



# **Emerson & Dugdale**



**portfolio**



*Hi Matt. Can you write a description for us here please? Cheers, Dan.*



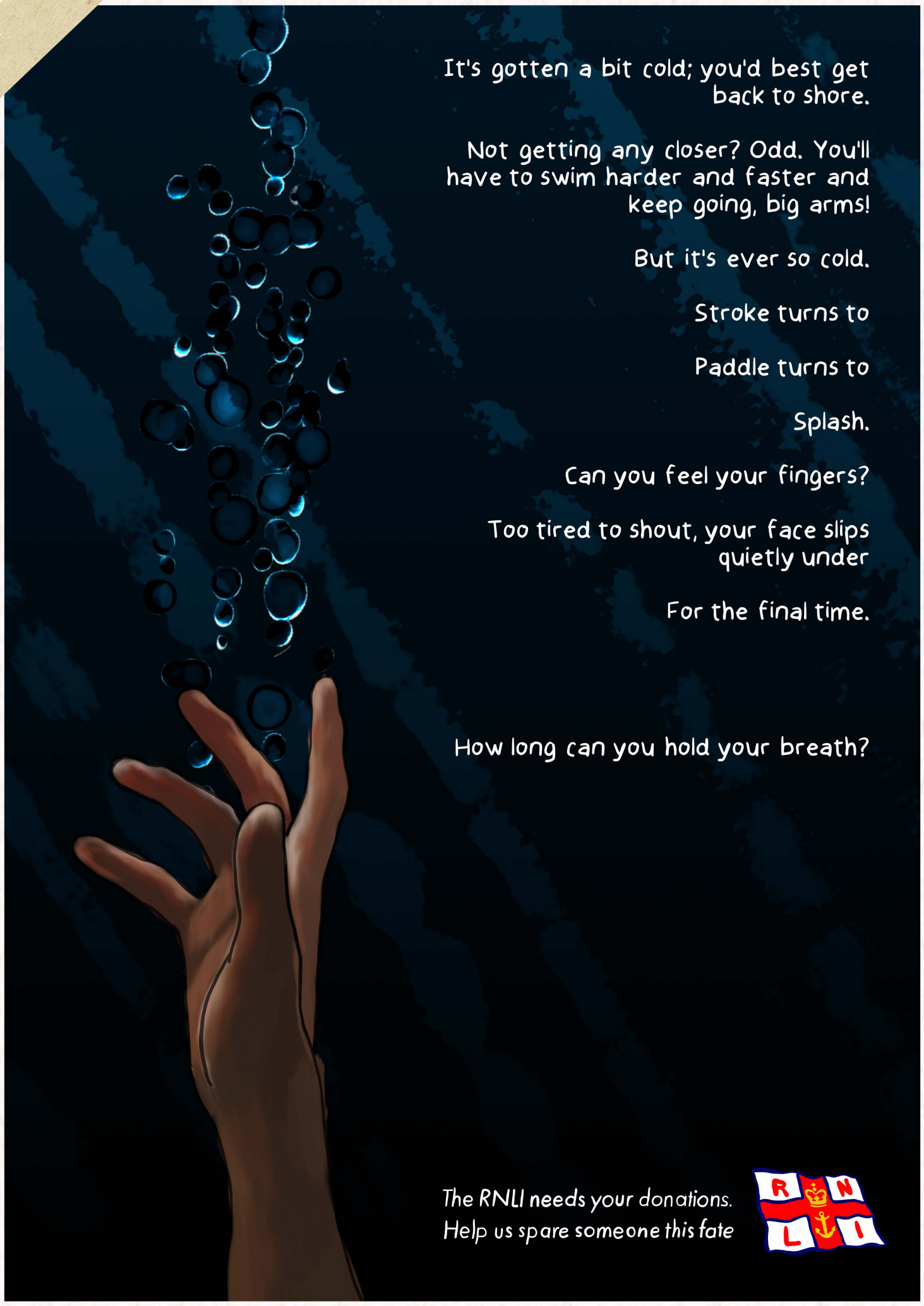
# RNLI

**Audience** – British seaside holidaymakers.  
Not used to open water, find the sea a little scary the way a local wouldn't.

**Service Truth** – The RNLI are the only people who can save you if you're drowning at sea.

**Human Truth** – Drowning is a fucking scary way to die.

**Strategy** – An unsettling campaign which activates people's primal fear of drowning as a way to prompt donations.

An illustration of a hand reaching upwards from the bottom left towards a stream of bubbles rising from below. The background is dark blue with lighter blue wavy lines representing water. The hand is light-skinned with a black outline.

It's gotten a bit cold; you'd best get  
back to shore.

Not getting any closer? Odd. You'll  
have to swim harder and faster and  
keep going, big arms!

