

**SURGEAL™**

# MARKETING PROPOSAL

**NEVER STOP PLAYING**

**FLEUR SMAILES**

# **SURREAL™**

**THIS IS MY MARKETING PROPOSAL FOR SURREAL. A MIX OF CREATIVE IDEAS MOSTLY PLAYING ON THE SURREAL MOTTO 'NEVER STOP PLAYING'. I HOPE THIS SHOWS HOW I'D BRING FRESH, NEW THINKING TO THE TEAM. ENJOY!**

**NEVER STOP PLAYING**

**FLEUR SMAILES**

# SURREAL™

## THE GREEN LIGHT FOR CEREAL AT NIGHT



**X**



**=**



PERFECT FOR SUPPER OR LATE-NIGHT CRAVINGS, SURREAL CEREAL IS HEALTHY, QUICK, AND COMFORTING. FINALLY, CEREAL THAT WORKS ANY TIME OF DAY.

NEVER STOP PLAYING

FLEUR SMAILES



# SURREAL™

EAT ART, EVERY MORNING!

ALESSANDRO FLORIO



SAM SMYTH



CHARLOTTE ROSE



SAGARIKA SUNDARAM



DEBORAH SEGUN



COLLABORATE WITH UP-AND-COMING ARTISTS TO CREATE COLLECTIBLE CEREAL BOXES. BOLD, CREATIVE DESIGNS MAKE EVERY BREAKFAST A MINI ART EXHIBITION.

NEVER STOP PLAYING

FLEUR SMAILES

# SURREAL™

BREAKFAST SHOULD ALWAYS BE MADE FOR YOU.



PICK YOUR FAVOURITE CEREAL AND WE'LL REMAKE IT THE HEALTHY WAY, WITH YOUR NAME ON THE BOX.  
BREAKFAST BECOMES FUN, PERSONAL, AND TOTALLY YOURS

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# SURREAL™

CHILDHOOD FUN IN EVERY BOWL. NEVER STOP PLAYING



BRING BACK THE TOY IN THE BOX . EACH BOX HAS A NOSTALGIC TREASURE - GOGOS, LOOM BANDS, REPRODUCING ALIENS AND OTHER CHILDHOOD RELICS.

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