

Brandon Thomas^{ink}~~Thomas~~

My name's Brandon and I think.

I've been studying Graphic Design for 4 years
(including a placement year) and I've realised
my head & heart, is in advertising.

Here's a couple of projects to show you how
I do that.



Testicular cancer - the brief

**Get young men to
check their balls.**

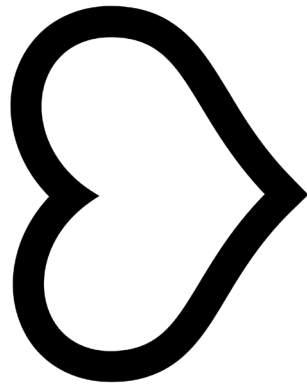


**LOVE
YOUR
BALLS**

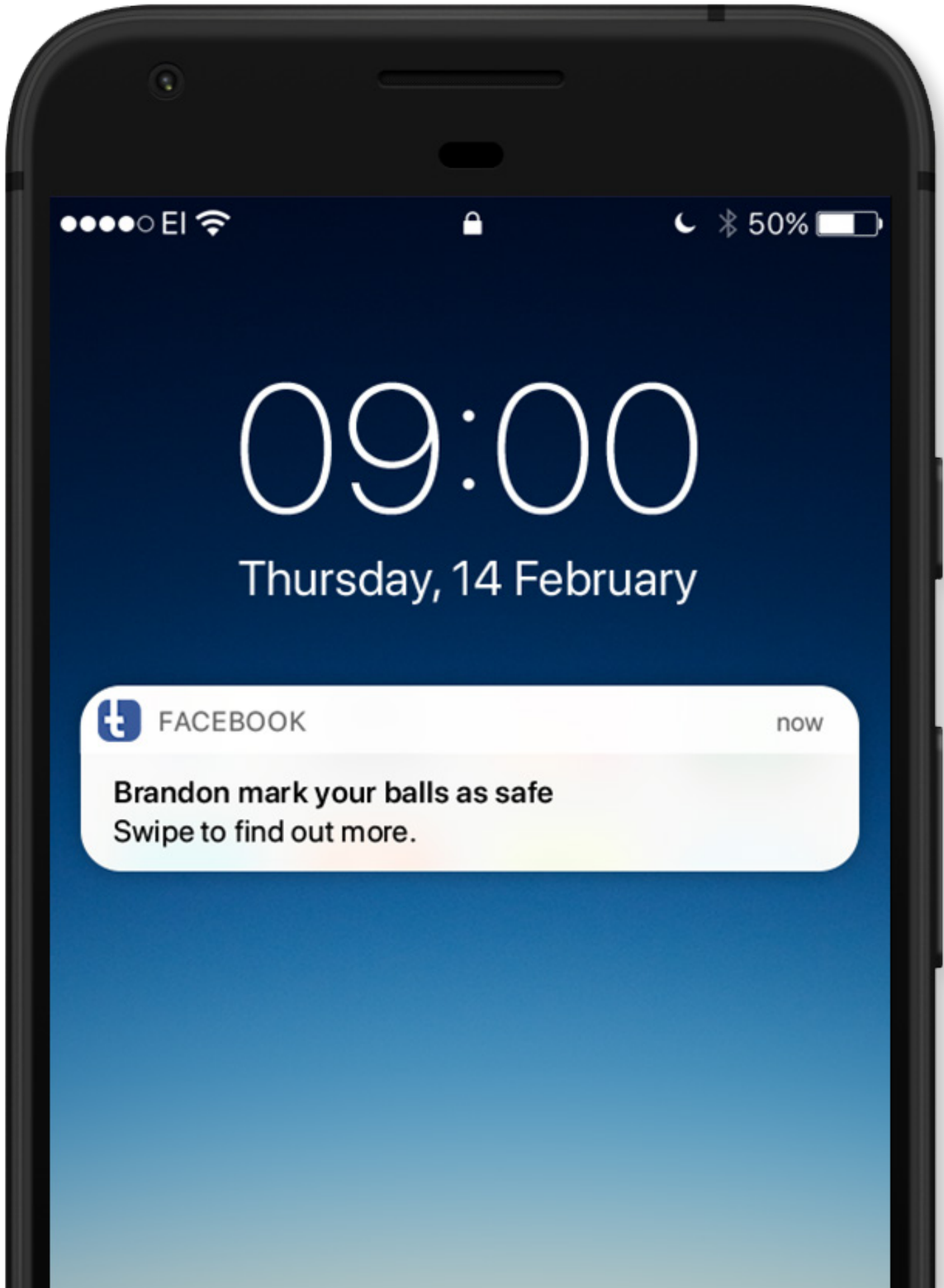
Facebook

Facebook is a platform used by young men the world over. We can use their platform and tools such as the ‘safety check’ to send a message.