But it's ever so cold.

Stroke turns to

Paddle turns to

Splash.

Can you feel your fingers?

Too tired to shout, your face slips  
quietly under

For the final time.

How long can you hold your breath?

The RNLI needs your donations.  
Help us spare someone this fate







Scene opens on struggling swimmer at sea. The camera is directly underneath them. The audio is muffled – the microphone is underwater.



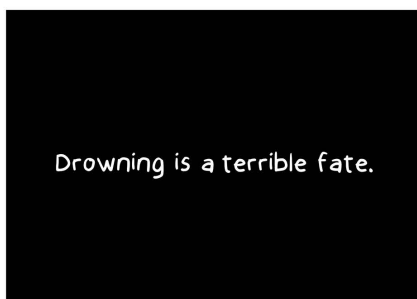
The camera pulls down as the swimmer continues to struggle.



Further still, the scene is starting to get dark from the depth of the water.



The faint muffled sound of a boat engine can be heard from the right. This sequence lasts twenty-five seconds.



Drowning is a terrible fate.

The screen fades to black and the copy fades in.



Help us spare as many as possible.

More copy fades in.

## JOB VACANCY DROWNING EXPERT - RNLI

Learn on the job! Anybody could be our next drowning expert. Some of your responsibilities will include:

- getting caught in a riptide

- Frantic yet futile paddling towards the shore
- Inhaling vast quantities of water
- Inexorably slipping below the waves
- Eventual brain death

There are a few things we're looking for in our candidates. Preferable, but not necessary.

- Strong swimmer- here at the North Sea, anyone can drown! Strong swimmers make good candidates though, as you're adept at getting out of your depth.
- Families - We're all about awareness, attention, airtime. People pay more attention to a drowning expert when they leave behind a family.
- warm-weather drinkers - they say water and alcohol don't mix, but when the sun's shining who cares? Alcohol causes more blood to go to your skin, actually making you the perfect candidate for our Hypothermia

Internship - there's always room for a sideways promotion from there to full-time drowning expert once the water gets too cold.

Please note this contract is eternally binding.

Salary - to die for.

The RNLI needs your donations.  
Help us spare someone this fate





## Drowning Expert

RNLI  
Poole

109 reviews

### Full Job Description

Learn on the job! Anybody could be our next drowning expert. Some of your responsibilities will include:

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[The voice of the nation's favourite fictional DJ, Alan Partridge. If Matthew is present, ask him to read it - he can get the intonation pitch-perfect]

...thanks Chris. Well in today's review we're gonna be asking the question "what is a drowning and how does it happen?" – so let's take this one over to our Drowning Expert, live in the Channel. Over to you, Pete! (11 seconds)

[Pete's cries for help are heard over the sound of splashing and the sea] (8 seconds)

[Pete & the microphone submerge, the screams become muffled and bubbly] (7 seconds)

[Pete's struggles fail, leaving only the ominous sounds of underwater] (7 seconds)

Thanks Pete. Pete of course, leaving behind a wife and two children. Nasty way to go, drowning – thankfully here in Britain we have the RNLI for when we're in a bit of a pickle at sea. So let's get some donations going their way, or who knows! You might be our next Drowning Expert. (16 seconds)

(50 seconds total)



# Plastic Waste

**Audience** – Renters - students & young adults.

**Human Truth** – Gardening is a brilliant hobby, but renters have nowhere to dig or sow! This means gardening has become the pursuit of rich old homeowners.

**Plastic Truth** – What is a plant pot, if not a simple container with a hole in the bottom? Think of all the plastic containers we throw away; most would make perfect plant pots with a bit of scissor-work.

**Strategy** – We'll get people to recycle their plastic by turning it into beautiful houseplants & a fulfilling hobby. I can see some people (me) getting really into this...

# Plant Pottle



recycling makes your plants greener

**Billboard**



# ~~Yogge~~ Pot PLANT



## Plant

you could do all sorts with this. Tomatoes from the fridge? Some apple pips? A pretty "weed" from your rented back garden? It depends what you're after.

## Soil

free at the park

## Clear plastic

you can see when it needs repotting

## Lid

makes the perfect drip tray (don't forget the hole in the bottom of the pot!)



**My garden's greener  
than yours.**

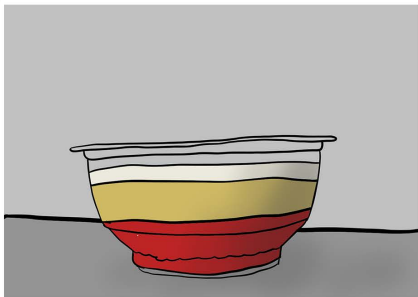
And cheaper too. Cost me nothing. Welsh poppies grow anywhere, this was from a gravel driveway. Soil? What do you think molehills are made of? And of course, a bottle fished from my recycling.



