

D&AD

Disney brief

Nostalgia Strategy

Multiple Touchpoints

Deliverables

- Creative Strategies:
- Wit, Knock Competitor, Provocation, Intrigue, Opposite, Before and After, Nostalgia...
- Visual tropes:
- Iconicity, Morphing real and unreal images, Surrealism, Hyperbole, Substitution, Metaphor...



More power than ever



Before and After



YOU. PERFECTED

24-HOUR
LASTING MAKE-UP
SUITABLE FOR ALL SKIN TYPES

COVERDERM®
Camouflage

You don't need to be perfect to be beautiful. Camouflage naturally conceals while it protects and won't clog your pores. Camouflage is 100% water-resistant and protects with a high SPF, so you will look radiant, regardless of the weather. Its gentle and hypoallergenic formula effectively conceals pigmentation, spots, pimples, dark circles under the eyes, couperose, acne, facial redness, freckles, discolourations, and any other skin imperfections. Plus, Camouflage is recommended by dermatologists and make up artists worldwide!

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AVAILABLE AT
Dis-Chem
PHARMACIES
Pharmacies who care

BEFORE



AFTER

FREE BURGER KING KID'S MEAL WITH DAZ.

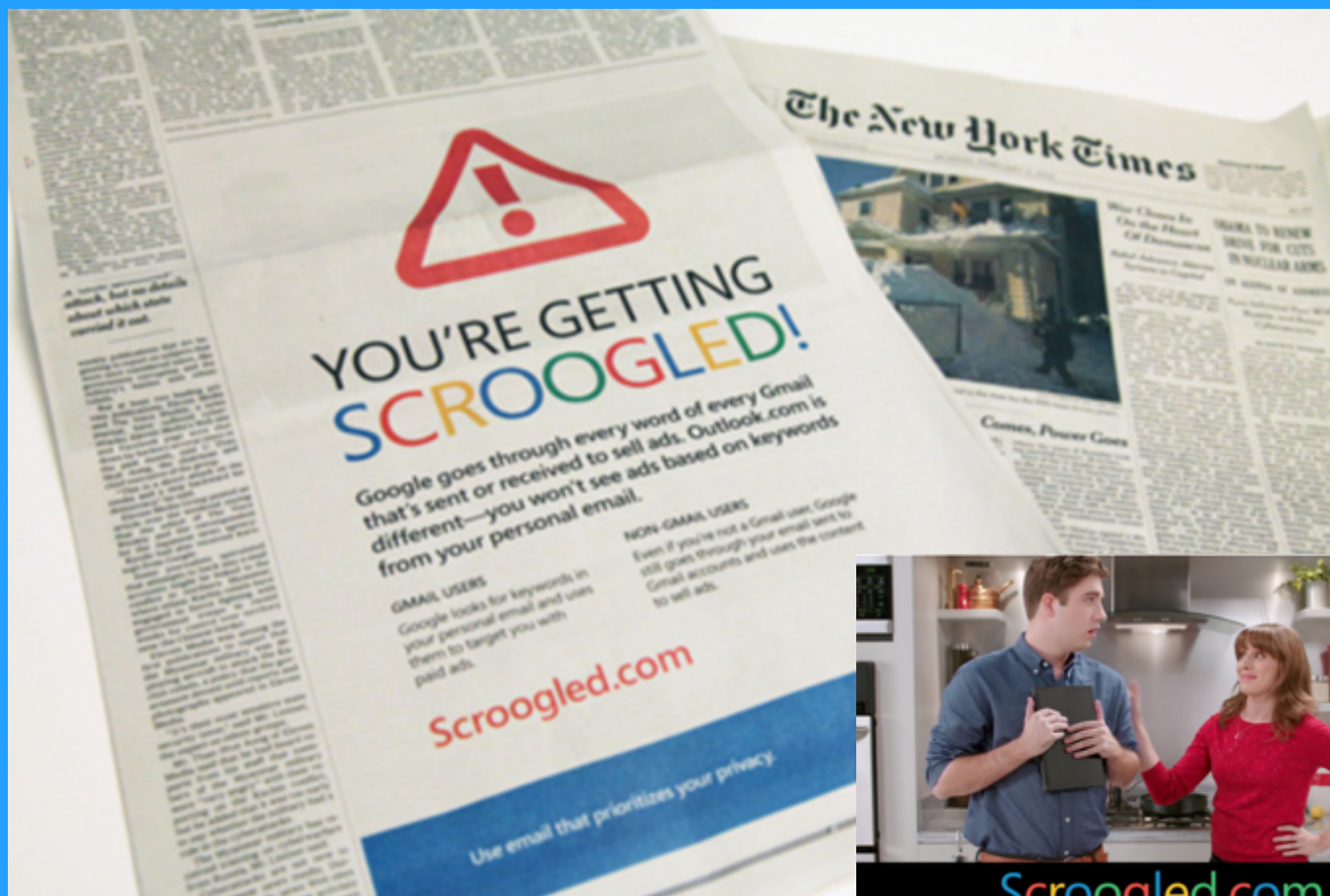


Before



After





Fear, Uncertainty and Doubt (FUD)



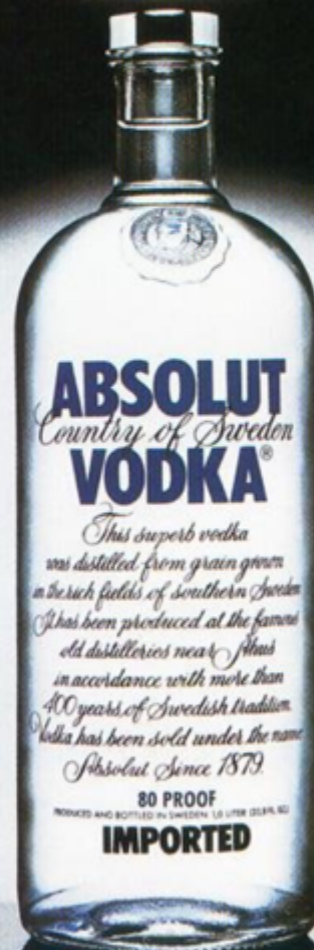
Somebody mentions
Jordan. You think of a
Middle Eastern country
with a 3.3% growth rate.

The Economist

Wit

“I never read
The Economist.”

Management trainee. Aged 42.



ABSOLUT PERFECTION.

ABSOLUT VODKA. PRODUCT OF SWEDEN. 40 AND 50% ALC/VOL (80 AND 100 PROOF). 100% GRAIN NEUTRAL SPIRITS. ABSOLUT COUNTRY OF SWEDEN VODKA & LOGO, ABSOLUT, ABSOLUT BOTTLE DESIGN AND ABSOLUT CALLIGRAPHY ARE TRADEMARKS OWNED BY V&S VIN & SPRIT AB. ©1998 V&S VIN & SPRIT AB. IMPORTED BY THE HOUSE OF SEAGRAM, NEW YORK, NY.

