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PORTFOLIO

BY: MITI KARIA





Miti Karia

Hi there! I'm Miti Karia and I'll tell you a bit about me before diving into the folio. Two years ago, I started out as a senior copywriter in a well-known startup in India (where I come from) and discovered a love for shaping the “why” behind the message, which sparked my shift towards creative strategy. Later, I moved to London to pursue Master's in Strategic Advertising and Marketing Communications. And this portfolio is the representation of my journey so far.

Tool Kit

Copywriting

Copywriting is my game of words—finding just the right words & emotions to make people pause, smile, or say, “Why didn’t I think of that?”

Curiosity

Curiosity drives me—just like the childhood game I played with my sibling, where every question was met with another “why.” “Do you want to play?” “Why?” “What do you mean, why? Yes or no?” “Why?”...

Creative Problem-Solving

Creative problem-solving is my strength—like solving a puzzle or cracking a murder mystery, it’s all about finding that one piece that makes everything click.



Brief

Resume

September 2024 – Present | London, UK

❖ CREATIVE STRATEGIST INTERN - GOOD NUGGET ACADEMY PROGRAM

I am a mentee in the Good Nugget Programme, refining my creative problem-solving and strategic thinking skills under expert mentorship. Currently training as a strategist, I am working on a live client pitch project for NDSA, focusing on campaign ideation and actionable growth strategies.

February 2024 – Present | London, UK

❖ MARKETING ASSISTANT - VOLUNTEER @TEDX GREENWICH

I volunteer as a Marketing Assistant at TEDx Greenwich, boosting engagement, securing sponsors, and driving viewership through creative campaigns.

November 2022 – February 2023 | London, UK

❖ CREATIVE STRATEGIST - DUBROVNIK WALKS (UNIVERSITY OF GREENWICH)

I led a rebranding project focused on positioning the travel agency as a standout in its market, crafted data-driven strategies to enhance brand direction, and boosted outreach by 42% through targeted digital campaigns.

September 2021 – August 2022 | Mumbai, India

❖ COPYWRITER AND STRATEGIST | THE STARTER LABS

I joined as a Junior Copywriter at Starter Labs, was promoted to Senior Copywriter, and led four brands while working on seven, ranging from B2B to B2C, while training in strategy.

CONTENT

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Social Campaign for Pangea Cafe
#BrewedToUnite
Welcome Beyond Borders

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Case Study
Lloyds Bank

Social Campaign

PANGEA CAFE

74

Young Shits Advertising Club Awards' Monthly Brief

The brief is to create an **anti-racism social campaign** for Pangea Café, a diverse coffee shop with global ingredients and an immigrant owner, to counter the rising hate and division in the UK. The campaign aims to spread the message that racism has no place here while celebrating the café's multicultural roots and unity through coffee.

Objective

To position Pangea Café as a symbol of unity and inclusivity, using coffee to celebrate diversity and counter racism.

Target Audience

Socially conscious coffee lovers who are and value diversity and seek meaningful experiences in their daily rituals.

In a post-Brexit era coming from an **immigrant myself**, we often struggle to adapt to new environments while longing for familiarity, leading to a **sense of isolation**. The **core solution** is fostering connections and embracing diversity, **creating spaces where everyone feels at home**.

109,843

Racially
Motivated Hate
Crimes (Home
Office)

43%

of Hate Crimes
Reported to Stop
Hate UK are
Racially
Motivated

19%

Increase in
Racially
Motivated Hate
Crimes (Home
Office)

Problem

immigrants often feel alienated while contributing significantly to the richness of the UK's culture and economy. Racism and xenophobia undermine their sense of belonging and the connections that unite communities.

Campaign Role

To position Pangea Café as a welcoming haven where diversity is celebrated, fostering unity through the universal love for coffee and building meaningful connections that transcend borders and prejudices.

Human Insight:
Coffee fosters connection in a divided world.

Brand Insight:
Pangea Café celebrates global diversity and inclusivity.

Big Idea

Coffee as a Catalyst for Connection Across Borders.

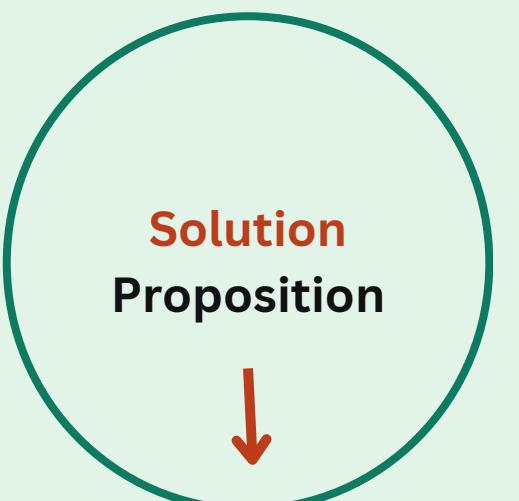
Action Plan

Tease → Launch → Sustain

From the background research and insights, we've identified **the angle of connection and inclusivity** from the first insight and **universal love for coffee as a medium** to unite diverse cultures from the second insight. This will form the base for **communicating and executing** the campaign.



=



Proposition

- **When the situation is:**
Immigrants and diverse communities face feelings of exclusion.
- The café industry is often neutral in addressing these issues.

Because they think:
Cafes are just places to grab coffee without deeper values attached.

Then what if...