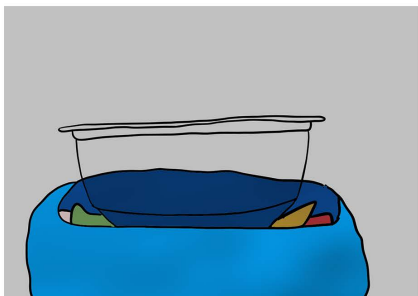
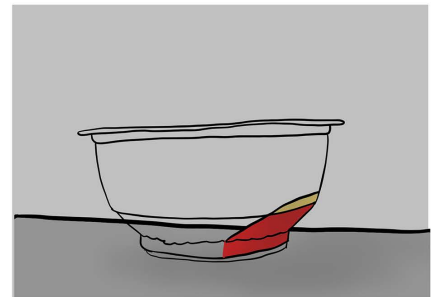
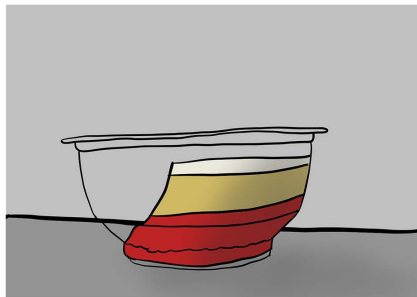
An illustration of a pea plant with a brown stem and green leaves growing out of a green recycling bin. The bin has a white recycling symbol on its side. The background is a solid green color. The title 'Laundry Pods Pea' is written in white, with 'Laundry' crossed out with a white line.

# ~~Laundry~~ Pods Pea

recycling makes your  
plants greener



**1-3** 3 shots of a trifle at different stages of consumption. These **3** frames take up to **5** seconds tops. Jump cuts.



The cleaned bowl is put in the house's recycling bin.



The bowl is removed and filled with soil. String is attached to the rim.



A time-lapse begins of a plant growing in the newly transformed hanging basket. At the end, it is revealed the plant is a strawberry. The background shows that it's on the balcony of a tower block.

TikTok



# Beer 52

**Audience** – “Art hoes” – edgy and impressionable young women who are almost certainly into astrology.

**Service Truth** – What you order on beer52 already says something about your tastes and, to an extent, your character.

**Human Truth** – A subscription tailored exactly to your person is more appealing than a regular one.

**Strategy** – create & advertise a new feature for Beer52: subscriptions based on the subscribers’ horoscopes.



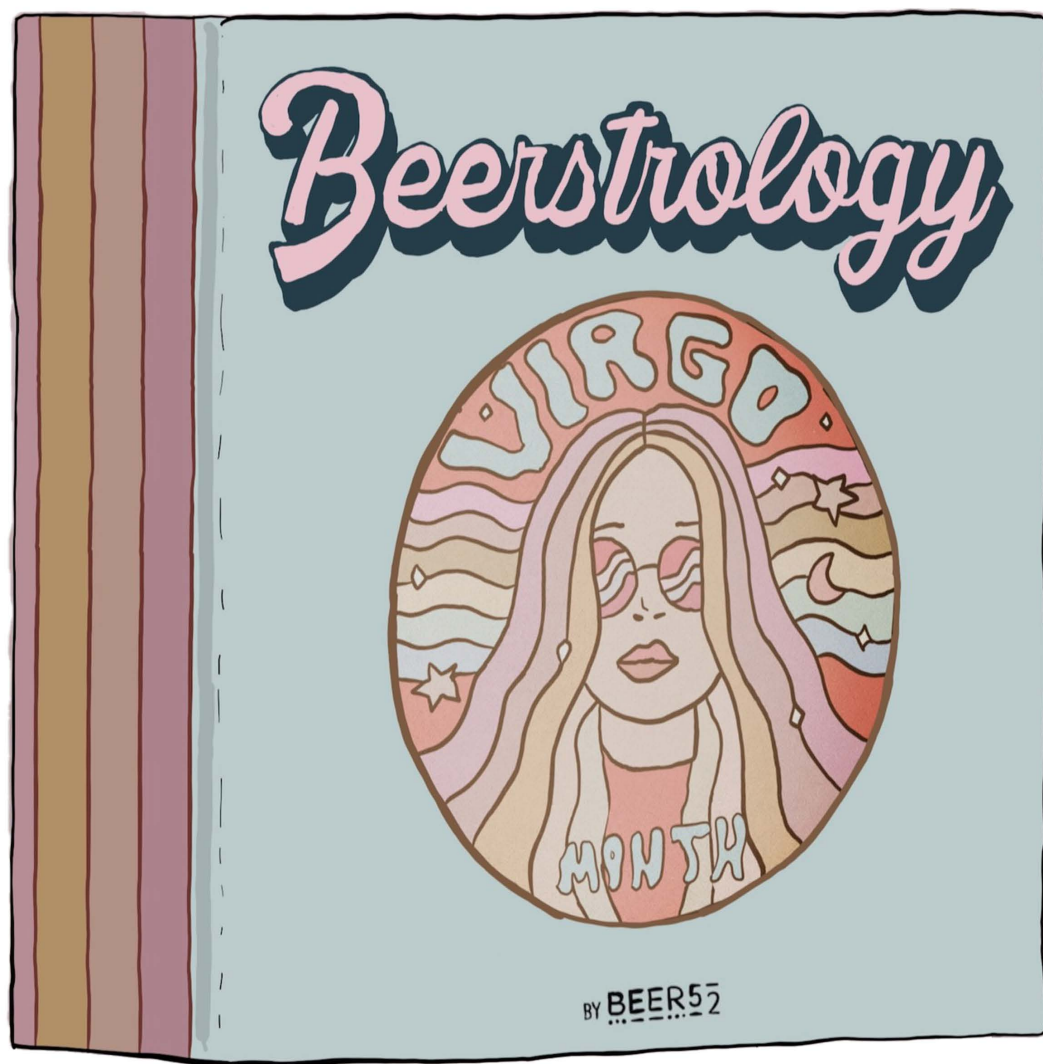
# Mercury in Retrograde?

