

MARKETING PROPOSAL

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

Calvin Klein

Jose
Cuervo

TESCO

MARS

 MOUNTAIN
WAREHOUSE


Unilever

NIVEA



THE HEARTBREAK MUSEUM BY BEN & JERRY'S. 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 BEN & JERRY'S POP UP. REBUILD WITH BEN & JERRY'S - HEALING STARTS WITH CHOCOLATE.



PEACE, LOVE & ICECREAM WITH BEN & JERRY'S

goat

SUNCREAM BOOTH

NIVEA



EVERYONE LOVES THE BEACH. NO ONE LOVES SUNCREAM, IT'S STICKY, SANDY, AND WASTEFUL. ENTER THE NIVEA SUN BOOTH: A QUICK, ECO-FRIENDLY WAY TO GET PROTECTED. STEP IN, CHOOSE YOUR SETTINGS, AND IN 15 SECONDS YOU'RE FULLY COVERED, NO MESS NO PLASTIC, NO STRESS. FAST, TOUCH-FREE, AND SUSTAINABLE, IT'S MADE FOR SUNSEEKERS WHO WANT MORE BEACH, LESS BOTHER. THE NIVEA SUN BOOTH, A SMARTER WAY TO SUN. LOCATED ON ALL BEACHES IN NIVEA HQ COUNTRIES

NIVEA - ONE SKIN. ONE PLANET. ONE CARE.

THE HUMAN MEDIA REVOLUTION

FLEUR SMAILES

goat

FORD X REDBULL F1



Ford's F1 return

Red Bull



POWERTRANS



THE HUMAN MEDIA REVOLUTION

FLEUR SMAILES



TWO BRANDS BUILT ON SPEED AND AMBITION, FORD AND RED BULL, ARE JOINING TO CREATE THE POWER UNIT FOR THE 2026 FORMULA 1. CREATING AN OPPORTUNITY FOR A MASSIVE MARKETING CAMPAIGN. AT THE HEART OF THE CAMPAIGN IS THE PEGASUS, COMBINING FORD'S ICONIC HORSE, THE MUSTANG, WITH RED BULL'S WINGS. THE CAMPAIGN ENCOURAGES FANS TO #TAKEFLIGHTWITHFORD. WHERE HORSEPOWER MEETS HUMANPOWER. CAMPAIGN IDEAS -

- LIMITED-EDITION COLLECTABLE RED BULL PEGASUS CAN
- #BEATTHEPEGASUS CHALLENGE - ATHLETES ATTEMPT RECORD-BREAKING STUNTS TO BEAT THE PEGASUS TO WIN AN EXCLUSIVE F1 TRIP.
- PEGASUS FILTER - A TIKTOK/INSTAGRAM FILTER THAT ENCOURAGES A VIREAL TREND OF CAPTURING "MOMENTS OF LIFT-OFF."



goat

TESCO SUPPER CLUB

POSSIBLE BRANDS -

Jose Cuervo TESCO

EVERY LITTLE HELPS WITH TESCO

CRAMPED KITCHEN? MISSING INGREDIENTS? NO ONE WANTS TO DO THE WASHING UP? TESCO SUPPER CLUB MAKES IT EASY. A POP-UP KITCHEN AND DINING EXPERIENCE DESIGNED FOR STUDENTS AND YOUNG PEOPLE TO COME TOGETHER, COOK TOGETHER, AND EAT TOGETHER. FOR JUST £10, GET ACCESS TO A FULLY STOCKED KITCHEN, FRESH TESCO INGREDIENTS, PROFESSIONAL EQUIPMENT, AND SIMPLE RECIPE CARDS. PERFECT FOR FLATMATES OR A GROUP OF FRIENDS. ONCE THE COOKING'S DONE, SIT BACK, ENJOY YOUR MEAL, AND RELAX, NO CLEAN-UP, NO EXPENSIVE BILL. SHARED MEALS MADE SIMPLE, AFFORDABLE, AND SOCIAL BY TESCO.