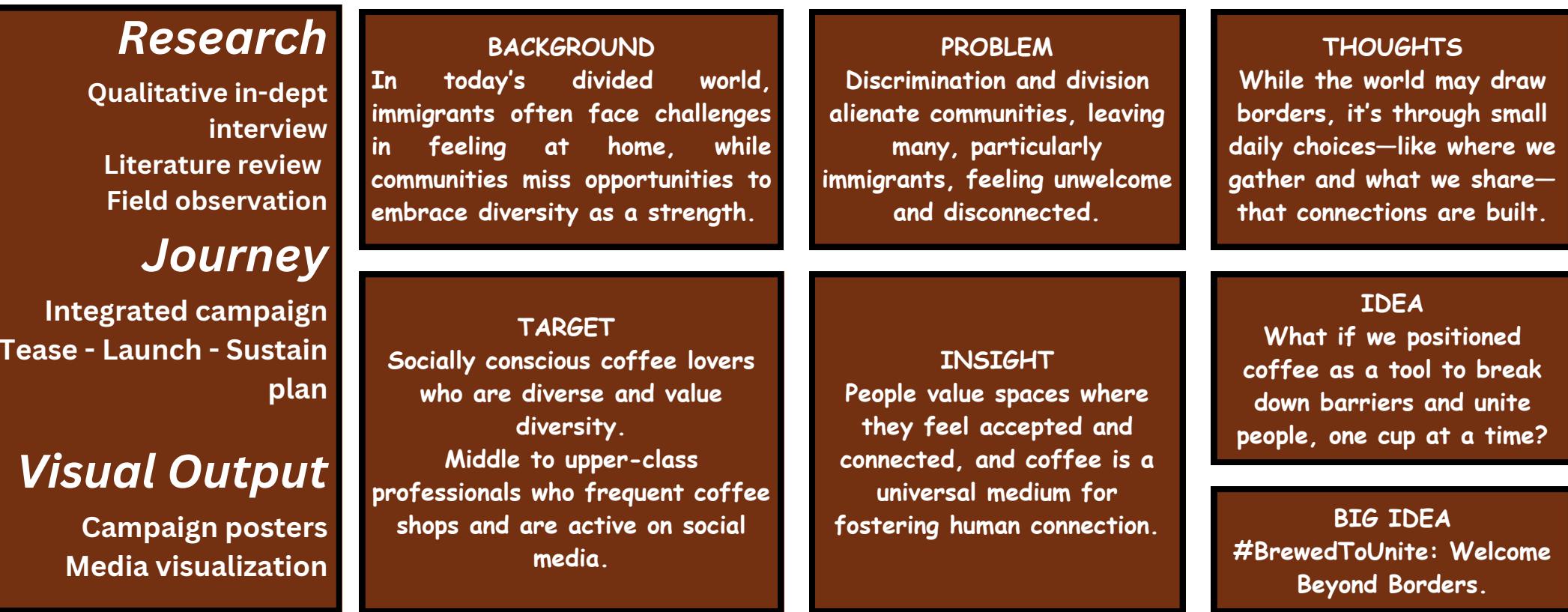
Pangea Café reframed itself as a symbol of connection—a space where the world comes together in a cup, breaking down borders one brew at a time?

Competitor Review
Unlike others, Pangea Café openly celebrates global diversity in its ingredients, staff, and community.

+

Insight
The comforting nature of coffee & ability to foster human connection = inclusive and welcoming approach

+



The Big Idea

#BrewedToUnite *Welcome Beyond Borders*

If coffee could talk, it would tell racists to take a hike. But coffee doesn't talk—it connects people, one cup at a time. At Pangea Café, we've created a rich blend of flavours, cultures, and stories, proving that diversity isn't just an ideal—it's the essence of what we serve. Coffee is more than a drink—it's a bridge to connection and belonging.

**At Pangea, every cup tells a story.
It's more than a campaign – it's a movement!**
Because at Pangea, we don't just brew coffee. We brew connection. And if you don't like that, well... there's always instant.

ACTION PLAN

Tease



The campaign begins with a subtle, curiosity-driven rollout across platforms.

On social media, cryptic Instagram Reels and carousels tease glimpses of blurred or fragmented campaign posters with captions like, "Can a cup of coffee break barriers?" and "This brew's got a story. Guess what it is."

Striking posters in public spaces—on transport, sidewalks, café tables, and takeaway cup sleeves—hint at something extraordinary brewing at Pangea.

Inside the café, a partially constructed Unity Wall invites intrigue and encourages participation. This layered teasing approach builds buzz while leaving just enough mystery to spark anticipation for the reveal.

Launch



In-Cafe Activation

The Unity Wall invites customers to pin their origins and share messages countering hate under the statement, "Hate Ends With Us at Pangea."

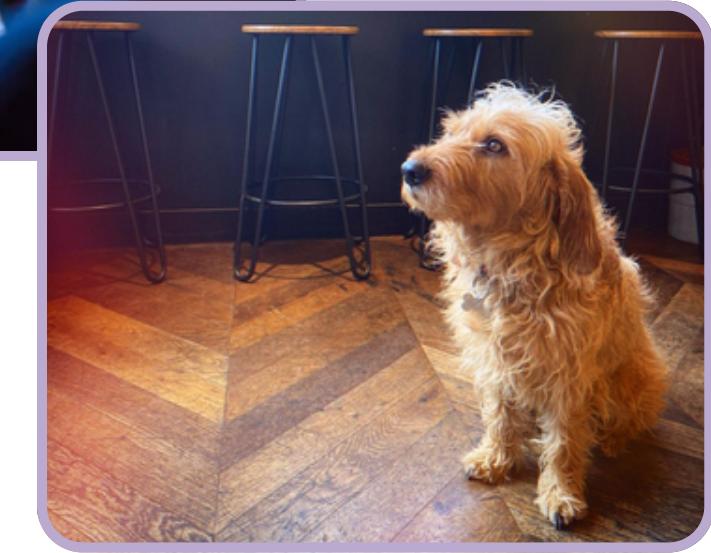
The Unity Brew Flat White Supremacist (JK, It's Just Coffee)—a striking iced coffee with beans from three continents—symbolizes diversity with the tagline, "Proof that just white isn't supreme—blend it with the world," driving conversation and buzz.

In-café initiatives like the Passport to Unity loyalty card reward customers with stamps from diverse coffee origins, turning every sip into a celebration of inclusion.

Guerrilla - Pop-up

Pop-up Coffee for Connection stalls in public spaces pairs strangers for meaningful conversations over free coffee. Moments are captured as Instagram reels, showcasing unity brewed one cup at a time.

