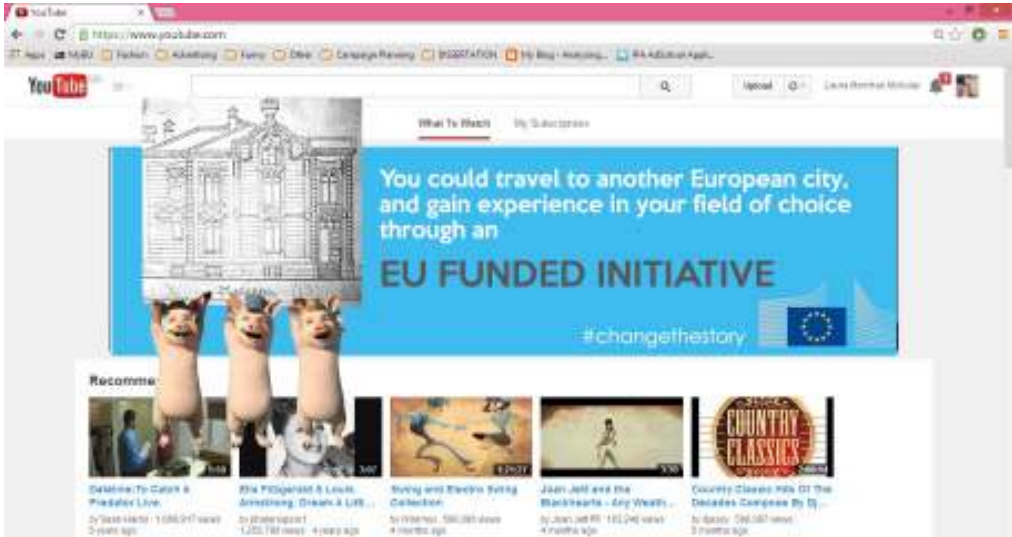
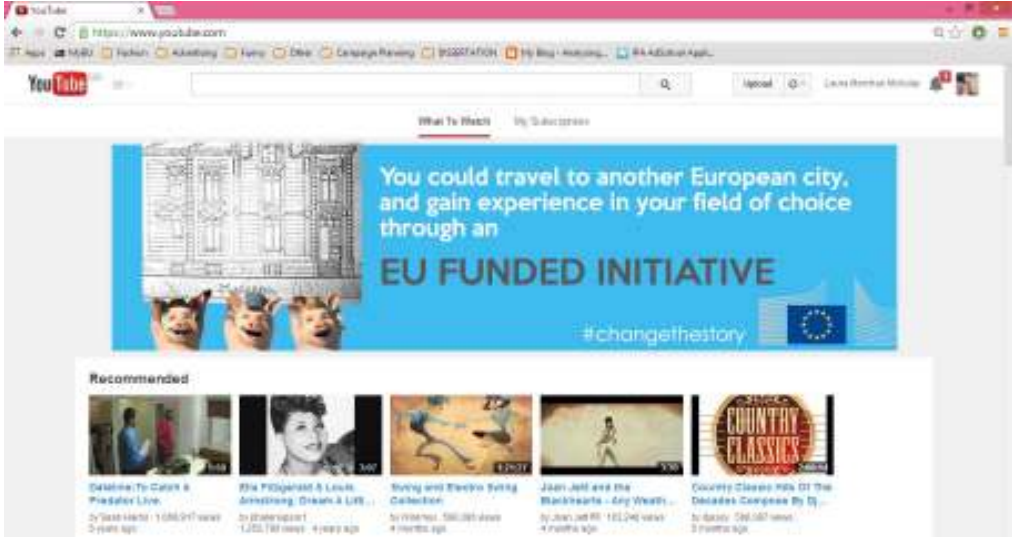