THOSE WHO APPRECIATE QUALITY ENJOY IT RESPONSIBLY.

*I never
want
children
are great.*

*For all life's twists and turns:
Flexible financial plans.*



*I like working
with you
is impossible.*

*For all life's twists and turns:
Flexible financial plans.*



**Avis is only No.2 in rent a cars
So we try harder.**



Knock the competitor

The challenger brand is born



**Avis can't afford
not to be nice.**

Or not give you a new car like a lively, super-torque Ford, or not know a pastrami-on-rye place in Duluth.
Why?
When you're not the biggest in rent a cars, you have to try harder.
We do. We're only No. 2.

Avis is only No. 2 in rent a cars. So why go with us?

We try harder.

(When you're not the biggest, you have to.)

We just can't afford dirty ashtrays. Or half-empty gas tanks. Or worn wipers. Or unwashed cars. Or low tires. Or anything less than seat-adjusters that adjust. Heaters that heat. Defrosters that defrost.

Obviously, the thing we try hardest for is just to be nice. To start you out right with a new car, like a lively, super-torque Ford, and a pleasant smile. To know, say, where you get a good pastrami sandwich in Duluth.

Why?

Because we can't afford to take you for granted.

Go with us next time.

The line at our counter is shorter.



**Celebrate
with the
winning taste
of Pepsi!**



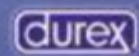
**The Pepsi Challenge
showed who won.**

Over 275,000 Southern Californians
have taken The Pepsi Challenge.
60.12% prefer Pepsi over Coca-Cola.
So celebrate, with the winning
taste of Pepsi!



To all those who use
our competitors' products:

Happy Father's Day.