Mark yourself as safe

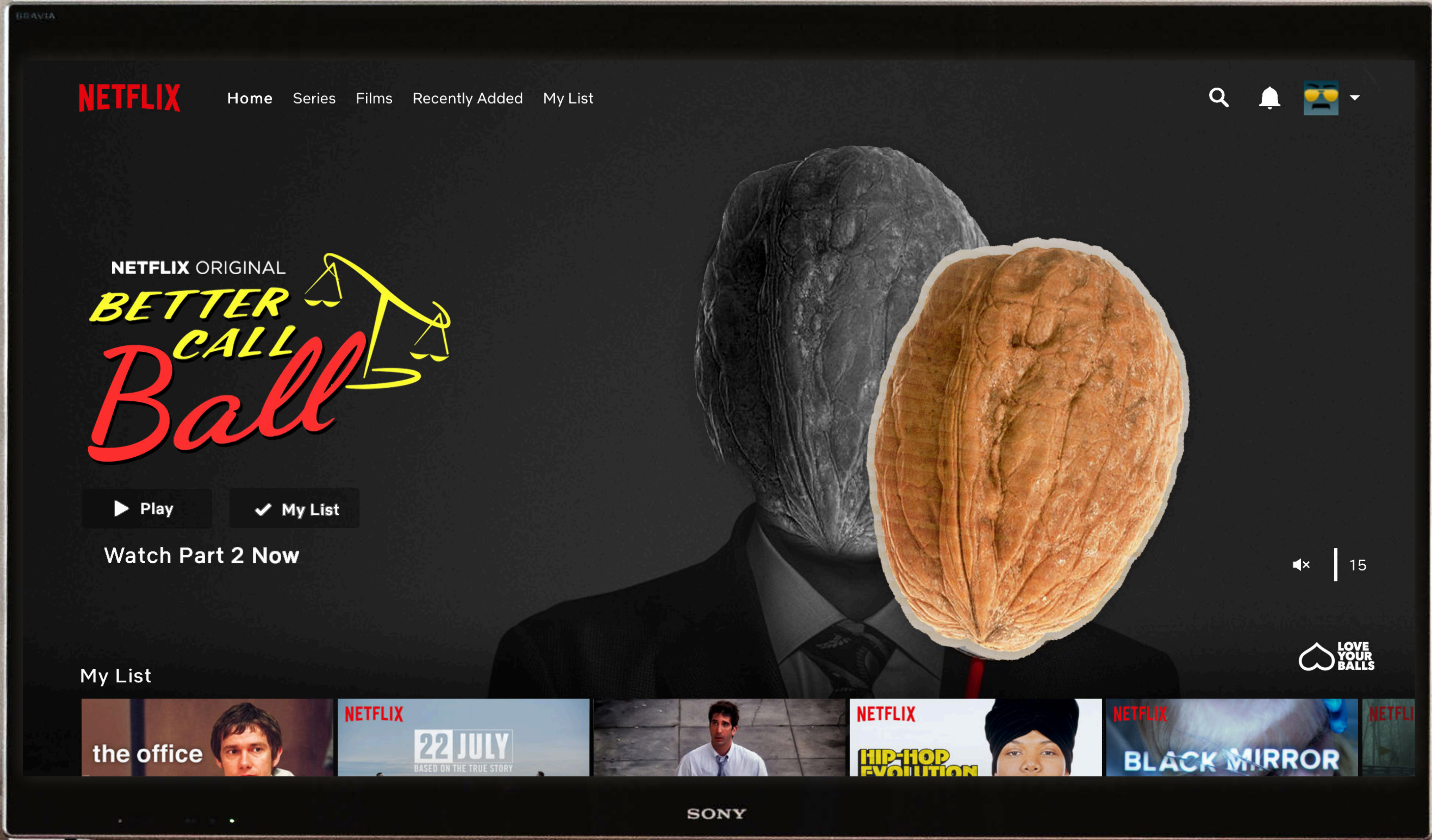


Mark your balls as safe



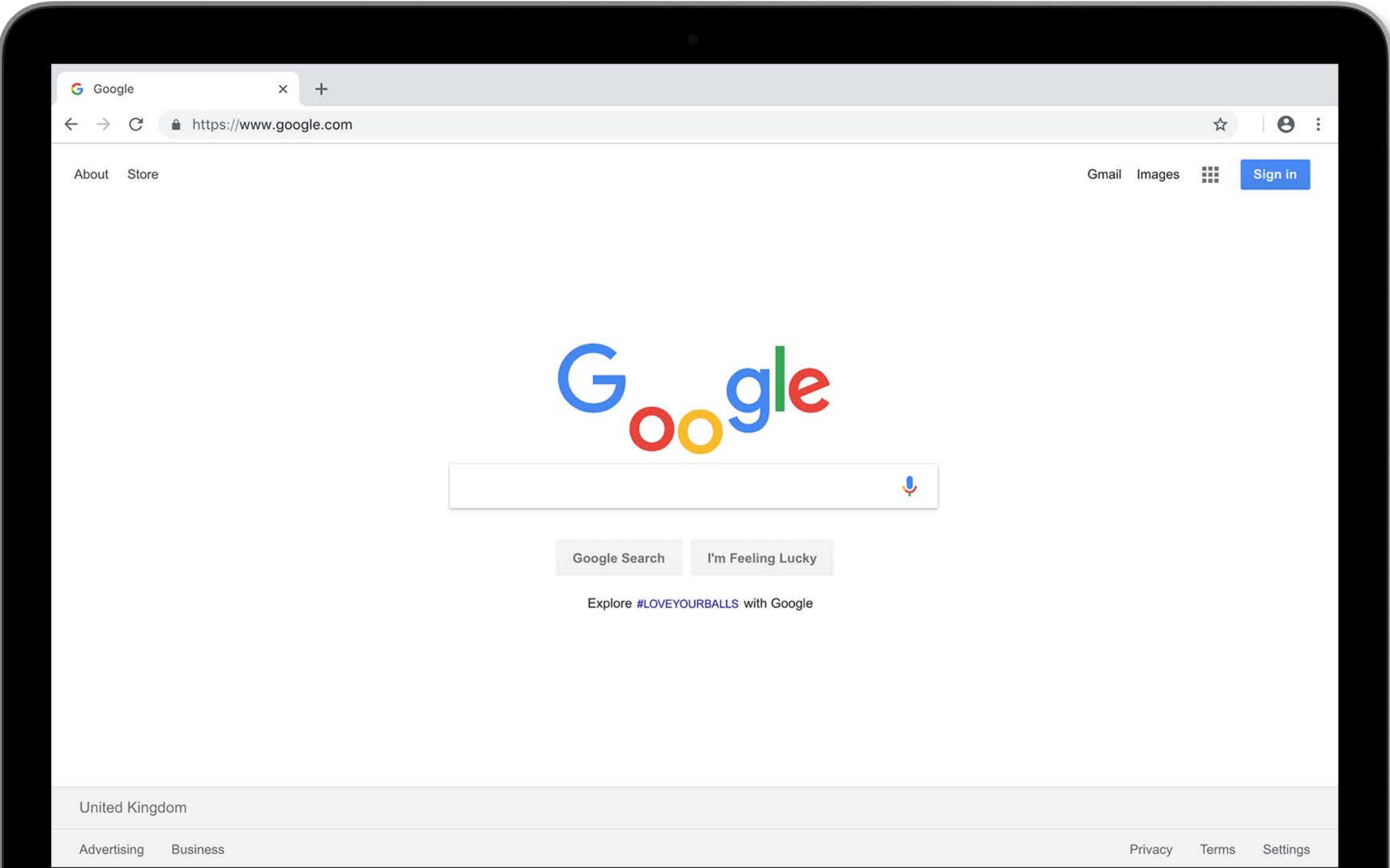
Netflix hijack

Another popular hanging spot for young men, netflix.
We will hijack popular shows to get their attention.



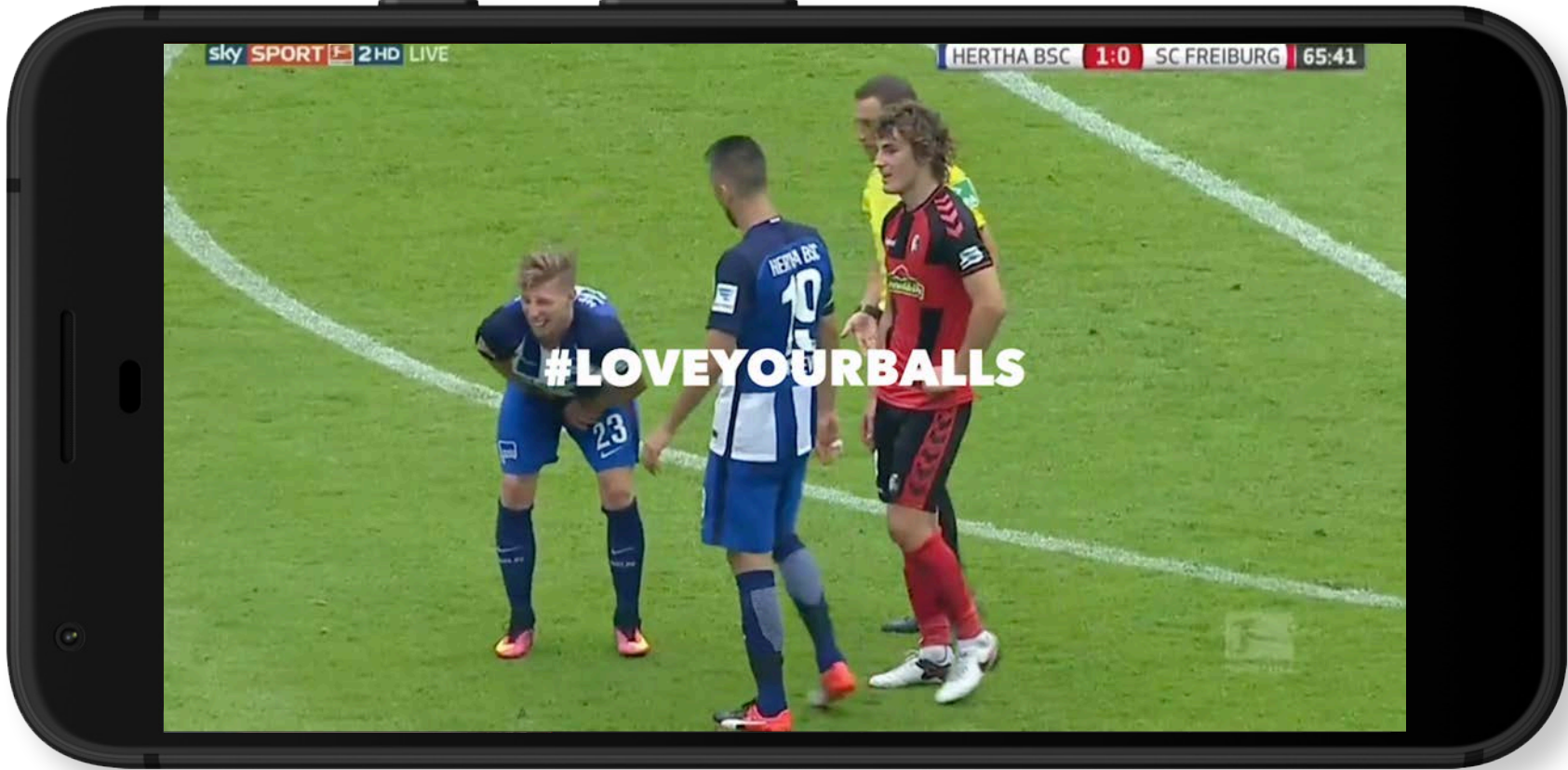
Google hangout

Google’s homepage will also be used to gain some attention and direct young men to information regarding their testicles.



