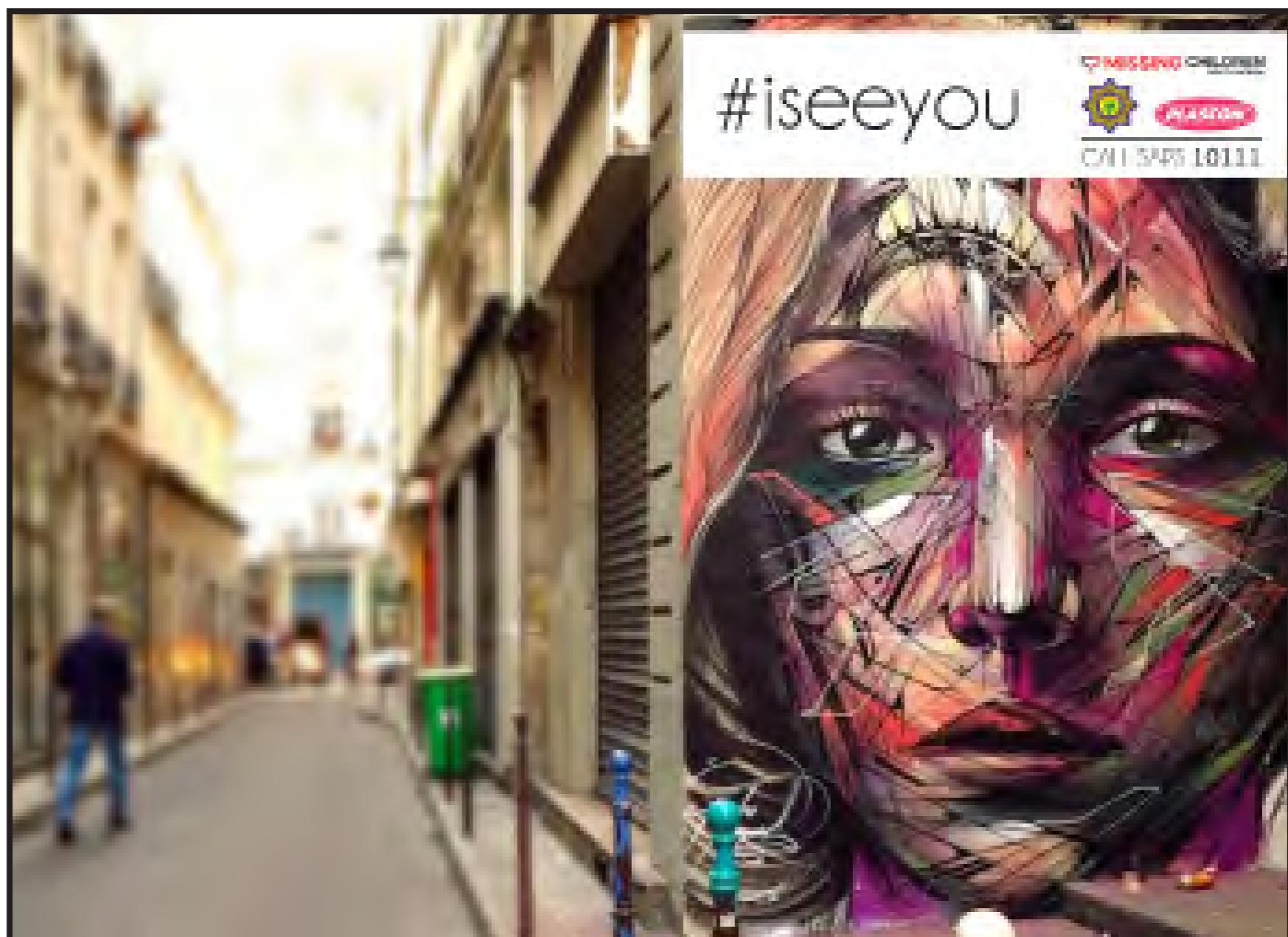


Sociale's
operative
work

CSI Idea: Plascon

Brief: Missing Children SA is the biggest missing person organization in South Africa, yet most people don't get to see people who are missing as they have to go to the website to see the missing kids. Our idea is to Show The Missing to the people through street art. We would like to use street artists to paint faces of missing people on well chosen space/walls around town. This would also creating jobs for street artists and Lifting the Gray out of the City.