RIP VIRGO'S, HAVE A ROUND ON US.

Beerstiology  
BY BEERDZ

Billboard

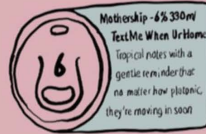
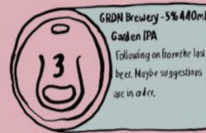
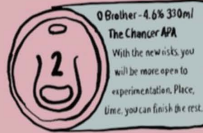




## Aquarius

If you're coupled up, you and your partner are feeling absolutely entangled with each other right now. Virgo season activates your chart's zone of **intimacy**<sup>1</sup>, and no matter your relationship status, this is one of the most erotic times of the year. You're more likely to make **risky decisions**<sup>2</sup>. These two things will lead you to be more **adventurous**<sup>3,4</sup>, take that as you will.

If you've got a relationship/situationship/crush, this astro weather is stellar for taking your love life to the **next level**<sup>5</sup>. If you're just dating around or hooking up, you can expect some truly kick-ass sex- but know that you're almost definitely **catching feelings**<sup>6</sup>!







Smooth, Sexy, Spontaneous Fire Sign?

OUR IPAS ARE TOTALLY COMPATIBLE

Beerstrology  
BY BEERZZ

Billboard



beer52hq · Follow

Alkmaar



3 likes

beer52hq May's all about discovery for you guys. So let's find your new fav drink!

View 1 comment

1 HOUR AGO



# ***Bonfire Night Tactical***

***Audience*** – Families with young kids, both parents & children.

***Service Truth*** – The RSPCA could take more interest in the issue of hedgehogs dying in bonfires.

***Human Truth*** – Any kids who see this will make sure their parents check every bonfire for the rest of their lives, even if their parents are lazy heartless bastards.

***Strategy*** – Shock. We're taking something familiar to families, and adding a nasty twist, making hedgehogs' plight more relatable and horrifying in one stroke.

# Miss Pinnythimble's Winter Home



RSPCA





1

"BRRRR..." shivered Miss Pinnythimble, wrapping her apron around her.

"Thank goodness this cottage was available! It's simply perfect for these chilly winter months."

"Who knows what would have happened if I was stuck outside in the cold?"

2



3

"Tablecloths and tea cosies, pots, pans and plates, a dustpan and brush, to clean off the slates..."

Miss Pinnythimble hummed and sang as she unpacked. The place was starting to look more like home every minute that went by. But gosh! How tiring all this work was...

4





5

With the cottage cleaned, and her things all unpacked, Miss Pinnythimble went for a nice long nap.

"Hibernation is awfully boring when you're only a little hedgehog, but once you reach my age you want nothing more than a big lie down!"

She chuckled, pulling the sheets up to her chin.

6



6

EVERY November 5th, thousands of hedgehogs die when the bonfire they chose to hibernate in is lit, toasting them alive.

