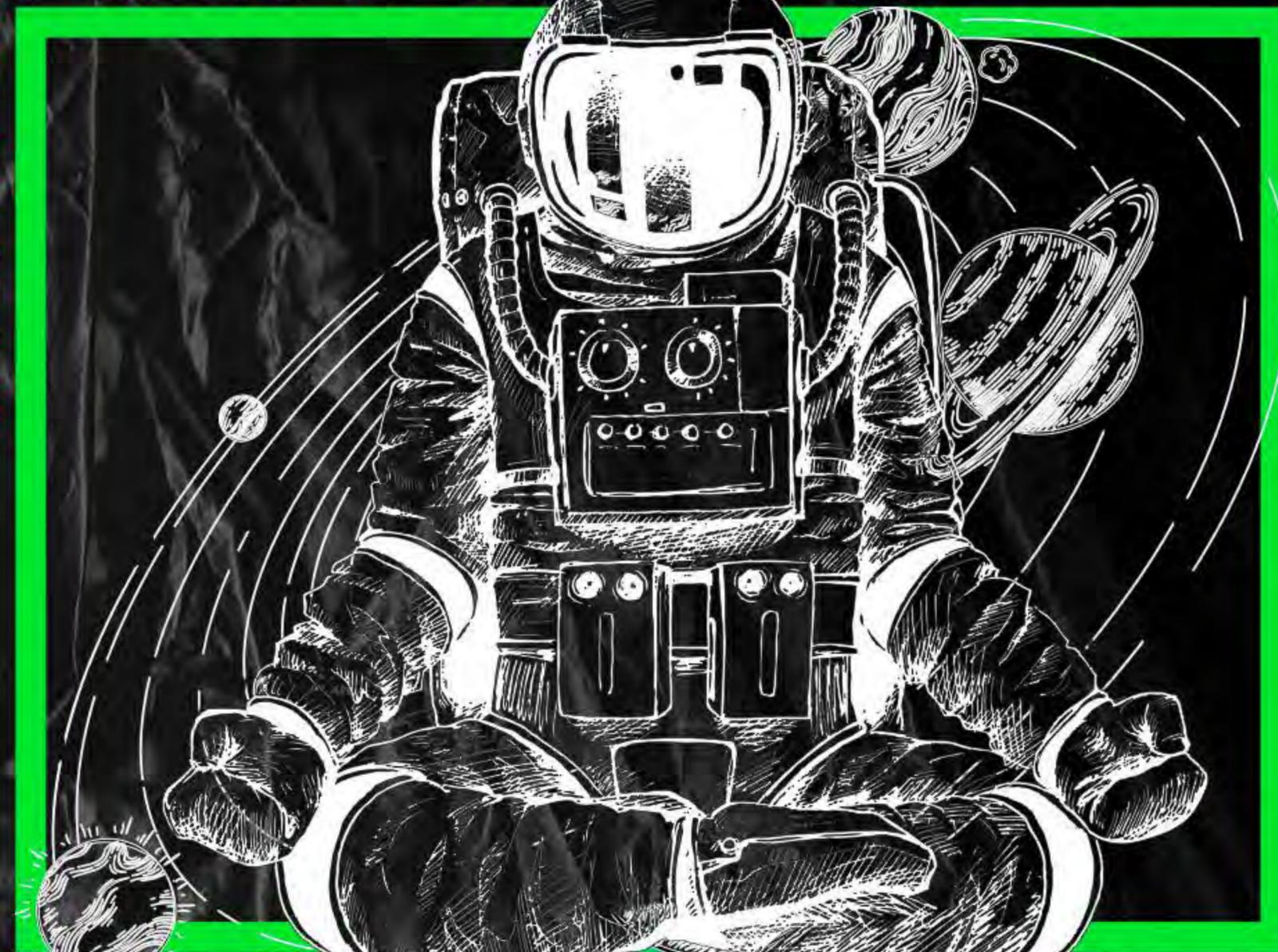


PORTFOLIO

CREATIVE



2020



WHO AM I?

A Monaghan boy through and through. I got my first bite into the world of advertising when I won best innovation at the 2013 Milk It Advertising Awards. Since then I've gone on to collect a multimedia degree from DCU, a diploma from the Fitzwilliam Institute and a first class honors in the MSc. in Creative Advertising from TU Dublin. During all of my studies I've worked on improving my skills in art direction, graphic design, cinematography and animation.

While interning for TBWA Dublin I've had work published for Samaritans, Temple Street and Department of Justice, as well as a few others still in the works.

The work presented in this portfolio is a mixture of proactive campaigns, real world briefs and spec work campaigns. They were created in collaboration with Kerry Mahony, who worked as creative copywriter.