DON'T JOIN THE ARMY.
DON'T LEARN NEW SKILLS.
DON'T TRAVEL THE WORLD.
DON'T MAKE A DIFFERENCE.
DON'T PROVE PEOPLE WRONG.
DON'T SURPRISE YOURSELF.
DON'T BECOME A BETTER YOU.

 [Search Army Jobs](#)



Provocation



**DON'T BUY
THIS JACKET**

patagonia
patagonia.com

COMMON THREADS INITIATIVE

REDUCE
WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR
WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE
WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on*

RECYCLE
WE will take back your Patagonia gear
that is worn out
YOU pledge to keep your stuff out of
the landfill and incinerator



REIMAGINE
TOGETHER we reimagine a world where we take
only what nature can replace

patagonia
patagonia.com

PLEASE
DO NOT
LICK
THE
PAGE





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The best kept secret in Washington, D.C.

What's the most popular car among diplomats in Washington, D.C.?

Put that question to a diplomat and you get a very diplomatic answer.

In other words, they don't tell.

So we did some snooping around on our own and contrary to public opinion, the car most diplomats buy is neither very big nor very fancy nor very impressive.

Hint: It can be bought and serviced in 140 countries throughout the world.

Hint: It costs \$1749* in the U.S.A.

Hint: It has tremendous resale value.

Final hint: It gets around 27 miles to the gallon and uses no antifreeze whatsoever.

At last count, there were over 1200 diplomats and embassy staff members driving this little car throughout Washington.

So that story about big important people driving only big, important-looking cars may not be altogether true.

On the other hand, if big important people would rather have you believe they drive only big, important-looking cars, that's all right with us.

We won't let the bug out of the bag.



Intrigue



...we don't want to tell just anyone!

We are about to launch a property on to the open market, which we believe will attract significant levels of enquiry. We want to inform select local residents prior to its launch, so that the property may be of interest.

This house is located in one of Reigate's premier areas and offers fantastic scope to extend, refurbish or renovate. Planning permission (which we can assist with) is already in place.

Contact our Reigate team now on 01737 222600 or email reigate@whiteandsons.co.uk for further information or to register your initial interest.

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white sons
www.whiteandsons.co.uk

more than just an agent...
Sales & Lettings in Dorking, Reigate, Horley and Oxted

Ssshhh!...

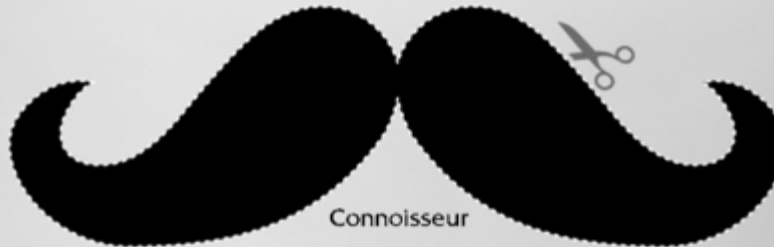
BECOME A MEMBER OF THE SECRET SHERRY SOCIETY.
Disguises and aliases are encouraged.



Alakazam!



Major



Connoisseur



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www.secretsherrysocietyvault.com



ARMANI
code
the secret code of women

GIORGIO ARMANI





1983

US40.
Red Red Wine.

2019

You be forty.
Red red wine.

Listen like you used to.



1989

You live for
The Hacienda.

2019

You live at
The Hacienda.

Listen like you used to.



1998

Smaller poems and children are it.
Spice Girls are on tour.

2019

Clubs.

Listen like you used to.



Nostalgia Strategy

1988

You're 24 hour
party people.



2019

You're 2-4 hour
party people.

Listen like you used to.

1995

Smashing Pumpkins.



2019

Smashing avocados.

Listen like you used to.

