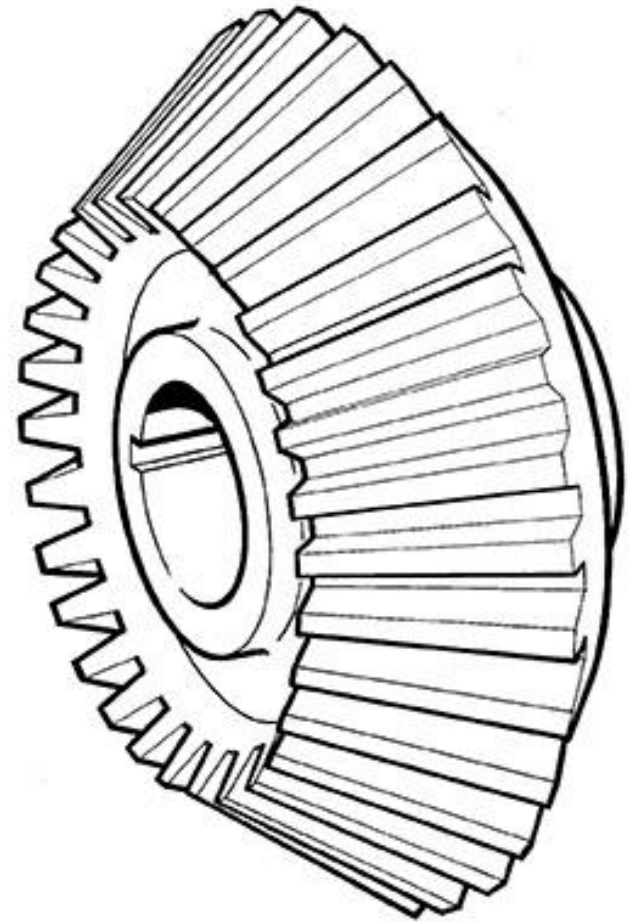
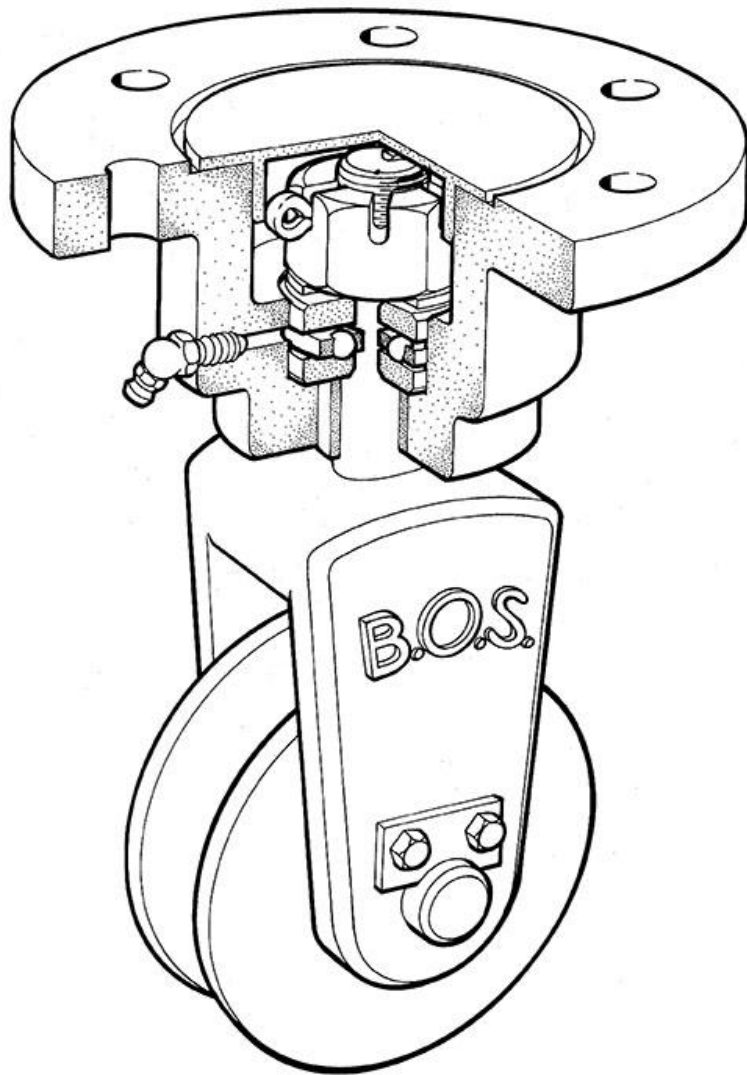


**Good Morning  
and Welcome**



© Ian Simmons



**WGIHE Technical Illustration**









WARNER/CHAPPELL  
PRODUCTION MUSIC



SONY®

# CHASING THE MONSOON



## CHASING THE MONSOON



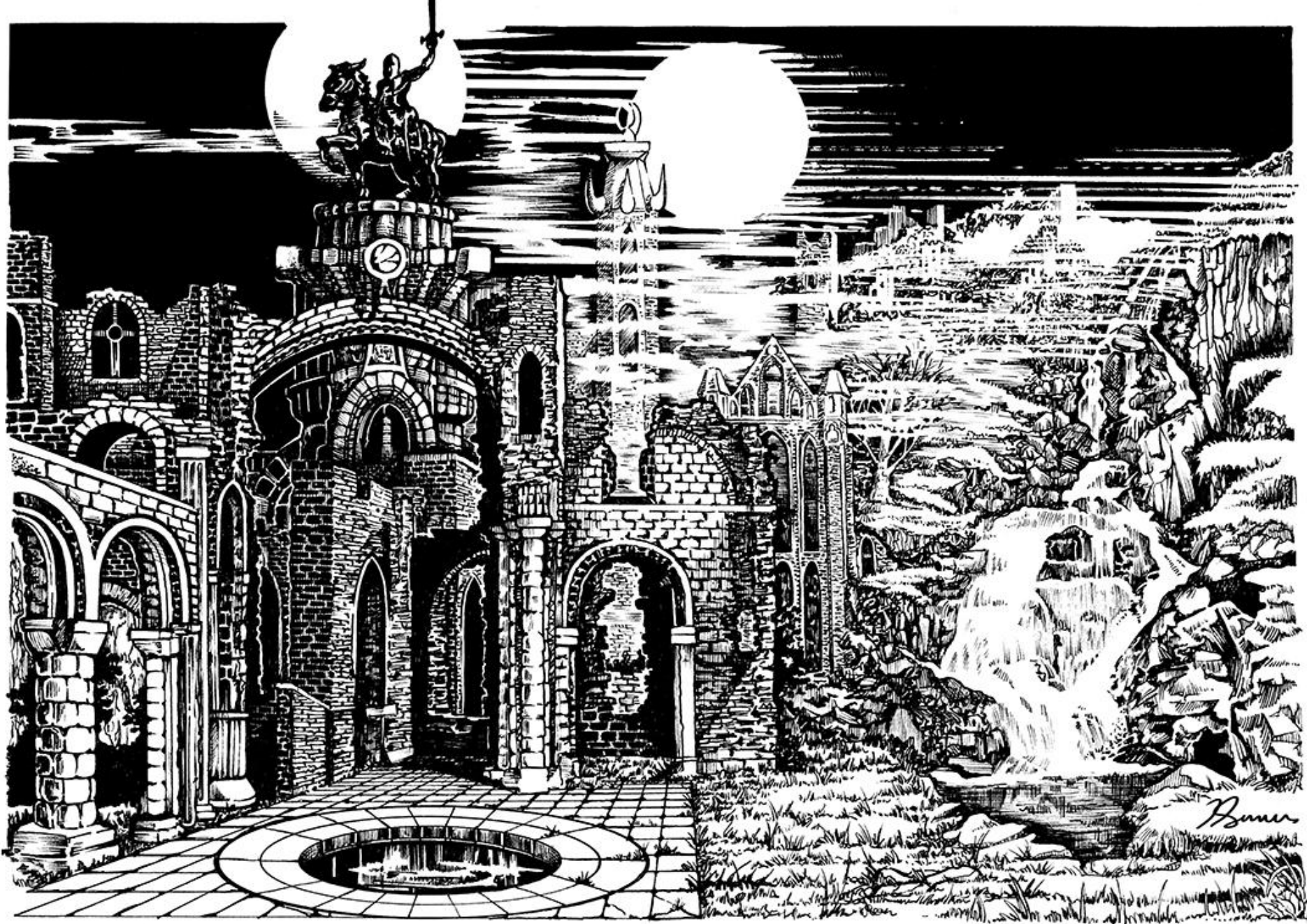
NO ORDINARY WORLD  
VOTED BEST ALBUM OF 2019

**get ready to ROCK!**

THE WEBSITE FOR CLASSIC, METAL & PROGRESSIVE ROCK

<https://chasingthemonsoon.com/>







ye all shall be silent



Conan  
the Librarian

© Ian Simmons







HE WALKS INTO  
THE ROOM AND  
BRINGS THE  
STENCH OF EVIL  
WITH HIM!