EXPERIENCE

TBWA DUBLIN:
Art direction intern (2020)

ACCENTURE:
Content Moderator (2018 - 2019)

ROTHCO/GUNS OR KNIVES:
Accounts intern (2017)

EDUCATION

TU DUBLIN:
1.1. MSc. in creative advertising (2020)

FITZWILLIAM INSTITUTE:
Distinction diploma in advertising with digital marketing and PR (2019)

DUBLIN CITY UNIVERSITY:
2.1. BSc. in multimedia (2018)

ACHIEVEMENTS

GLANBIA THESIS COMMUNICATION AWARD:
Multimedia from DCU (2018)

UNIVERSITY OF MÜNSTER CASE COMPETITION:
Placed 3rd in 2019

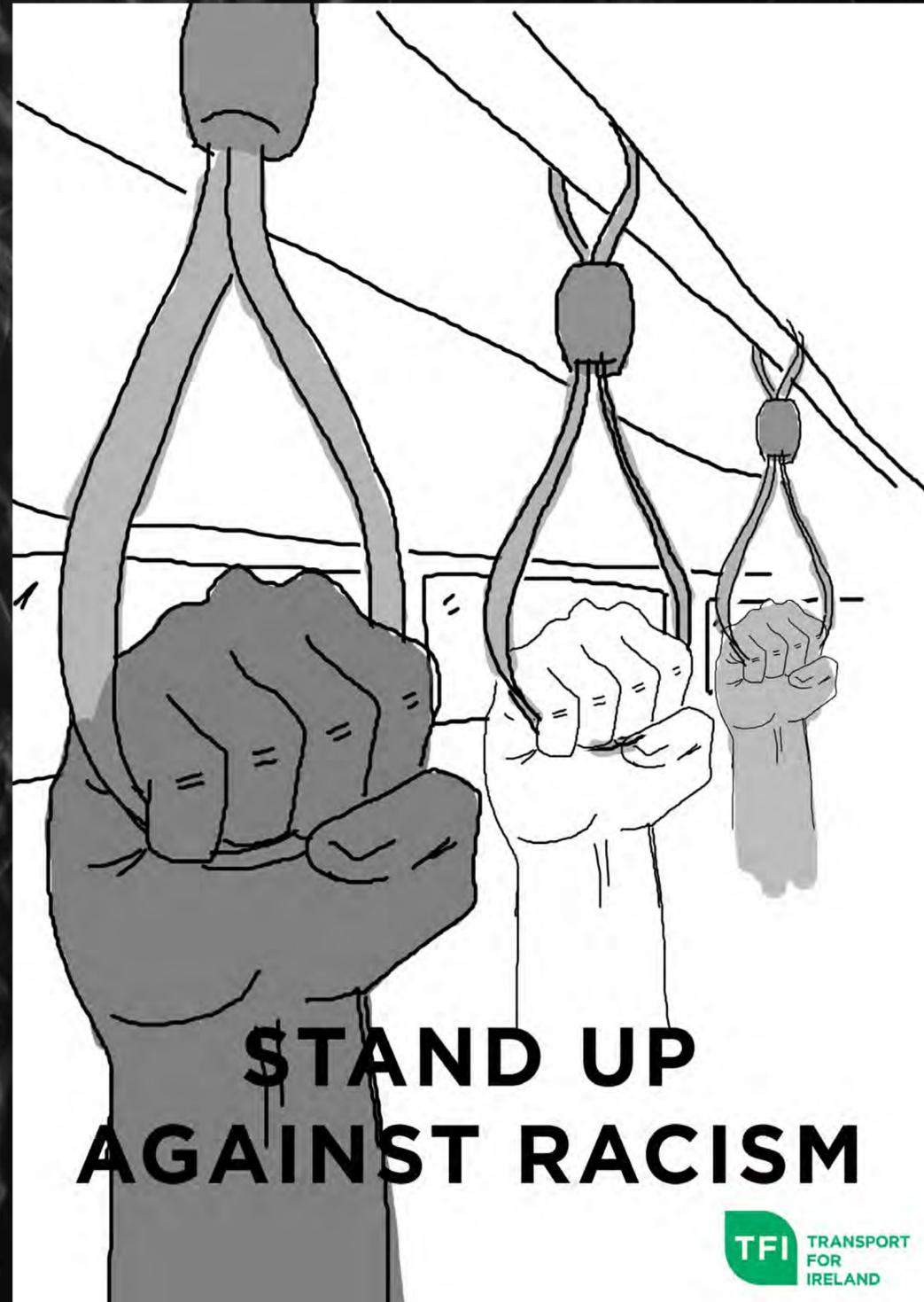
RODGER HATCHUEL ACADEMY:
One of 3 Irish Finalists 2020



NATIONAL TRANSPORT AUTHORITY

ANTI RACISM POSTER 2020
TBWA \ DUBLIN





THE PROBLEM

Drive awareness of the stance against racism on public transport and empower public transport users to take action against it.