Mechanics: Street Artists will be on stand by, as soon as news gets out that there is a missing person, a portrait picture of the missing person will be sent to them so they can paint a mural portrait of the person on selected high traffic areas. On the portrait Missing Children SA, SAPS Logo-and number and Plascon logo with a hush tag #iseeyou will appear on the art work. With the hush tag #iseeyou we can track how the movement is going on social media which creates talking point



man that travelled a journey of greatness, with a great beer. the beer across the counter, you know that you were the congratulate and celebrate yourself. Because as you slide wait is well worth the reward. Now take the time to one you'll be serving. A man who understands, that the mark, take time to admire another great man. The up into the glass. When the glass reaches its three-quarter perfect forty-five degrees, watch as years of patience fill break-up sessions. As you tilt your glass to ensure a quite possible that they would end up in two minute their disposition. Your insight has taught you that it's care more about their disposable income rather than Where they meet several potential soul mates, who to enter into two minute speed dating sessions. more than one food group. Some might even choose indulge in a meal that struggles to traverse across wrapping. But you are too well informed to the nutritional value equivalent to that of its bowl of two minute noodles - a snack with minutes. Others may indulge their palates in a substance than can be analysed in just two you know that a man's life has much more about their past, present and future. But having a perfect stranger make predictions perhaps, a two minute palm reading – to do something else in two minutes. Like, Guinness Draught. Many men might choose right, if you're to serve the perfect glass of a beer, you know that two minutes is just that two minutes is a long time to wait for bottom. And where many might complain does not start from the top, but rather the recognises that the journey of a great beer  great barman. Only a Guinness barman salute yourself. You've shown traits of a

Print AD | Hotel Magazine

Read the copy of the advert from bottom left, Which is how you pour perfect stout.



man that travelled a journey of greatness, with a great beer. the beer across the counter, you know that you were the congratulate and celebrate yourself. Because as you slide wait is well worth the reward. Now take the time to one you'll be serving. A man who understands, that the mark, take time to admire another great man. The up into the glass. When the glass reaches its three-quarter perfect forty-five degrees, watch as years of patience fill break-up sessions. As you tilt your glass to ensure a quite possible that they would end up in two minutes their disposition. Your insight has taught you that it's care more about their disposable income rather than Where they meet several potential soul mates, who to enter into two minute speed dating sessions, more than one food group. Some might even choose indulge in a meal that struggles to traverse across wrapping. But you are too well informed to the nutritional value equivalent to that of its bowl of two minute noodles - a snack with minutes. Others may indulge their palates in a substance than can be analysed in just two you know that a man's life has much more about their past, present and future.

Print AD | Hotel Magazine

Integrated to Social Media

When you run your finger (**On the screen of a Tablet**) reading line by line, the copy fades away to be replaced by a perfectly poured stout.



Print AD | Hotel Magazine
Integrated to Social Media

This is how the Social Media Ad looks like, after reading all the copy.



jeep.co.za

STYLISH BUT TOUGH. JUST LIKE YOU.

The Jeep® Compass.

You've always had a thing for style. So don't be surprised that the Jeep Compass has caught your eye. But it's not just a pretty face; the Jeep Compass comes with a range of features including heated front seats to keep you warm after those winter gym sessions. And with a huge boot, shopping just became even more of a pleasure, while UConnect® Multimedia technology keeps you entertained on any trip you take, even the short ones. Who says you can't have the best of both worlds?

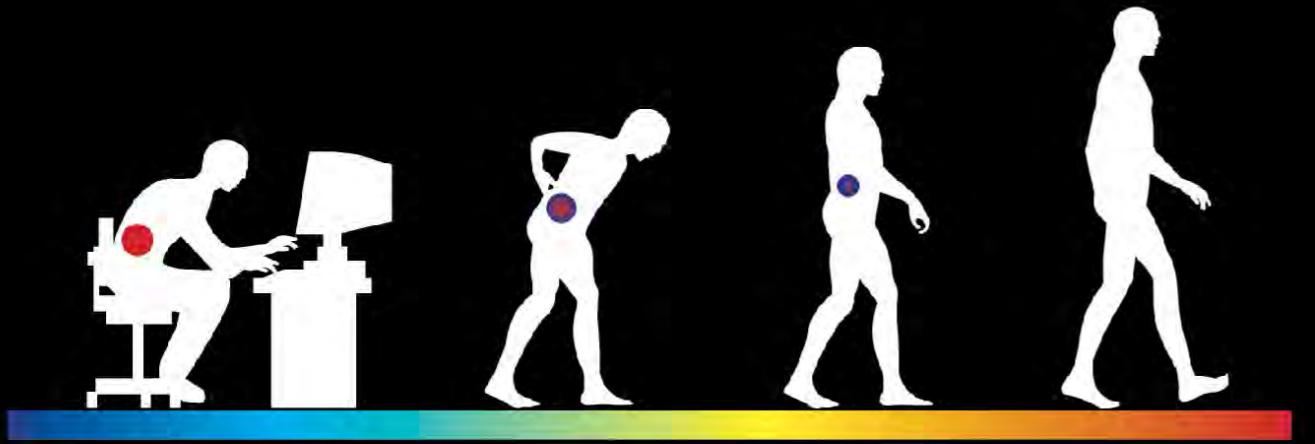


Jeep

JEEP IS A REGISTERED TRADEMARK OF CHRYSLER GROUP LLC.

Print AD | Glamour Magazine

Giving a masculine product a feminine feel.



Print AD | Product Campaign

Leave the pain of work at work

With Icy Hot muscle rubs and patches.