Sustain



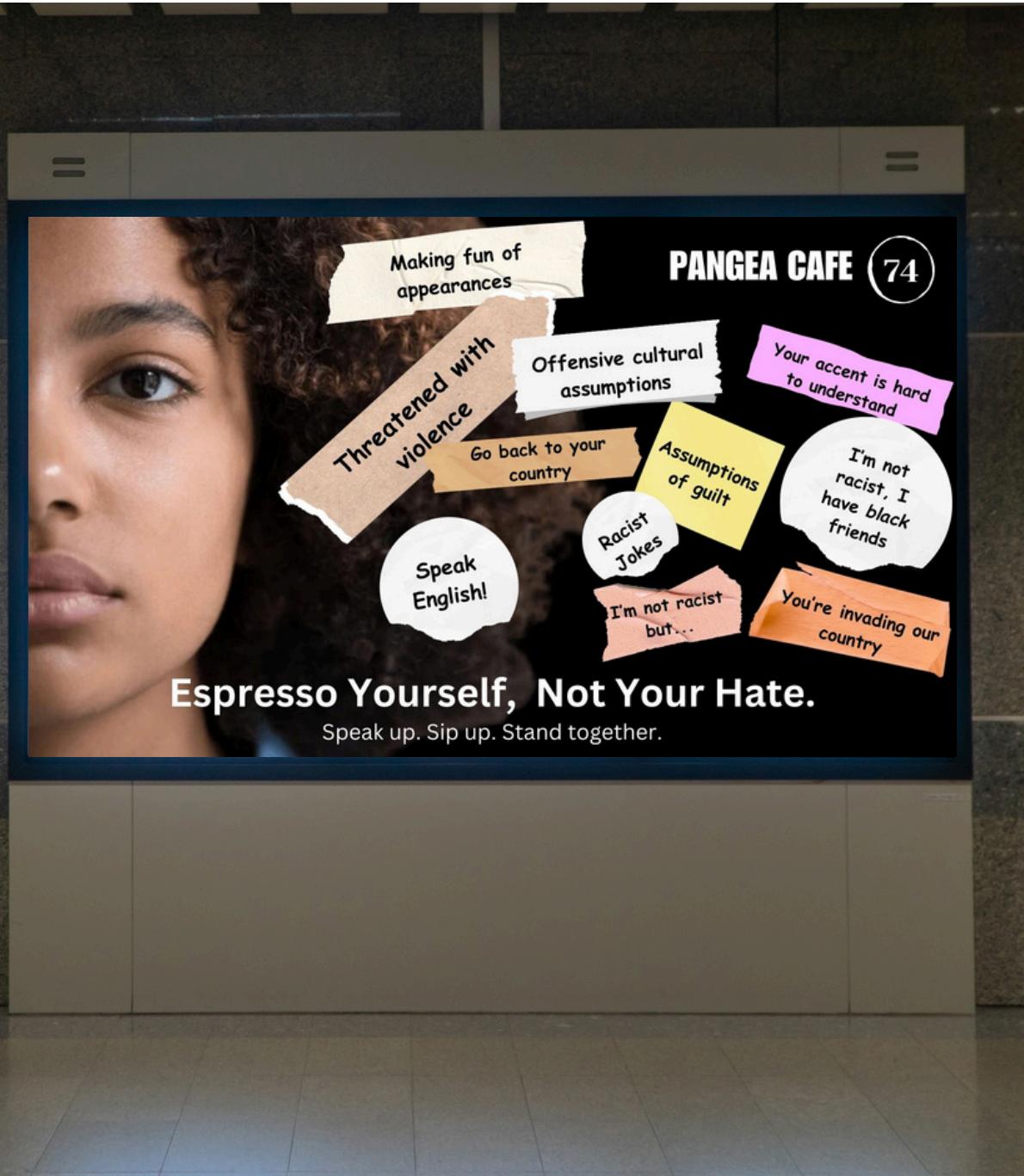
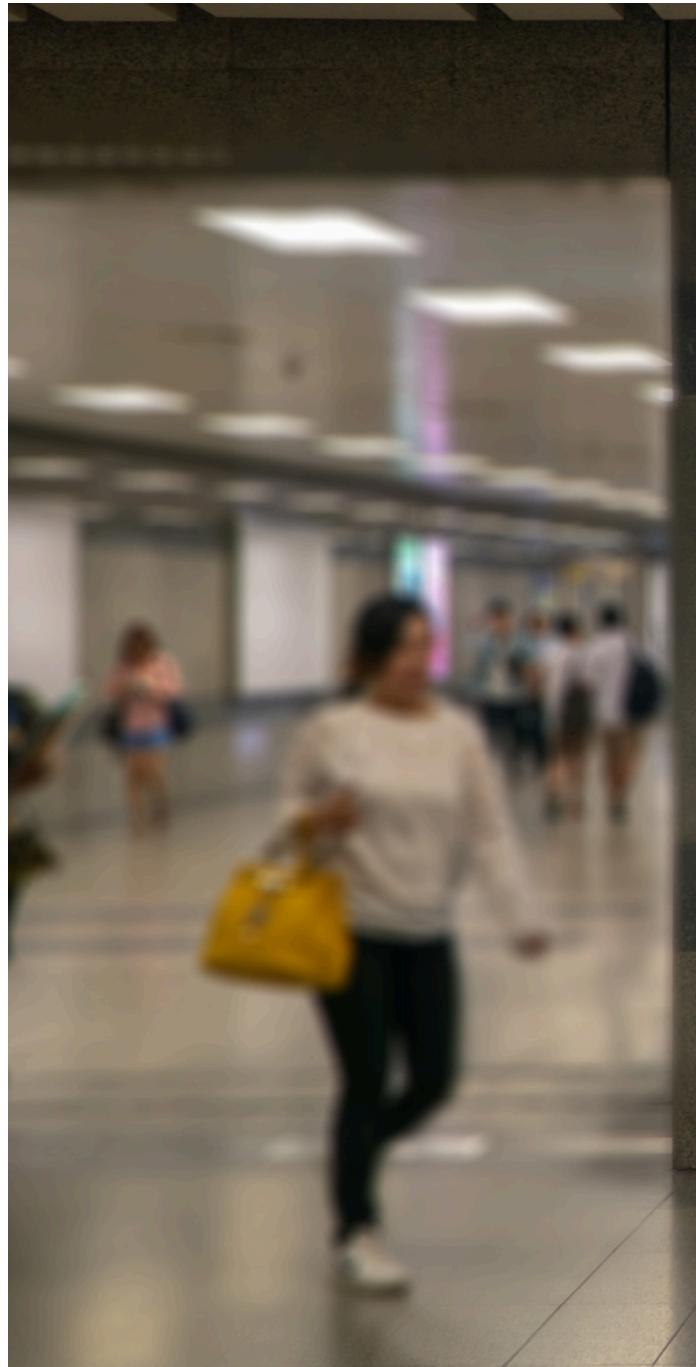
Community Engagement

The campaign stays vibrant with weekly Brewing Tales: Blend & Bond sessions—open-mic nights featuring stories of global unity paired with speciality coffee tastings, shared online to boost engagement.

Instagram Series

An Instagram series, Archie Says No to Racists, sees our cheeky mascot delivering witty anti-hate messages like, "I sniff everything—racism smells the worst." Alongside this, Community Spotlights celebrate customers and staff, sharing their cultural stories and love for Pangea.