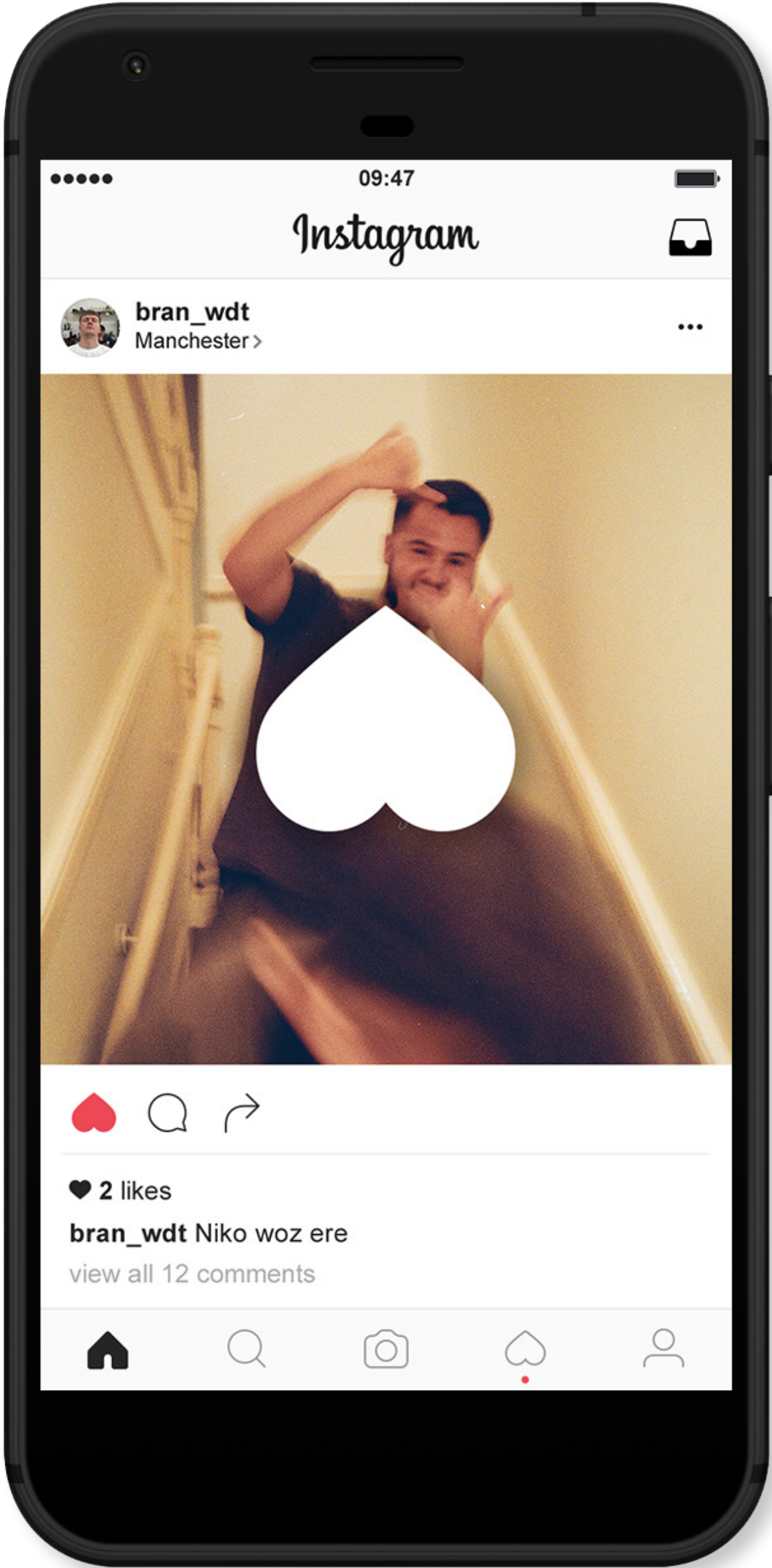
Youtube hangout

Youtube adverts, getting in touch with men's balls.



Instagram take over

Instagram is another massive platform used by young men. We will hang out here for a bit to gather some attention.



Love your balls app

The main hub for Love your balls, where young men can learn all they need to know about their balls.



Heinz - the brief

**Celebrate 150
years of Heinz.**

ACKNOWLEDGMENTS

TO CELEBRATE OUR 150TH ANNIVERSARY WE'D JUST LIKE TO
TAKE THIS OPPORTUNITY TO THANK EVERYONE WHO'S HELPED
US GET HERE. THIS INCLUDES, IN NO PARTICULAR ORDER:

THE ONES WHO ADD TO, POUR ON OR PUT ON THE SIDE.
THE ONES WHO SWEAR BY THE GLASS, THE DRIPPER OR THE SQUEEZER.
THE ONES WHO WAIT... THE ONES WHO DON'T.
THE ONES WHO MIX AND THE ONES WHO WON'T.

THE ONES WHO TAP THE ONES WHO PAT OR THE ONES WHO SLAP
THE BACK ROOM STAFFERS AND THE FRONT OF HOUSE GRAFTERS.
FROM THE ROADSIDE CAFES TO THE TOP-NOTCH GAFFS.

HERE'S TO THE DINNER DATERS, BIG BUFFET PLATERS AND BILL SPLITTING HATERS.
BIGGING UP THE MOVERS AND SHAKERS AND DISSING THE DISCOUNT FAKERS.
ALL WHO STOCK US, FROM THE CORNER SHOPPERS TO THE CHAIN STORES WHOPPERS.

CELEBRATING THE BROTHERS, THE MOTHERS, AND ALL THE OTHERS.
FROM THE BICKERING FAMILIES TO THE LOVING COUPLES,
FROM THE INTERNET DATERS TO THE READY MEAL HATERS.
SUNDAY LUNCHERS, MID-MORNING BRUNCHERS AND LATE-NIGHT MUNCHERS.

TO THE FRENZIED SMOTHERES, THE THICK RICH DOLLOPERS.
THE RAVENOUS RIPPERS, AND THE DELIGHTFUL DIPPERS.

FINALLY TO ALL FOOD LOVERS THE WORLD OVER.
ALL THOSE WHO DINE, COME RAIN OR SHINE,
WHO KNOW DEEP DOWN...
IT HAS TO BE HEINZ.

HEINZ
HERE'S TO YOU!
AND THE NEXT 150 YEARS.

COPY READS:

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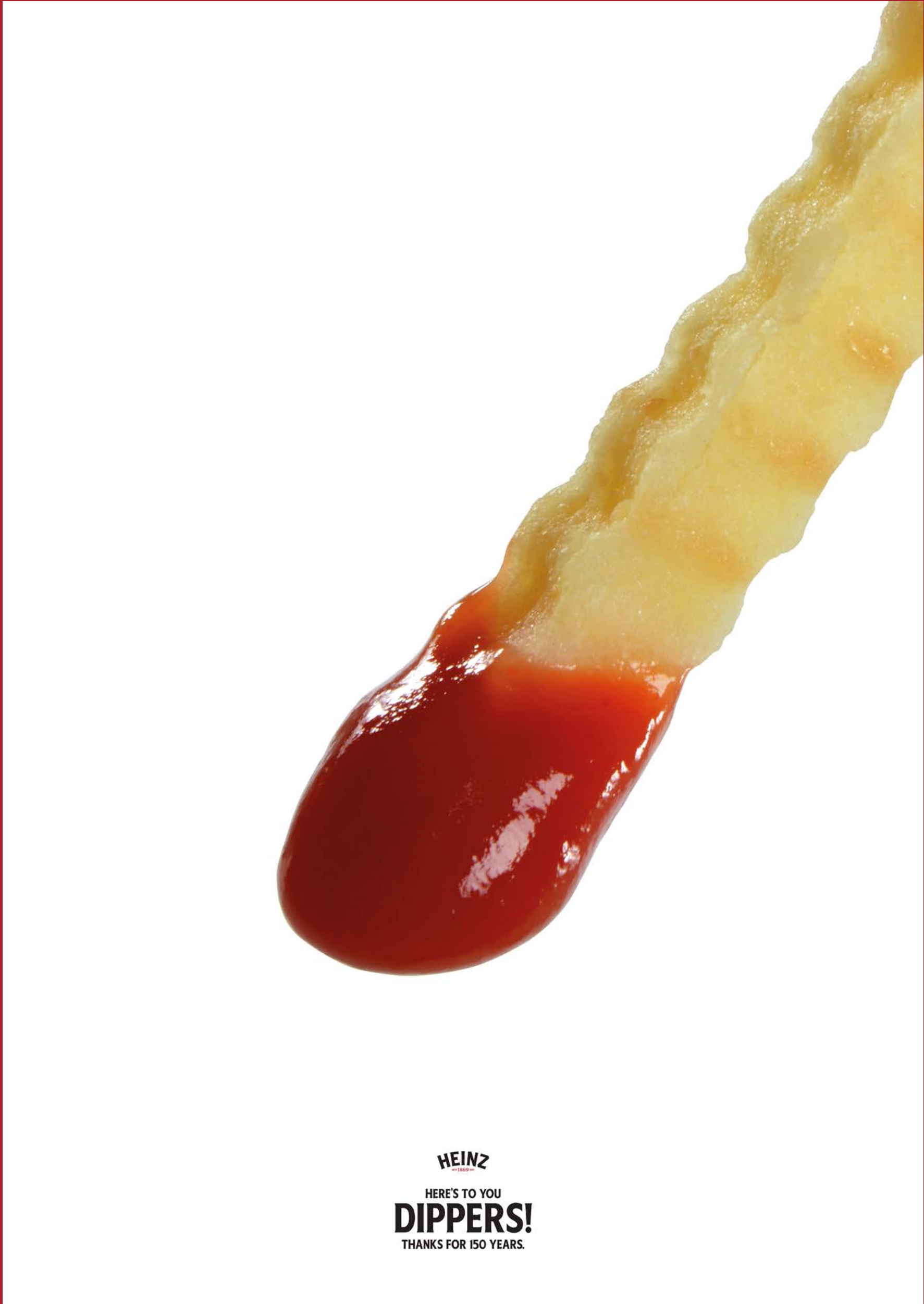
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WHO KNOW DEEP DOWN...
IT HAS TO BE HEINZ.