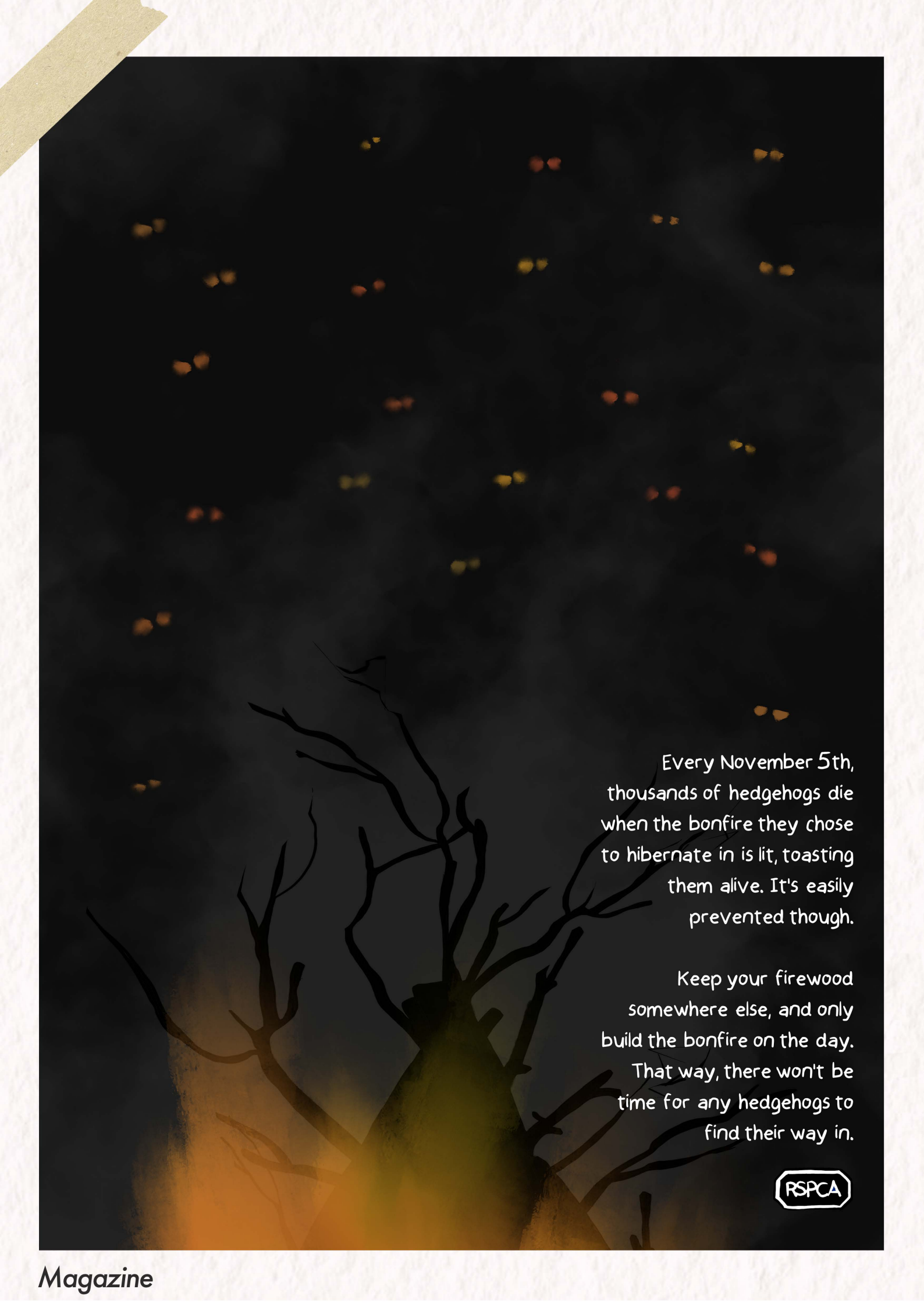
It's easily prevented though. Keep your firewood somewhere else, and only build the bonfire on the day.

That way, there won't be time for any hedgehogs to find their way in.

We hope you remember this year.

