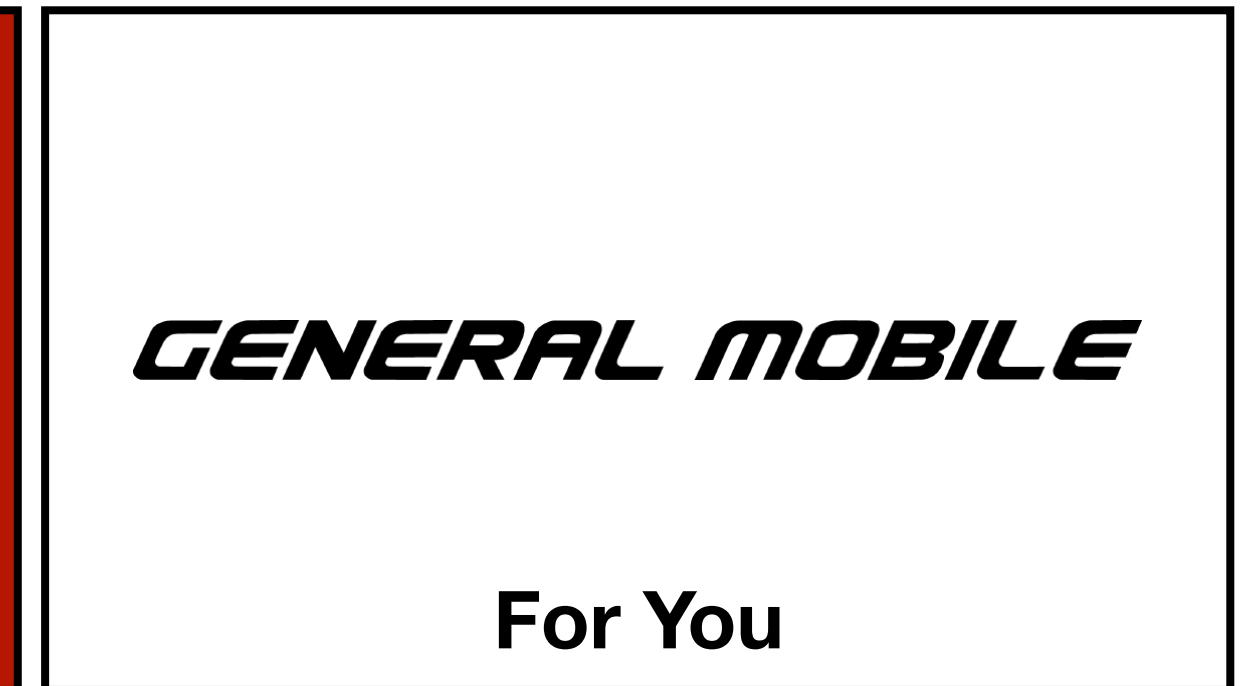
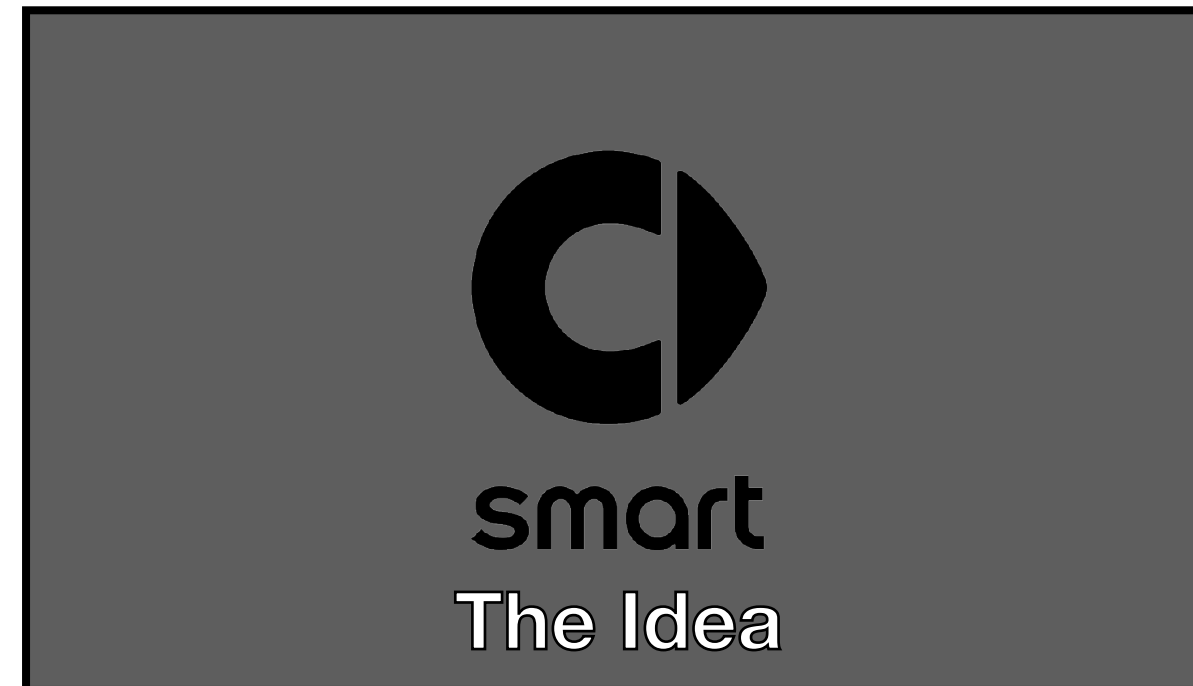