Nostalgia Strategy

- John Lewis (Christmas Ad 2018)
- <https://www.youtube.com/watch?v=cjPXhTCngfk>
- <https://www.campaignlive.co.uk/article/john-lewis-christmas-ads-first-11-years/1699543>

- Target Ad (Star Wars 2015)
- <https://www.youtube.com/watch?v=5JcCnMaymCY>

Task

- Find examples of creative strategies (including nostalgia) in advertising
- any medium
- Share with tutor and peer group

Multiple Touch Points

- TV ad (video film)
- Web based (animated film)
- Device, laptop, mobile
- Billboard, Bus stop adshel,
- Outdoor digital signage
- Ambient, Event – Flash mob, Festival?
- Competition, merchandise
- Social Media – which apps? Twitter Insta YouTube

- <https://www.thedrum.com/news/2019/09/17/ads-we-spotifys-quirky-ads-get-80s-and-90s-nostalgic-while-aging-appropriately>





- What are the touch points for your target audience?
- 16-30yr olds (18-25 focus)
- Europe, Middle East, Africa
- All social economic backgrounds
- Diverse fan base

Deliverables

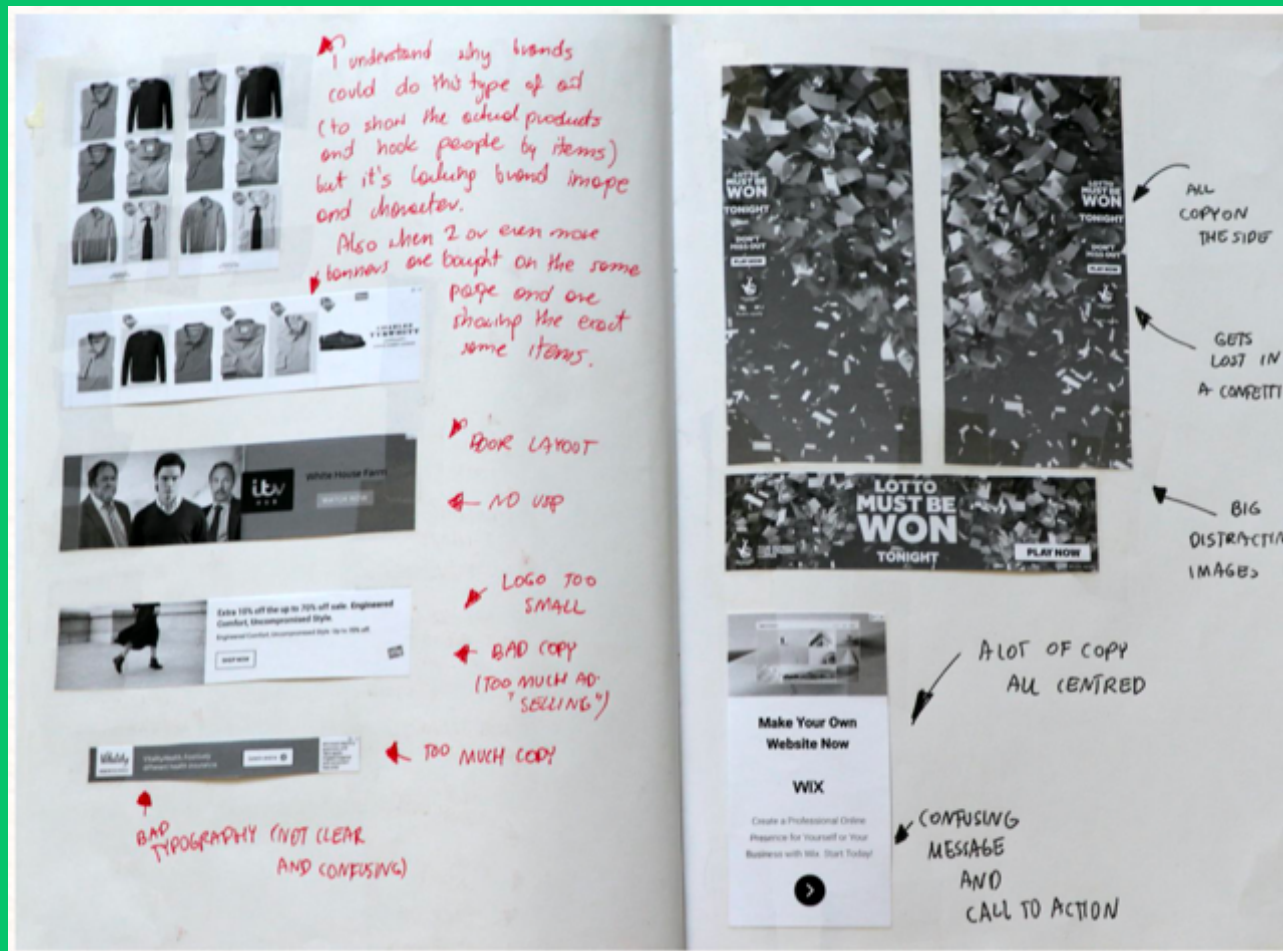
- Hand drawn thumbnails or sketches
- use pen and paper only (no software)
- can use coloured pens or markers

...various styles of sketches, thumbnails, ideas drawn from other projects as examples only...

