



Client:
YHA

Background:
Volunteering has been proven to help with mental health issues and as many young people are dealing with a lot of stress in their lives right now, volunteering would be the perfect remedy.

Aim:
To convince young people that YHA understands the pressures they are facing and can help.

Line:
Volunteer yourself for the remedy.

Executions:
Instagram carousel post asking if young people have the following symptoms.

Direct mail pill boxes for young people stresses.

Website that looks like a pharmacy.

Insight:

- o Volunteering has been proven to help with mental health issues significantly
 - o 'Happiness effect'
 - o Gives you a sense of purpose
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Background:

- o Young people are dealing with many stressful situations such as school, work, their future etc. and so the topic of mental health has become very popular

The Line

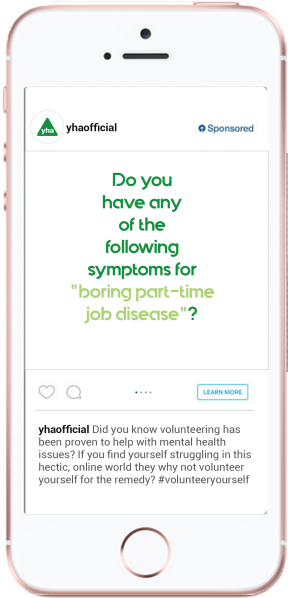
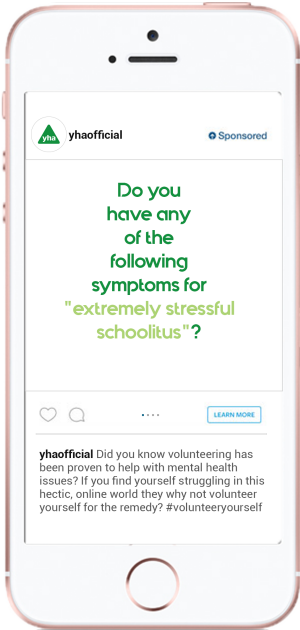
"Volunteer Yourself For The Remedy"

Instagram

Carousel
post

Swipe
along to
see if you
have the
symptoms!

Follow the
link to
find the
cure



Direct Mail

Fake pill boxes to be handed out at schools and colleges for common problems with the age group.

Inside is a leaflet explaining what YHA can do for them.

Information

Read before starting treatment

Volunteering is a surprisingly effective form of treatment for social media inflections.

A course of this will help with conditions caused by the following:

Facebook,
Instagram,
Twitter and
Snapchat.

Patients will see an improvement in zombie like behaviours caused by scrolling through news feeds, prevent "the green eyed monster" caused by seeing other followers new jobs, engagement photos and holiday stories and stop obsessive tendencies when taking and re-taking selfies.

How to recieve treatment?