You work hard every day, and when the end of the day comes, it should be time to relax. But if your muscles are aching from another hard day's work, that's easier said than done. With its iciness to dull the pain and heat that relaxes it away, Icy Hot rubs and patches are the perfect relief from everyday pains. Get an Icy Hot muscle rub or patch for relief from muscle pain.



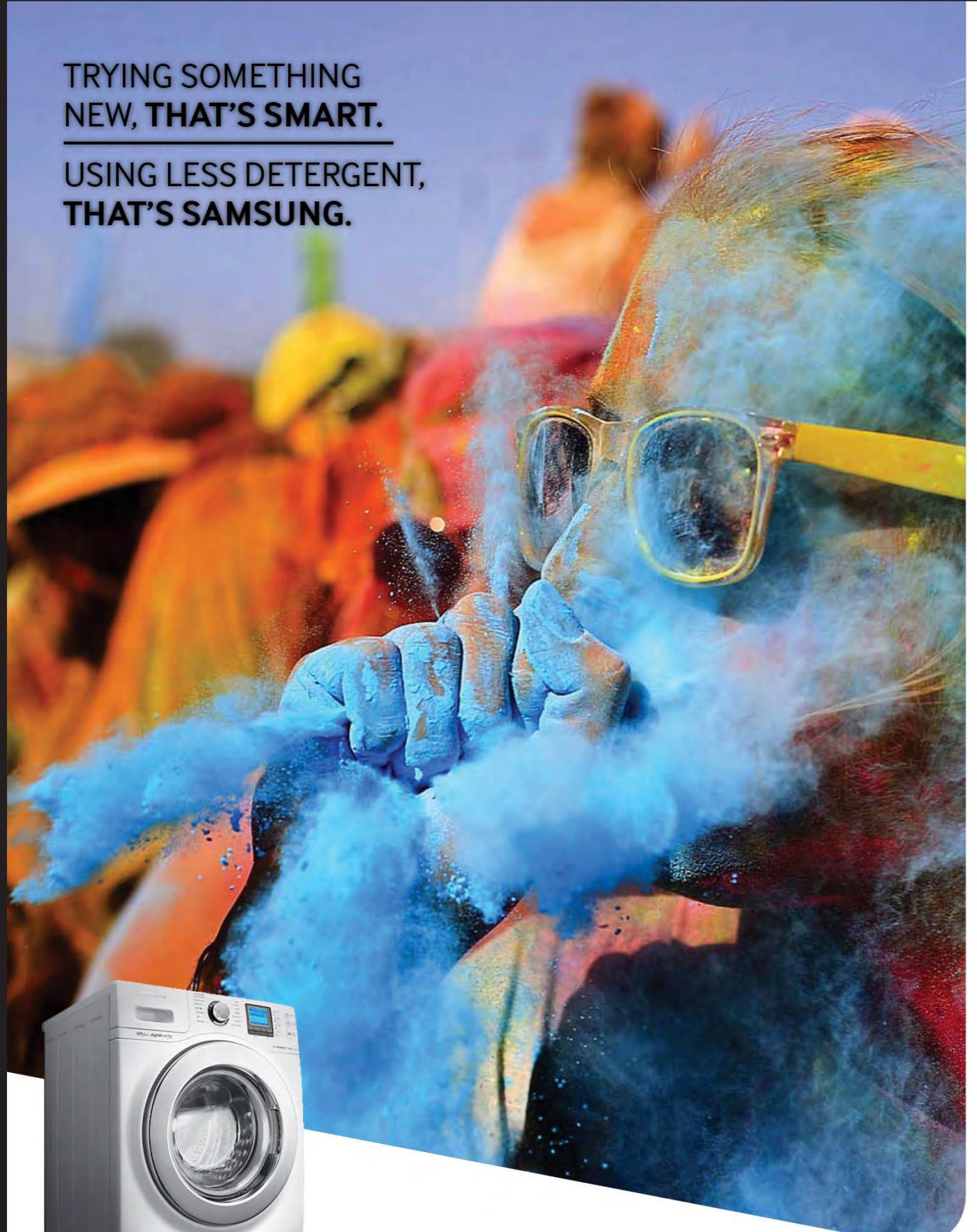
www.icyhot.co.za



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TRYING SOMETHING
NEW, THAT'S SMART.

USING LESS DETERGENT,
THAT'S SAMSUNG.



SAMSUNG
deep foam
with eco bubble™



DEEP FOAM

The Samsung Deep Foam washing machine has eco bubble™ technology which uses less water, detergent, and electricity, saving you money with every wash. And more than that, it's helping to protect the planet we all share. Cleaning your clothes shouldn't leave our rivers dirtier.