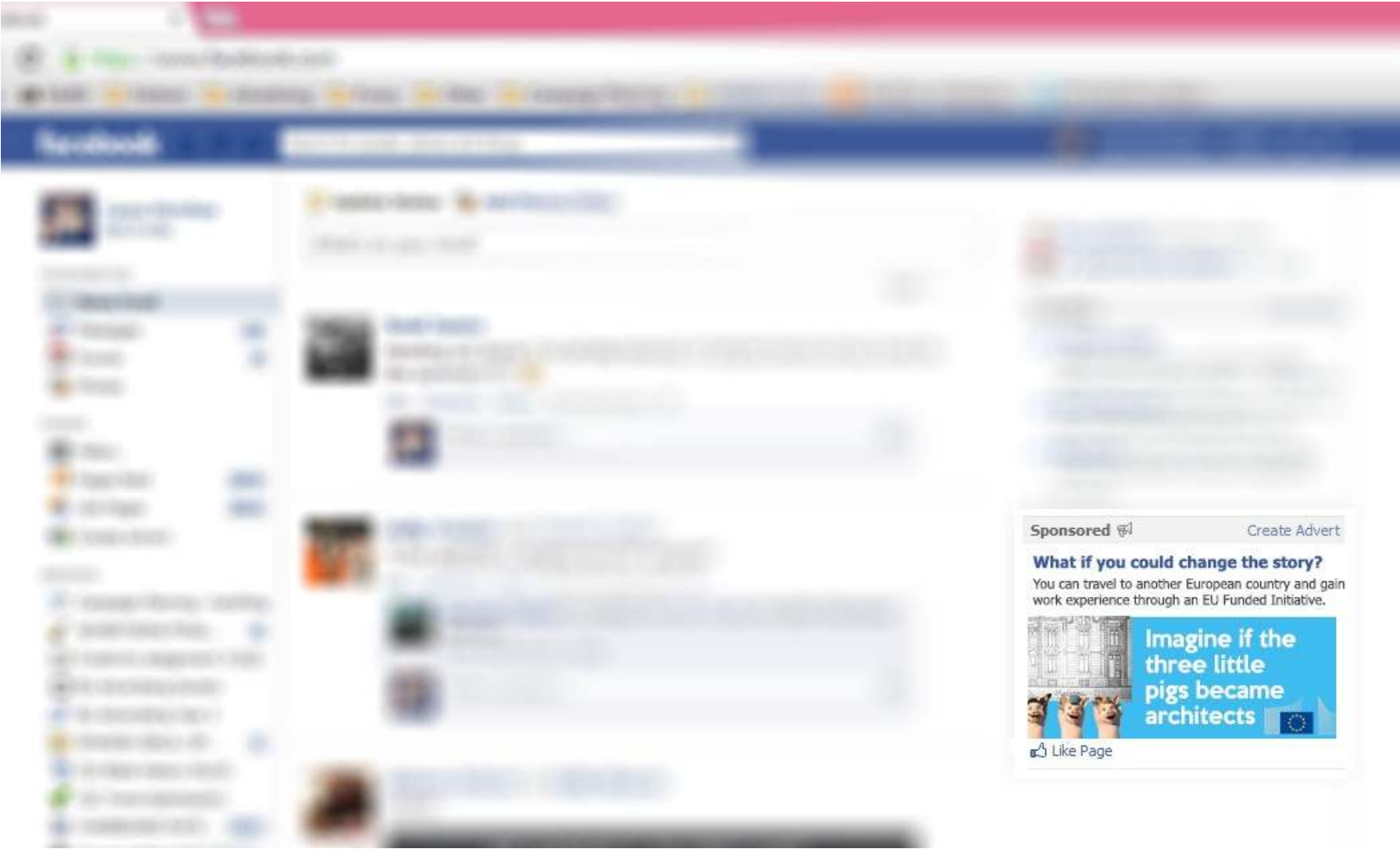