HERE'S TO YOU!
AND THE NEXT 150 YEARS.

Print

Print ad's thanking individual people will follow.



HEINZ
HERE'S TO YOU
DIPPERS!
THANKS FOR 150 YEARS.



HEINZ
HERE'S TO YOU
SMOTHERES!
THANKS FOR 150 YEARS.

HERE'S TO YOU:

SQUIGGLERS,

MESSERS,

RIPPERS,

DIPPERS,

BLOBBERS,

SQUEEZERS,

THANKS.
FOR 150 YEARS.



The Times - the brief

**Show that being well
informed is worth
paying for.**

A squirrel dying in front of your house
may be more relevant to your interests
right now than people dying in Africa.

-Mark Zuckerberg, Facebook founder

On average we scroll over 300ft worth of content daily. All of it filtered and personalised to every individual and their interests. However, when this is your main source of news, what matters in life can often go unseen.

Advert 01

The adverts will be scrollable on social media and online. They can also be used in a video, emulating a scroll.

(split up for presentation purposes)

1.

Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
This is how the internet works.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
It finds out your interests,
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.

Recommended for you.
then traps you in a cycle.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Your world can get narrowed,
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.

2.

Recommended for you.
new information can go unseen,
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
new ideas can go unheard.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
You can begin to break this cycle,
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
by reading The Times.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
Recommended for you.
What matters.
Recommended for you.
What matters.
What matters.
You will begin to find yourself,
What matters.
What matters.
What matters.
What matters.
What matters.
What matters.

3.

What matters.
What matters.
What matters.
What matters.
being well informed,
What matters.
What matters.
What matters.
What matters.
What matters.
What matters.
What matters.
What matters.
What matters.
What matters.
on what matters in life.

THE TIMES
THE SUNDAY TIMES
Know your times

Considered.
Reliable.
Balanced.

thetimes.co.uk

1.

Filtered.
Filtered.
Filtered.
Filtered.
Filtered.
Filtered.
Filtered.
Filtered.
This is how the internet works.
Filtered.
Filtered.
Filtered.
Filtered.
Filtered.
Filtered.
Filtered.
Filtered.
It finds out your interests,
Filtered.
Filtered.
Filtered.
Filtered.

Filtered.
then traps you in a cycle.
Filtered.
Filtered.
Filtered.
Filtered.
Filtered.
Filtered.
Filtered.
Filtering all your media.
Filtered.
Filtered.
Filtered.
Filtered.
Filtered.
This can lead you to,
Filtered.
Filtered.
Filtered.

2.

Filtered.
Filtered.
Filtered.
having a pin-holed view,
Filtered.
Filtered.
Filtered.
Filtered.
Filtered.
of the world,
Filtered.
Filtered.
Filtered.
and the loss of control,
Filtered.
Filtered.
Filtered.
Filtered.
of the media you see.
Filtered.
Filtered.
Filtered.
Filtered.
Filtered.
You can begin to break this cycle,
Filtered.
Filtered.
Filtered.
Filtered.
Filtered.
by reading The Times.
Filtered.
Filtered.
Filtered.
What matters.
Filtered.
Filtered.
What matters.
Filtered.
You will begin to find yourself,
Filtered.
What matters.
Filtered.
What matters.

3.

What matters.
Filtered.
Filtered.
being well informed,
What matters.
What matters.
What matters.
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What matters.
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What matters.
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thetimes.co.uk

1.

You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
This is how the internet works.
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
It finds out your interests,
You will like this.
You will like this.
You will like this.
You will like this.


You will like this.
then traps you in a cycle.
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
Feeding you media you'll like.
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
However, important news,
You will like this.
You will like this.

2.

You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
which can be informative,
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
or slow and complex.
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
Can often go unseen.
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
You can begin to break this cycle,
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
You will like this.
by reading The Times.
You will like this.
You will like this.
You will like this.
What matters.
You will like this.
You will like this.
You will begin to find yourself,
You will like this.
What matters.
You will like this.

3.

You will like this.
What matters.
What matters.
You will like this.
You will like this.
being well informed,
What matters.
What matters.
What matters.
What matters.
What matters.
What matters.
What matters.
on what matters in life.

THE  TIMES
THE SUNDAY TIMES
Know your times

*Considered.
Reliable.
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thetimes.co.uk

Jack's - the brief

**Show that 'Jack's'
is the new store for
budget living.**

The campaign

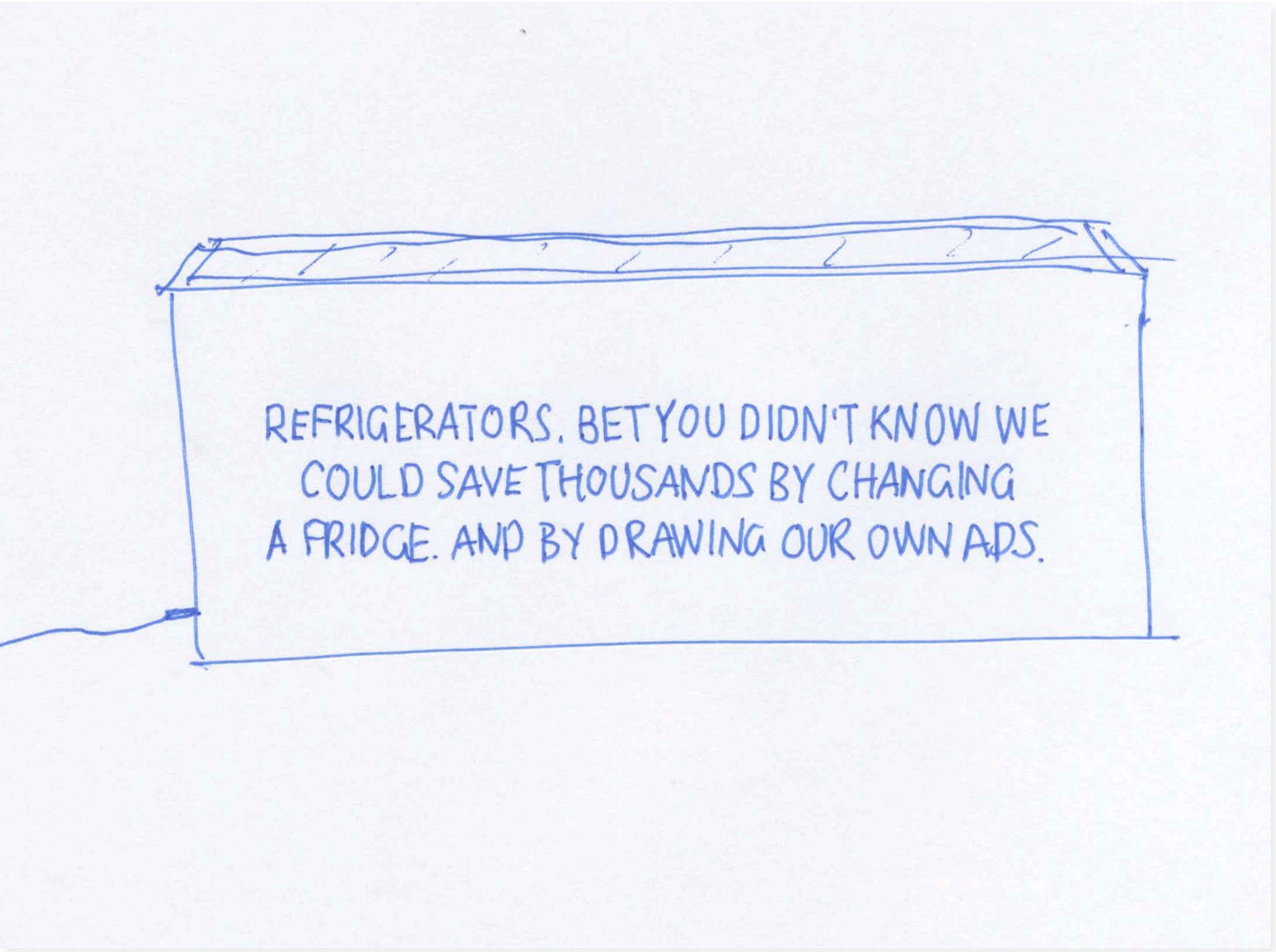
The mission.