WRITER  
**PAUL KANE**  
ARTWORK  
**IAN SIMMONS**

# THE TORTURER

I'M NOT SURE HOW  
LONG I'VE BEEN  
HERE..

A FEW DAYS,  
A WEEK MAYBE?

IT FEELS LIKE A  
LOT LONGER.

I'VE NOT SEEN A SOUL  
SINCE I ARRIVED EITHER -  
SHOVED IN HERE  
LIKE SOME KIND  
OF ANIMAL.

I DIDN'T SEE WHO GRABBED  
ME, KIDNAPPED ME. I KNOW  
IT SOUNDS LIKE A CLICHE,  
BUT IT ALL HAPPENED SO  
FAST.

AND IT WAS  
DARK TOO..



AS DARK  
AS IT IS IN  
THIS...

..CELL.

IT'S DAMP IN HERE...  
IT SMELLS OF  
FAECES AND URINE;



...MOSTLY  
MINE!

THERE'S NO BED, JUST THE COLD  
FLOOR. AT NIGHT I FEEL  
THINGS CRAWLING OVER ME...



I'VE SLEPT  
VERY LITTLE  
OF LATE.

I'VE NOT EATEN SO  
MUCH AS A SCRAP OF  
FOOD SINCE MY....  
...CAPTURE.



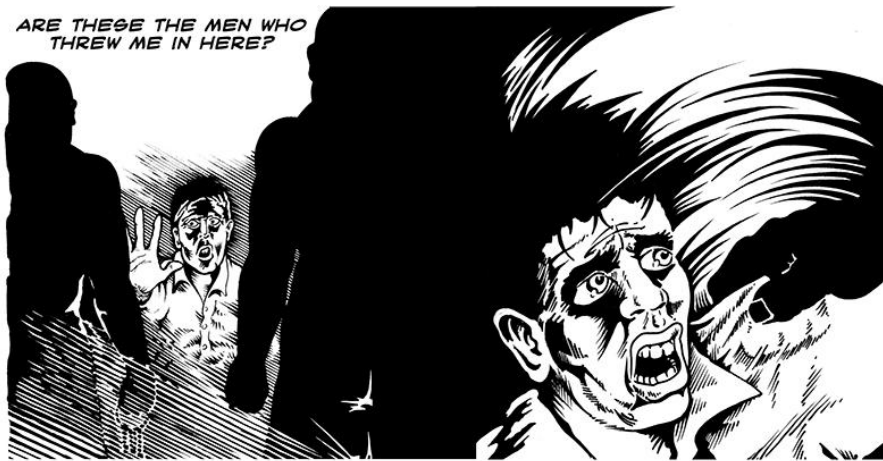
I SOMETIMES WONDER IF  
THEY'VE FORGOTTEN ABOUT ME,

THE PEOPLE  
WHO PUT ME  
HERE...



...OR LEFT ME TO DIE.

ARE THESE THE MEN WHO  
THREW ME IN HERE?



I LOOK UP IN THE VAIN HOPE THAT I  
MAY SEE A FACE, SOMETHING TO  
GIVE ME A CLUE....



...NOTHING!!



WHY ARE YOU  
DOING THIS?

WHEN HE SPEAKS  
HIS VOICE IS FLAT,  
ALMOST TONELESS.



PLEASE,  
TAKE A  
SEAT.

I DON'T KNOW HOW TO  
REACT TO THIS, BUT  
IN THE END I OBEY.



IF NOTHING ELSE, I MAY  
GET SOME ANSWERS  
NOW.

I WAIT FOR HIM TO SIT  
OPPOSITE ME IN THE  
OTHER CHAIR.....

..... HE DOESN'T.



HE HOVERS ABOVE  
ME, SCRUTINISING,  
AS AN OWL DOES  
WITH A MOUSE  
BEFORE THE KILL!

SPLENDID!  
NOW WE CAN  
BEGIN!



PLEASE  
TELL ME  
YOUR NAME

WHAT?

YOUR NAME.  
QUICKLY.

ANDREW ... ANDY  
BROOKS.



YOU KNOW  
WHY YOU'RE  
HERE OF  
COURSE.