7

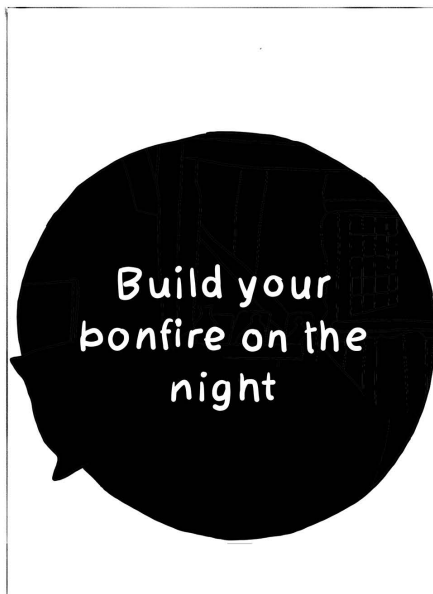
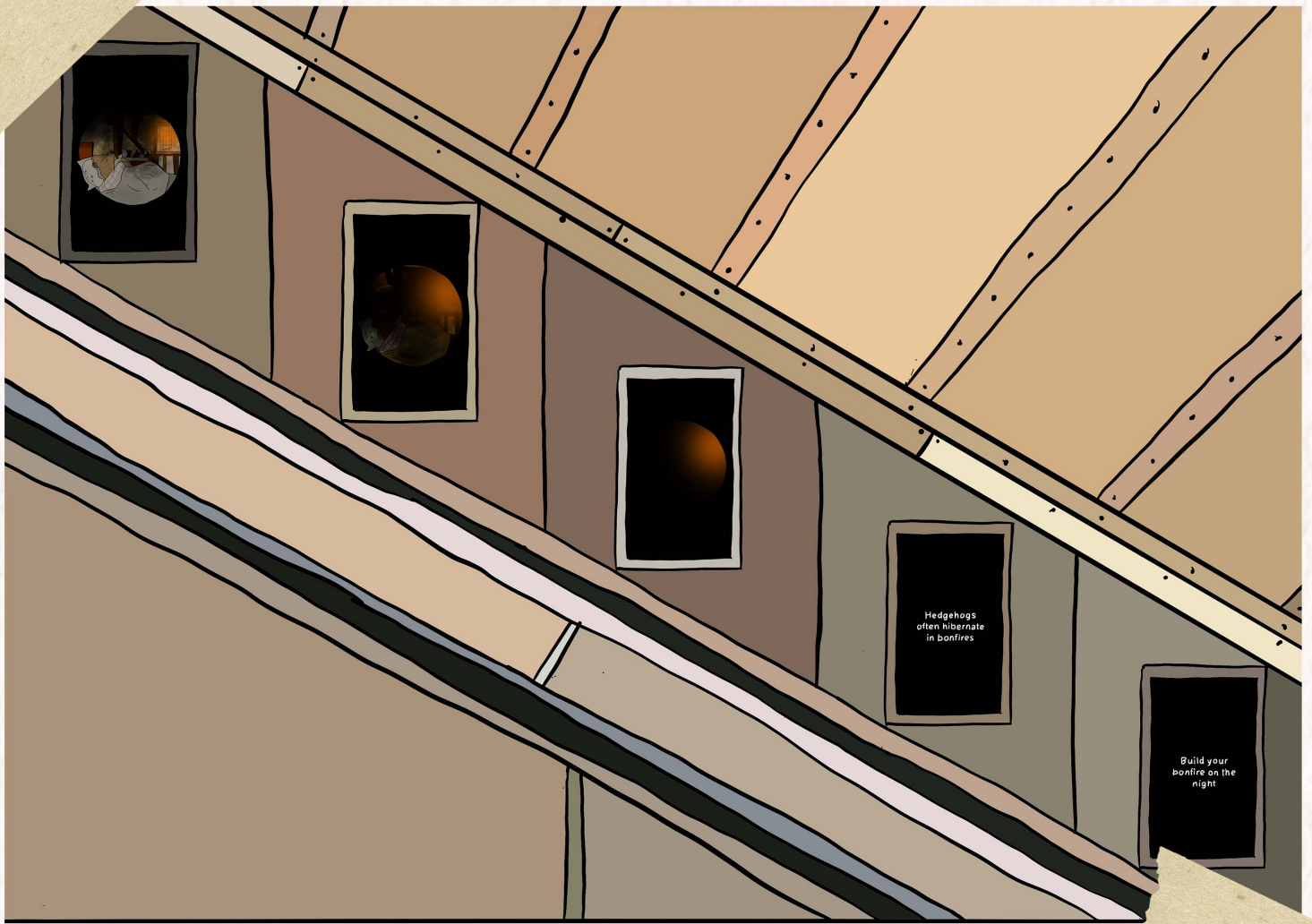


A dark, atmospheric night scene. In the foreground, the silhouettes of bare, gnarled tree branches are visible against a dark sky. At the bottom center, a bright, glowing orange and yellow light source, presumably a bonfire, illuminates the lower part of the scene. Scattered throughout the dark sky are numerous pairs of small, glowing orange and yellow eyes, representing hibernating hedgehogs. The overall mood is mysterious and somber.

Every November 5th,  
thousands of hedgehogs die  
when the bonfire they chose  
to hibernate in is lit, toasting  
them alive. It's easily  
prevented though.

Keep your firewood  
somewhere else, and only  
build the bonfire on the day.  
That way, there won't be  
time for any hedgehogs to  
find their way in.







# ***Texting & Driving***

**Audience** – Families, pretty much people who have games somewhere where they live

**Truth** – Texting while driving takes a comparable amount of concentration as playing a board game or a reflex game would.