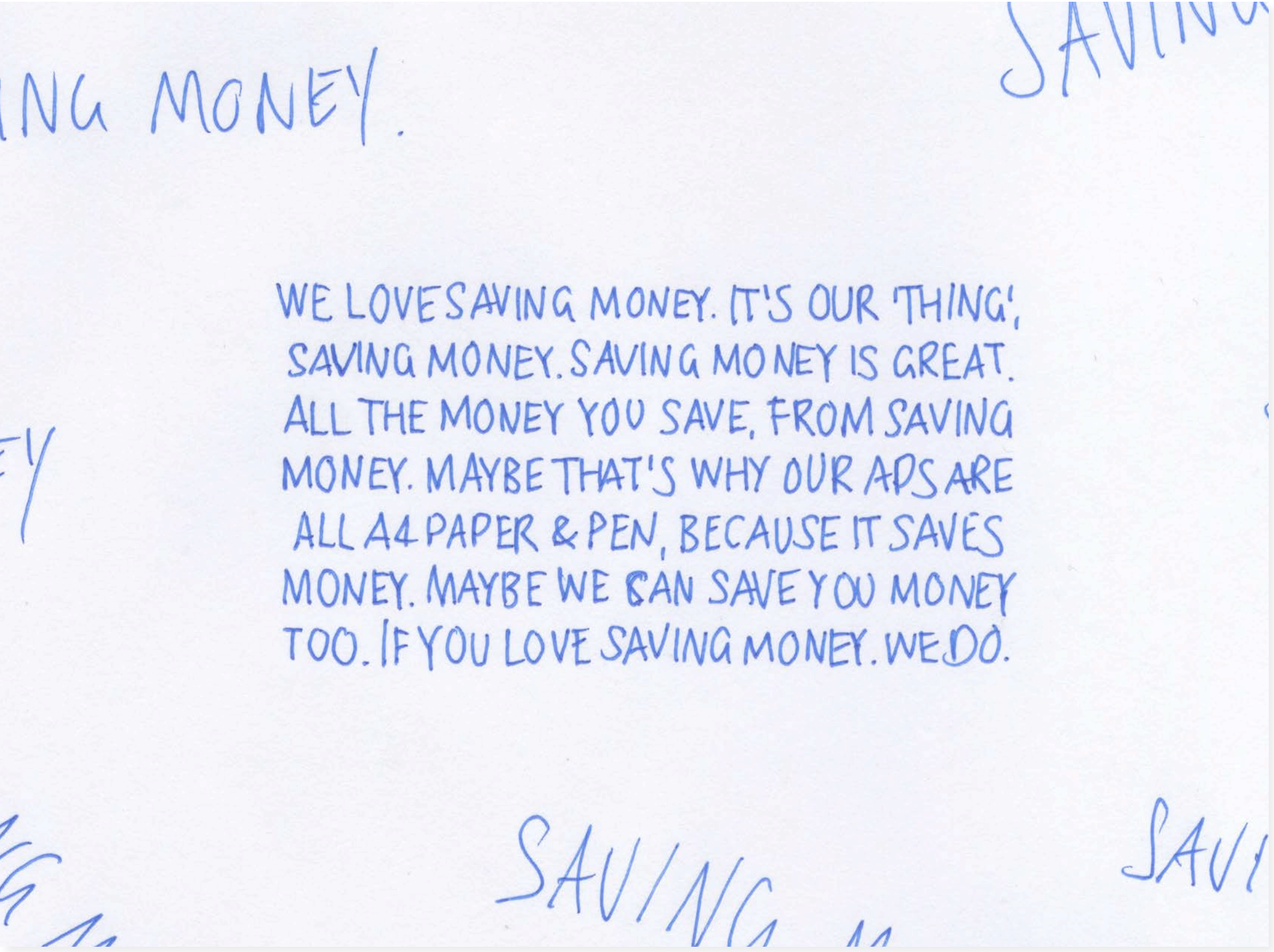
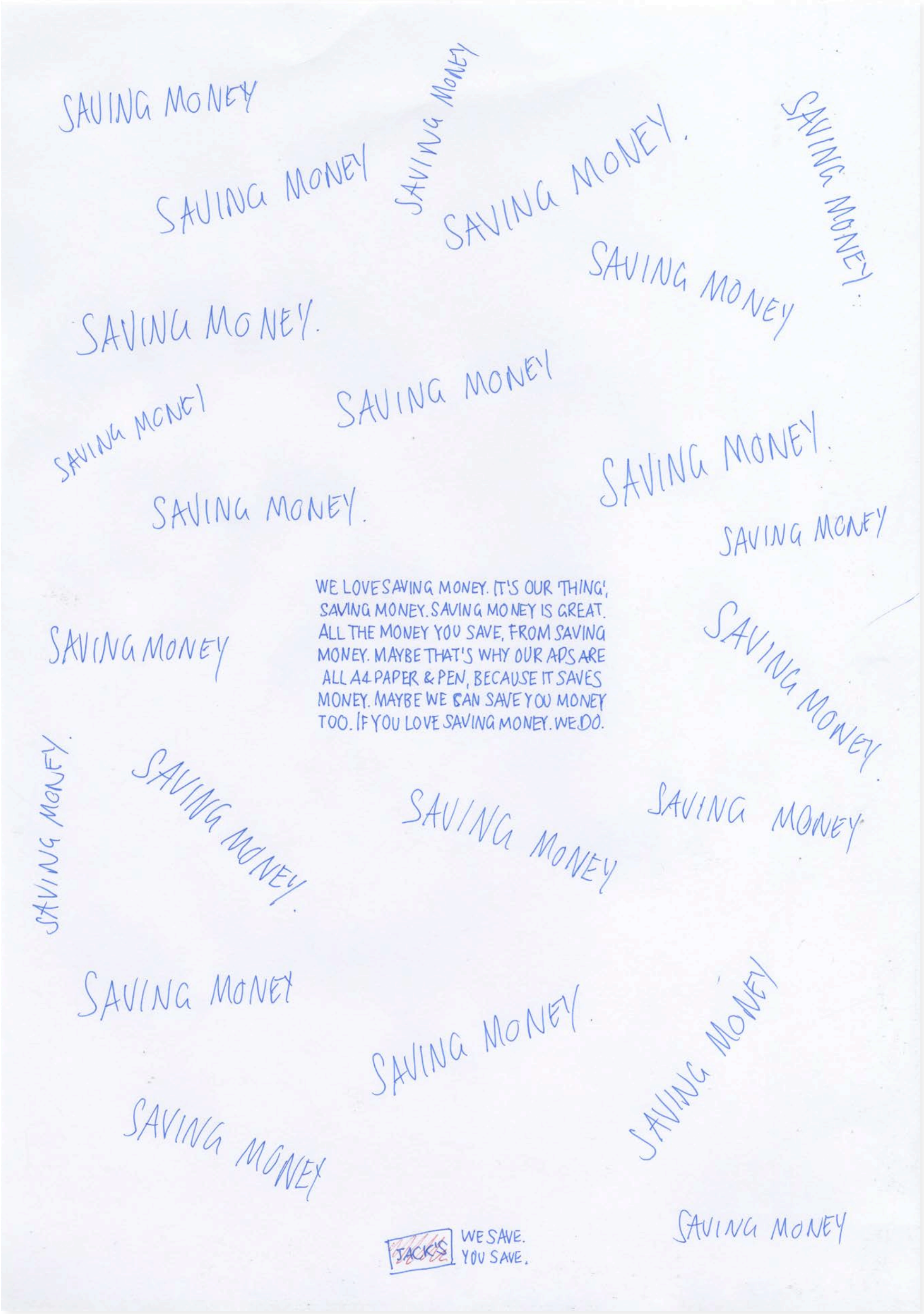
TO DO:
1. CREATE AN ADVERT WHICH TELL'S
PEOPLE JACK'S IS THE NEW PLACE FOR
BUDGET PRODUCE.