Gökcan İlbay  
Copywriter



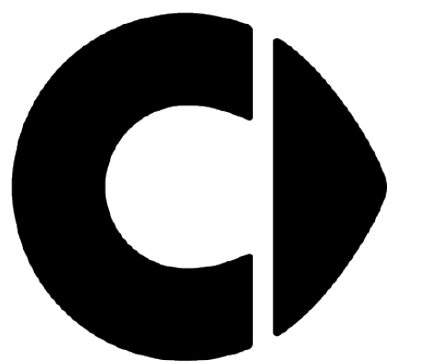
Portfolio

# Smart:

**Problem: Show that Smart cars are still trendy.**

**Solution: Use the vertical parking capacity of Smart  
in the streets of Istanbul.**

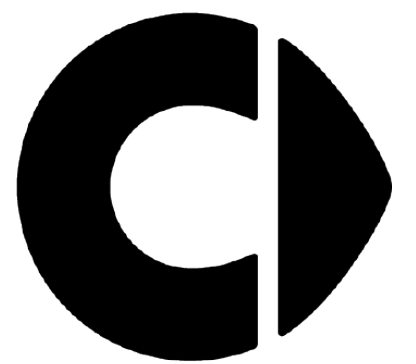
**Big Idea: It's a smart idea.**



**smart**



**It may not be the smartest idea,  
But it's a **Smart** idea.**

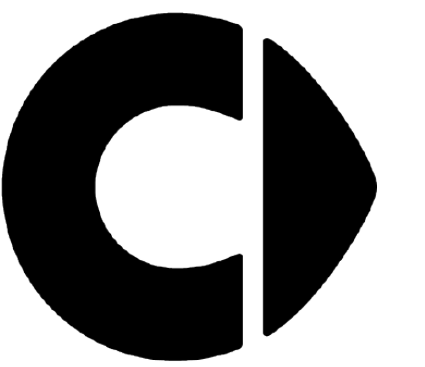


**smart  
idea.**



**Parallel parking?**

**Not even once.**



**smart  
idea.**



**Couldn't find space for hours again?**

**Poor you.**



**smart  
idea.**

# Yandex:

**Problem: Remind the existence of Yandex**

**Solution: Competitors of Yandex have made all search engines similar. Yandex needs to use a different way to differentiate itself.**

**Big Idea: Yandex is an open path**

**Yandex**

Why did you make me enter that traffic??