# CREATIVE EXECUTIONS

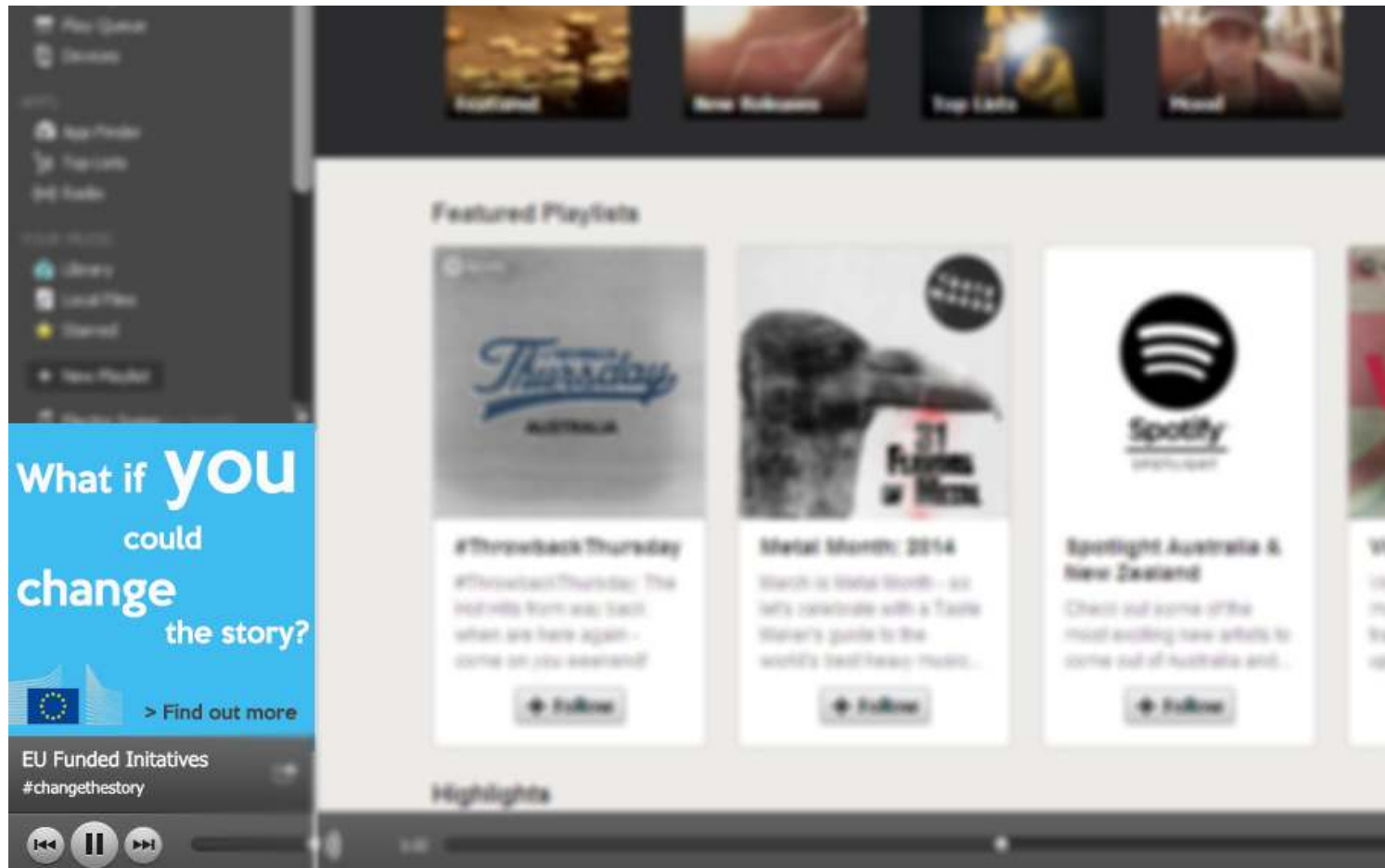


fellow.

# CREATIVE EXECUTIONS



# CREATIVE EXECUTIONS



## SPOTIFY ADS

Utilising universally well-known fables, the Spotify adverts use the idea of “Change The Story” to make people question what could have happened if fairytale characters had taken a path different to those familiar. Click through to Flipboard Case Studies.

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# CREATIVE EXECUTIONS



## FLIPBOARD CASE STUDIES

Digital hub to display past success stories and show potential initiative participants how they can change their story. Available on both desktop and mobile platforms.

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# CREATIVE EXECUTIONS



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# CREATIVE EXECUTIONS

## MICROSITE

Visual portal to show real time initiative participation and provide detail of specific schemes related to visitor interests.