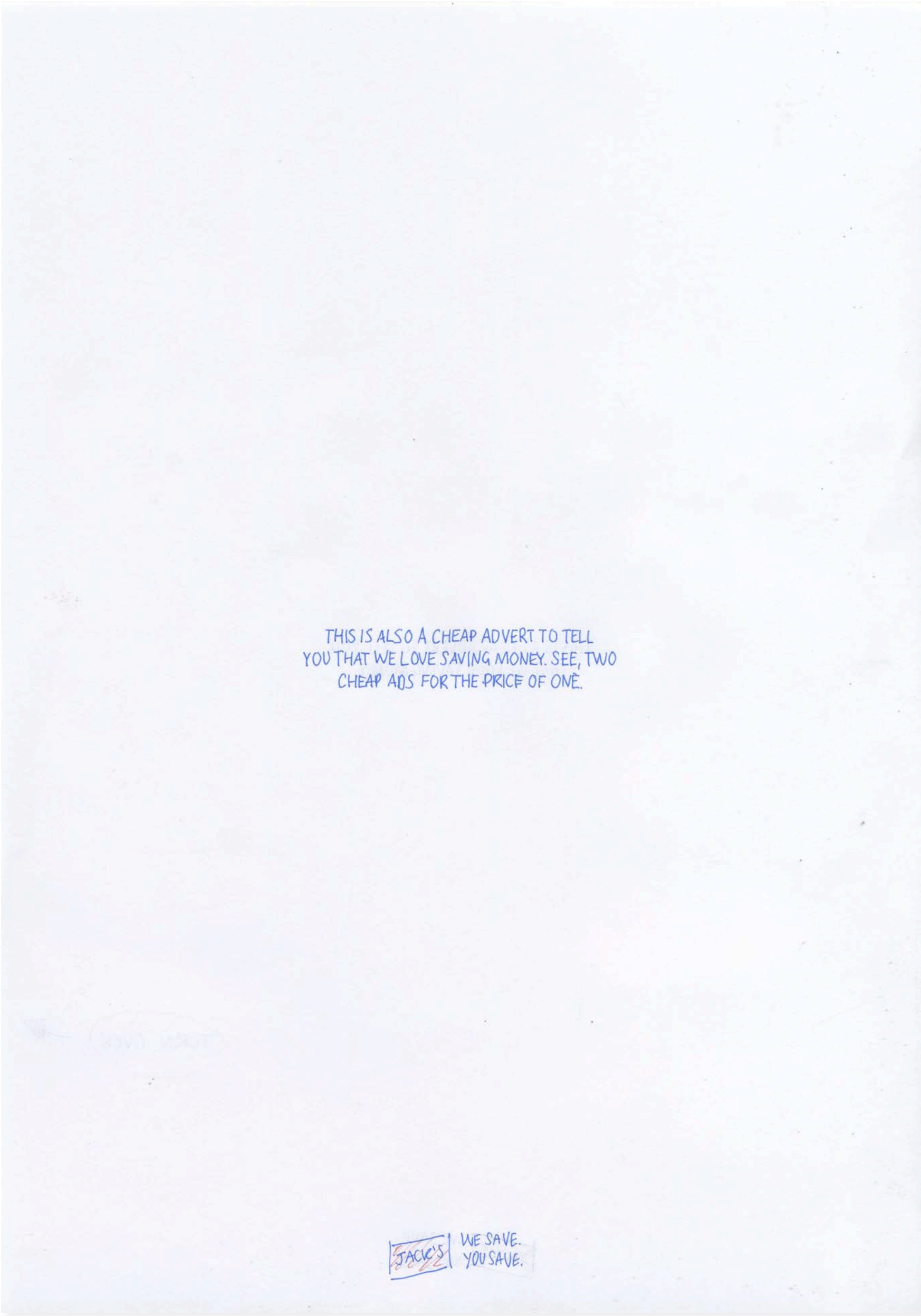
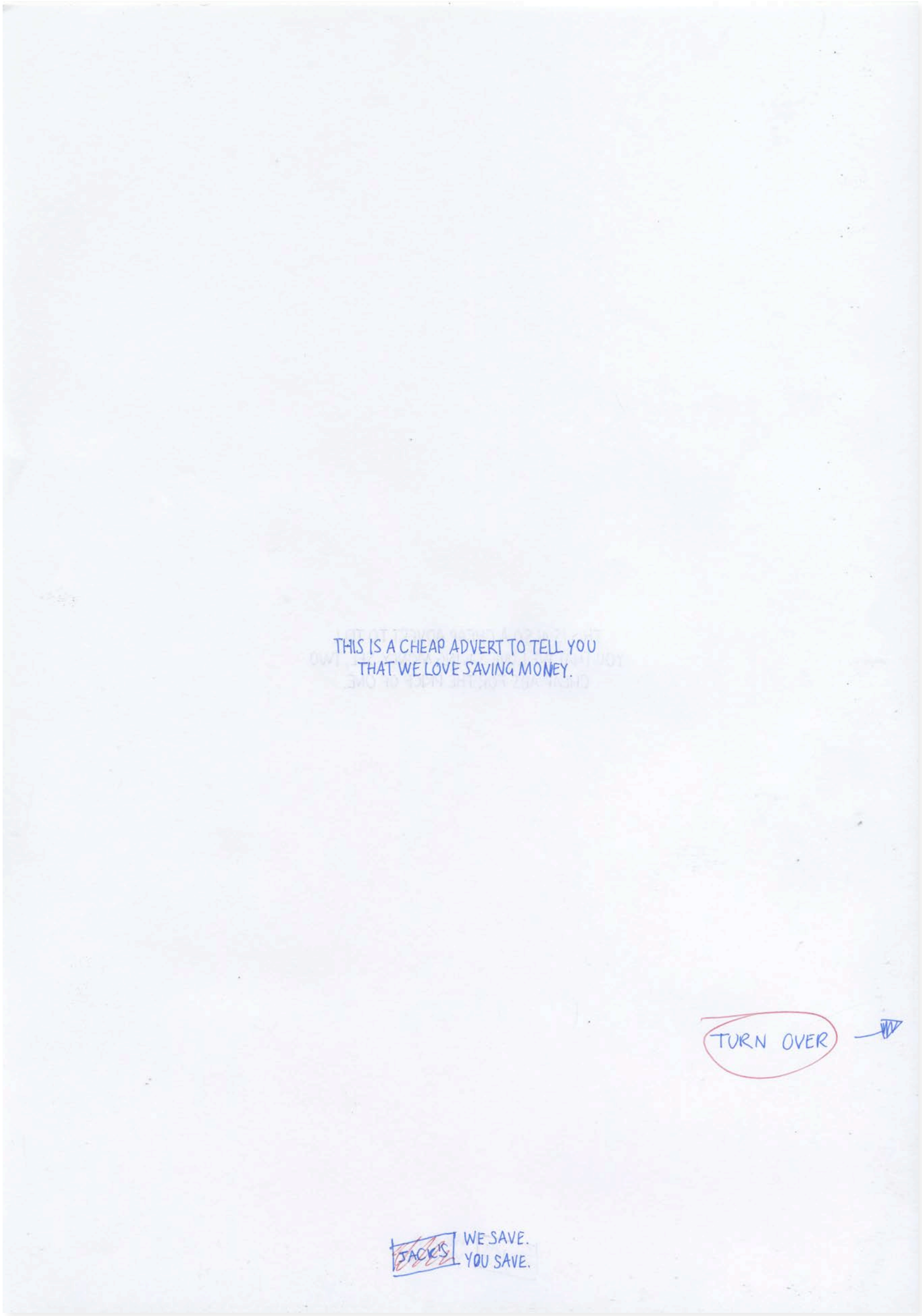
2. DO IT FOR AS CHEAP AS POSSIBLE,