THE SOLUTION

A provocative OOH and digital campaign that brings an iconic protest image to Irish transport.

SOCIAL MEDIA STICKER





ALAN HANNA'S BOOKSHOP

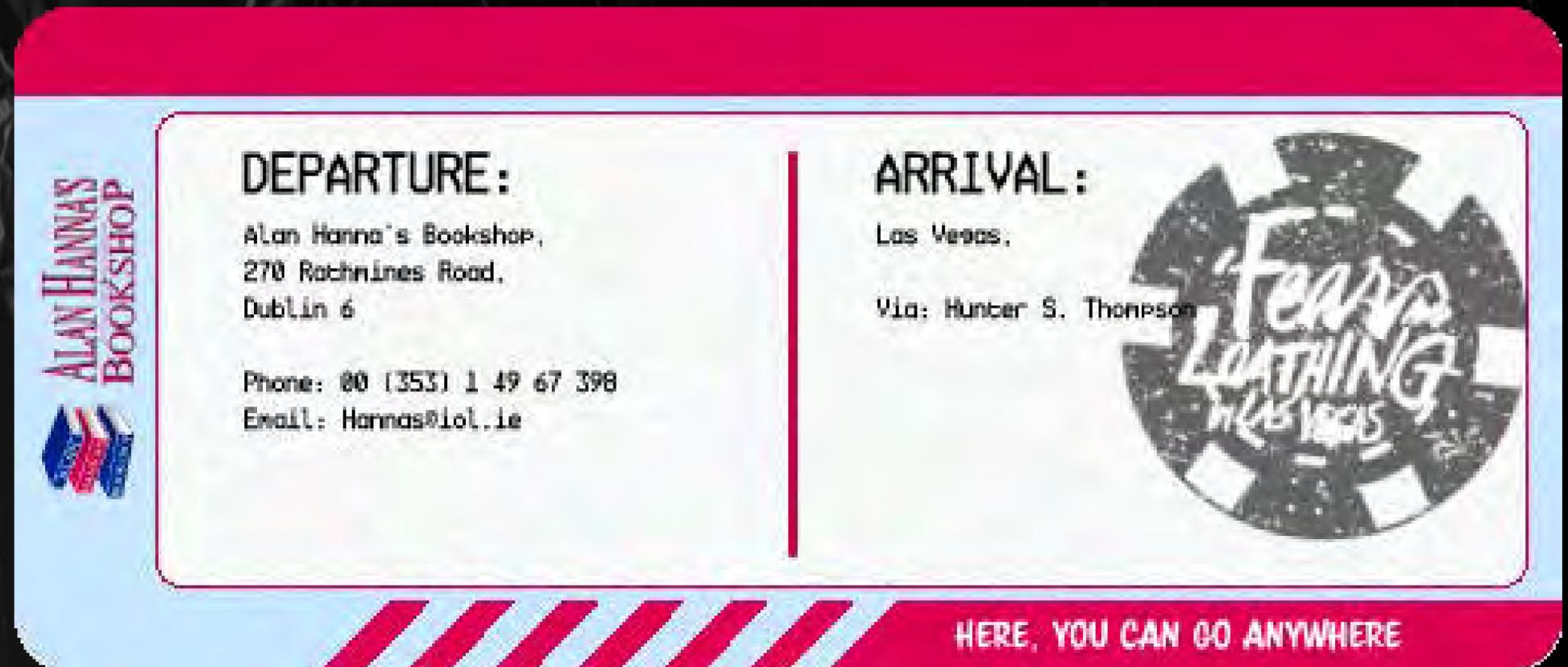
TRAVEL ACTIVATION
REACTIVE

THE PROBLEM

People cannot go on foreign holidays this summer due to COVID-19 and need ways to entertain themselves in Ireland.

THE SOLUTION

Turn a bookshop into a retro travel agent, highlighting how books provide an opportunity to travel far and wide.



Travel to lands unknown

EXPLORE YOUR MIND ON OUR SPIRITUAL BACKPACKING TRIP ACROSS EUROPE AND ASIA



NIGHT AT A PARISIAN THEATRE INCLUDED

Live like the great writers in Paris

Fill your days with beautiful art, black coffee, and cigarettes as you embark on the first portion of our retreat. Visit the graves of myth-chasing artists and reflect on the joys and misery of life.



BONDAGE GEAR NOT INCLUDED IN PRICE

Dance into Berlin's dark underworld

Your three day stopover in Berlin will leave little time for sleeping. Live like a true Berliner by exploring the communalism of the electronic scene within its famed underground clubs.