# CREATIVE EXECUTIONS

THE WHOLE USER JOURNEY

SPOTIFY



BANNER ADVERTS



RICH MEDIA



FLIPBOARD



(OPTIMISED FOR DESKTOP, TABLET AND SMARTPHONE)

MICROSITE



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# CAMPAIGN ARCHITECTURE



BUSINESS PROBLEM  
TO RAISE AWARENESS OF  
EU FUNDED INITIATIVES

POSITIONING  
THE OPPORTUNITY TO MAKE  
YOUR ASPIRATIONS A REALITY

**CAMPAIGN IDEA**  
**CHANGE THE STORY**

COMMS BARRIER #1  
DORMANT DREAMERS DON'T  
KNOW ABOUT EU INITIATIVES

COMMS TASK #1  
RAISE AWARENESS OF EU INITIATIVES

TACTIC  
SPOTIFY ADS

TACTIC  
BANNER ADS

COMMS BARRIER #2  
DORMANT DREAMERS ARE  
UNSURE IF THEY FIT THE CRITERIA

COMMS TASK #2  
SHIFT PERCEPTION AMONGST  
DORMANT DREAMERS

TACTIC  
FLIPBOARD CASE STUDIES

COMMS BARRIER #3  
DORMANT DREAMERS DON'T  
UNDERSTAND THE BENEFITS  
OF EU INITIATIVES

COMMS TASK #3  
EDUCATE ABOUT BENEFITS  
OF EU INITIATIVES

TACTIC  
MICROSITE



# MEDIA RECOMMENDATIONS

Media will be **exclusively online**, with a high reliance on **rich media and Spotify** audio adverts. 79% of the TA are **heavy smartphone users**, and most of them prefer to connect to the Internet from their mobile phone. Therefore it's crucial to use an **optimised platform, like Flipboard**, that will keep the TA engaged.

**Flipboard will be the focus** of the campaign as it **allows accurate and measurable targeting** on 3 different platforms: desktop, tablet and smartphone. It will provide a **personalised and relatable experience** of the proposition.

## MEDIA CHANNELS



## BANNER PLACEMENT (UK EXAMPLES)



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# MEDIA PLAN

EU Commission - Youth Unemployment Initiatives Awareness campaign UK - 12 months - Page 1																													
Months		September					October					November				December				January				February					
Week commencing		1 <sup>st</sup>	8 <sup>th</sup>	15 <sup>th</sup>	22 <sup>nd</sup>	29 <sup>th</sup>	6 <sup>th</sup>	13 <sup>th</sup>	20 <sup>th</sup>	27 <sup>th</sup>	3 <sup>rd</sup>	10 <sup>th</sup>	17 <sup>th</sup>	24 <sup>th</sup>	1 <sup>st</sup>	8 <sup>th</sup>	15 <sup>th</sup>	22 <sup>nd</sup>	29 <sup>th</sup>	5 <sup>th</sup>	12 <sup>th</sup>	19 <sup>th</sup>	26 <sup>th</sup>	2 <sup>nd</sup>	9 <sup>th</sup>	16 <sup>th</sup>	23 <sup>rd</sup>		
Media channel	Format																												
<b>Websites</b>																													
4OD	Rich media banners/ Homepage takeover/ MPU/ Leaderboard	Full page take over													Partial takeover														
YouTube						Full page take over									Full page take over														
Hotmail																													
Amazon																													
Guardian																													
ITV Player																													
IMDB												Partial takeover								Full page takeover									
eBay																													
<b>Spotify</b>																													
Audio	Ads																												
Display																													
<b>Platforms</b>																													
Flipboard	App/ Content																												
Microsite																													

EU Commission - Youth Unemployment Initiatives Awareness campaign UK - 12 months - Page 2																													
Months		March					April				May				June				July				August						
Week commencing		2nd	9th	16th	23rd	30th	6th	13th	20th	27th	4th	11th	18th	25th	1 <sup>st</sup>	8 <sup>th</sup>	15 <sup>th</sup>	22 <sup>nd</sup>	29 <sup>th</sup>	6th	13th	20th	27th	3rd	10th	17th	24th		
Media channel	Format																												
<b>Websites</b>																													
4OD	Rich media banners/ Homepage takeover/ MPU/ Leaderboard				Partial takeover														Partial takeover										
YouTube		Partial takeover											Full page takeover								Partial takeover								
Hotmail																													
Amazon																													
Guardian																													
ITV Player																													
IMDB				Full page takeover																									
eBay																													
<b>Spotify</b>																													
Audio	Ads																												
Display																													
<b>Platforms</b>																													
Flipboard	App/ Content																												
Microsite																													