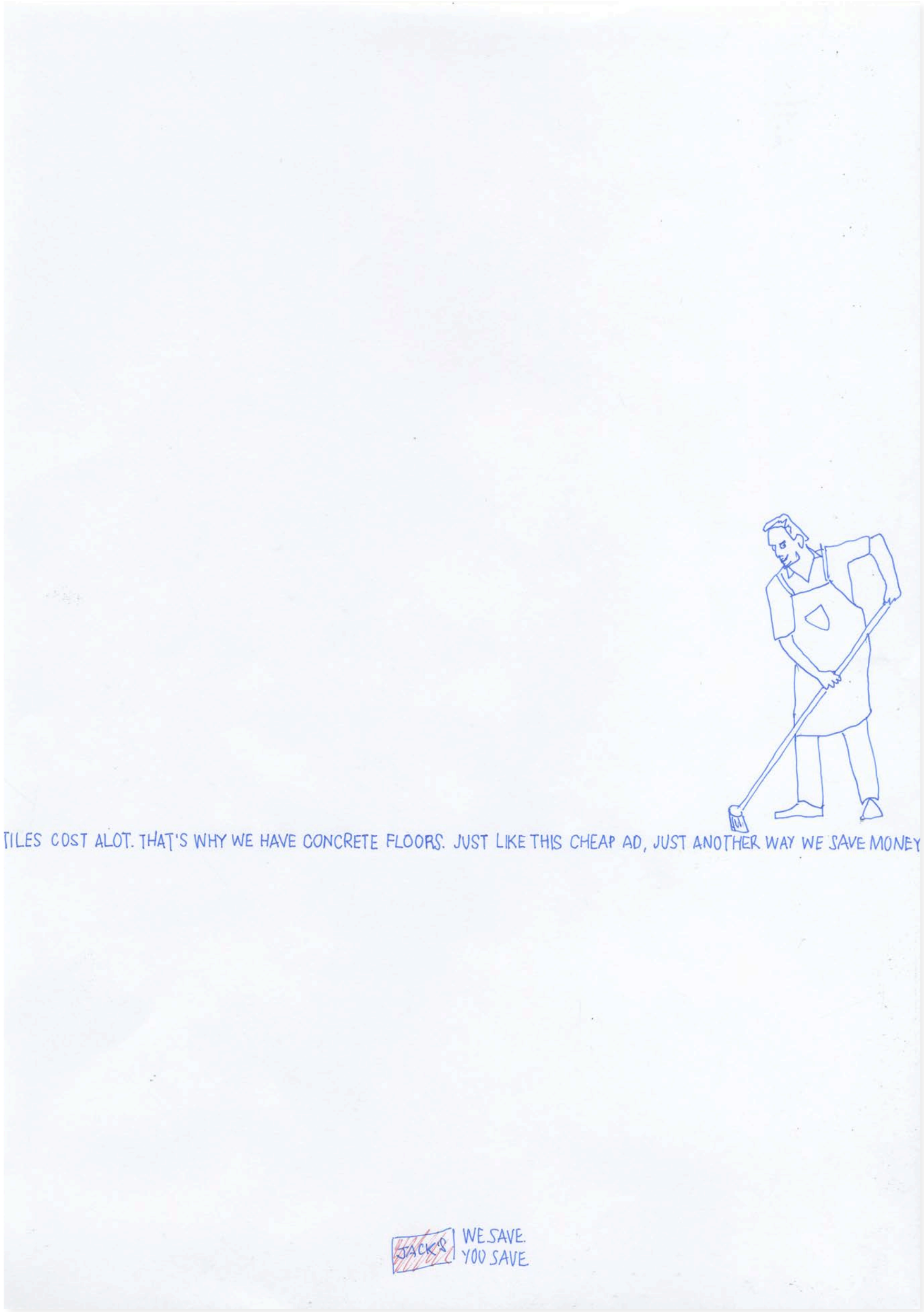
Cheap print ad's

Print ad's made for as cheap as possible.
Pen and paper will do.