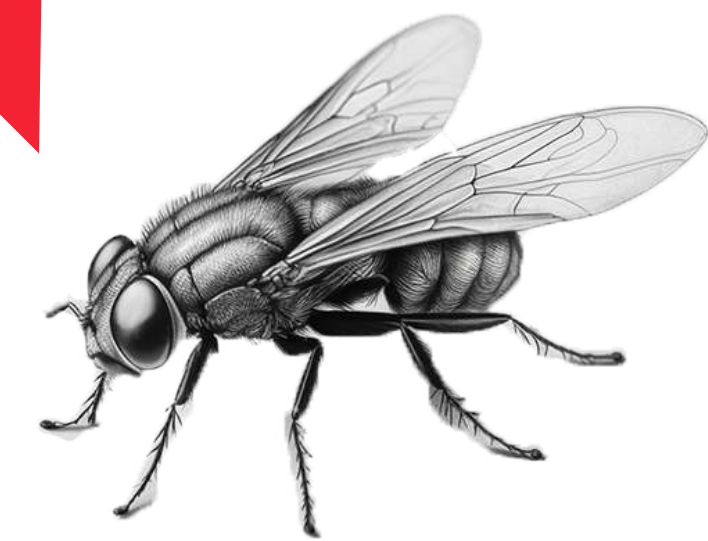


Open Path  
**Y**andex

(clear confusion)