Campaign Posters



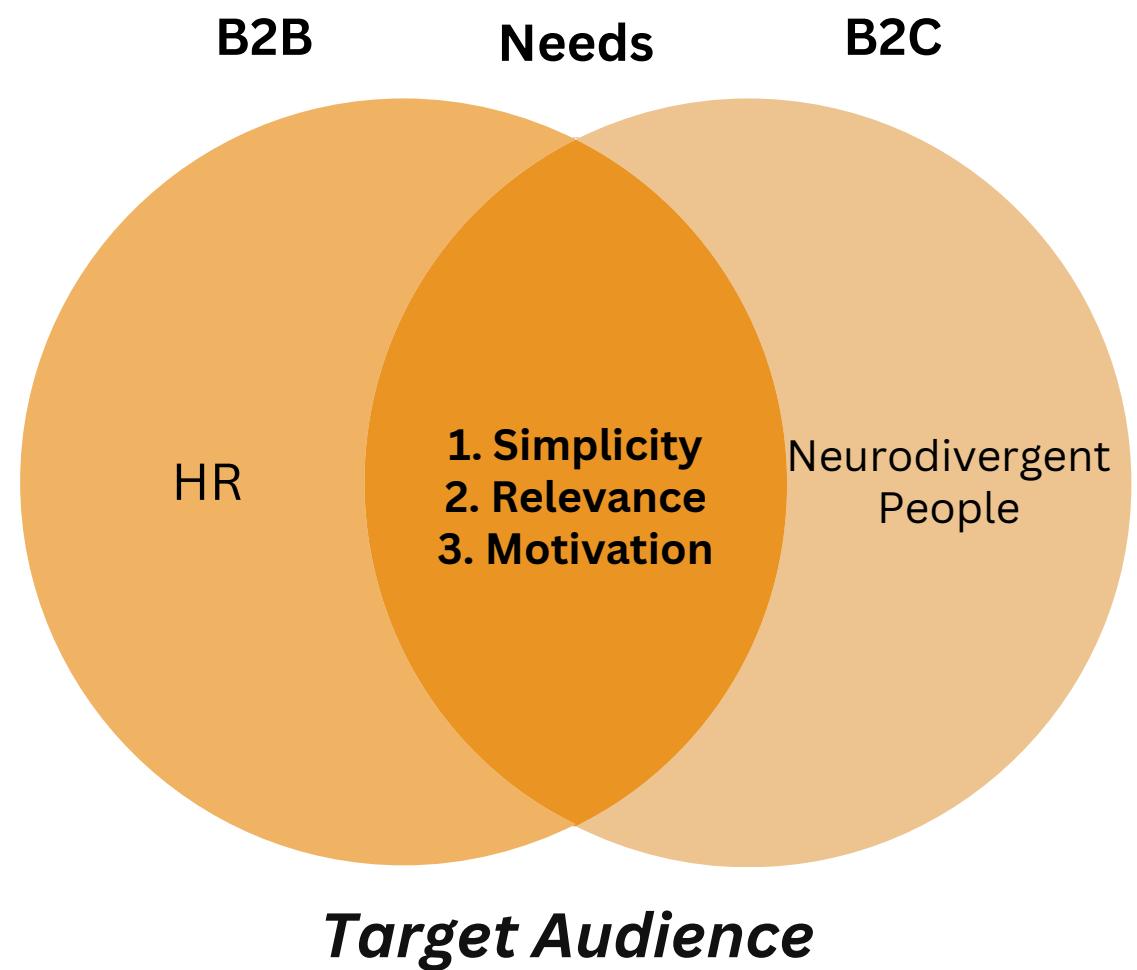
Pitch Project

NDSA



- Neurodiverse Self Advocacy Client Brief

The brief is to create **brand strategy and insights** of NDSA (for B2B) to help **HR and corporate businesses** break down barriers and foster truly **inclusive workplaces**. The strategy will highlight the extraordinary potential of neurodivergent professionals, positioning NDSA as the go-to partner for businesses seeking authentic inclusion and diversity-driven innovation.

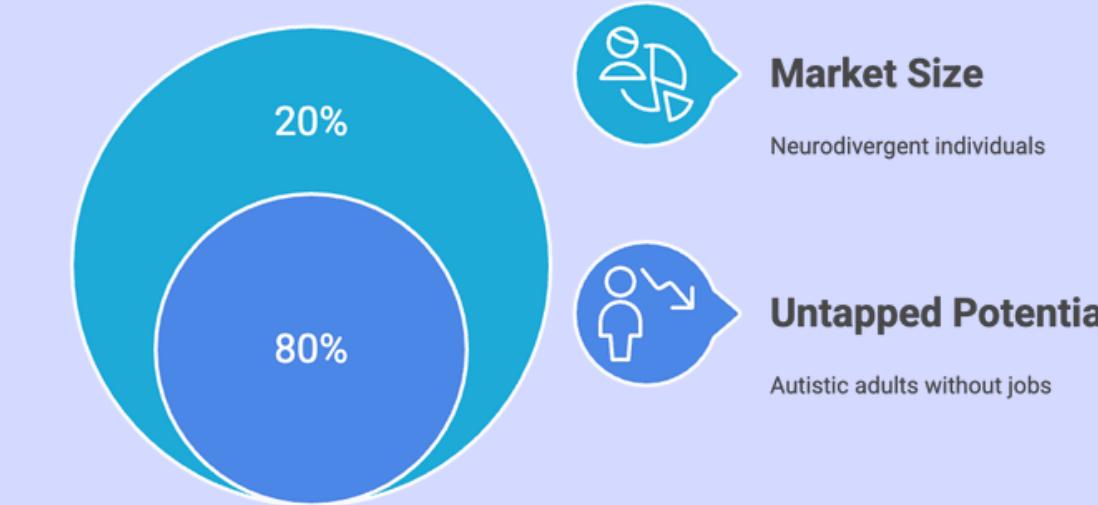


Insight

Simplifying NDSA's tone and content for HR enhances **clarity** and **relevance**, making neurodiversity **advocacy impactful** in fostering inclusive workplace strategies.

Opportunities in the Market

Neurodiversity Market Opportunity



19%

Diverse companies are more profitable.

90-140%

Neurodivergent employees can be more productive in certain roles.