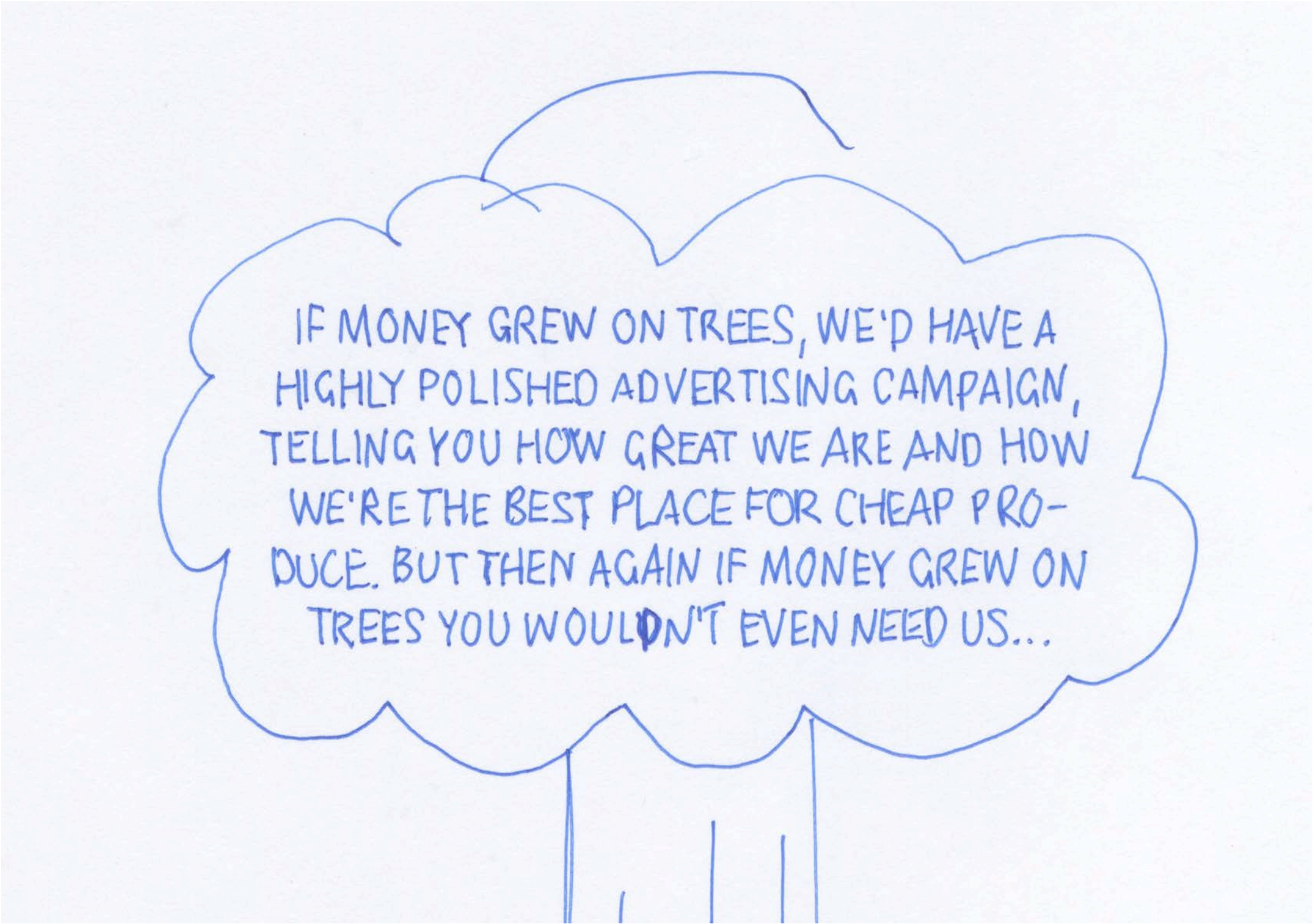




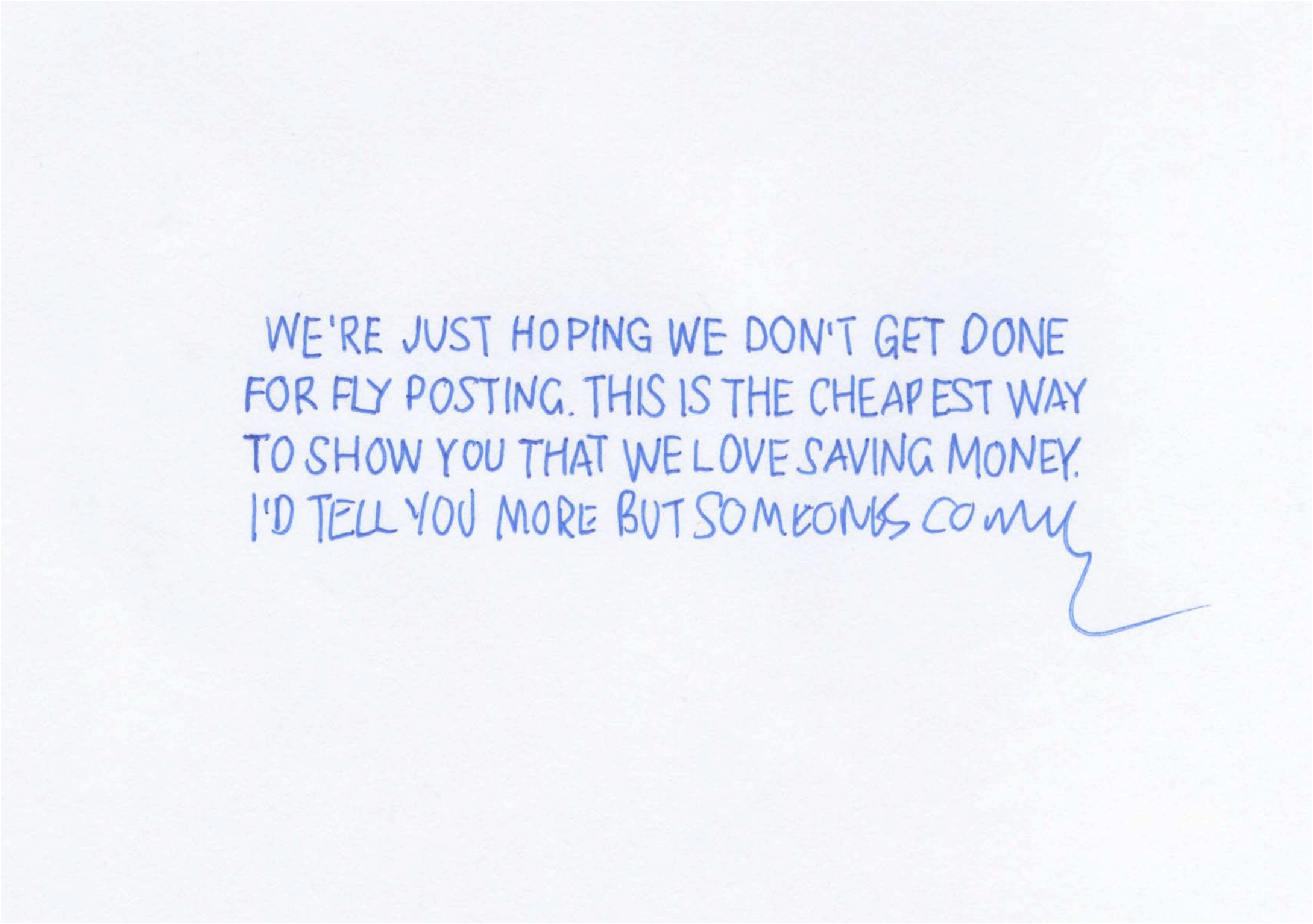


TILES COST ALOT. THAT'S WHY WE HAVE CONCRETE FLOORS.

JUST LIKE THIS CHEAP AD, JUST ANOTHER WAY WE SAVE MONEY







Cheap billboard ad

POWER LEAGUE

→

und neba

THIS IS A ONE OF A KIND BILLBOARD.
NOT THAT IMPRESSIVE WE KNOW. WE COULD
OF AT LEAST FILLED THE THING WITH
OUR CHEAP PAPER BUT, THE BUDGET TO DO
THAT, AND PRINT THOUSANDS, HAS
GONE INTO KEEPING OUR PRICES LOW.

WE SAVE.
YOU SAVE.

CCP

There is bridge 98 and
Old Street Bridge

THE RAILWAY AUTHORITY on
0207 247 1200

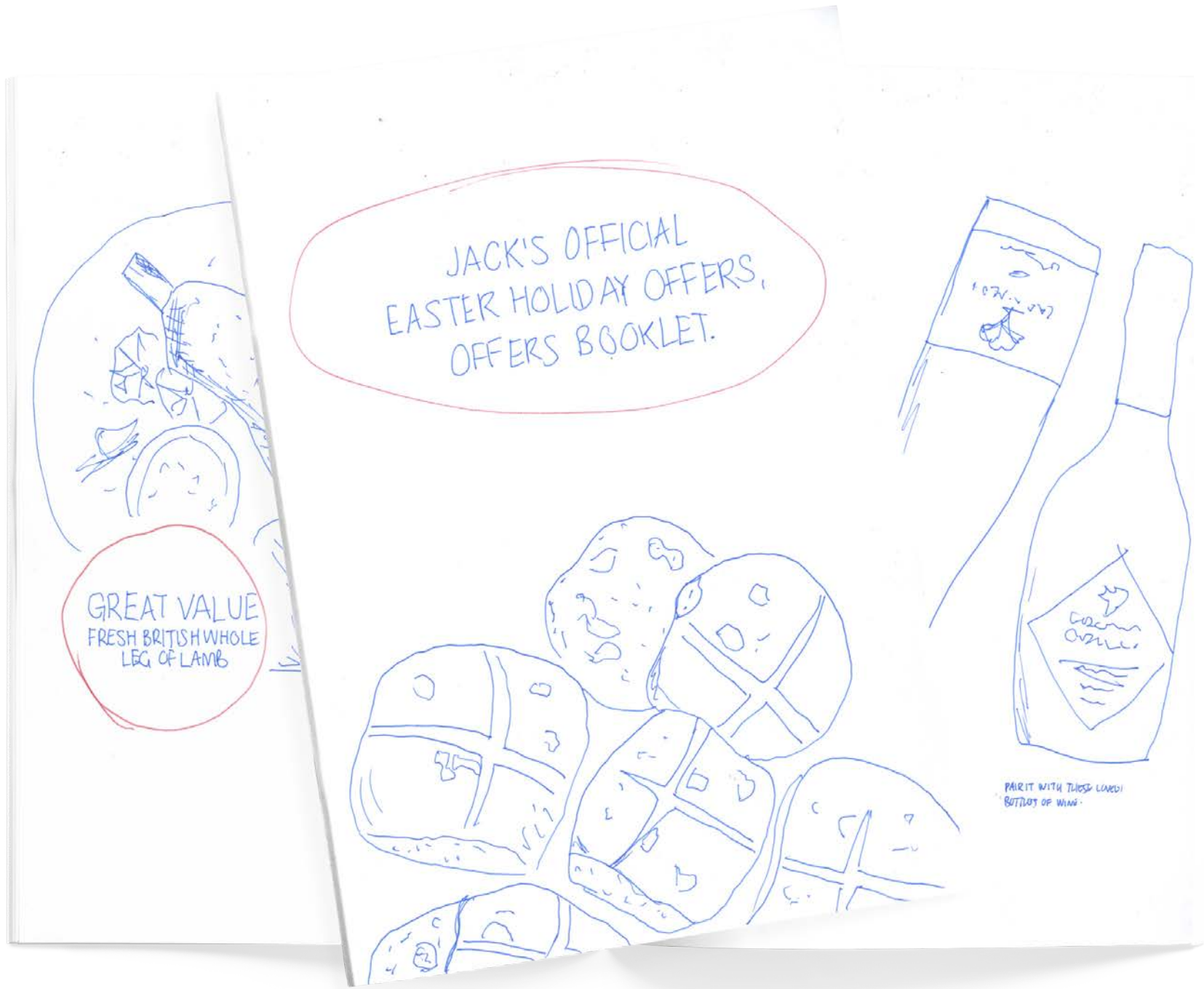
Cheap store.

The campaign will carry on in store.



Cheap store.

The campaign will carry on in store.



Campaign slogan

To sum it all up.



Brandon Thomas

ank

you for looking.

Contact details:

Work best
viewed here.



brandonthinks.com

brandonthinks@hotmail.com

07570 814 514