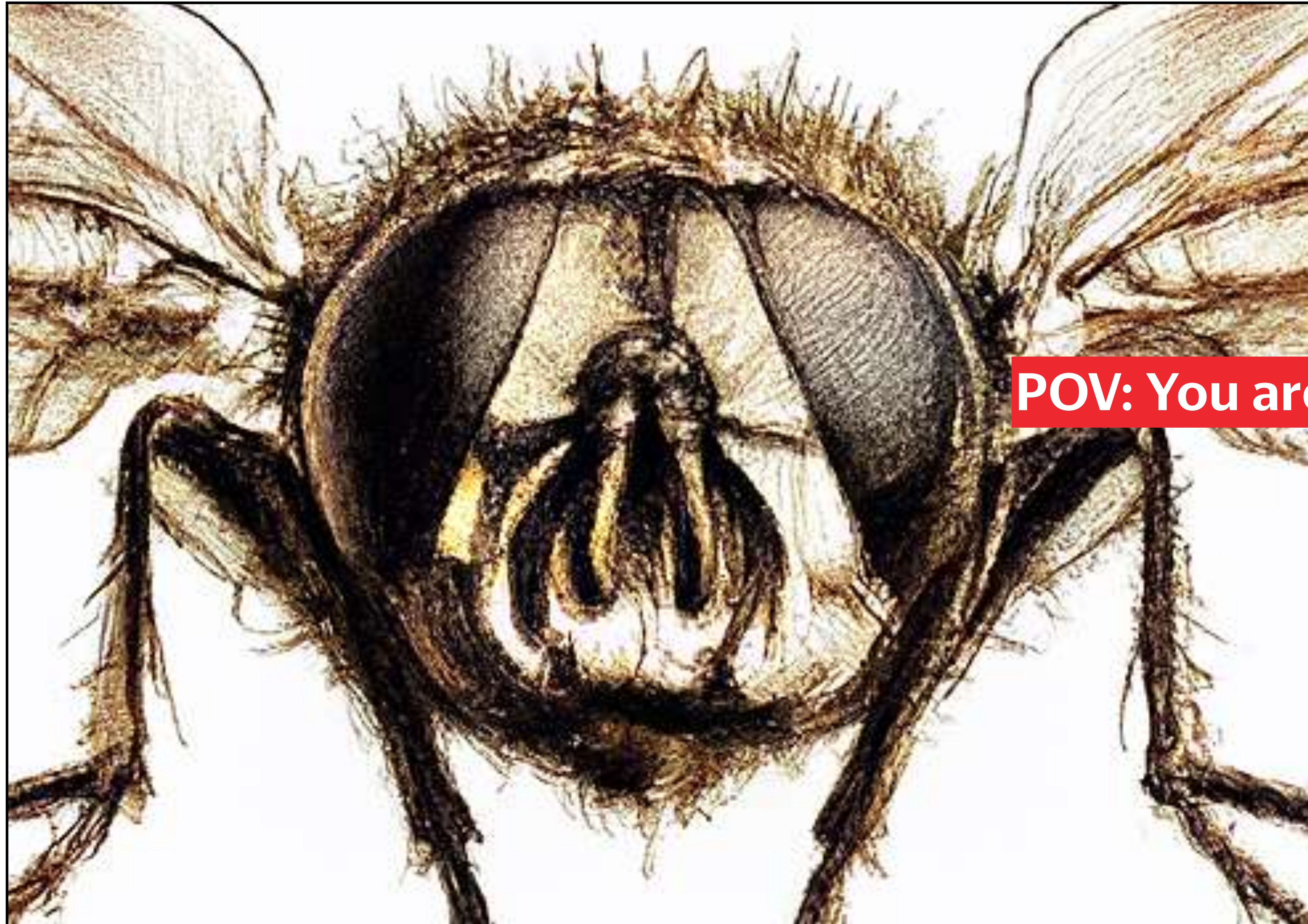


**A real man won't ask for directions  
but times have changed I see.**

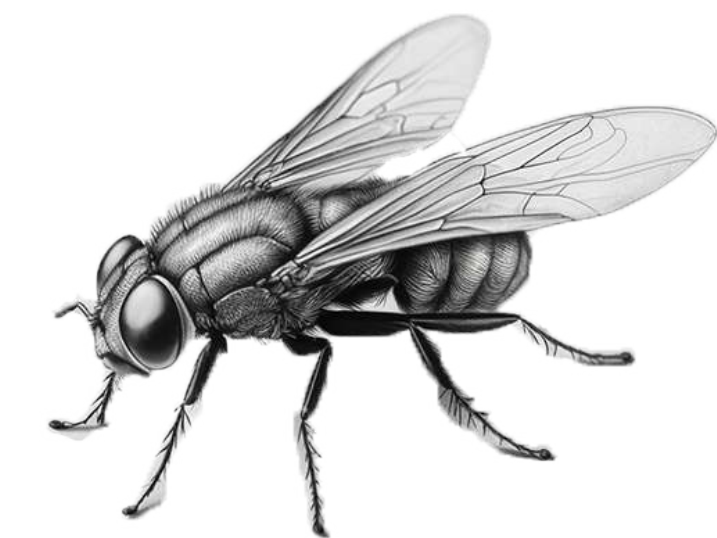


**Open Path  
Yandex**





**POV: You are the window.**



**Open Path  
Yandex**

# General Mobile :

**Problem: Better position the  
most accessible Turkish  
mobile brand.**

**Solution: Engage the soft side of all of us when it's family.**

**Big Idea: General Mobile is for you.**

***GENERAL MOBILE***

EXT. UNKNOWN MILITARY BASE = DAY

GENERAL (60's), sits silently at his desk while working on his documents. Soldiers around hustle around getting things done.

PHONE RINGS.

SECRETARY

(off screen, shouts)

GENERAL, THE FRONT!

General lifts up the phone calmly, listens to shouting and scoldings and responds quietly, SUDDENLY HE ROARS IN ANGER. Hearing this, soldiers around instantly stop to a halt. General quietly hangs up the phone. Motions 'as you were' to his soldiers. Returns to his documents.

PHONE RINGS AGAIN.

SECRETARY

(off screen, shouts)

GENERAL, ANKARA!

General picks up another phone on his desk, listens, and SUDDENLY ROARS AGAIN. Soldiers around instantly stop to a halt once more. General hangs up the phone, looks around and lifts up an eye brow motioning 'again?'

GENERAL MOBILE RINGTONE RINGTONE RINGS from a distance. Footsteps quickly walk to the General.

SECRETARY

(whispers)

General, mobile.

General quickly turns to the SECRETARY (20s) thanks her and takes the phone. Looks around, gets up and walks towards his window.

GENERAL

(with a warm and soft tone)

How are you my daughter?

**SUPER: GENERAL MOBILE, FOR YOU**

***GENERAL MOBILE***



**GENERAL MOBILE**  
**FOR YOU**

**GENERAL MOBILE**

# Snapchat:

**Problem: According to The Social Shepherd and Branding Türkiye data, Snapchat is almost nonexistent with the millennial generation in Turkey, compared to the rest of the world. Make a campaign that will engage millennials.**