96%

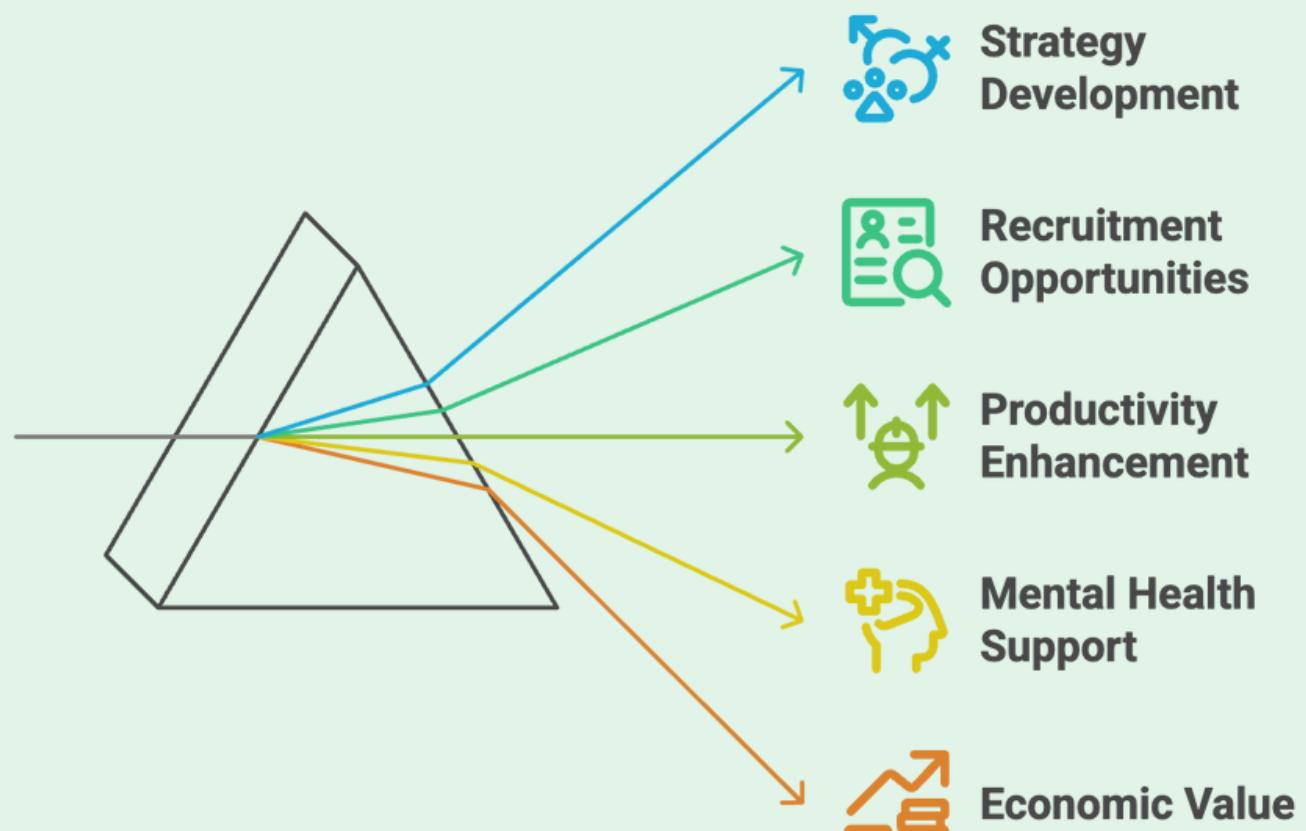
Creative businesses see a competitive advantage in neurodiversity.

Competitor Analysis

Competitor	Key offerings	Strengths	Target Audience
 Lexxic	Workplace assessments, diagnostic assessments, coaching, training	Comprehensive services, experienced team, focus on workplace solutions	Employers, HR professionals, neurodivergent individuals
 Exceptional Individuals	Consulting, recruitment, employment support	Specialized in both employer and individual support	Employers, neurodivergent job seekers
 autism plus ADDING VALUE TO LIVES	Support services, likely focused on autism	Specific autism expertise	Individuals with autism, their employers
 Reed in Partnership	General employment services	Broad reach in employment services	Neurodivergent individuals, possibly employers
 In THE NEUROVERSE A HUB FOR LIMITLESS MINDS	Comprehensive information and insights about neurodiversity and its advantages within the workplace.	Focus on empowerment and community	Neurodivergent individuals, possibly employers

Unveiling the Dimensions of Neuroinclusion

Neuroinclusion
in the Workplace



NDSA's Current Motto

Nothing about us, without us

Unclear motivation
Unfriendly and demanding

NDSA's Updated Motto

With NDSA, it's not just about inclusion—it's about transformation.

Clear goal and motivation
Empowering and supportive
Client focused

Positioning Statement

For HR Directors, NDSA is the leading voice in neurodivergent inclusion that offers expert-led training and tools for inclusive workplace benefits. Unlike competitors, NDSA stands out by consultancy based on lived experience and data.

Current Tone of Voice

Losing message due to over-complicated and saturated information.

From

Overly Complicated

To

Clear, actionable, and inclusive language.



← Basically

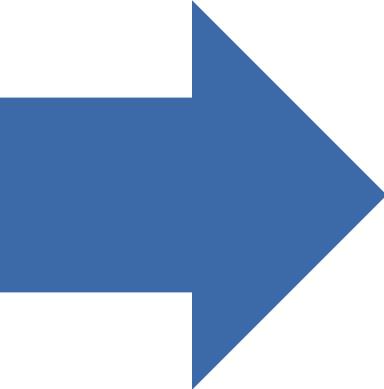
Current Mission Statement

Our Mission Statement:

- The support and enablement of Neurodivergent People to lead healthy and fulfilling lives, achieve their life goals and realise their potential in order to achieve equality and fully contribute to society.
 - i. By Neurodivergent People we mean people on the autistic spectrum, who may also have ADHD, Dyslexia, Dyspraxia and co-occurring conditions such as epilepsy, OCD, Bipolar etc...
 - ii. Autistic Spectrum Disorder includes Autism, Asperger's, PDD-NOA
- We will provide an online platform for those who want to find detailed information about Autism Spectrum Condition and Neurodiversity. This interactive platform will be organised by those on the spectrum who can offer advice and guidance based on their own experiences and understanding autism from within.
- We are an autistic-led group that promotes (self)advocacy by neurodivergent people for neurodivergent people. We will enable Neurodivergent people to support each other, provide peer to peer support and coaching right from the suspicion of the diagnosis, throughout the diagnosis process and beyond.
- We will support Neurodivergent people to achieve their life goals such as obtaining qualifications, achieving and retaining fulfilling employment, forming and raising a family and aging happily by providing tailored peer to peer advice and support based on our lived experience and inside knowledge of our condition.
- Too often those classed as with so called 'low level needs' only receive support at crisis point. We will support and enable all neurodivergent people who need specific tailored support in order to successfully achieve their potential.
- We will advocate for autism acceptance as part of human diversity, achieving equality for neurodivergent people in all aspects of human endeavour they choose.
- We will operate an open national Neurodivergent Self Advocacy organisation that will provide a forum ("a place to discuss"), with an open process for autistic adults to discuss priorities and needs. We will be the voice of adults on the spectrum, at a national scale that is distinct from the voice of professionals working in autism and organisations set up to provide support for families with children on the spectrum. This provides us with the authority to discuss autistic needs from a Neurodivergent perspective for which current structures have no capacity.
- We will provide a space for autistic people to contribute, to get involved, to use the wealth of skill and knowledge autistic people have, utilise their lived experience and inside knowledge of autism. Autistic people can do a lot to support each other and basically themselves.

Word Count: 400

Updated Mission Statement



Our mission is to empower neurodivergent individuals in the workplace, providing tailored support and guidance. We offer comprehensive coaching, advocacy, and a national forum where neurodivergent adults can express their needs, promoting autism acceptance, equality, and neurodiversity in HR practices.

Word Count: 40

One-Minute Briefs

Transport for
London (TFL)

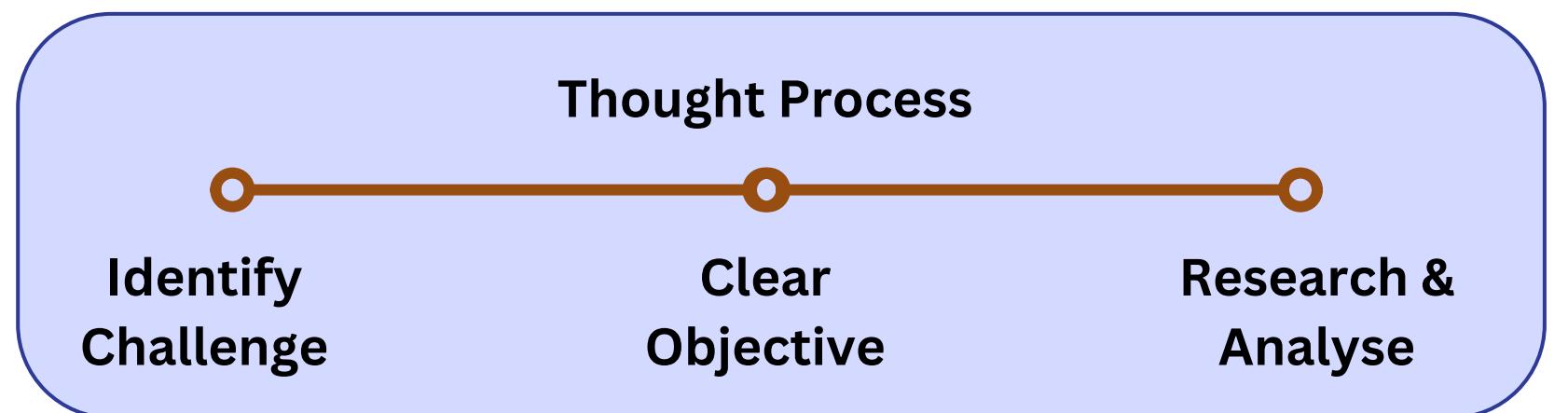
Task Rabbit

* Won Challenge

TRANSPORT FOR LONDON (TFL)

- By One Minute Briefs (OMG) on X

For [#CycleToWorkDay](#), I responded to a creative brief by @OneMinuteBriefs on X (Twitter), crafting a quick and impactful idea to promote cycling to work, i was in the top 5 winners. The challenge aligns with Transport for London's mission to encourage sustainable commuting options across the city.



OBJECTIVE

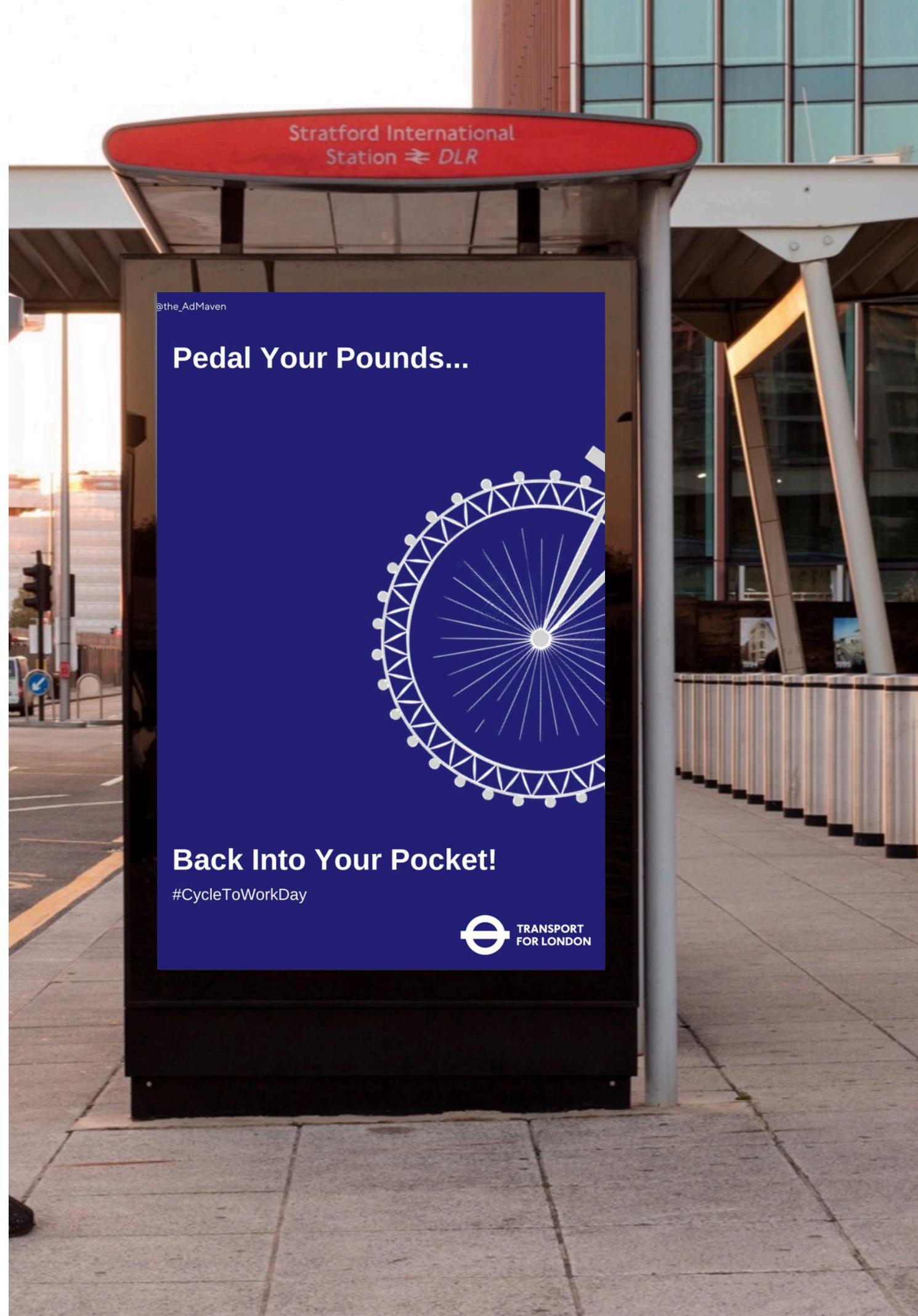
Promote #CycleToWorkDay by showcasing the cost-saving and eco-friendly benefits of cycling.