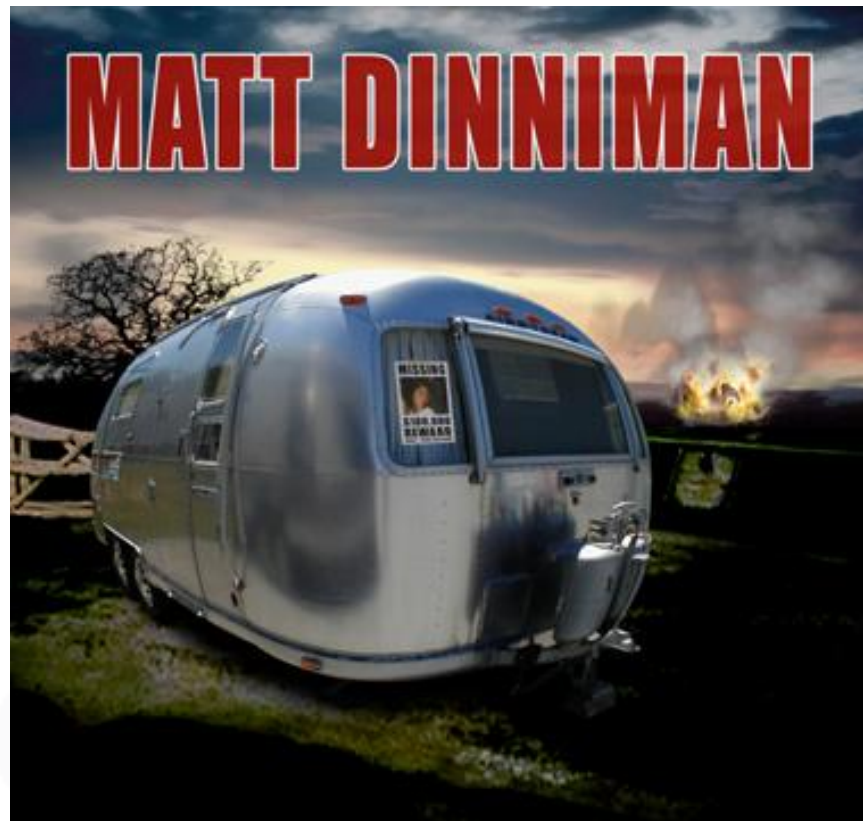
Paul Kane



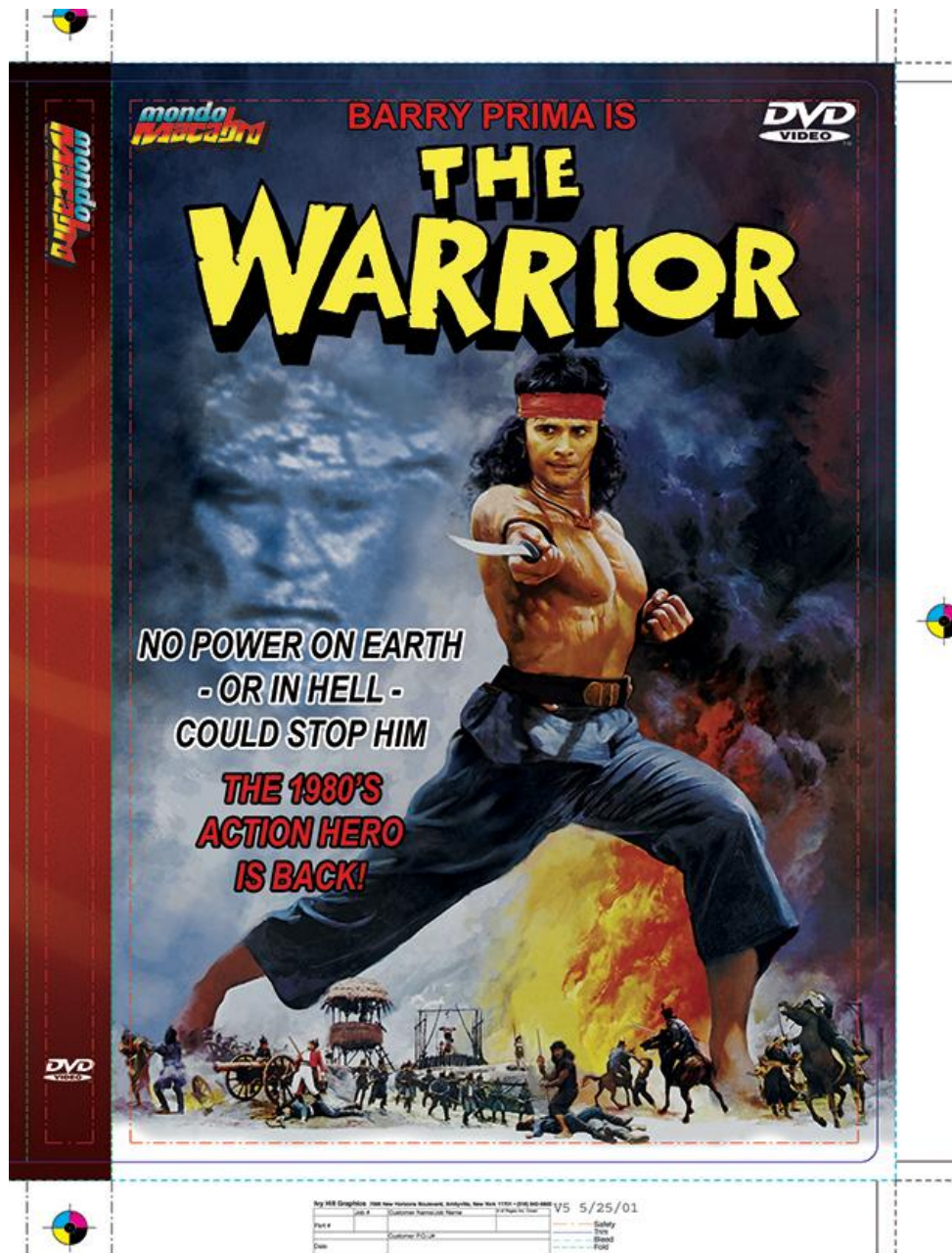
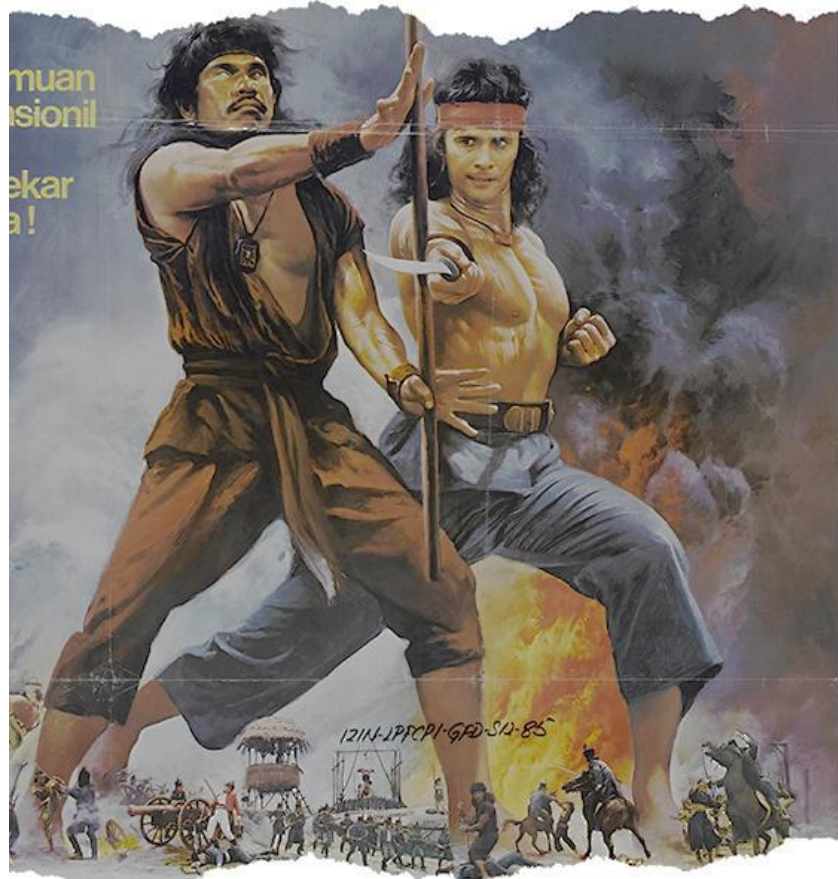
# Signs of Life

"A writer who adds touches of intelligence and grace, bridging  
the gap between archetypal narratives and recognisable life"  
Stephen Gallagher - Bestselling author of *Chimera* and *Oktober*

MATT DINNIMAN



TRAILER PARK  
FAIRYTALES



# ZIBAKKHANA

HELL'S GROUND

"Zombies invade Pakistan"  
*Variety*

PAKISTAN'S FIRST CORE FILM

Mondo Macabro Movies Bubonic Films  
Present

A Film by Omar Ali Khan  
Directed by Omar Ali Khan

Produced by Pete Tombs, Andy Starke, Omar Ali Khan  
Written by Pete Tombs, Omar Ali Khan. Edited by Andy Starke  
Director of Photography Najaf Bilgrami  
Special Make-up and Effects Nawab Saghar  
Kunaw Ali Roshan, Rooshanie Ejaz, Rubya Chaudry,  
with Rehan as Deewana

**But enough about me,  
what about you?**





# **Advertising Environment**

## **OOH Advertising**

### **Ian Simmons**

# What is OOH Advertising?



# Out Of Home

Advertising that reaches  
the consumers when they  
are outside their homes.

**Out-of-home media advertising is focused on marketing to consumers when they are “on the go”.**

**It is situated in public places, in transit, waiting (such as in a doctors surgery), and/or in specific commercial locations (such as in a retail venue).**

## **Examples of out of home advertising?**

**Billboard advertising**

**Point of sale displays**

**Street furniture (bus shelters, kiosks, telephone booths etc)**

**Transit advertising and wraps (taxis, buses, trains etc)**

**Mobile billboards**

**Guerrilla advertising (aka ambient media)**

**Balloons, blimps, skywriting and banners**

**Anything else?**



## **What is 'place based' OOH media?**

**Place-based OOH media includes a multitude of formats that are specifically located where certain groups assemble for different purposes.**



## Examples of 'place based' OOH media?

**Airport:** Wall dioramas, clocks, posters and kiosks.

**College Campus/School:** Display racks, bulletin boards, sponsored TV ads and college magazines.

**Indoor:** Billboards in the restrooms of restaurants, health clubs, arenas, movie theatres and night clubs.

**In-Flight:** Magazine binders, in-flight movies, seat backs and disposal bags.

**In-Store:** Shopping carts, store shelves, clocks, audio and checkout coupons.

## Examples of 'place based' OOH media?

**Shopping Centre:** Kiosks and wall displays.

**Stadium/Arena/Sports Team:** Wall displays, scoreboards, pitch side signage and programs.

**Transport:** Display panels on sides, rear, front of trucks and wraps.

**Event Marketing:** Special events, promotions and product sampling/demonstrations.

**Anything else?**

A large, light gray circle is positioned below the text "Anything else?".

