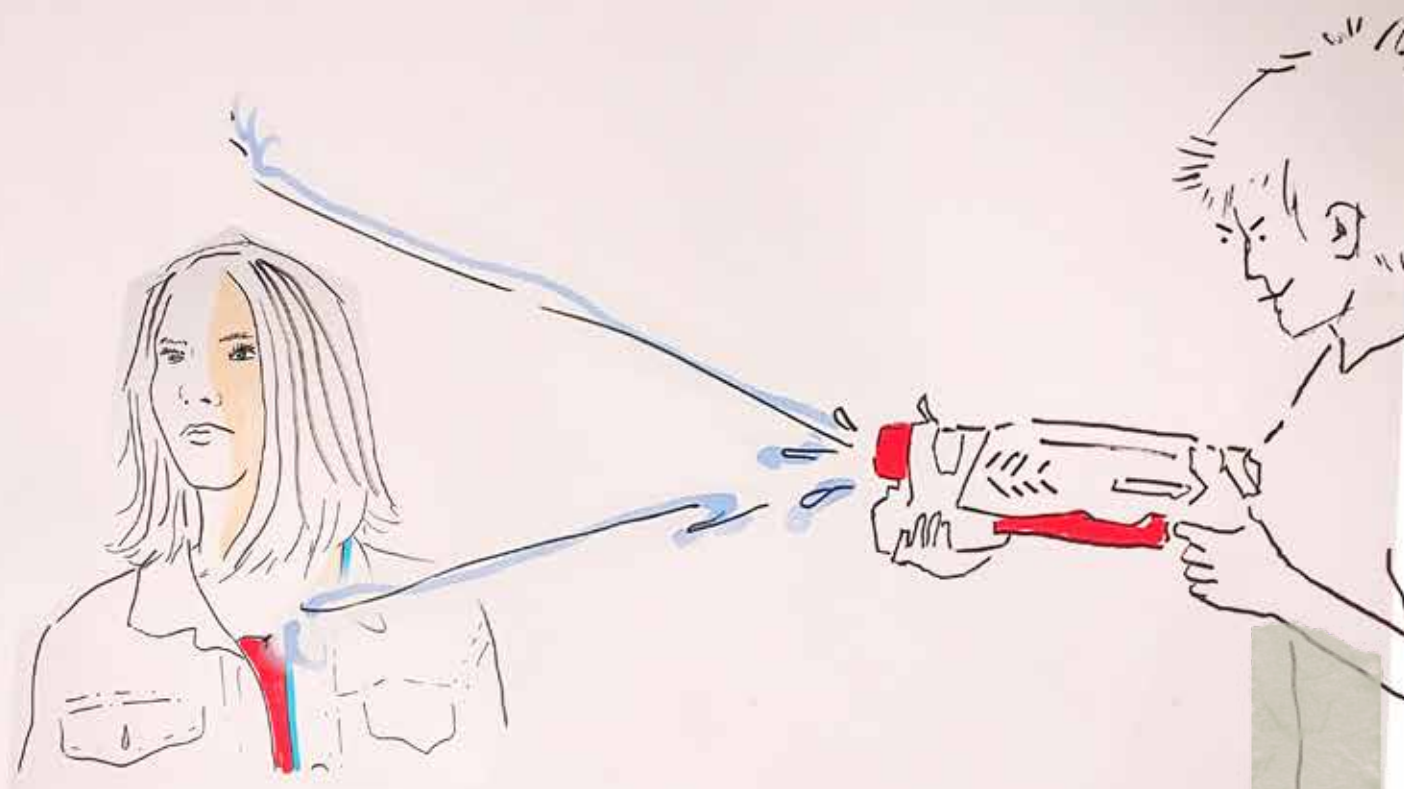


RIMMEL
LONDON

BEAUTY IS NEVER TARNISHED



DOUBLE DATE
SPREAD..



BEAUTY NEVER TARNISHED

DOUBLE DATE
SPREAD..



RIMMEL
LONDON

BEAUTY IS NEVER TARNISHED