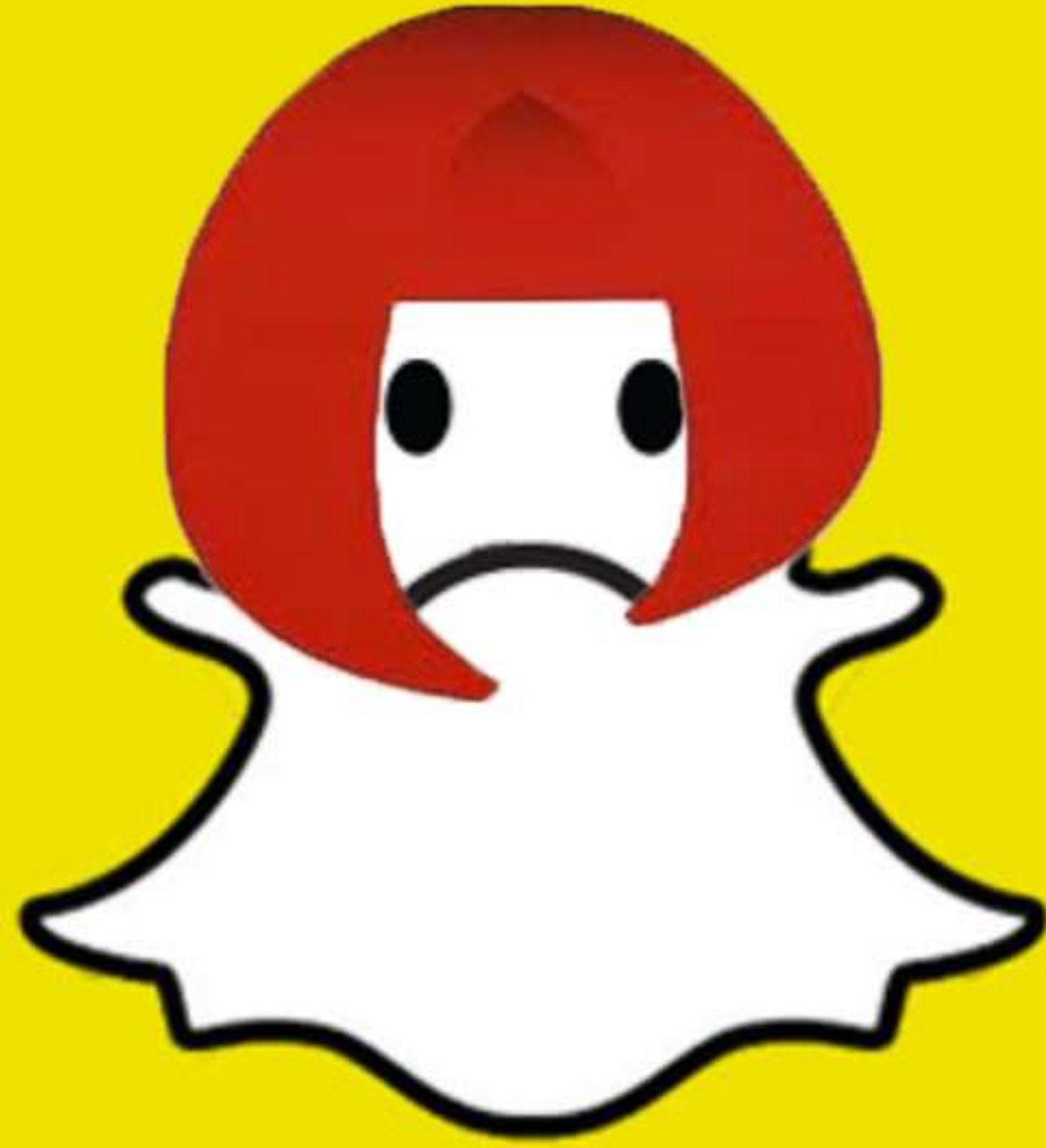
**Solution: Use songs that millennials exclusively relate to and redesign Snapchat logo to make the Snapchat ghost logo look like these artists.**