# Point of Sale Displays



**Advertising at the point of sale (APOS) includes all advertising communication materials used to draw consumers' attention at the moment of purchase.**

**It encompasses several tools allowing a product or commercial offer to be displayed or enhanced: screens.  
posters. banners.**







# Street Furniture



**Street furniture advertising is out-of-home (OOH) advertising that is affixed to street furniture using various displays.**

**These often provide a public amenity and are positioned at close proximity to pedestrians for eye-level viewing or at a kerbside to impact vehicle traffic.**









# Transit and wraps



**Transit advertising is advertising placed in or on modes of public transportation or in public transportation areas.**

**Using this method of advertising, ads can be placed anywhere from on the sides of buses, trains and taxis, to inside subway cars, inside bus stations and near train or bus platforms.**













# **Guerrilla advertising (aka ambient media)**

**Ambient** advertising is about placing ads on unusual objects or in unusual places where you wouldn't usually expect to have an advertisement.

**Guerilla** advertising is a strategy of business marketing that incurs low costs but achieves optimal results, usually unconventional methods.

**Ambient/guerilla advertising is all about taking the public audience by surprise.**

**Therefore it is a kind of advertising that is most likely to go 'viral'.**

# Viral advertising?

**Viral advertising is a strategy that uses existing social networks to promote a product/service/cause.**

**Its name refers to how consumers spread information about a product with other people, much in the same way that a virus spreads from one person to another.**















# Balloons, blimps, skywriting and banners









# Mobile Billboards



**Mobile billboard advertising is usually placed on the side of a truck or bus. The idea behind it is to advertise to all of those that may pass the vehicle. This is different than standstill billboard advertising and can be quite effective.**



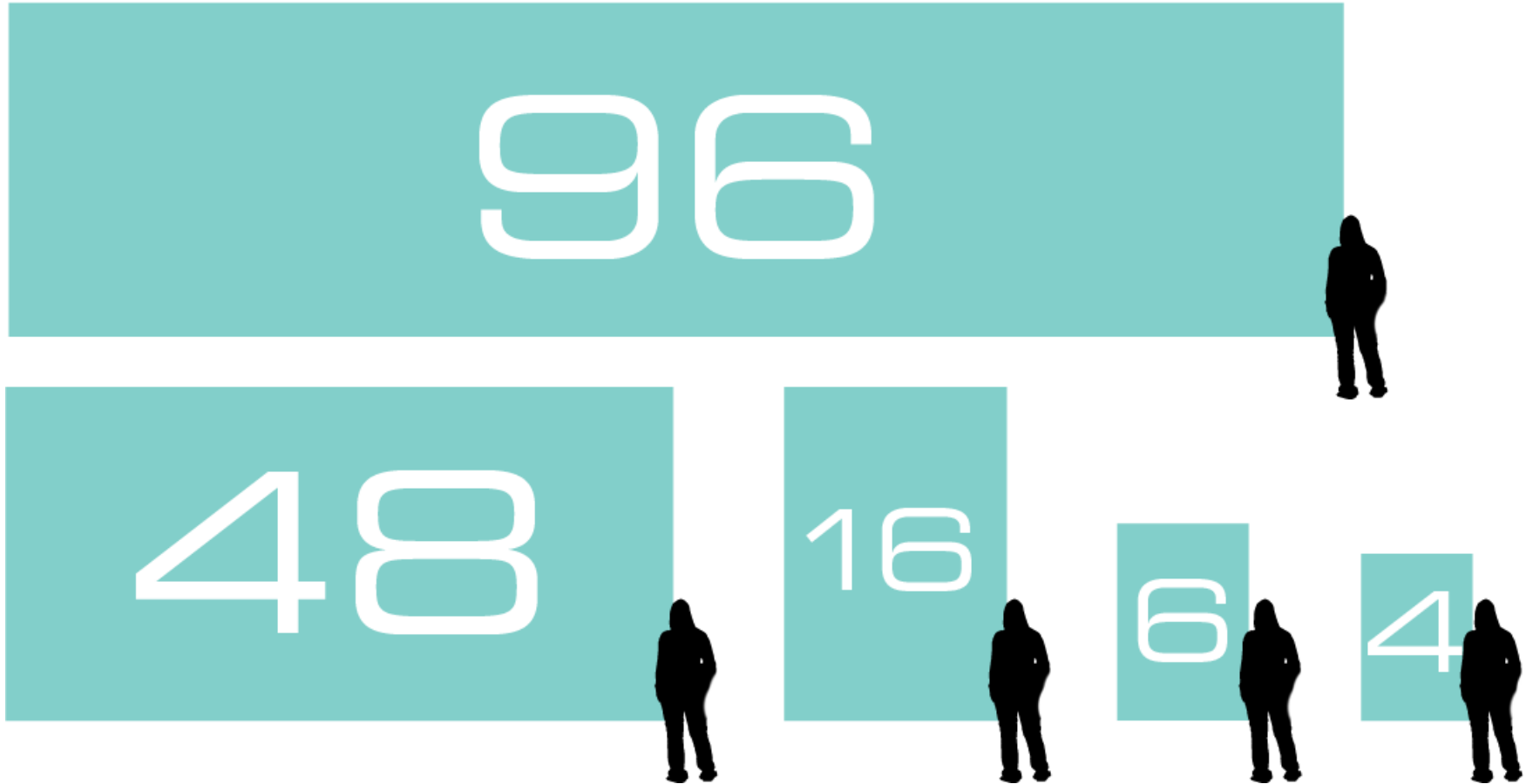


# Billboard Advertising



**A billboard (sometimes called a hoarding) is a large outdoor advertising structure typically found in high-traffic areas designed to capture the attention of motorists and pedestrians.**

# Billboard and Poster Sheet Sizes



**6-sheet – 1.8m x 1.2m**

**Often seen at bus stops, railway/bus stations, and shopping centres.**



## 48-sheet – 3m x 6m

This format makes a big statement and gets your message across a sizeable distance. Regular rail users will spend plenty of time staring at these across the tracks as they await the next train.



## 96-sheet – 3m x 12m

96-sheet billboards are basically two 48-sheets placed side by side. In terms of brand visibility, this is a big-hitter.



**Comfort Break**

**Be back in 20 minutes**

# Task 1

## Out of Home Advertising

**Design a billboard advertising campaign to raise awareness of littering issues.**



## You will need to:

- Research the issues surrounding littering.
- Demonstrate awareness of the work of anti-littering groups.
- Show development of visual and written concepts in layout pads or sketchbooks (submitted as a PDF).
- Research billboard media formats.
- Demonstrate that you have researched production methods and media costs.
- Design a final concept for a Billboard Advertising Campaign to include **96 sheet**, **48 sheet** and **6 sheet bus shelter**. Your solution can be 3D, 2D print and/or including digital.

**The deliverables will include:**

- Concept boards of your campaign.
- A PDF or PowerPoint outlining your research, concept development and final billboard campaign.
- A 100 word written rationale for your concept.

**So what makes a good  
billboard advertisement?**

You need to answer **YES** to all of the questions below if you want to create a great attention grabbing advertisement.

Do you know who your target audience are?

Will your imagery and copy attract their attention?

Will your advertisement identify the USP of the product/service/cause?

Will your advertisement reflect the products/services/causes benefits?

Will your advertisement contain a call to action?



In 1898 Elmo Lewis described the stages the consumer passes through from awareness to purchase using the acronym **AIDA**.

