



MARKETING PROPOSAL

IT ONLY WORKS IF IT ALL WORKS

FLEUR SMAILES



THIS IS MY MARKETING PROPOSAL FOR VCCP AND ITS BRANDS. A MIX OF CREATIVE IDEAS THAT SHOW HOW I'D BRING FRESH, NEW THINKING TO THE TABLE. I HOPE YOU ENJOY IT!



VCCP BRANDS



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VCCP

CALEB MCDUFF - SIGN LANGUAGE



IN THIS CAMPAIGN, MCLAREN RACING WOULD SURPRISE NEW RACER CALEB MACDUFF, A DEAF DRIVER, BY TRAINING EVERY TEAM MEMBER SIGN LANGUAGE. FROM ENGINEERS TO PIT CREW TO SENIOR LEADERSHIP, THEY ALL SURPRISE HIM BY GREETING HIM IN SIGN LANGUAGE. THIS SAYS ONE THING, YOU BELONG HERE. THIS IS MORE THAN A GESTURE. IT'S MCLAREN PROVING THAT COMMUNICATION, INCLUSION, AND UNDERSTANDING ARE AS VITAL AS PRECISION, POWER, AND PERFORMANCE. BECAUSE AT MCLAREN, IT'S NOT JUST ABOUT RACING FAST. IT'S ABOUT MAKING EVERY DETAIL COUNT.

MCLAREN - WHERE EVERYONE SPEAKS THE SAME LANGUAGE

INSPIRATION - [HTTPS://WWW.YOUTUBE.COM/WATCH?V=URVASQN76H4](https://www.youtube.com/watch?v=URVASQN76H4)

FLEUR SMAILES



HEARTBREAK MUSEUM

OTHER POSSIBLE BRANDS -



THE HEARTBREAK MUSEUM BY CADBURY, VISITORS COME IN HEARTBROKEN AND LEAVE FEELING JUST A BIT MORE WHOLE. INSIDE, EVERY ROOM OFFERS A FORM OF HEALING FOR HEARTBREAK: THE JUNKFOOD & CINEMA ROOM, COMFORT FILMS AND UNLIMITED CHOCOLATE SNACKS, SPEED DATING ZONE, THE BURN ROOM/GOODBYE GALLERY WHERE YOU CAN BURN OR ADD ANYTHING FROM YOUR EX TO THE GALLERY. A CADBURY POP UP. REBUILD WITH CADBURY - HEALING STARTS WITH CHOCOLATE.



Cadbury

REFILL YOUR GLASS WITH CADBURY

INSPIRATION: [HTTPS://WWW.IMDB.COM/TITLE/TT2140571/](https://www.imdb.com/title/tt2140571/)

FLEUR SMAILES



SUNCREAM BOOTH

easyJet



EVERYONE LOVES THE BEACH, NO ONE LOVES SUNSCREEN. IT'S STICKY, IT'S SANDY, IT NEEDS CONSTANT REAPPLYING. AND DON'T GET ME STARTED ON THE PLASTIC WASTE. ENTER THE SUNSCREEN BOOTH. A QUICK, ECO-FRIENDLY SOLUTION THAT CHANGES THE GAME. JUST WALK UP, CHOOSE YOUR SETTINGS, TAP TO PAY, AND STEP IN. 15 SECONDS LATER YOU'RE FULLY PROTECTED. NO MESS. NO WASTE. NO PLASTIC. IT'S FAST. IT'S TOUCH-FREE. IT'S SUSTAINABLE. AND IT'S DESIGNED FOR BUSY TRAVELLERS WHO WANT MORE BEACH, LESS BOTHER. EASYJET ISN'T JUST TAKING YOU TO THE SUN THEY'RE PROTECTING YOU ONCE YOU'RE THERE. THE SUNSCREEN BOOTH: A SMARTER WAY TO SUN. - SITUATED ON EASYJET LOCATION BEACHES