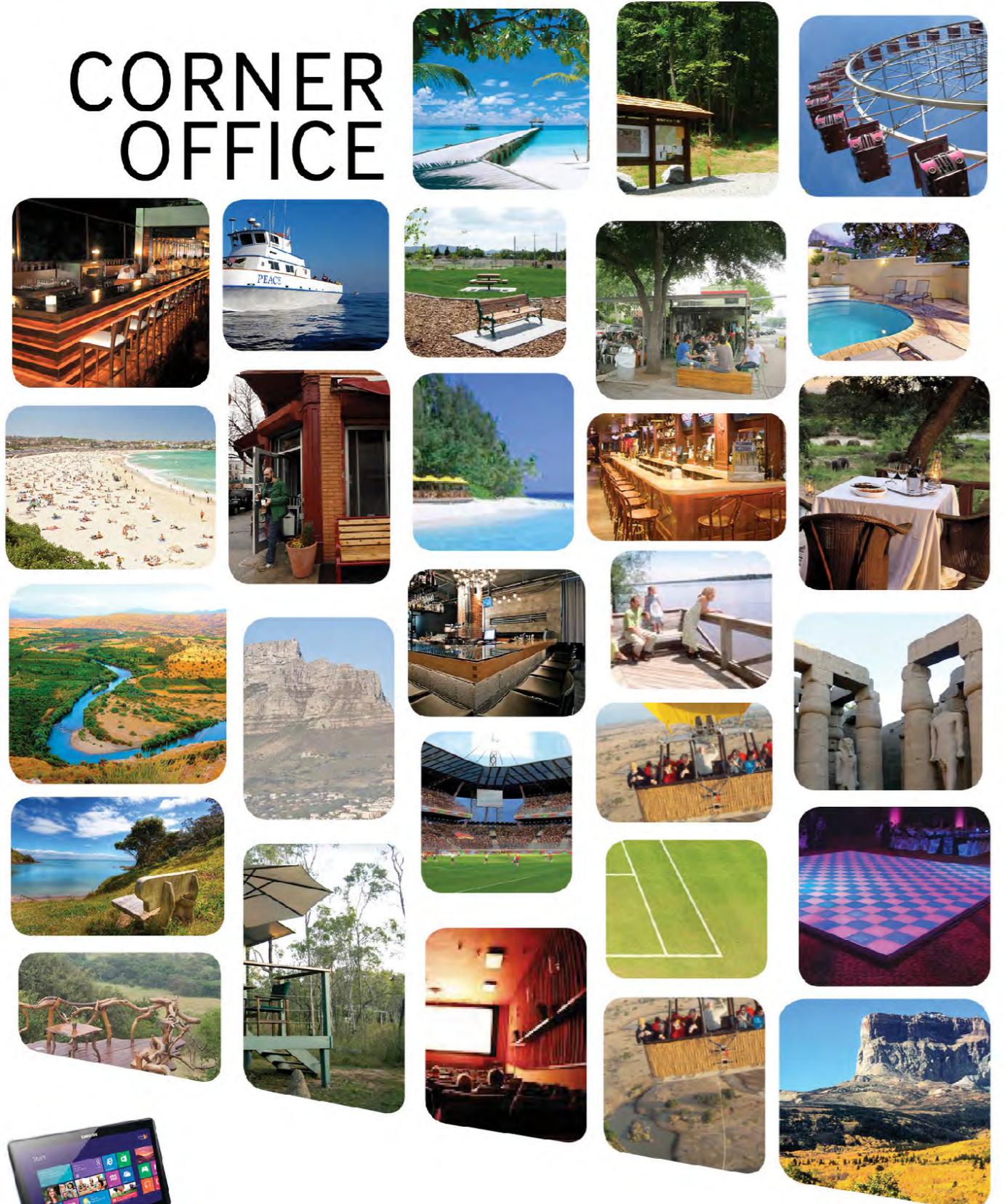
Print AD | Washer Campaign | 1

Newspaper AD | Product AD

Competitive tactical Ad.



CORNER OFFICE



Samsung Ativ work, reinvented.



SMART PC
S-PHONE
TAB

The Samsung Ativ range of Smart devices will change the way you look at work. With a phone, tablet, and Smart PC all running Windows 8 and all designed to seamlessly interact with each other, your office becomes wherever you happen to be when inspiration hits. Amazing starts now.



Follow us on



www.samsung.com © 0860 726 7864

Print AD | Product Campaign | 1

B2B Ad/E learning.

**THE REVOLUTION
WAS NOT FICTION,
IT WAS REAL!**



This **25th May**, embrace your precious freedom on **Africa Liberation Day**, and soar to even greater heights in honor of all those who sacrificed their lives so that you could be here today. Always remember that, you are the master of your fate, and the captain of your soul. Be responsible with your freedom.



POSTER | Africa Liberation Day AD



Print AD | Pan African

How PAP works

Digital Rital AD

When you touch the car on the screen of your tablet or smart phone the car changes colour, we did this because Digital advertising has to be interactive giving us an opportunity to offer more information to our customers.

**RETAILS AT
R243 650
Incl. VAT**

**MITO 1.4TB 100kW MultiAir Distinctive
R3 350*pm**

10% Deposit, 30% Balloon payment
Terms: 60 Months
Linked interest rate: Prime -1.62%

Contact us for a test drive.

The exciting side of passion.