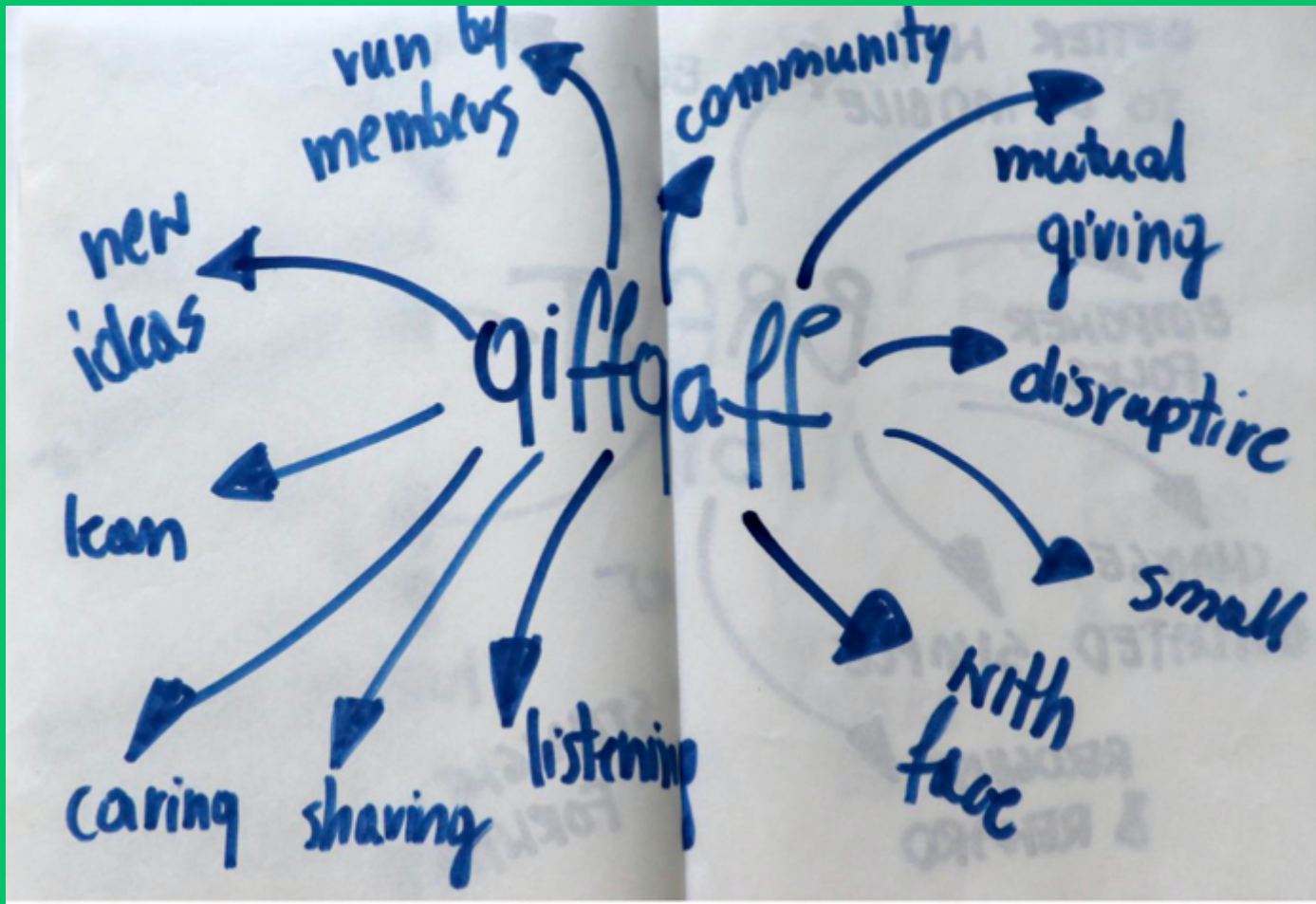
CONCEPTUAL DEVELOPMENT



...research from other projects showing analysis, as examples only...