**AIDA**

**A**ttention

**I**nterest

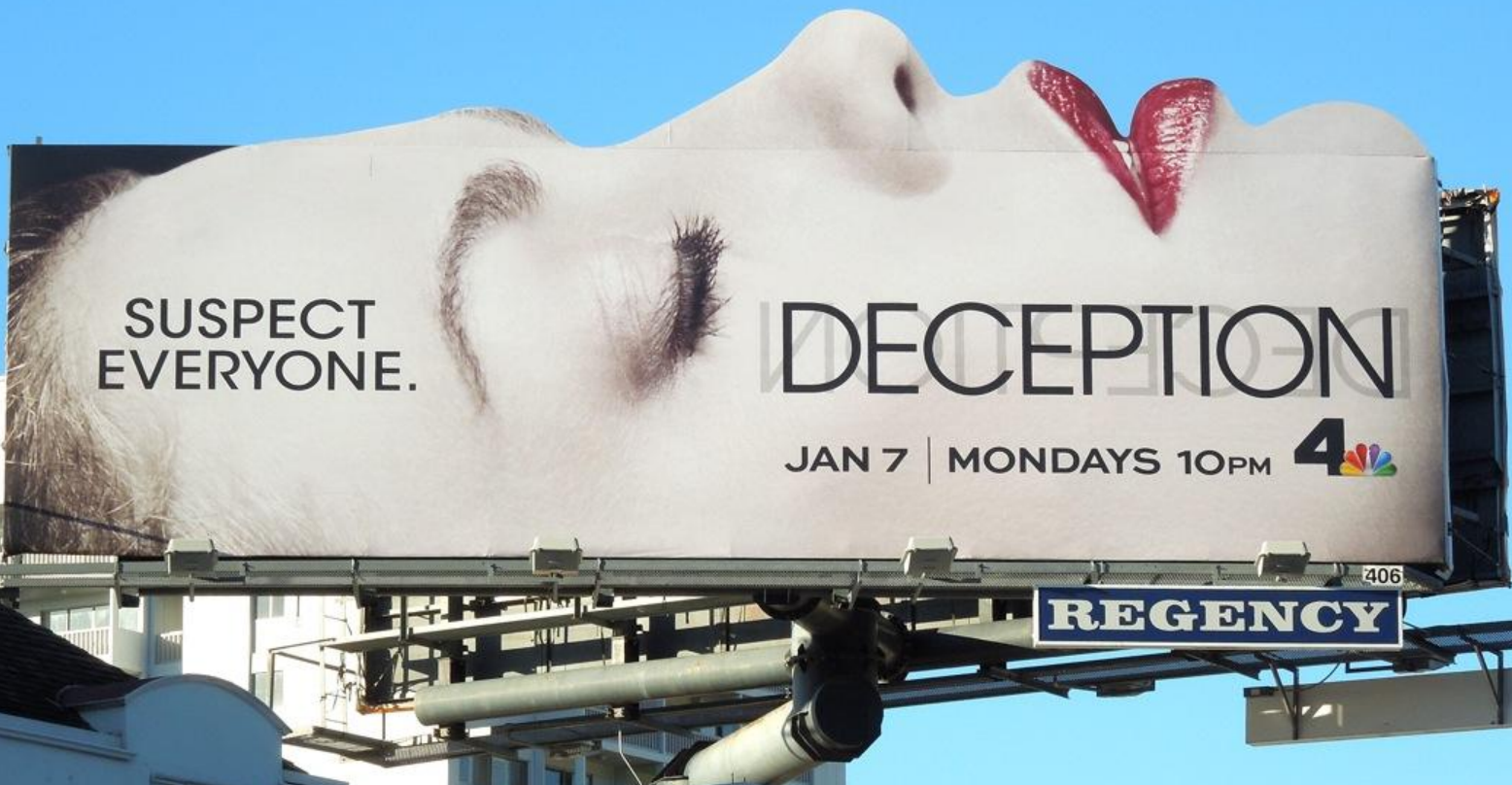
**D**esire

**A**ction

**Let's look at some billboard examples - you decide what is good and what is bad!**







SUSPECT  
EVERYONE.

# DECEPTION

JAN 7 | MONDAYS 10PM **4** 

406

**REGENCY**







APN

LAW & ORDER  
WEDNESDAY 8:30PM





Amazing force to **lift**  
is in your grasp!

**JCB LIFTALL**

Lifting performance  
to a newer hight





An eight foot extension of Canadian hurdler Perdita Felicien was attached to the top of this billboard.



NATURAL FINISH COLOURS







quitplan.com

092753

CLEAR CHANNEL











Disney

in theatres july 15

PG PARENTS STRONGLY CAUTIONED

CBS

74398 A

**What about littering examples -  
again, good and bad, you decide  
which is which!**













Litter is a bigger problem than you think.

[TOSSNOMAS.COM](http://TOSSNOMAS.COM)















# \$11.5 billion

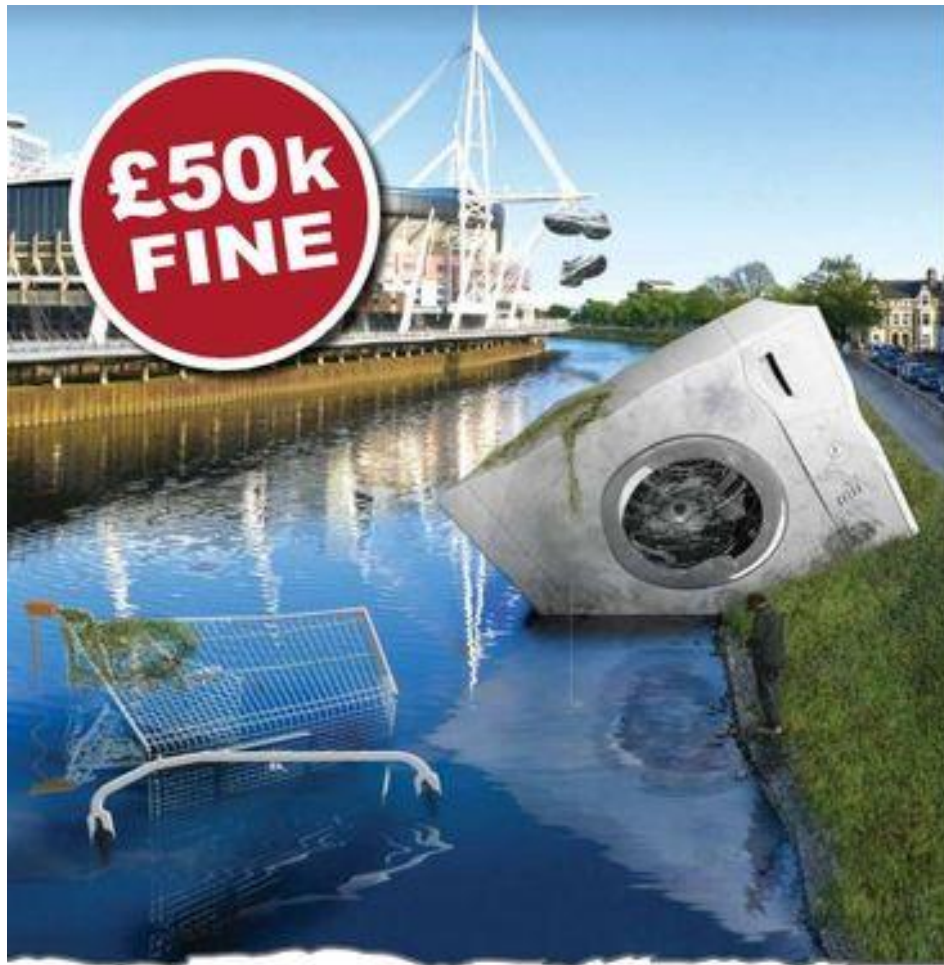
is spent on  
litter cleanup  
across the U.S.  
annually.