• 16" Sport Alloy wheels • Manual climate control • Steering wheel radio controls • MultiAir Technology with Alfa Romeo D.N.A sports switch • 100kW of Power & 206 Nm of torque @ 1750 rpm • Start&Stop • VDC - hill holder, ABS, ASR and Brake assist with Electronic Q2 • 7 Airbags

Terms and conditions apply. Visuals are for illustration purposes and the vehicle quoted might not be the vehicle illustrated on the advert. This offer excludes fleet deals. E&OE.

5 YEAR WARRANTY 150 000 KM

Alfa Romeo Services A division of WesBank

WITHOUT HEART WE WOULD BE MERE MACHINES.

This financial deal is available through Alfa Romeo Financial Services.



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R243 650
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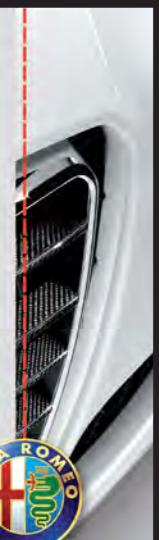
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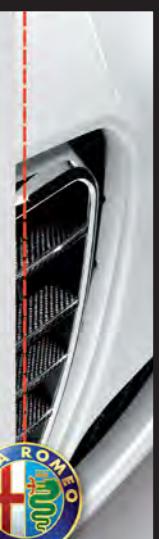
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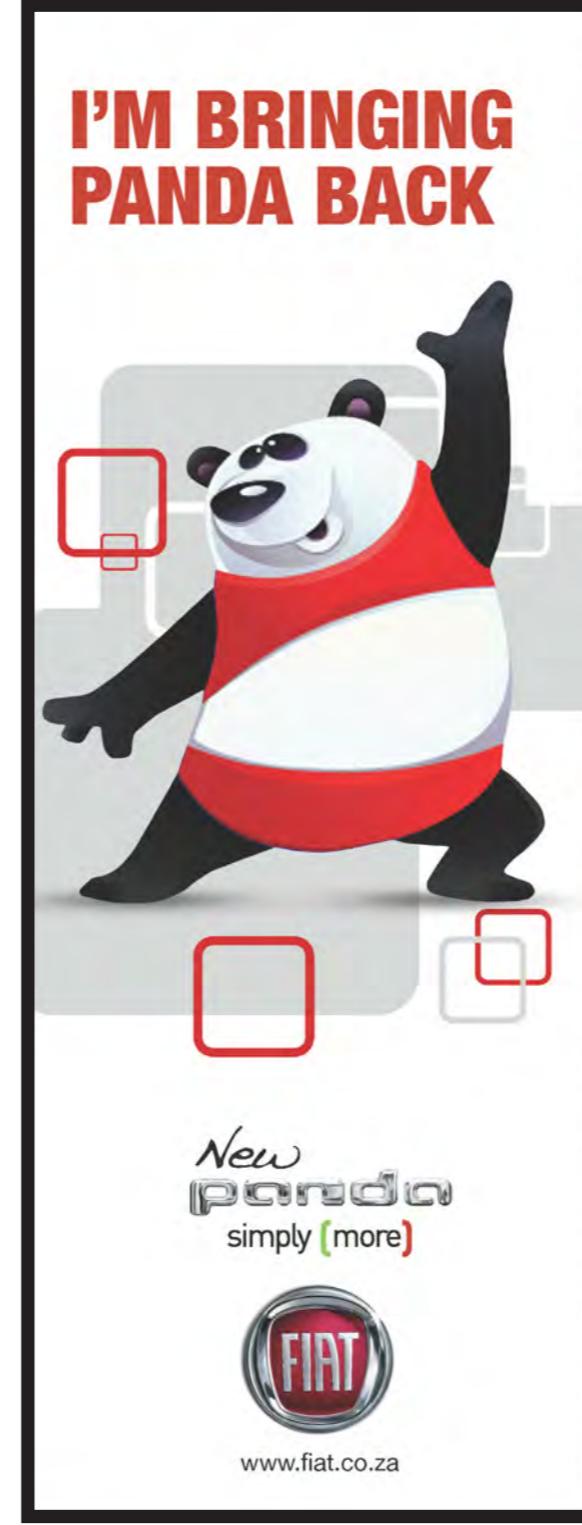


ONLINE Banners

The colour of the rugby ball changes to colour representing all countries in the world cup



INSTORE



A Frame

Banner

Generic.



Outdoor | Painted wall Mural | Pan African | 2

Country-specific.