TO FLY IS TO SAVE WITH EASYJET

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FLEUR SMAILES



AXEL - HEAD



THIS IDEA COULD BE USED FOR HEAD, BUT IT MAY BE MORE APPROPRIATE TO WIN A CLOTHING BRAND. IMAGINE TRANSFORMING YOUR OLD GEAR INTO SOMETHING NEW, AND UNIQUELY YOURS, WITH EASE. INTRODUCING HEAD RECYCLE, A REVOLUTIONARY SELF-SERVICE EXPERIENCE. AT BUSY SHOPPING CENTRES, THE HEAD RECYCLE MACHINE INVITES YOU TO BRING IN YOUR USED SPORTSWEAR OR OUTDOOR CLOTHING, DEPOSIT YOUR ITEM INTO THE MACHINE, INPUT THE SIZE, MATERIAL, AND STYLE PREFERENCES, AND YOU WILL THEN BE GIVEN A CHOICE OF TAILORED DESIGN PROPOSALS FOR YOU TO TURN YOUR GEAR INTO. WITHIN A WEEK, YOUR REDESIGNED ITEM WILL ARRIVE AT YOUR DOOR, REMADE BY EXPERT TAILORS, TO KEEP YOUR GEAR PERFORMING AT ITS BEST. NO WASTE. SUSTAINABLE STYLE THAT MOVES WITH YOU. HEAD RECYCLE, PERFORMANCE RENEWED, STYLE REIMAGINED.



WORK SMARTER WITH HEAD

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FLEUR SMAILES



KITCH UP - CANON



COOKING FOR A GROUP OF FRIENDS IS ONE OF LIFE'S SIMPLE JOYS, BUT NOT WHEN YOUR KITCHEN IS TINY, YOU'RE MISSING HALF THE INGREDIENTS, AND NO ONE WANTS TO DO THE WASHING UP. ENTER SAN MIGUEL SUPPER CLUB. A POP-UP KITCHEN AND DINING EXPERIENCE DESIGNED FOR STUDENTS AND YOUNG PEOPLE TO COME TOGETHER, COOK TOGETHER, AND EAT TOGETHER. FOR JUST £10, GUESTS GET ACCESS TO A FULLY STOCKED KITCHEN SPACE, COMPLETE WITH FRESH INGREDIENTS, PROFESSIONAL EQUIPMENT, AND EASY-TO-FOLLOW RECIPE CARDS. WHETHER YOU'RE WITH FLATMATES, OR FEEDING A BIG GROUP OF FRIENDS, EVERYTHING YOU NEED IS RIGHT THERE FOR YOU. AND WHEN THE FOOD'S DONE, JUST SIT DOWN IN THE COMMUNAL DINING AREA, CRACK OPEN A SAN MIGUEL AND ENJOY. NO CLEAN-UP. NO OVERPRICED BILL. SAN MIGUEL MAKES SHARED MEALS SIMPLE, AFFORDABLE, AND SOCIAL . JUST LIKE THEY ALWAYS SHOULD BE. SAN MIGUEL INVESTS IN SHARED EXPERIENCES FOR CUSTOMERS, AND IN MAKING SPACE FOR THEM TO HAPPEN. A DRINK SHOULD NEVER BE DRUNK ALONE.



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CANON - YOUR WORLD MADE BETTER

FLEUR SMAILES



FLEURTEA

MY OWN BUSINESS IDEA

HERBAL BLENDS PROVEN TO BALANCE FEMALE HORMONES MADE INTO FUNCTIONAL BEVERAGES, INCLUDING ALCOHOLIC AND NON-ALCOHOLIC

FUEL YOUR INNER FLIRT WITH FLEURTEA!

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FLEUR SMAILES



FLEURTEA - THE MARKETING

MY OWN BUSINESS IDEA



NOTHING BUT THE BAG CAMPAIGN - MINIMALIST, SUSTAINABLE TEA PACKAGING



MONTHLY TEA CALENDAR, BASED ON THE FEMALE MENSTRUAL CYCLE



RECYCLED WINE BOTTLES 'COMES IN ALL SHAPES AND SIZES, JUST LIKE WOMEN' - NO ONE IS THE SAME



ADVERTISING AT FESTIVALS, WHEN YOU REALLY NEED THAT HEALTH KICK

TAGLINE: FUEL YOUR INNER FLIRT WITH FLEURTEA

FLEUR SMAILES