THE HUMAN MEDIA REVOLUTION

FLEUR SMAILES

goat

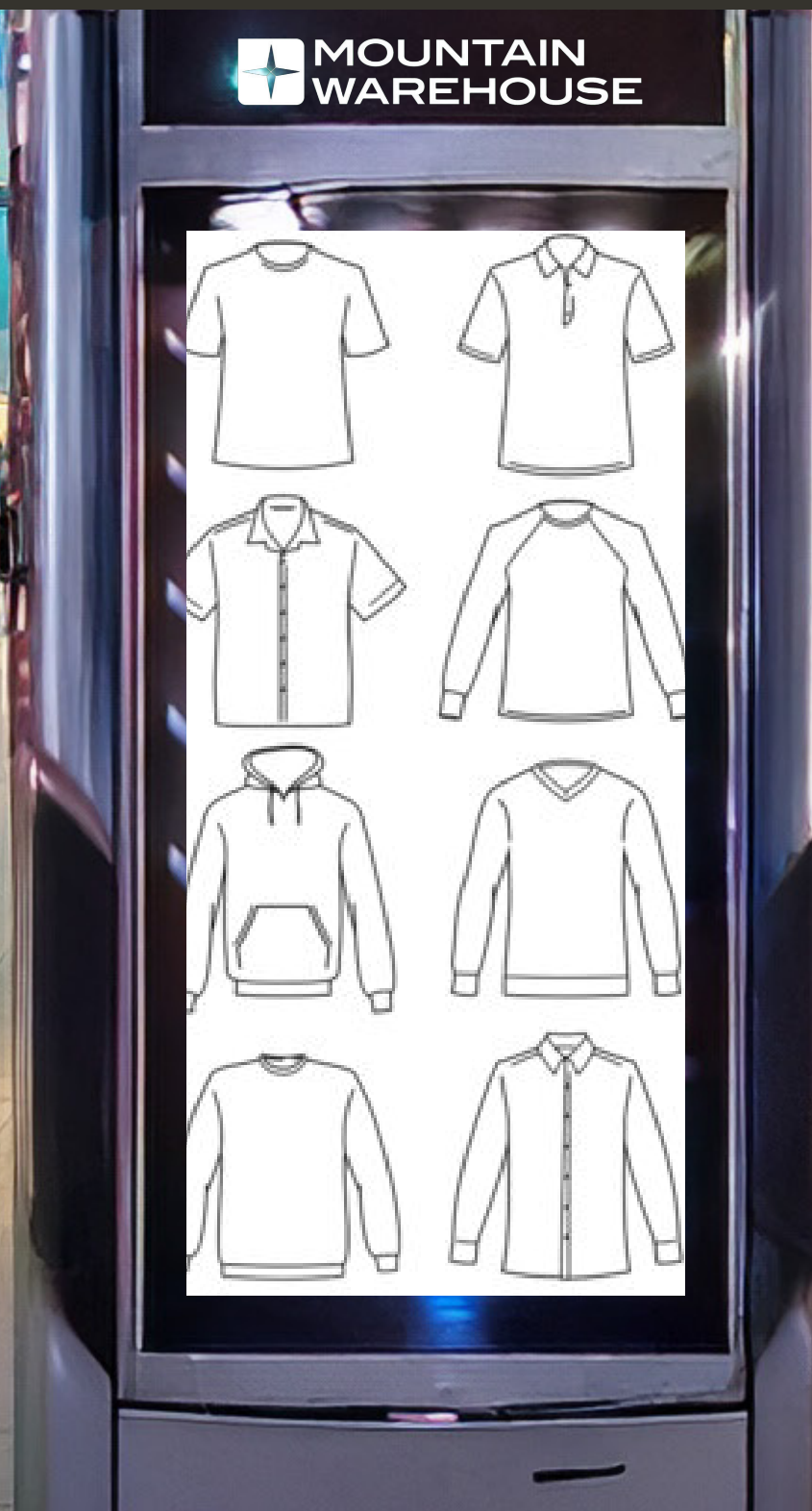
MOUNTAIN WAREHOUSE RECYLCE

POSSIBLE BRANDS -

MOUNTAIN WAREHOUSE

Calvin Klein

THIS IDEA COULD BE USED FOR ANY CLOTHING BRAND. IMAGINE TRANSFORMING YOUR OLD GEAR INTO SOMETHING NEW, AND UNIQUELY YOURS, WITH EASE. INTRODUCING MOUNTAIN WAREHOUSE RECYCLE, A REVOLUTIONARY SELF-SERVICE EXPERIENCE. AT BUSY SHOPPING CENTRES, THE MW 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, YOU WILL THEN BE GIVEN A CHOICE OF TAILORED DESIGN PROPOSALS FOR YOU TO TURN YOUR CLOTHING INTO. WITHIN A WEEK, YOUR REDESIGNED ITEM WILL ARRIVE AT YOUR DOOR, REMADE BY EXPERT TAILORS. NO WASTE. SUSTAINABLE STYLE THAT MOVES WITH YOU. MOUNTAIN WAREHOUSE RECYCLE — ADVENTURE RENEWED, STYLE REIMAGINED.



THE HUMAN MEDIA REVOLUTION

FLEUR SMAILES

goat

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

THE HUMAN MEDIA REVOLUTION

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