Billboard | Pan African



(working together)

PAN-AFRICAN PARLIAMENT
One Africa, One Voice

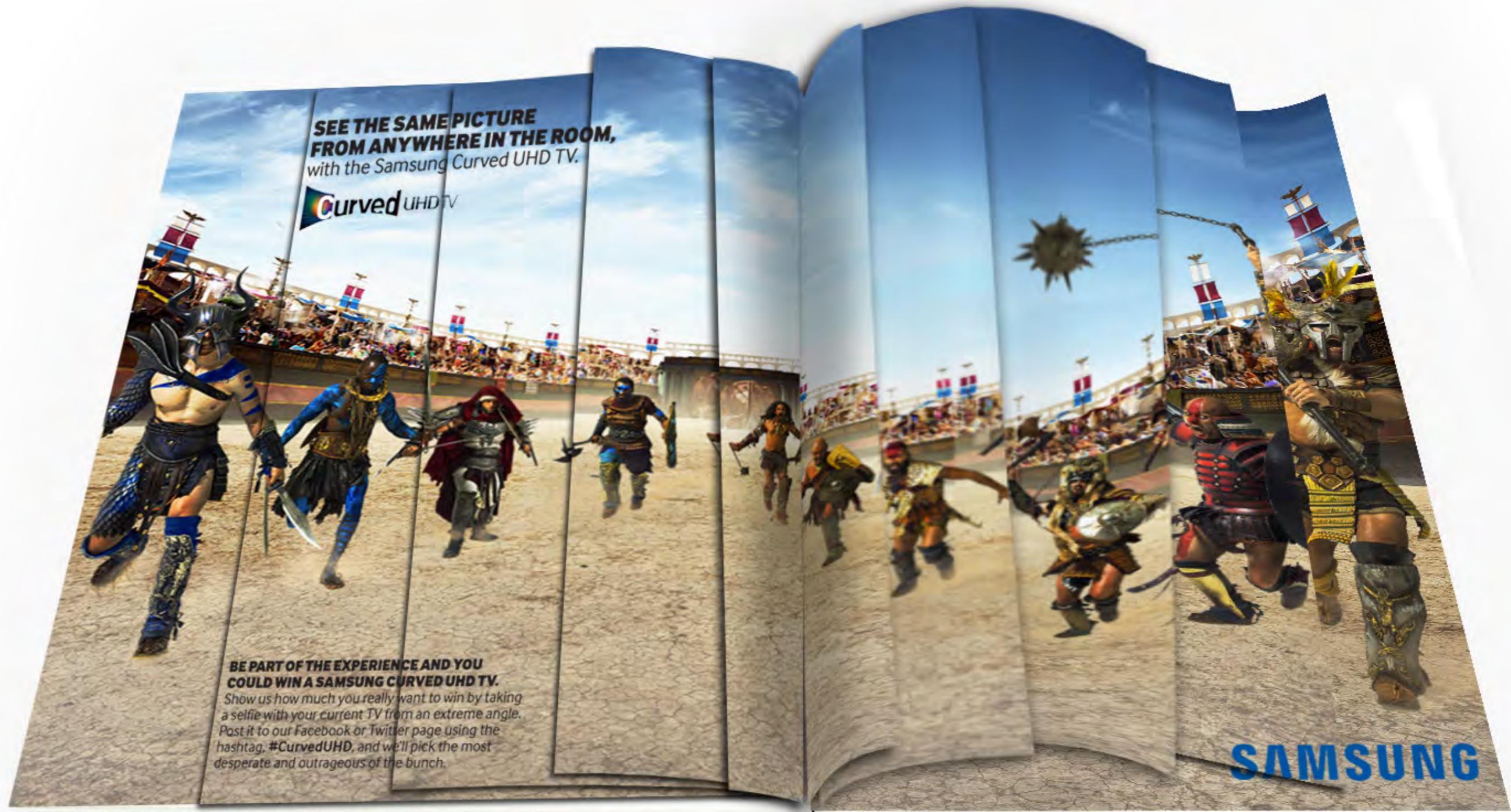
www.pan-african-parliament.org

Permanent Committees of the PAP



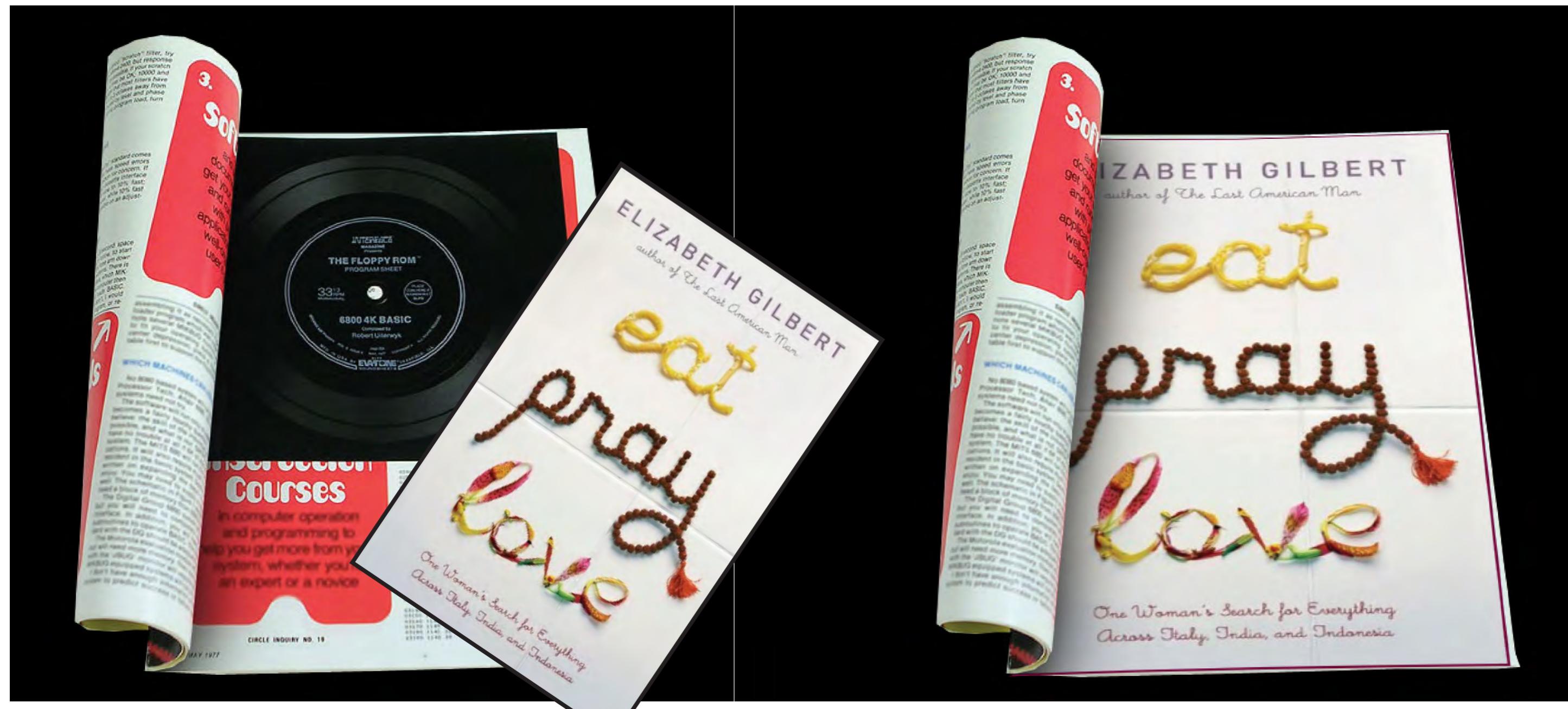
Promotion | Magazine insert

You can see the full picture from any page



Print Ad/Promotion | Audio books (Wordsworth)

You reap off the ad from the magazine, place it on the turntable and listen.





Activation | Signing up-plan idea

At a Whisky tasting show: We placed an easy to remove sticker of what looks like a person sitting on the driver's side of your car, when you get closer you can see its a sticker and the copy reads....

WHERE TO SIR? If you had bit too much to drink. we'll drive you and your car home safely Call 0861433552 NOW. Goodfellas logo
we had drivers waiting near by so the can take you home straight away





GO
BEYOND
THE
CLASSROOM.

THE NEW
LEARNING
EXPERIENCE

Education is what turns the little people into the big thinkers. And it's the big thinkers who change the world. We want to help them get there. Samsung's Learning Hub gives kids access to their entire syllabus and allows teachers to monitor each student's progress so they can go that extra step with them. And by adding in a free gig of data every month, we give kids the chance to explore even more because we know the world is bigger than just the classroom.

SAMSUNG
ENTERPRISE MOBILITY

  www.samsung.com/NLXeducation

Print AD | Family Magazine

Advertising E-Learning using Tablets.



STYLISH BUT TOUGH. JUST LIKE YOU.

The Jeep® Compass.

You've always had a thing for style. So don't be surprised that the Jeep Compass has caught your eye. But it's not just a pretty face; the Jeep Compass comes with a range of features including heated front seats to keep you warm after those winter gym sessions. And with a huge boot, shopping just became even more of a pleasure, while UConnect® Multimedia technology keeps you entertained on any trip you take, even the short ones. Who says you can't have the best of both worlds?