**Human Truth** – Everyone knows texting while driving leads to accidents, but they do it anyway, because the chances are still slim it will happen to them.

**Strategy** – Show people just how much attention texting and driving takes up, while reminding them of the consequences.





S, E, E,

U,

S, O, O, N,

Texting while driving  
takes a lot of  
concentration. The  
same as playing a  
board game behind  
the wheel.

You'll lose eventually.





Billboard

[the beat from the popular reaction-time game 'bop it' begins to play, complete with crap tinny speaker sound quality. It begins to speak]

Bop it! [car horn]

Flick it! [indicator ticks]

Pull it! [the clicks it makes when you pull up your handbrake]

Spin it! [tyre screech, crunching metal and glass. This effect lasts a few seconds]

[VO] Playing bop-it behind the wheel is a terrible idea – yet it requires a similar amount of attention as texting and driving. Just don't – it's only a matter of time until you lose.

[BI] You're too slow! (that's one of the lines it has for when you lose)





The beat from the popular reaction-time game 'bop it' begins to play, complete with crap tinny speaker sound quality. It begins to speak

'Bop it.' Driver sounds horn.



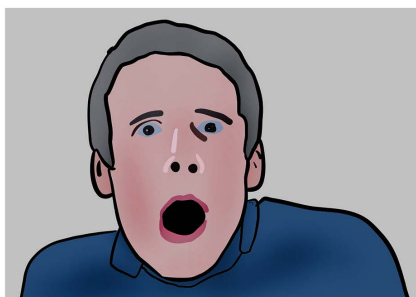
'Flick it.' Driver flicks indicator stalk.



'Twist it.' Driver turnss wheel.



'Pull it.' Driver 'Twists' again instead.



Quick close up. CRASH SFX, CUT TO BLACK



VO. 'Texting and driving is like playing a bop it behind the wheel. It takes a lot of concentration and it's only a matter of time til you lose.'

TITLE CARD FADES IN ONCE VOICEOVER IS FINISHED.

# Fenty

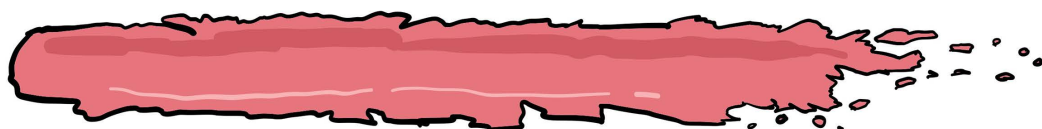
**Audience** – Non-white women who struggle to find the right shades of makeup.

**Product Truth** – Fenty have a vast range of shades for every skin colour. Even their generic products are designed to work with as many types of skin as possible.

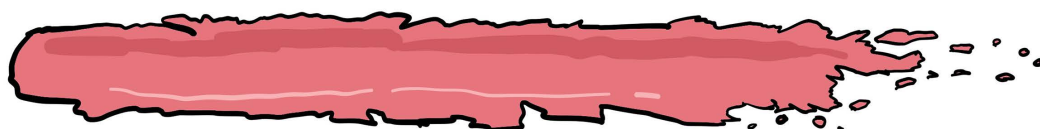
**Human Truth** – Some ethnicities feel left out of traditional advertising – but by casting every individual in the ad as a different race, the whole thing can feel incredibly token, checklist, which isn't a good vibe either.

**Strategy** – We can use different language to represent people's ethnicities and backgrounds, at the same time showing how Fenty products are designed for everyone no matter their race.