# POST CAMPAIGN EVALUATION

ADVISED MEASURES TO ANALYSE THE SUCCESS OF THE CAMPAIGN:

## CONTINUOUS MONITORING OF:

- CTRs of banner ads both via desktop & mobile to identify which medium has been the most successful
- Traffic to Flipboard page, which would be a clear indication that the campaign is successful

## GOOGLE ANALYTICS:

- Would show if Flipboard app is diverting traffic to the microsite and whether the microsite is generating leads to the rest of the Initiatives websites

## FLIPBOARD APP:

- Will retrieve users' data to monitor engagement rate and will also tell us whether the target audience was reached properly

# LINKS & REFERENCES

## BANNER ADS:

Concept 1 | [http://www.adventure-competition.eu/library/234/53/concept1\\_3-little-pigs.jpg](http://www.adventure-competition.eu/library/234/53/concept1_3-little-pigs.jpg)

Concept 2 | <http://www.adventure-competition.eu/library/234/53/concept2-cinderella.jpg>

Concept 3 | [http://www.adventure-competition.eu/library/234/53/concept3\\_hansel-gretel.jpg](http://www.adventure-competition.eu/library/234/53/concept3_hansel-gretel.jpg)

Example ad in situ | <http://www.adventure-competition.eu/library/234/53/concept1-Youtube-situ.jpg>

## SPOTIFY ADS:

Concept 1 - 3 Little Pigs | <http://www.adventure-competition.eu/library/234/53/Spotify Ad - Three Little Pigs.mp3>

Concept 2 - Cinderella | <http://www.adventure-competition.eu/library/234/53/Spotify Ad - Cinderella.mp3>

Concept 3 - Hansel & Gretel | <http://www.adventure-competition.eu/library/234/53/Spotify Ad - Hansel and Gretel.mp3>

## FLIPBOARD ADS:

Desktop | <http://www.adventure-competition.eu/library/234/53/Desktop Flipboard cover YOTM Eg 1.jpg>

Desktop p2 | <http://www.adventure-competition.eu/library/234/53/Desktop Flipboard page 2 YOTM Eg 2.jpg>

Smartphone | <http://www.adventure-competition.eu/library/234/53/iPhoneAndroid Flipboard YOTM Eg 4.jpg>

Tablet | <http://www.adventure-competition.eu/library/234/53/Tablet Flipboard cover YOTM Eg 3.jpg>

## UNDERSTANDING THE SITUATION:

**Global view: Youth Unemployment** | [http://mckinseysociety.com/downloads/reports/Education/Education-to-Employment\\_FINAL.pdf](http://mckinseysociety.com/downloads/reports/Education/Education-to-Employment_FINAL.pdf)

**Generation Jobless** | <http://www.newstatesman.com/2013/08/generation-jobless>

**A Lost Generation** | <http://www.independent.co.uk/news/world/europe/a-lost-generation-europes-unemployed-youths-face-years-trapped-in-a-downward-spiral-of-poverty-and-exclusion-8677508.html>

**Youth Unemployment: Guaranteed to fail** | <http://www.economist.com/news/leaders/21582006-german-led-plans-tackling-youth-unemployment-europe-are-far-too-timid-guaranteed-fail>

**2014 Global Trend: Youth Unemployment** | [http://www.huffingtonpost.co.uk/charlesoliver/youth-unemployment\\_b\\_4643348.html](http://www.huffingtonpost.co.uk/charlesoliver/youth-unemployment_b_4643348.html)

**Not age, but lack of skills** | <http://www.theguardian.com/commentisfree/2013/jul/01/youth-unemployment-not-age-lack-of-skills>

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