**Big Idea: Snapstalgia**

<https://www.brandingturkiye.com/snapchat-istatistikleri-guncel/>

<https://thesocialshepherd.com/blog/snapchat-statistics>

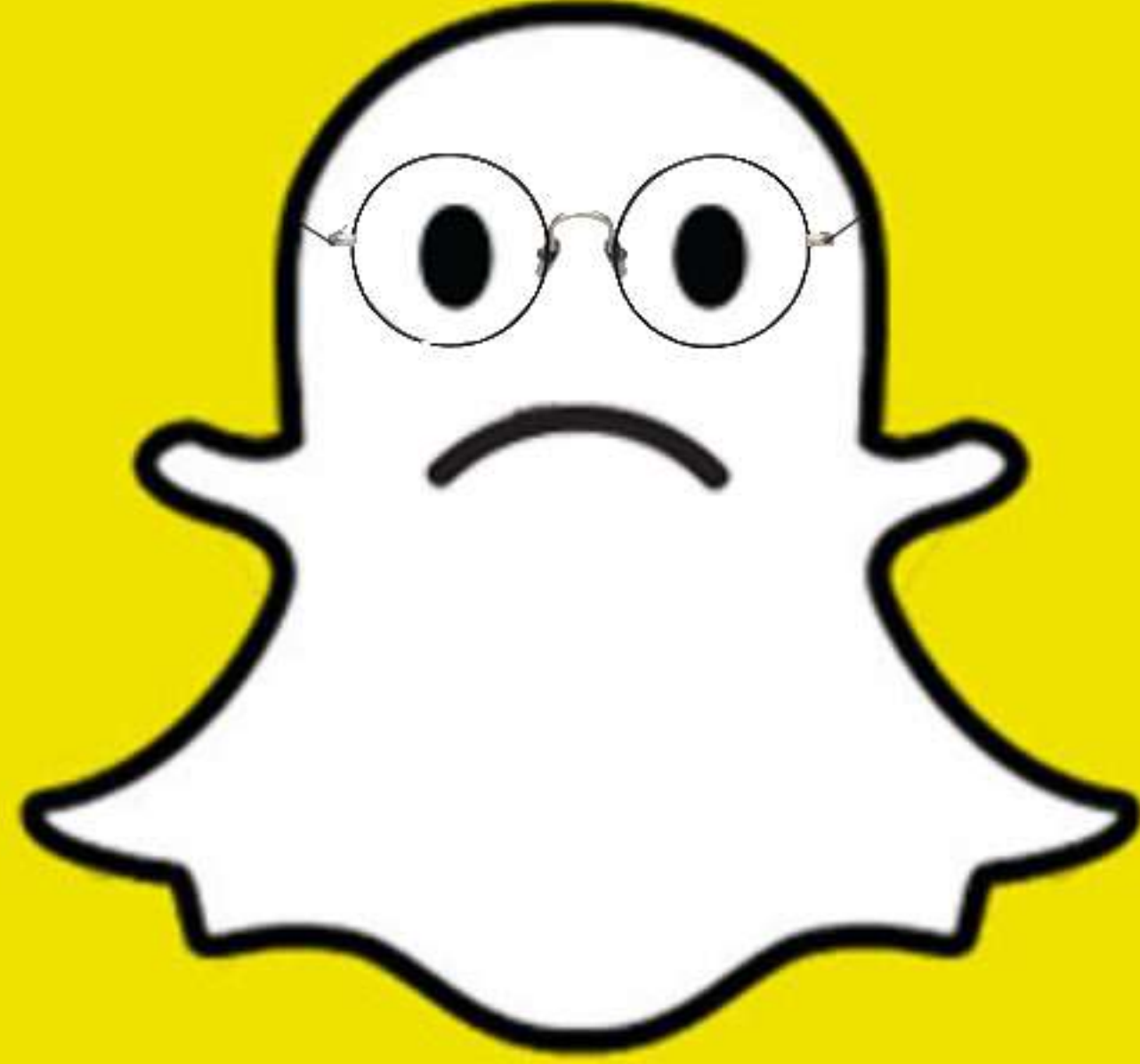




**If they gave me back my millen-years.**

Original Song: Sezen Aksu - Kaybolan Yillar (tr: Lost Years)