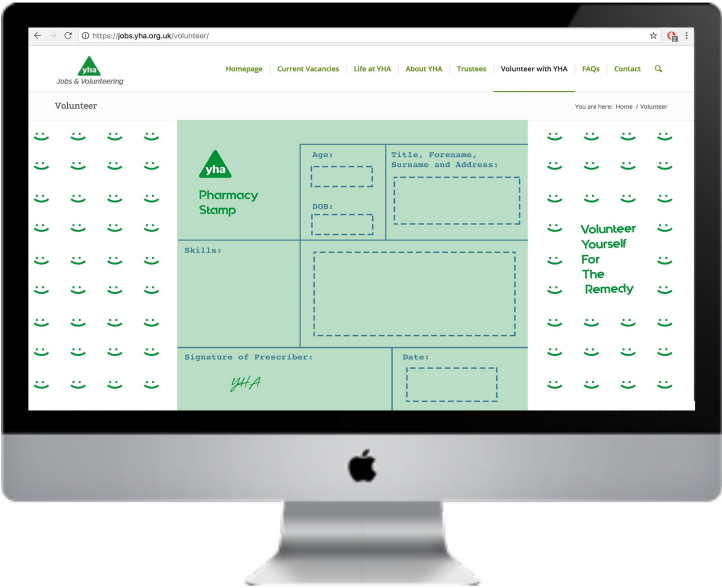
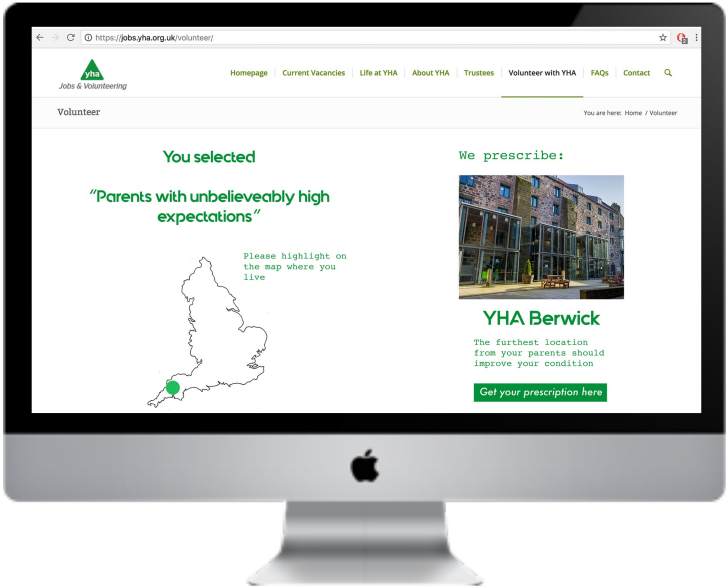
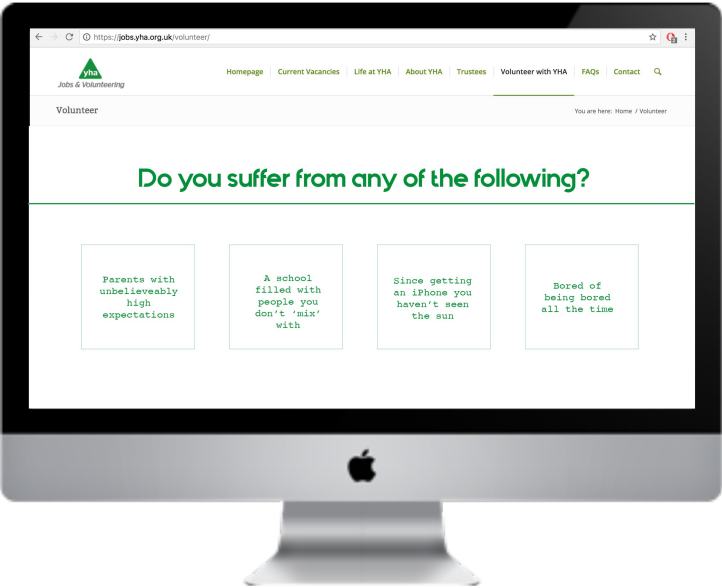
Visit our page
www.jobs.yha.org.uk/volunteer/

Volunteer yourself
for the remedy



The Website

When visiting the website, users will be taken to a page asking to chose their most problematic symptom. For example, if they were to choose “Parents with unbelievably high expectations” they would be taken to the second screen. This page has a map for you to click where you live. You would then be recommended the YHA furthest away from home. You then must fill in a ‘prescription page’ to apply.





Client:
Eve Sleep

Background:
If you ask a good sleeper how they get a good night, they say they do nothing, just go to bed. A bad sleeper will tell you they spray sleep mist, take a warm lavender bath, sip on herbal tea etc.

Aim:
Show bad sleepers that there is a simple solution to their problems.

Line:
"Eve, the simple sleep solution"

Executions:
3 billboards around bus stops and train stations targeting tired, stressed commuters who are likely to have sleep problems.

A stressball made out of their memory foam.

A Twitter campaign targeting bad sleepers who have given up at 3am and are just surfing social media.

Insight:

- If you ask a good sleeper what their routine is, they say they just get into bed.
 - However, if you ask a bad sleeper, their answer involves no cheese in the evening, decaffeinated drinks, phone off 2 hours before, lavender scented baths etc.
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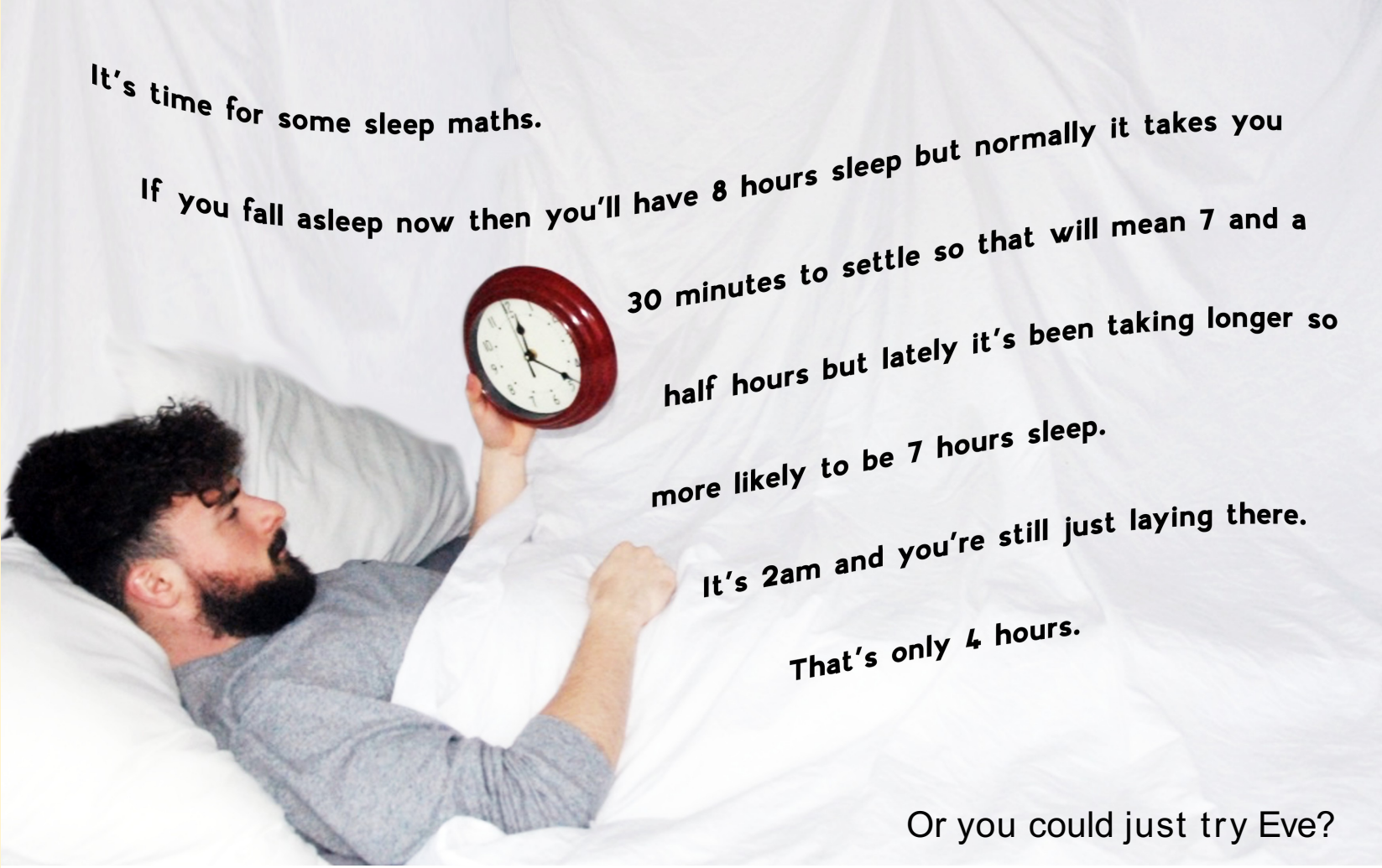
Background:

- Eve Sleep pride themselves on the simplicity of their product, making only one mattress that is the most effective on the market.

Print

We created 3 billboards that would be placed around London a bus stops and tube stations to catch commuters when they are feeling exhausted from the day.

The long copy reads like a stream of consciousness, trying to engage the consumers with their own thoughts.




It's time for some sleep maths.

