

Ambient

Concept boards...



The brief

The Adelaide International Airport wants to create something different, engaging visitors and building excitement around the chance to win a trip by spending money with the airport retailers.

Solution

Create not one but three awesome 'holiday of a lifetime' packages that will inspire people from different backgrounds. A romantic Bali retreat, an adventure holiday in New Zealand, a Gold Coast family theme park holiday. Then set about promoting those packages.

Idea

Once the packages were confirmed by a travel agent we set to designing highly visible floor decals relevant to each holiday that would encourage interaction and participation. From there the entry forms, entry boxes and counter cards all fell into place.

Effect

In comparison to previous retail promotions participation rates soared with a rerun of entry forms ordered after just one week to keep up with the demand.



HELLO, MR. PRESIDENT!

BACKGROUND

May 29, 2006:

A volcanic mud eruption occurred in Porong, Sidoarjo, East Java, sinking over 10,000 houses and public facilities.

May 29, 2010:

Four years after the disaster, the mud-flow victims are still in limbo.

CHALLENGE

Remind the President of the victims' fates, through a peaceful approach.

SOLUTION

An art installation that seemingly transported the current condition in Sidoarjo directly in front of the Presidential Palace.

RESULTS

Within hours, the installation received huge media coverage, and thousands talked about it in twitter. A few days later, the President flew to the Sidoarjo mud-flow site.



"HELP THE VICTIMS OF SIDOARJO MUD-FLOW TO BUILD THEIR LIFE BACK"



COVERAGE BY VARIOUS MEDIA



NEWSPAPERS & ONLINE MEDIA HEADLINES

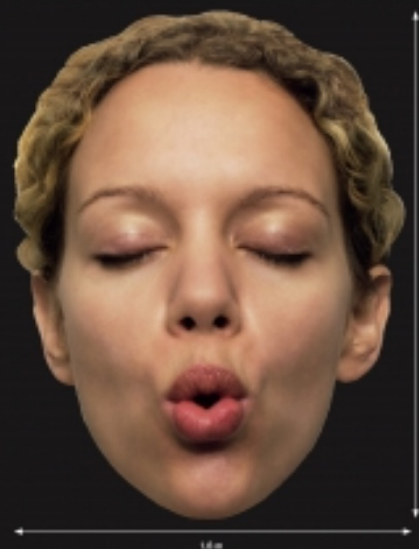


TV NEWS



THE PRESIDENT FLEW TO PORONG, SIDOARJO





Mondo Pasta "Noodleslurper"

To get Mondo Pasta on everyone's mind, we chose the harbor, the most frequented place in Hamburg. We put huge posters of slurping faces, turning the ropes into 20 foot noodles.

"Mondo Pasta, so good you can't let go"



Idea one

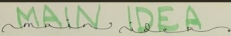


Here are some digital mockups of my ambient advertisement. Instead of using a poster I have decided to use a giant protein bar. The logo is big enough to be visible so there's no need for an explanation. The main idea is to place the bar around London. I chose Hyde park as runners going around the park will notice the bar. They will also be tired and hungry. Seeing the bar will subconsciously effect them. The idea is to takeover London. I like the idea of using the underground and placing bars on signage.

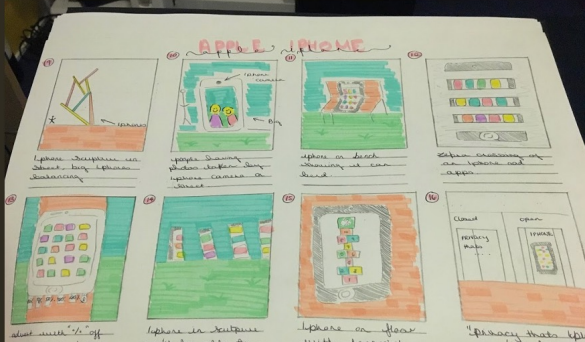
To improve this idea, I will change the company. I will use the iphone and promote the USP linking the advertisement location to the benefits of the product.



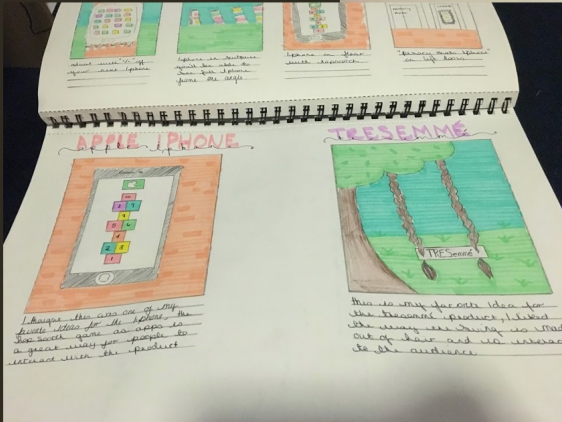
IDEAS



This was my favorite idea out of the booth. I like the legs on the Joving and that the Joving is made out of hair + that its interactive to the audience.



TRESEMME SWING IDEA





Formative Presentation

Your strongest idea as final concept board:

- conveys your idea, (consider relevancy of your ambient medium)
- Photoshop or hand drawn visuals
- include notes or annotations if needed
- storyboard for Viral ad if appropriate
- 3D prototype / mock-up if appropriate

*Include consumer product research, tangibles/intangibles, needs wants demands, marketing mix, identify USP, ambient alternative ideas, Target Audience, ethics suggest collate in PowerPoint (or similar) to present and... final concept board**

- Formative deadline: 14th March
- Summative deadline: 2nd May