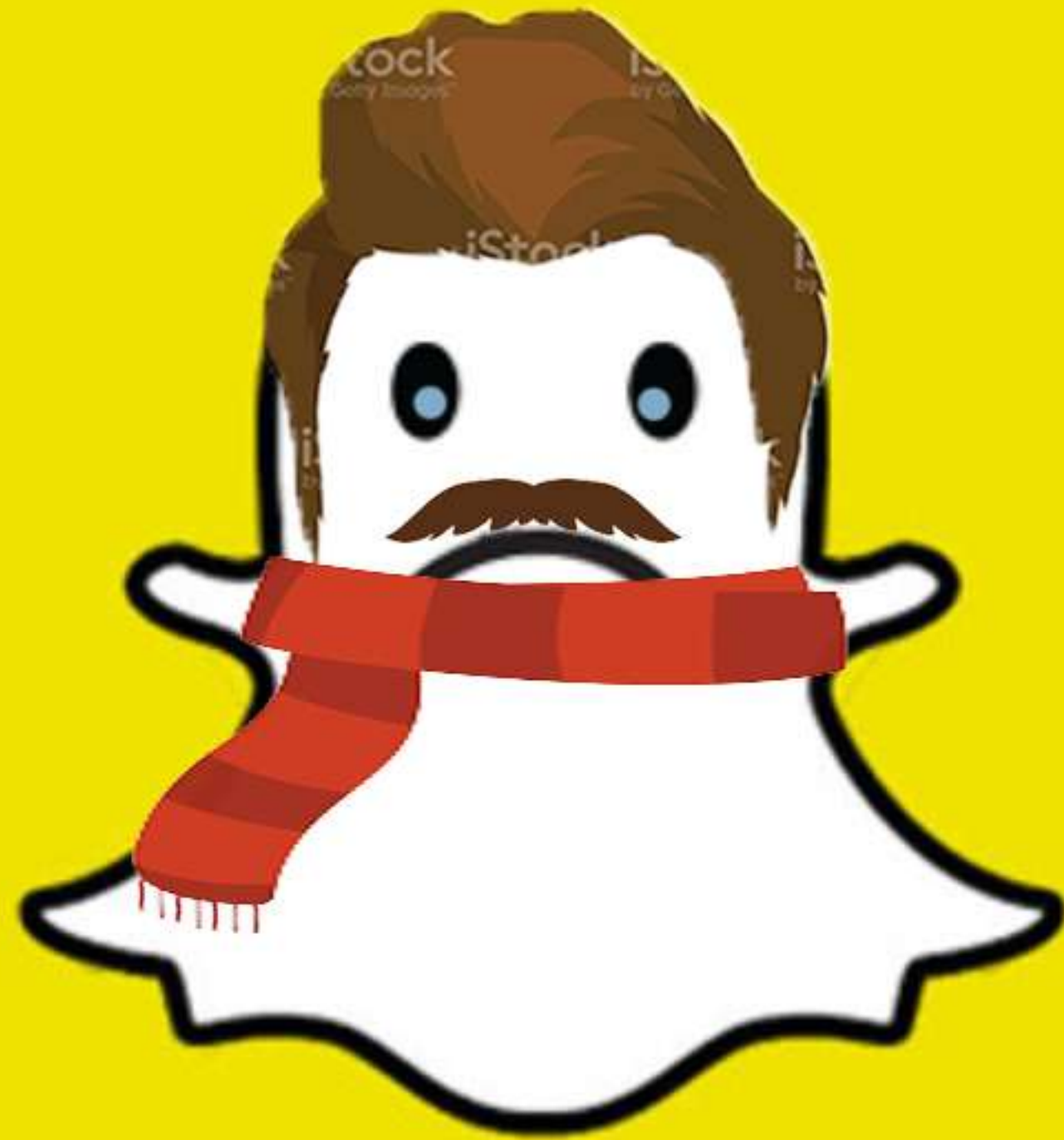




**I still have hope...**

**Original Song: MFO- Benim Hala Umudum Var (tr: I still Have Hope)**



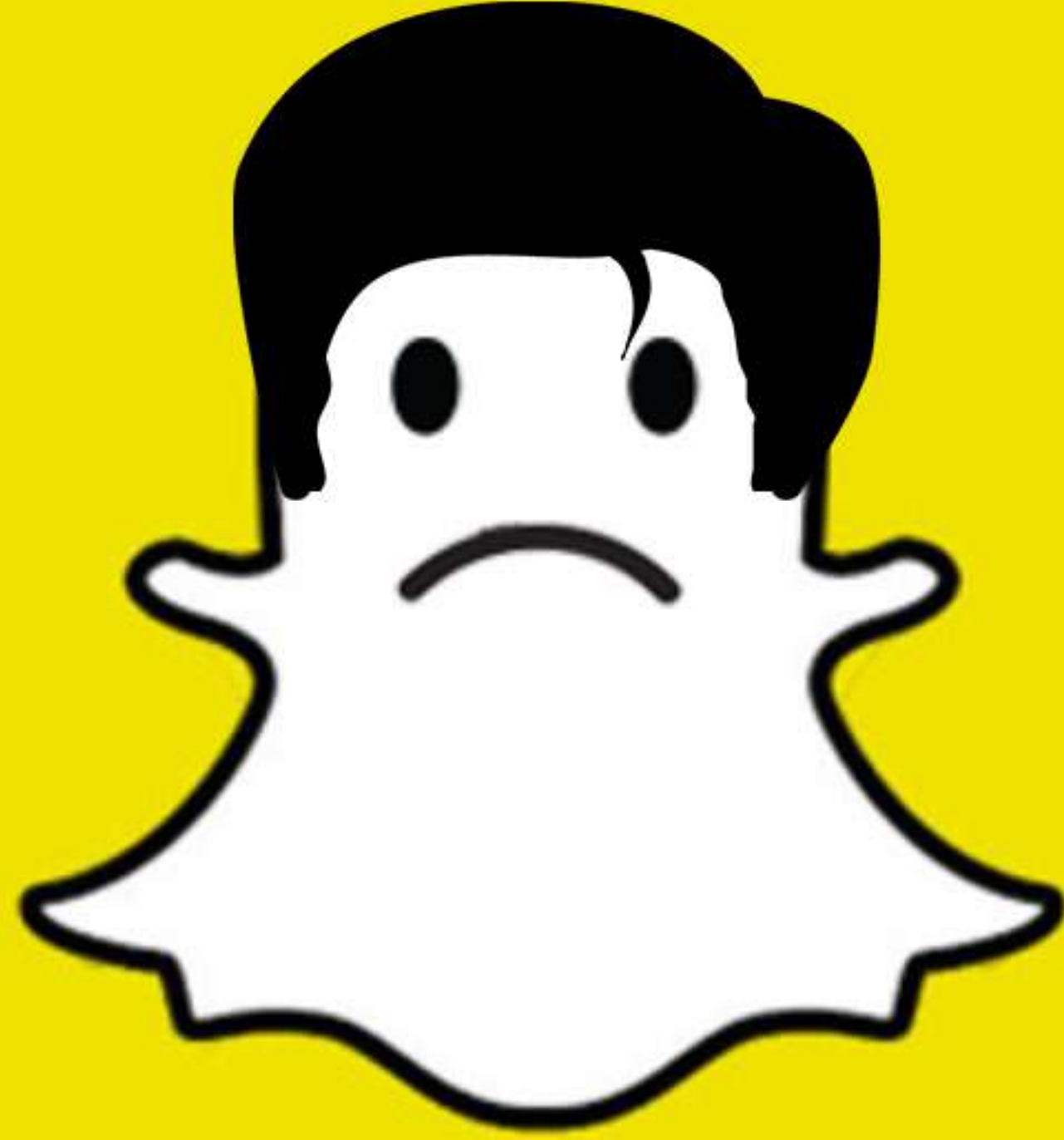


**Listen before you say no...**

Original Song: YYK- Dine Beni Bi (tr: Listen to me once before)







**But if I say return...**

Original Song: Özcan Deniz - Dön Desem (tr: If I Say Return)



# Jeep :

**Problem: Given the current Turkish economy, a separate dialogue opened between tourists regarding adventure tourism. Bring Jeep into the conversation.**

**Solution: Engage tourists in airports, hotels, touristic spots and market the famous Jeep Safari experience. In Turkey such as Fethiye, Marmaris, Dalyan, Cappadocia.**

**Big Idea: What Color Is Your Mud?**



\*Dalyan Mud

**GET YOUR HANDS DIRTY**

**Jeep**

\*Cappadocia Mud

跳进去

Tr: Jump In

Jeep

Gökcan İlbay  
Copywriter

Portfolio

Gracias!