...mind maps as examples only...



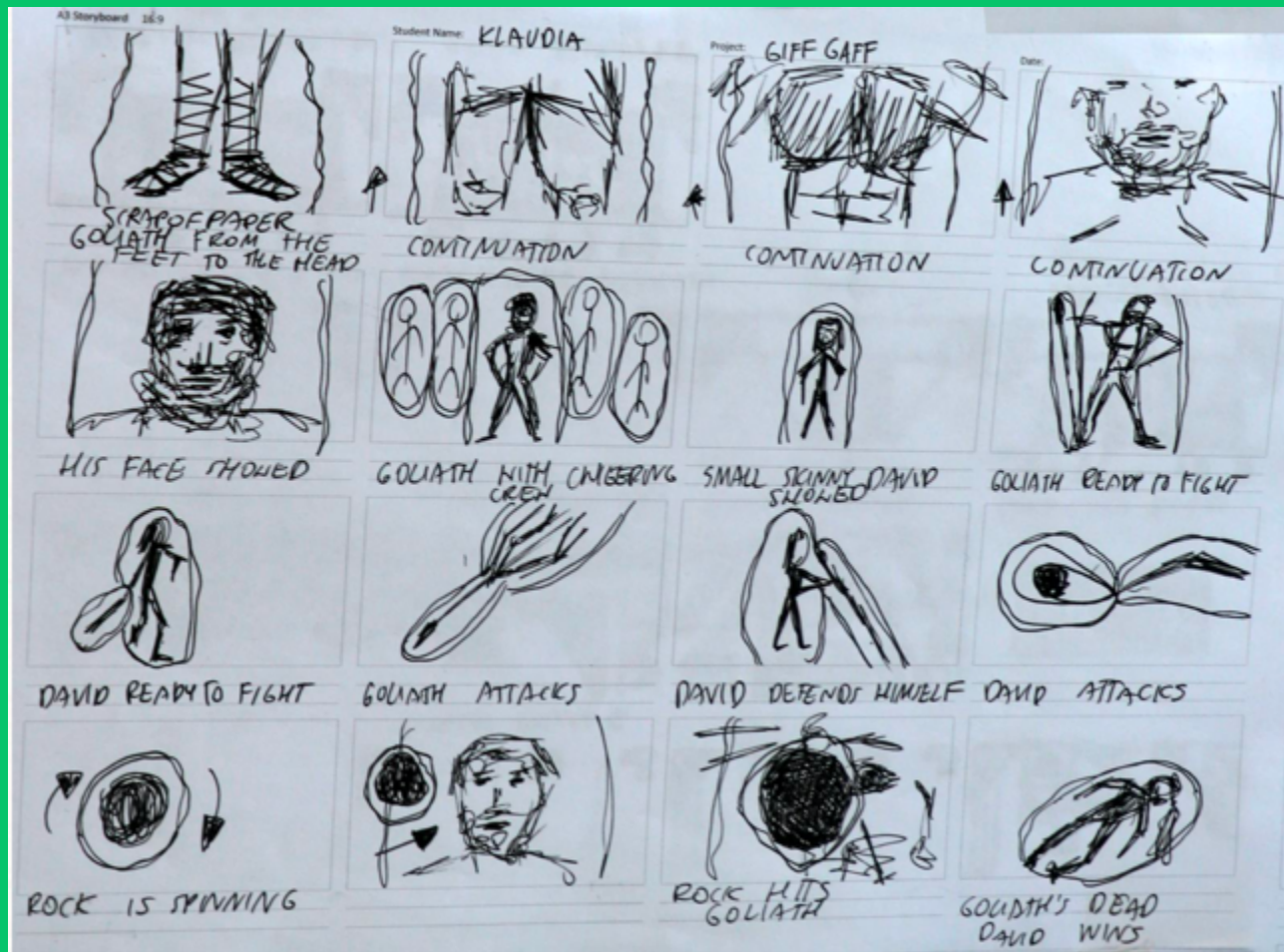
b&w and colour thumbnails



Best ideas developed bit further



Storyboard ideas for a short animation



- What is the idea?
 - What will it look like?
 - What's the tagline?
 - How will it work?
 - Where will it be seen/engaged with?
-
- Use unsupervised study hours to generate your ideas... bring /share for next week!