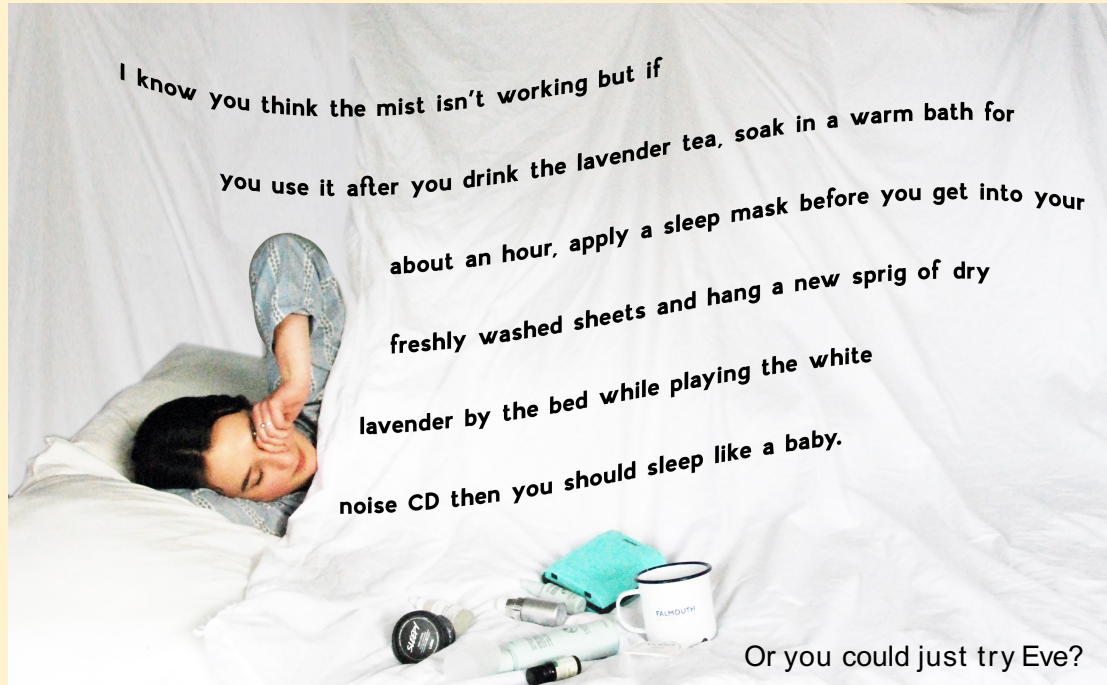
If you fall asleep now then you'll have 8 hours sleep but normally it takes you 30 minutes to settle so that will mean 7 and a half hours but lately it's been taking longer so more likely to be 7 hours sleep.

It's 2am and you're still just laying there.

That's only 4 hours.


Or you could just try Eve?

The simple sleep solution. 



I know you think the mist isn't working but if
you use it after you drink the lavender tea, soak in a warm bath for
about an hour, apply a sleep mask before you get into your
freshly washed sheets and hang a new sprig of dry
lavender by the bed while playing the white
noise CD then you should sleep like a baby.


Or you could just try Eve?

The simple sleep solution. 



Normally you'd stop drinking coffee by four,
chuck the cheese out by six and stop looking at your
telly, telephone and tablet by nine.
Reading a book an hour before bed is
also good. But you forgot.

Or you could just try Eve?

The simple sleep solution. 



I n S i t u



Direct Mail

The stressball is made
out of the Eve mattress
memory foam



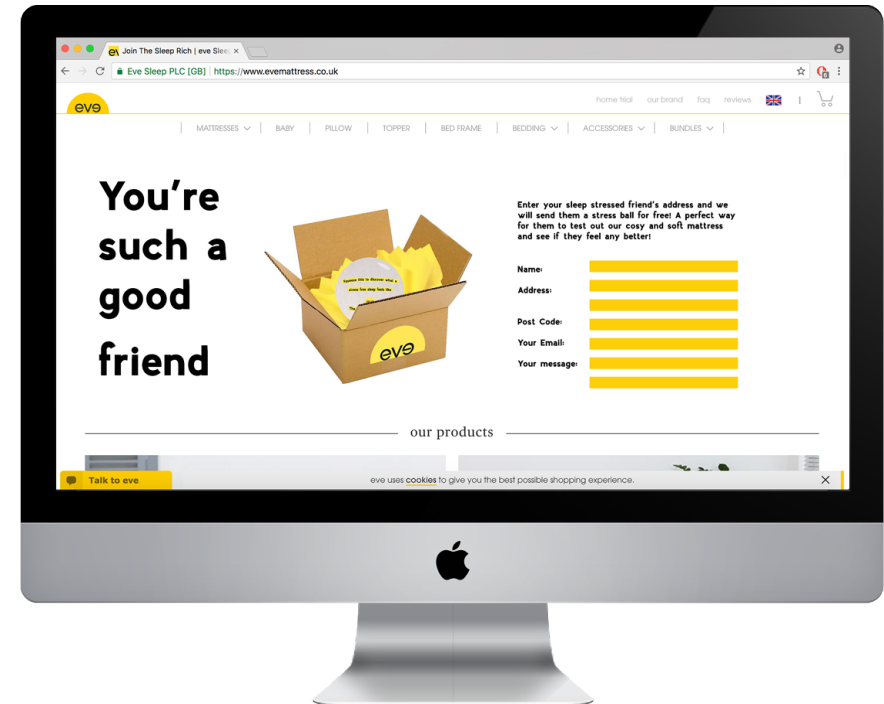
Send to a friend
that has a very
bad sleeping habit
- you can finally
stop hearing them
complain!