INSIGHT

Cycling saves money while supporting a healthier and greener London.

STRATEGY

Use the London Eye as a visual metaphor to link cycling with sustainability and savings.



TASK RABBIT

- By One Minute Briefs (OMG) on X

For TaskRabbit's latest ad campaign, I participated in a creative brief by @OneMinuteBriefs on X (Twitter), crafting posters that reimagine famous Manchester-based artist/band song lyrics to promote the platform's home service categories. The campaign leverages TaskRabbit's quick, reliable solutions to everyday tasks.



Thought Process

Identify Challenge

Clear Objective

Research & Analyse

OBJECTIVE

Drive awareness of TaskRabbit's ability to deliver rapid, dependable home repair services while engaging audiences with creative, localized messaging.

INSIGHT

People are more likely to act on home repair needs when the solution feels effortless and trusted.

STRATEGY

Leverage culturally iconic music references and lighthearted humor to create a memorable association with TaskRabbit's swift and reliable services.

Case Study

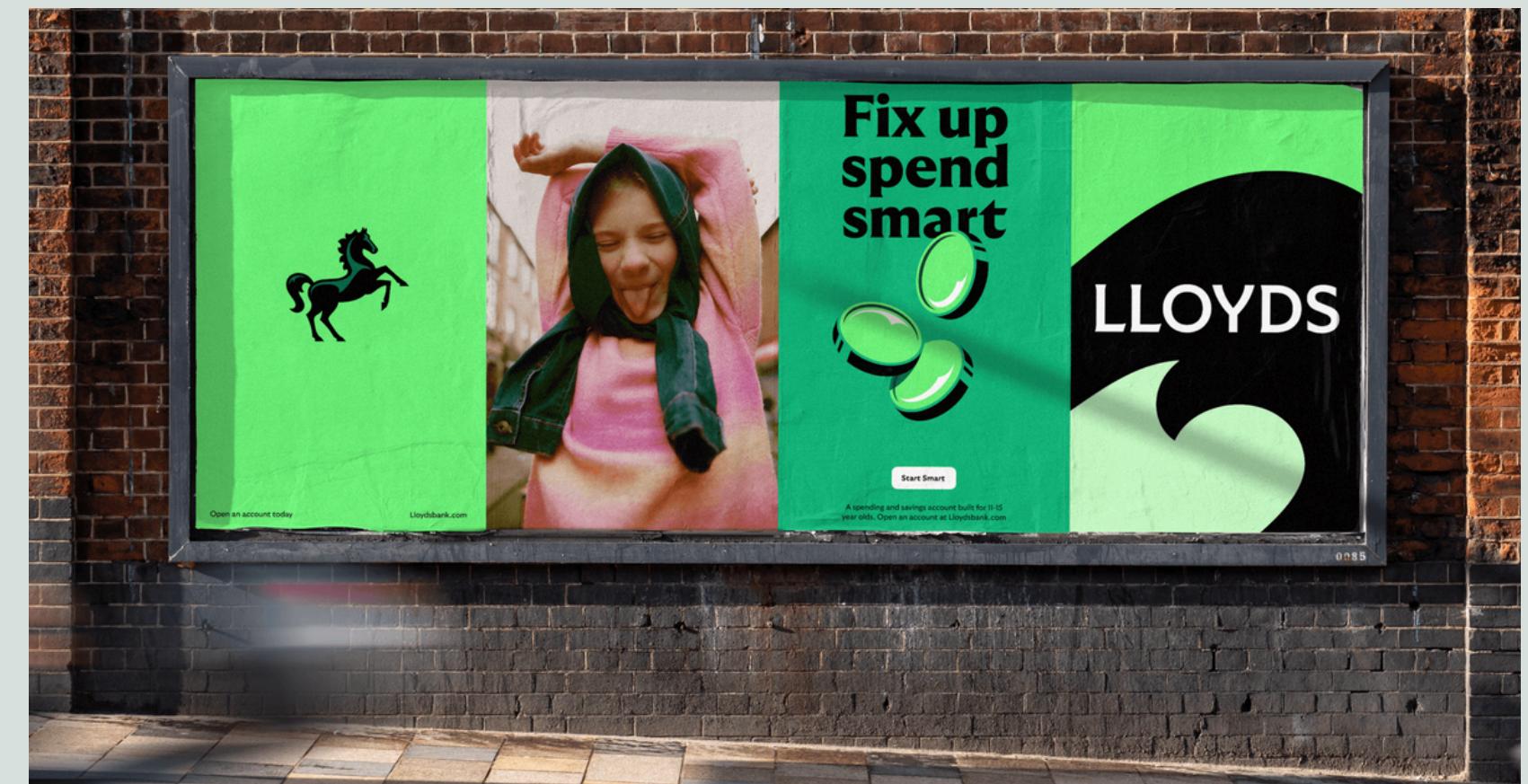
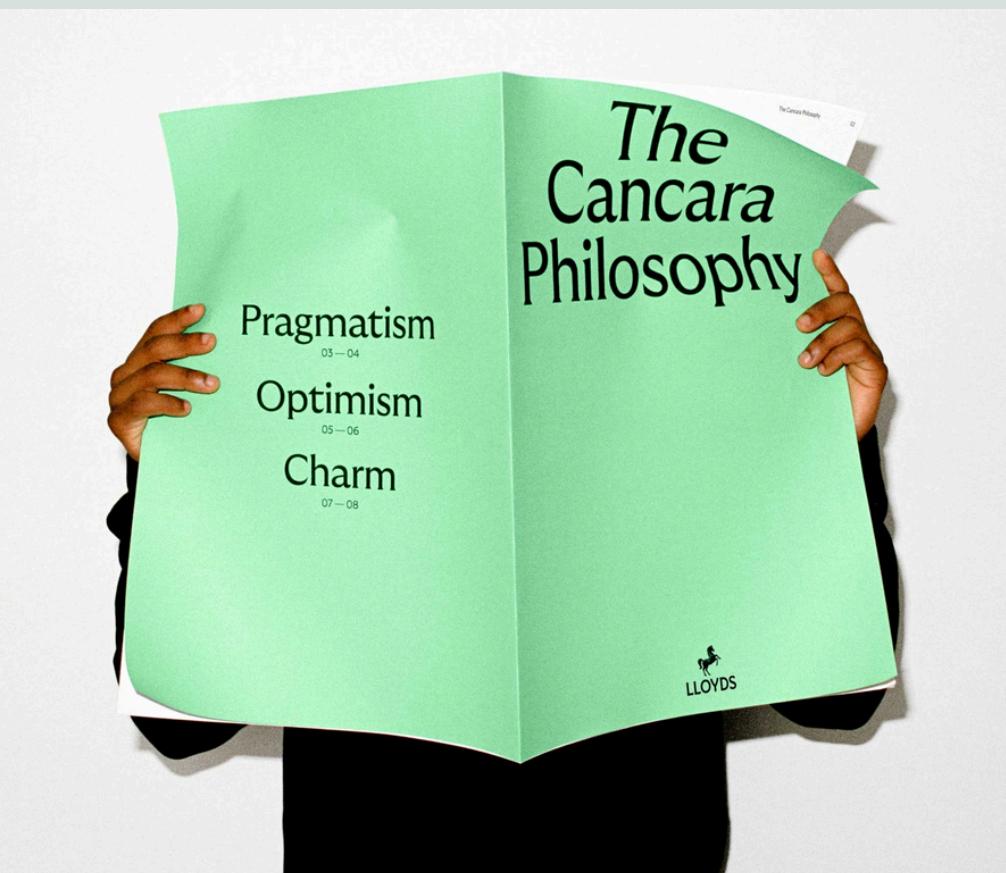
LLOYDS BANK REBRAND
A NEW ERA OF MOBILE BANKING EXCELLENCE