**#DontTrashFact**

Source: KAB Litter in America Study





**DON'T TIP  
CARDIFF  
OVER THE  
EDGE!**

**FLY TIPPING IS ILLEGAL!**

**LOVE WHERE YOU LIVE ... AND HELP US KEEP CARDIFF TIDY**





**#Love Essex**

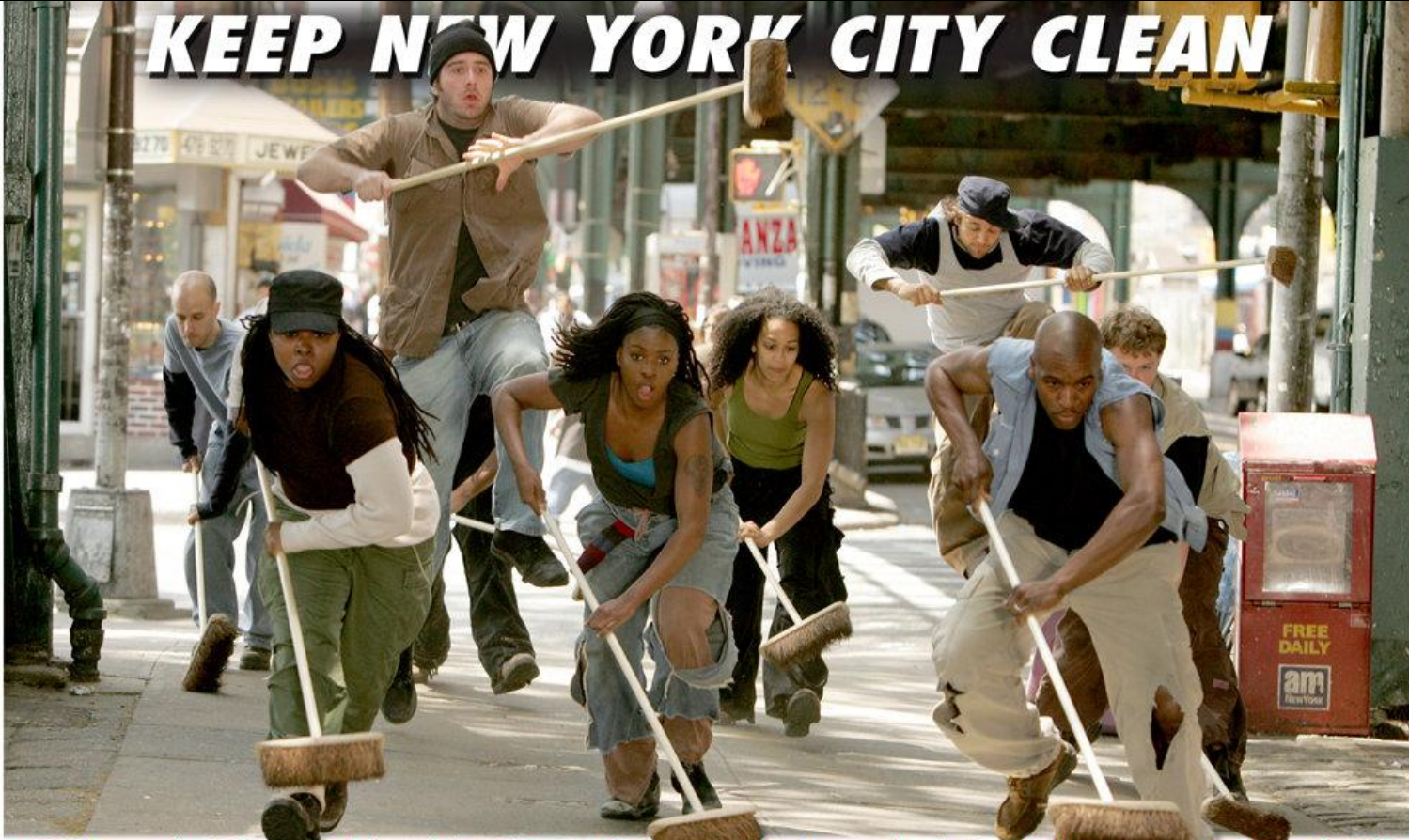
**LITTERING**  
It's not smart

Bin your litter or face **A FINE FROM £75**

*Epping Forest District Council*  
www.eppingforestdc.gov.uk



LOVE  
ESSEX



**KEEP NEW YORK CITY CLEAN**

**STOMP OUT LITTER**

For more information please visit:  
[www.nyc.gov](http://www.nyc.gov)