This is to show to customers
who are looking for a new
mattress that they can finally
find a solution to their night
time worries



Direct Mail

Send to a friend! Facebook post calls on users to help out a grumpy, tired friend by sending them the stress ball to test out the product.



Twitter

People love to scroll through their phones when they should be sleeping. That's why Eve sends out tweets every 20 min reminding you how many hours you have left to sleep, echoing your own worries.





Product:
Johnsons baby range

Problem:
Adults don't realise just how soothing Johnsons products can be for them.

Target Market:
20 - 30 year olds, care about their skin, noticing a transition from their teenage skin to adult skin.

Strategy:
By using images of babies with adult skin problems, we are reminding the audience of how sensitive and fragile their skin still is.

Proposition:
Johnsons. For big kids too.

Tone of Voice:
Silly, childlike, positive

Support:
Many adults on skincare forums admit to using products like the baby oil to take their make up off as it is much more sensitive.

Insight:

- **Johnsons has a small fan base of adults already out there, using their products for alternative treatments e.g. makeup removal**
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Background:

- **The skincare game is changing, with many people becoming increasingly worried about how harsh modern products are, switching to more natural ingredients.**



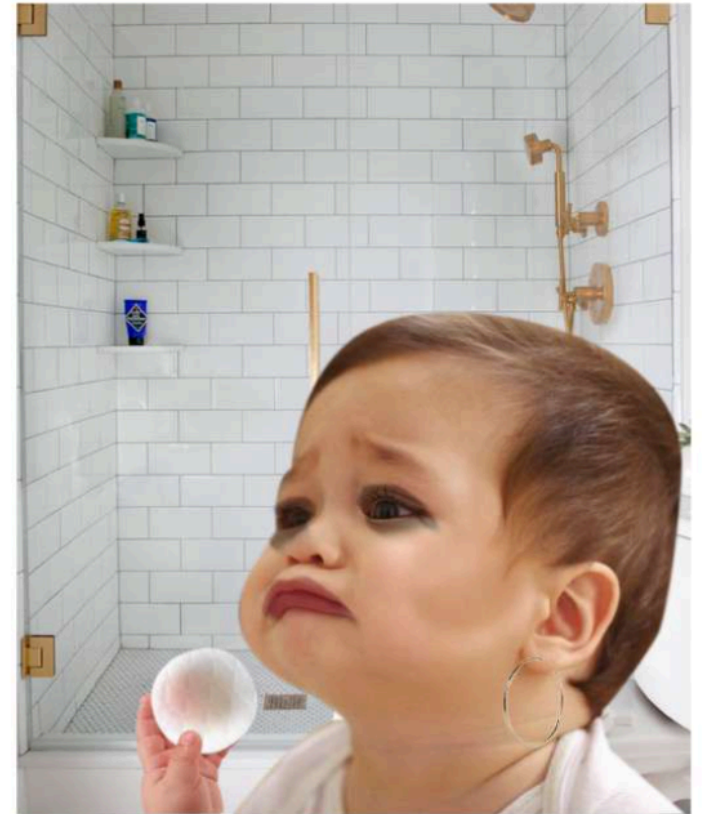
**WE ALL FEEL A LITTLE SENSITIVE
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Johnson's
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