LLYODS BANK



- Case Study

This case study explores how Lloyds Bank can *sustain* the buzz of its 2024 rebrand, which brilliantly balanced heritage and innovation, earning admiration from marketers and local communities. While the rebrand was a resounding success, the momentum is fading. Here are my *ideas which are more like the next steps*—blending digital innovation, community focus, and customer values—to ensure Lloyds' rebrand sustains much longer, fresh, relevant, and deeply connected with its audience.



SUGGESTIONS

“Lloyds Local” Pop-ups

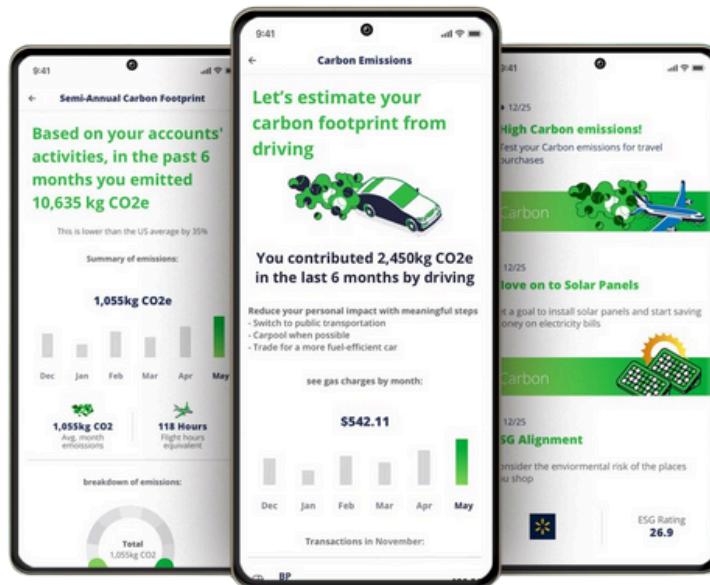


Introducing **Lloyds Local—pop-up banking pods** that bring financial services to customers where they live, work, and play.

Building on Lloyds' rebrand success and inspired by competitor (**Barclays**) trials, these pods transform coworking hubs, universities, and shopping centres into approachable spaces for financial education and empowerment.

Unlike typical UK pop-ups for food or beauty, Lloyds Local focuses on knowledge, offering workshops, personalized advice, and self-service tools to help customers confidently manage their money.

“Green Footprint” Banking



Introducing the **Green Footprint Program**—Lloyds' sustainability initiative that integrates a carbon-tracking tool, **green credit cards** made from recycled materials, and incentives for eco-friendly choices.

While competitors like NatWest and HSBC offer similar tools, Lloyds combines tracking with actionable tips and rewards for sustainable habits.

This program positions Lloyds as a leader in **sustainable banking**, turning everyday financial decisions into steps toward a greener future.

“Forward Together” Community Platform



Introducing **Forward Together**—a platform where Lloyds customers connect, support local businesses, and share financial stories, fostering community and empowerment.

Lloyds promotes inclusivity and pride through initiatives like funding local projects and sharing personal journeys. **The Voice of Britain Podcast** adds relatable advice and inspiring stories, celebrating financial diversity.

With **Forward Together**, Lloyds transforms banking into a learning, connecting, and growing space.

SNAPPY BY DESIGN – LET'S CHAT FOR THE FINER DETAILS!

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