The City of New York  
Michael R. Bloomberg, Mayor

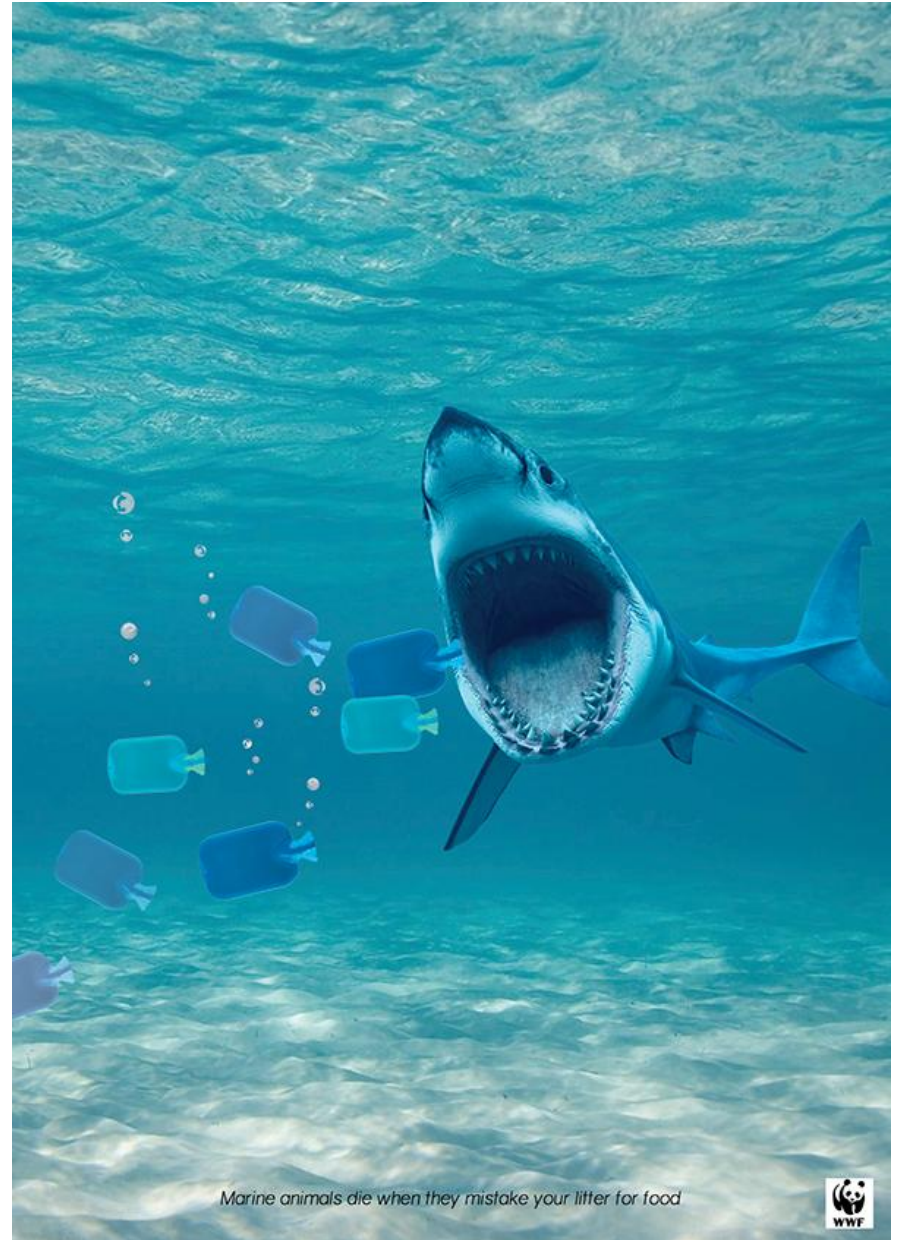
In Partnership with

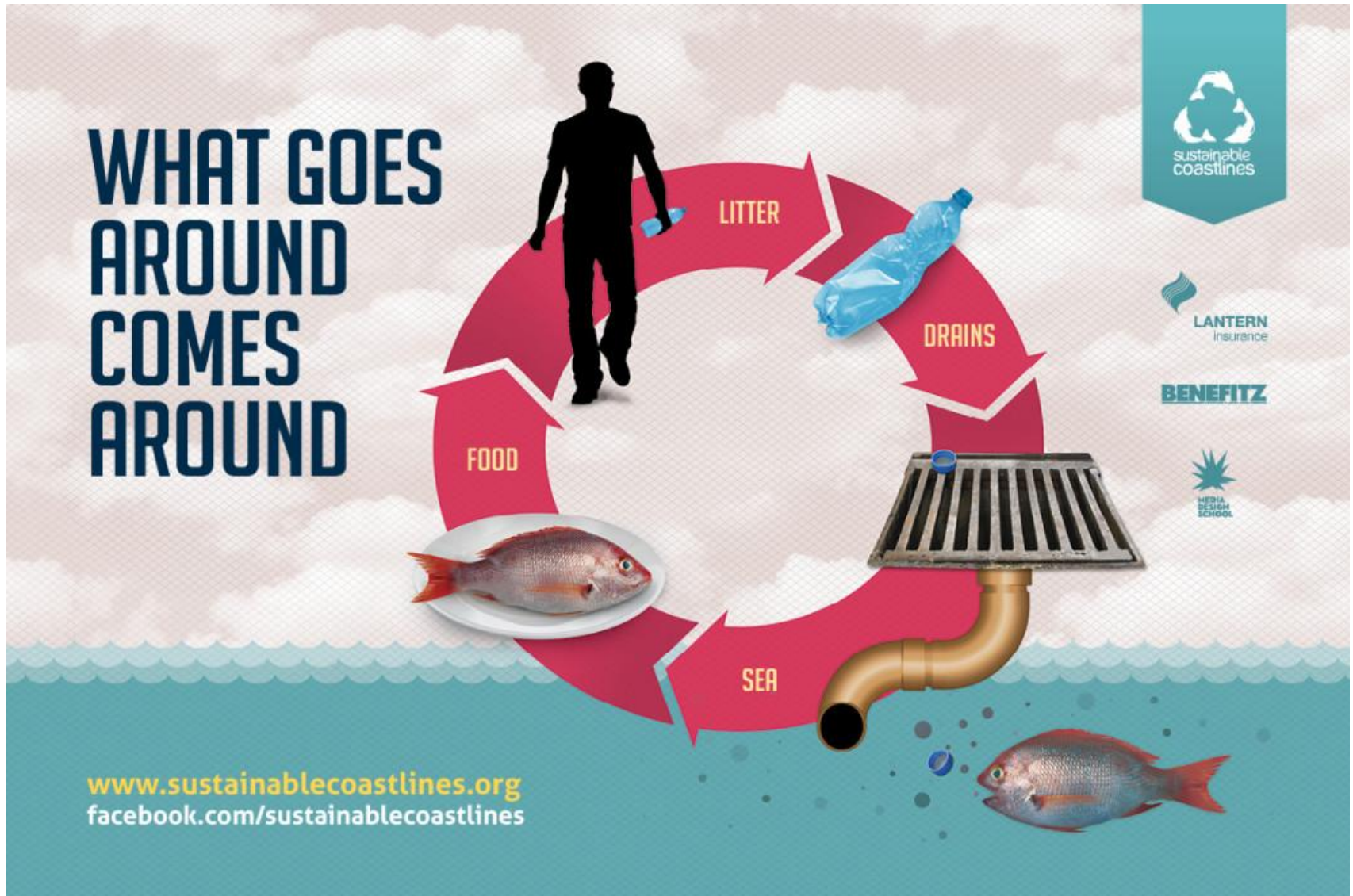
**STOMP**  
THE INTERNATIONAL ORGANIZATION  
Of People Who Don't Litter

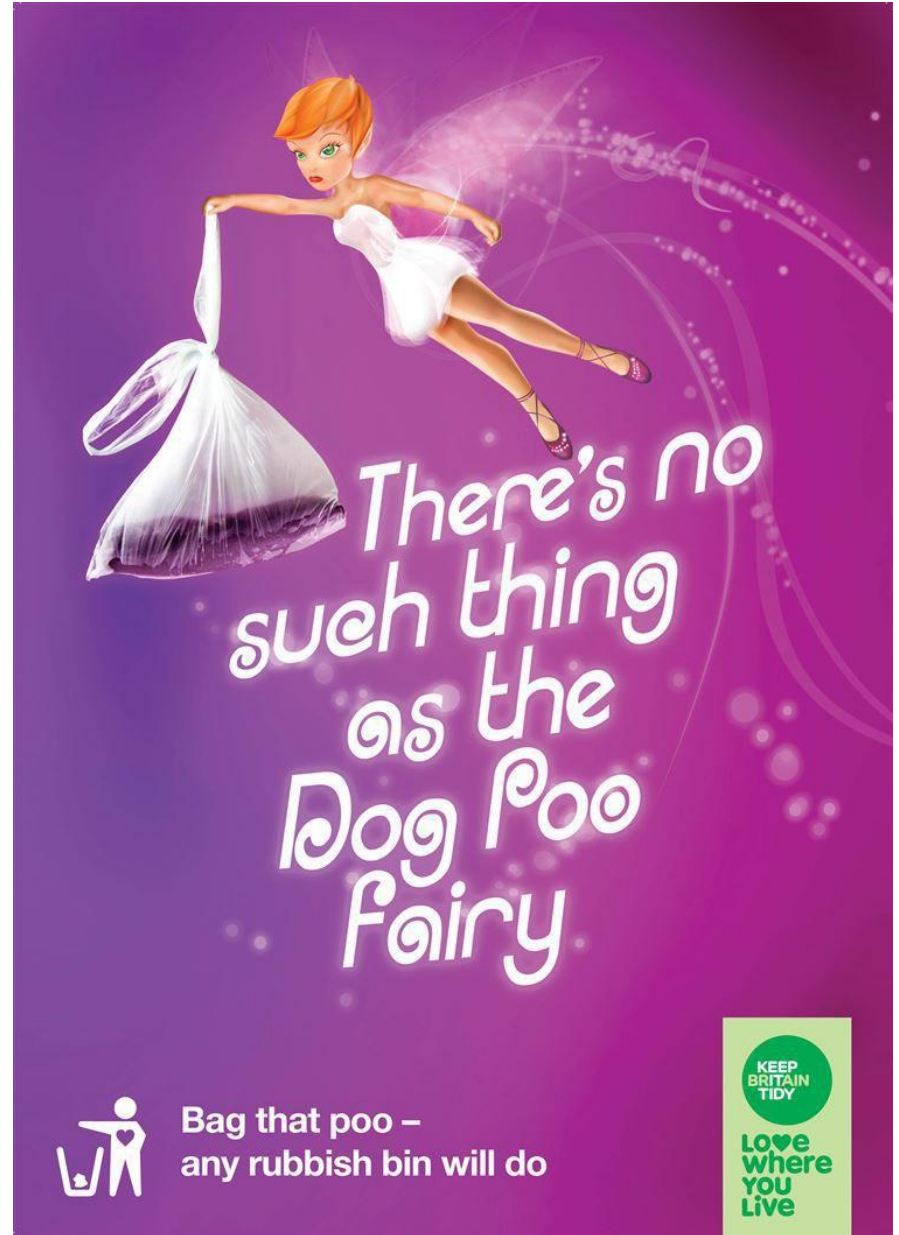
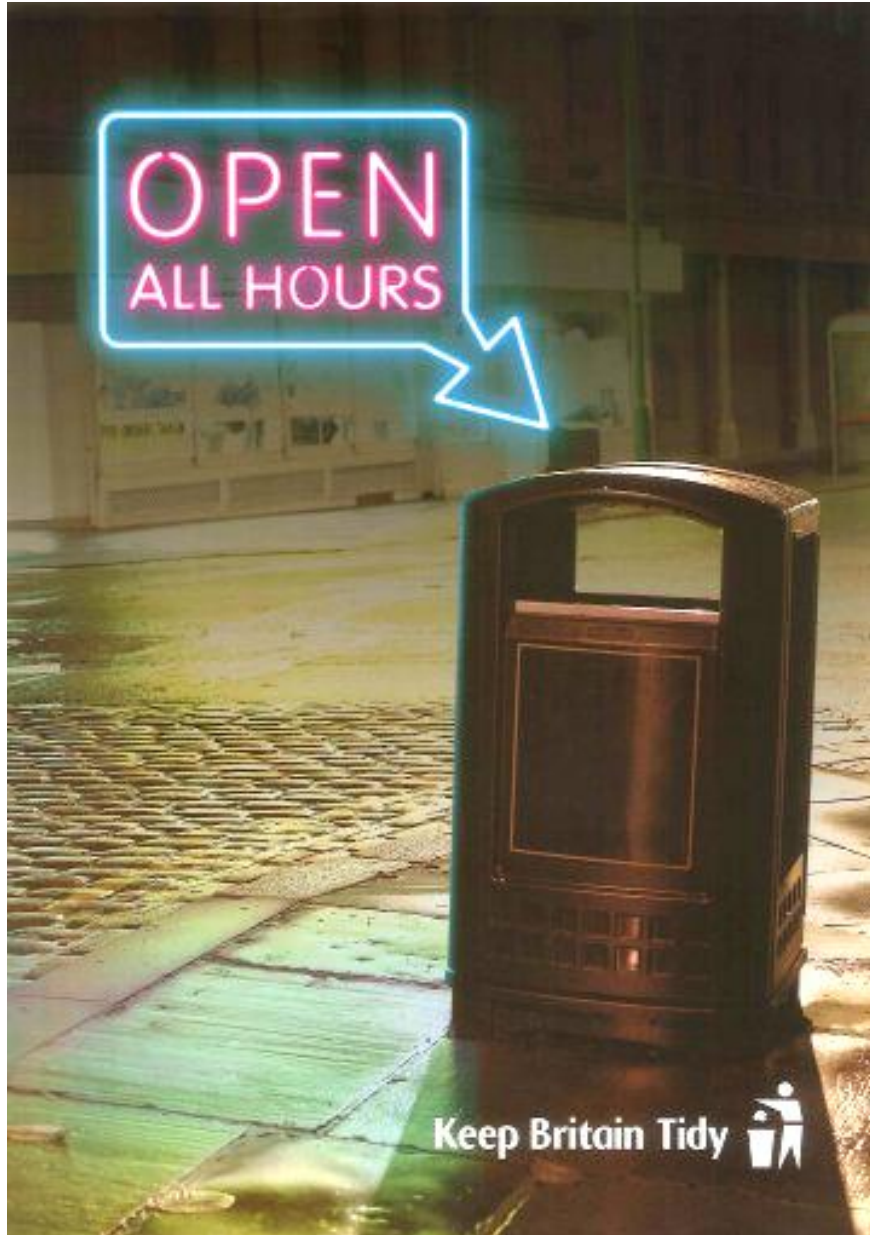
**WM**  
WASTE MANAGEMENT