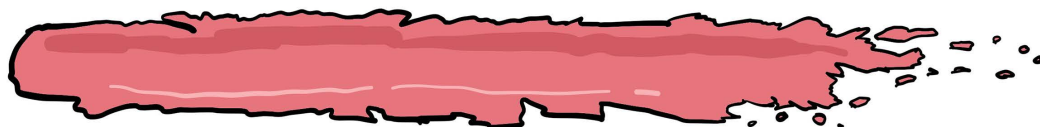




Retro Rose



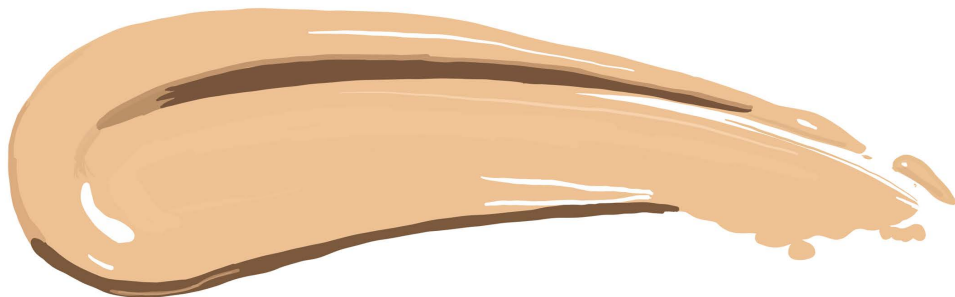
રેટ્રો ગુલાબ



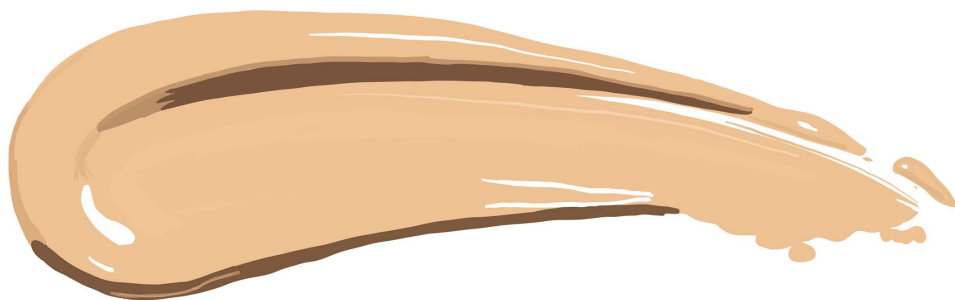
Ретро раушан

Beauty is our language: we all speak it

**B FENTY**



Two-hundred



Dari biyu da



两百八十

Beauty is our language: we all speak it

**B FENTY**





Beauty is our language: we all speak it

**B FENTY**

Пузырьковый ром

Irum yebhamuza

rum mirumiru

ਬੁਲਬੁਲਾ ਰਮ

Mulli rumm

# Bubble Rum

راد بابح مار

wonm jarèt

バブルラム

Rwm swigen

רמ זאבל

Beauty is our language: we all speak it

**B FENTY**

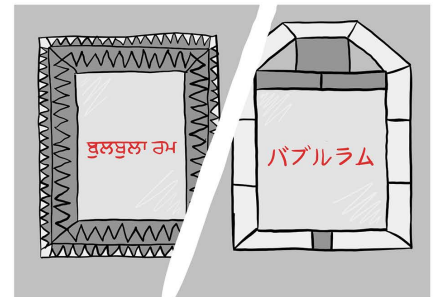




The scene opens on a woman writing the name of the lipstick she's using on a mirror, in lipstick.



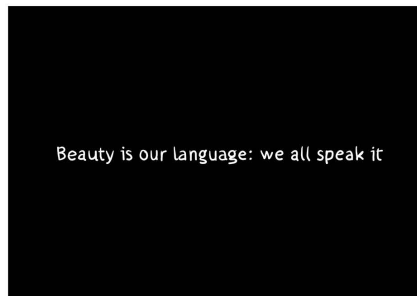
The camera starts to pan back slowly and steadily from the mirror, focusing on the words, revealing more of the room. The woman is getting ready to go out. An energetic, inspirational drum beat begins to play.



As the the camera pans back further, the room changes along with the language written on the mirror, but the shot remains stable, with a single point of focus, the words. The changes are loosely set to the beat. This happens around 6 times.



The shot changes to a woman's hand pulling a light switch (a cord one). This scene is done in almost stop-frame style, with the hand, room and cord all changing rapidly to different women and rooms - but in the same position. The drum beat speeds up for this scene.

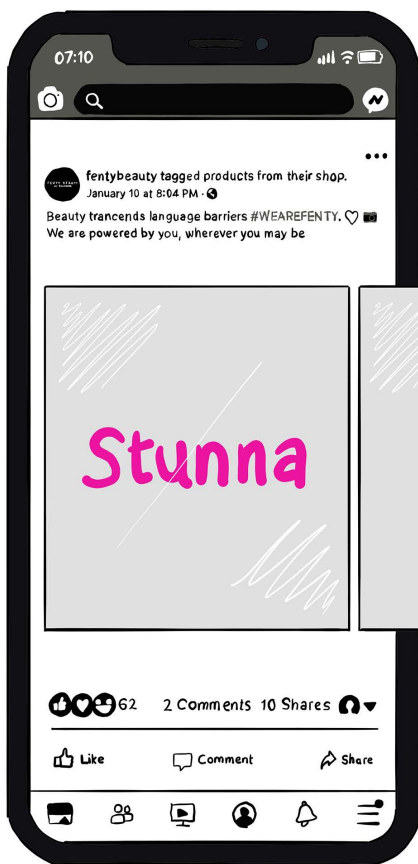


As the light turns off and the screen goes black, the line "beauty is our language" appears, timed with a drum beat. "we all speak it" appears shortly after, with another beat.



The line disappears with another beat, replaced by the fenty beauty logo.

Youtube AD



Social Media