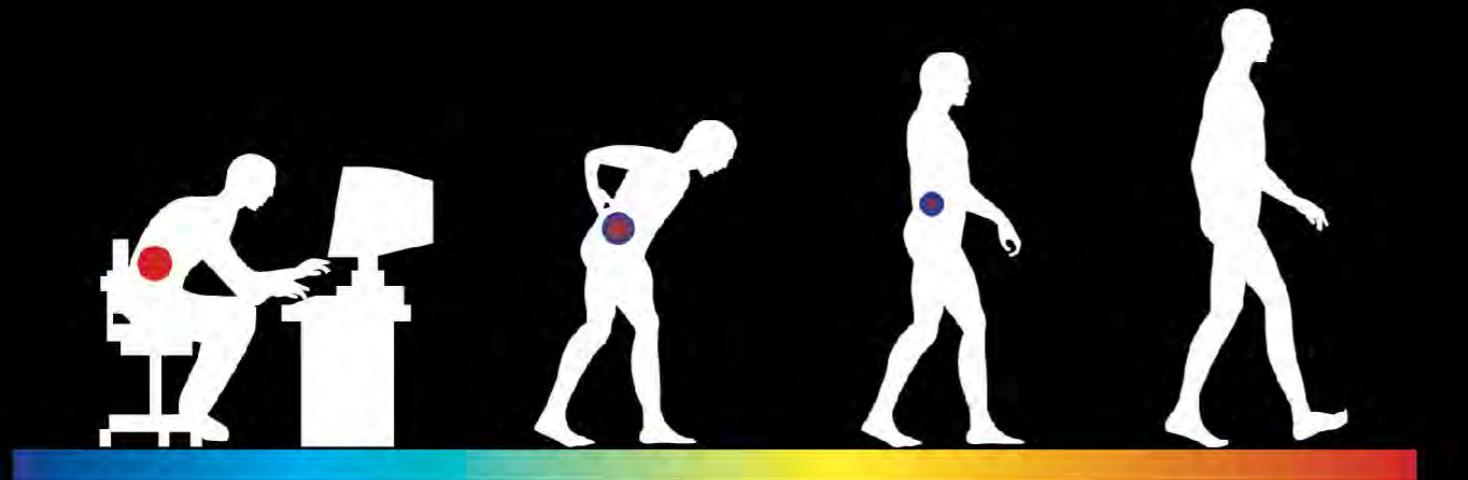


Jeep

JEEP IS A REGISTERED TRADEMARK OF CHRYSLER GROUP LLC.

Print AD | Family Magazine

Advertising a car to our female market.



Print AD | Family Magazine

Advertising a product that helps with pain.

Leave the pain of work at work

With Icy Hot muscle rubs and patches.

You work hard every day, and when the end of the day comes, it should be time to relax. But if your muscles are aching from another hard day's work, that's easier said than done. With its iciness to dull the pain and heat that relaxes it away, Icy Hot rubs and patches are the perfect relief from everyday pains. Get an Icy Hot muscle rub or patch for relief from muscle pain.



www.icyhot.co.za



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Advertising Campaign



Print Ad



Outdoor



Social media post

Advertising Campaign

Integrated to street promotion

Street promoters will hand out A5 cards where a breathalyzer is attached



Blow into the mouthpiece to check the amount of alcohol in your system



If the alcohol in your system is above the legal driving limit, GoodFellas phone number will appear on the screen of the breathalyzer



Activation | Signing up-plan idea

Advertising opportunity: We placed an easy to remove sticker of what looks like a person sitting on the driver's side of your car, when you get closer you can see its a sticker and the copy reads....

WHERE TO SIR? If you had bit too much to drink, we'll drive you and your car home safely **Call 0861433552 NOW.** Goodfellas logo we had drivers waiting near by so the can take you home straight away

Print AD | Hotel Magazine

Integrated to Social Media

Idea: introducing **Global Warming** which will encourage people to **recycle and to use less energy** in general.

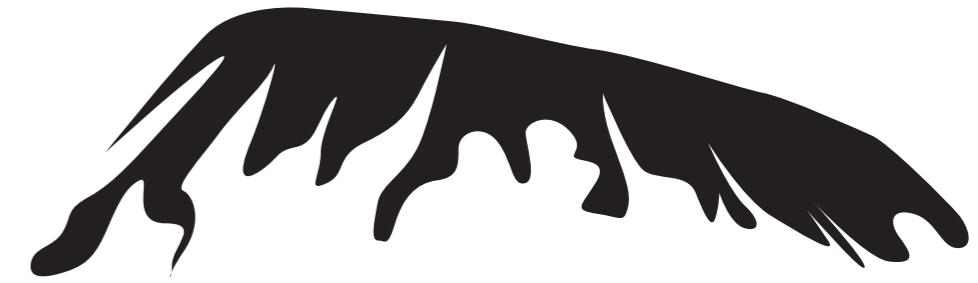


We would like to make **Green** and Kilimanjaro work hand in glove, when we live green we reduce the chance of the mountain melting even more, We would like to introduce the **#POOZAKILI WHICH TRANSLATES TO COOLKILI IN SWAHILI,**

A promotional campaign will encourage people to chill kili in order to save the mountain, How will people save this great mountain? is trough introducing fects about **Global Warming** which will encourage people to **recycle and to use less energy** in general. **Entertaining events that requires using of less energy will be used to promote this initiative.**

Social media: You send in the bar code numbers of the beer together with a picture of you or your friends doing something green to (Hush-tag) **#PO' OZAKILI (100 people will stand a chance to climb the mountain accompanied by the hospitality of our Poozakili team and exclusive live events around town)**

Radio: A daily show about Global warming between 12h00 - 14h00, a Dj will read livereads and tweets that people would have sent about the topic **(100 people will stand a chance to climb the mountain accompanied by the hospitality of our Poozakili team, T'shirt and exclusive live events around town)**



PO' OZAKILI

Integrated Street promotion

Street promotion team will hand out a card that also has a refuse bags attached.



RETAIL AD | Competitive Print AD



Billboard Campaign | Equatorial Guinea



Advertising Idea

Guinness Organised and soccer match and a music festival, disposable cameras where handed to the attendants, they where asked to take pictures of themselves and there friends enjoying a Guinness at the event. This cameras where collected after the event and a billboard was made using the pictures taken by the attendants



Shop opening

Product roll out



Thank you!