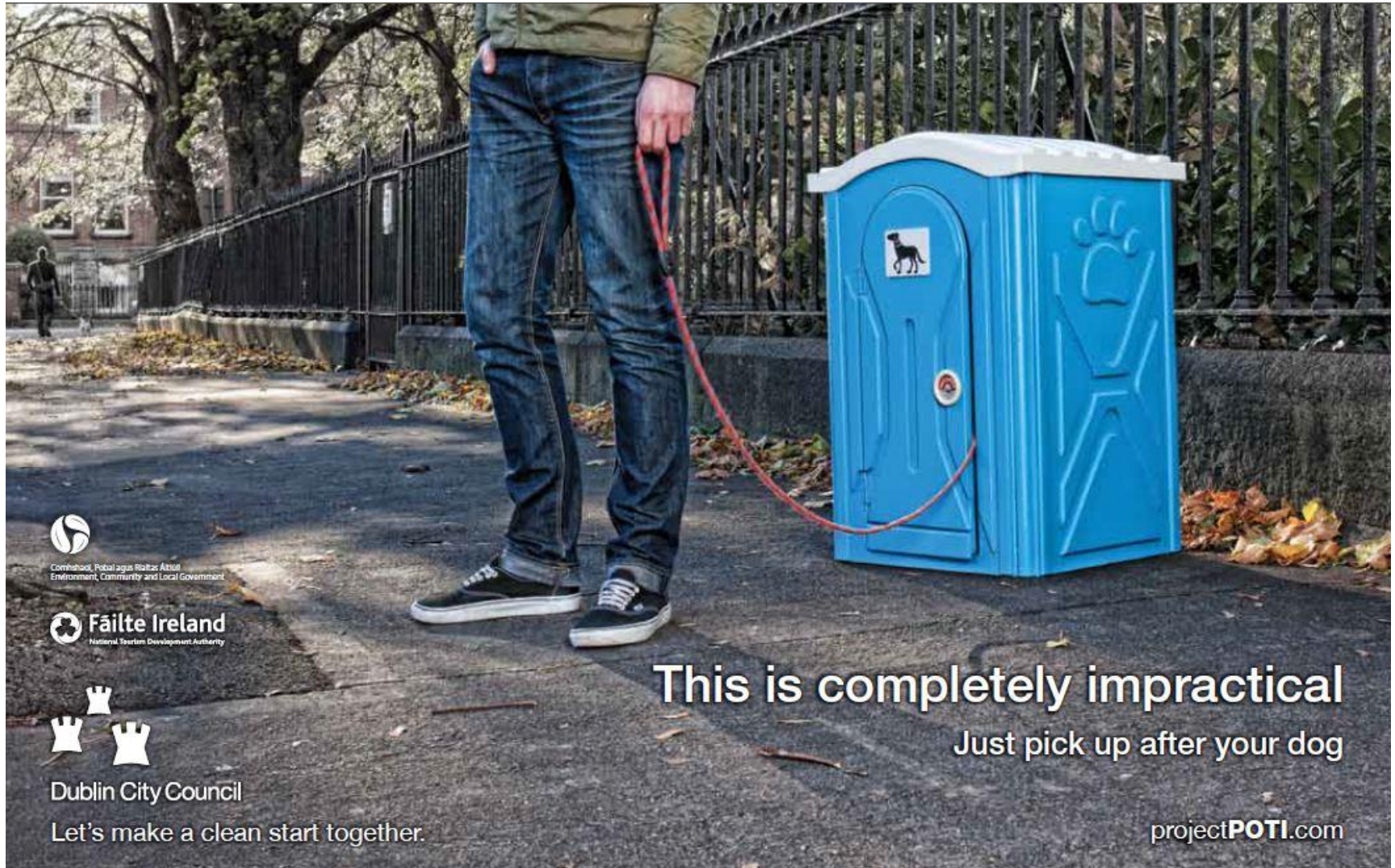
MADE IN NY











  
Comhairle Poblachais na hÉireann  
Environment, Community and Local Government

 **Fáilte Ireland**  
National Tourism Development Authority

  
Dublin City Council  
Let's make a clean start together.

**This is completely impractical**  
Just pick up after your dog

project**POTI**.com



**A litter fine makes it  
an expensive night out.**

Your litter. Your problem.

• EDINBURGH •  
THE CITY OF EDINBURGH COUNCIL

 **KEEP EDINBURGH CLEAN**









# Any Questions?