PARTICIPATE IN OUR WORLD FAMOUS SHAMAN MEDITATION

Confront your inner spirit in Kashmir

The Asian leg of our tour will allow you to reflect on your discoveries as you backpack through India, Vietnam, and more. Participate in ancient Buddhist rituals designed to align mind, body, and soul.

INSTANT, RESTRICTION FREE
TRAVEL
NO QUARANTINE!



OPEN YOUR THIRD EYE FOR JUST €12.99



INSTANT, RESTRICTION FREE
TRAVEL
NO QUARANTINE!



Find your heart in Tokyo.

Do you miss being young? The rush of listening to music that speaks to you, the excitement of meeting someone new. The feeling of walking through a city and knowing it's all yours for the taking. The taste of cheap beer on your tongue. And the feeling of a love so intense it could burn you.



Travel with us for an all-inclusive flight down memory lane!
Upon boarding you will receive a complimentary glass of saké. We will also gift you with The Beatles' hit record Rubber Soul, get the sparks flying on those hot city nights.

* We are not liable for pain caused by ex-lovers.

1 YR BOARDING (STUDENT DORM): \$8.99!



UNLIMITED SEX, DRUGS, AND ROCK N ROLL

HOLLYWOOD LIVE LIKE A ROCK STAR IN THE CITY OF ANGELS.

Have you ever dreamed of travelling the world? Playing to crowds of adoring fans, waking up in a new city every night, or seeing your handprint on the iconic Wall of Fame?

We can give you that experience for the low price of just €12.99. Your ticket includes travel by private jet, hair styling into the perfect 70s shag, and a leather jacket to party the night away in.

Get ready to feel young, wild, and free.

INSTANT, RESTRICTION FREE
TRAVEL
NO QUARANTINE!

FREE WRISTBAND FOR THE WHISKEY A GO GO BAR



Visit the Beaches
of *Amity Island*

Boat Rentals
ONLY
€9.99!

PETER BENCHLEY
JAWS
A Novel

ALAN HANNA'S
BOOKSHOP
YOUR TICKET ANYWHERE

Take the Trip
of *A Lifetime*

Discover
Wonderland
For ONLY
€9.99!

LEWIS CARROLL
ALICE'S
ADVENTURES
in
WONDERLAND

ALAN HANNA'S
BOOKSHOP
YOUR TICKET ANYWHERE

Let Loose
in *New York City*

Party Like it's
€19.20!

*The GREAT
GATSBY*
F. SCOTT FITZGERALD

ALAN HANNA'S
BOOKSHOP
YOUR TICKET ANYWHERE

BOARDING PASS BOOK MARKS

ALAN HANNA'S BOOKSHOP

DEPARTURE:
Alan Hanna's Bookshop,
270 Rathmines Road,
Dublin 6

Phone: 00 (353) 1 49 67 398
Email: Hannas@iol.ie

ARRIVAL:
WonderLand,
Via: Lewis Carroll



YOUR TICKET ANYWHERE

ALAN HANNA'S BOOKSHOP

DEPARTURE:
Alan Hanna's Bookshop,
270 Rathmines Road,
Dublin 6

Phone: 00 (353) 1 49 67 398
Email: Hannas@iol.ie

ARRIVAL:
Hesteros,
Via: George R. R. Martin



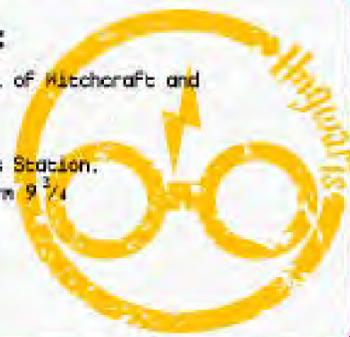
YOUR TICKET ANYWHERE

ALAN HANNA'S BOOKSHOP

DEPARTURE:
Alan Hanna's Bookshop,
270 Rathmines Road,
Dublin 6

Phone: 00 (353) 1 49 67 398
Email: Hannas@iol.ie

ARRIVAL:
Hogwarts School of Witchcraft and Wizardry,
Via: Kinasross Station,
Platform 9 3/4



YOUR TICKET ANYWHERE

ALAN HANNA'S BOOKSHOP

DEPARTURE:
Alan Hanna's Bookshop,
270 Rathmines Road,
Dublin 6

Phone: 00 (353) 1 49 67 398
Email: Hannas@iol.ie

ARRIVAL:
Las Vegas,
Via: Hunter S. Thompson



YOUR TICKET ANYWHERE

PASSPORT LOYALTY CARDS



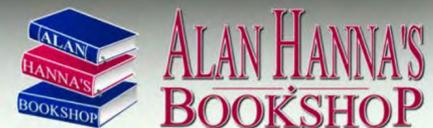
COLLECTABLE VISA STAMPS



SOCIAL MEDIA

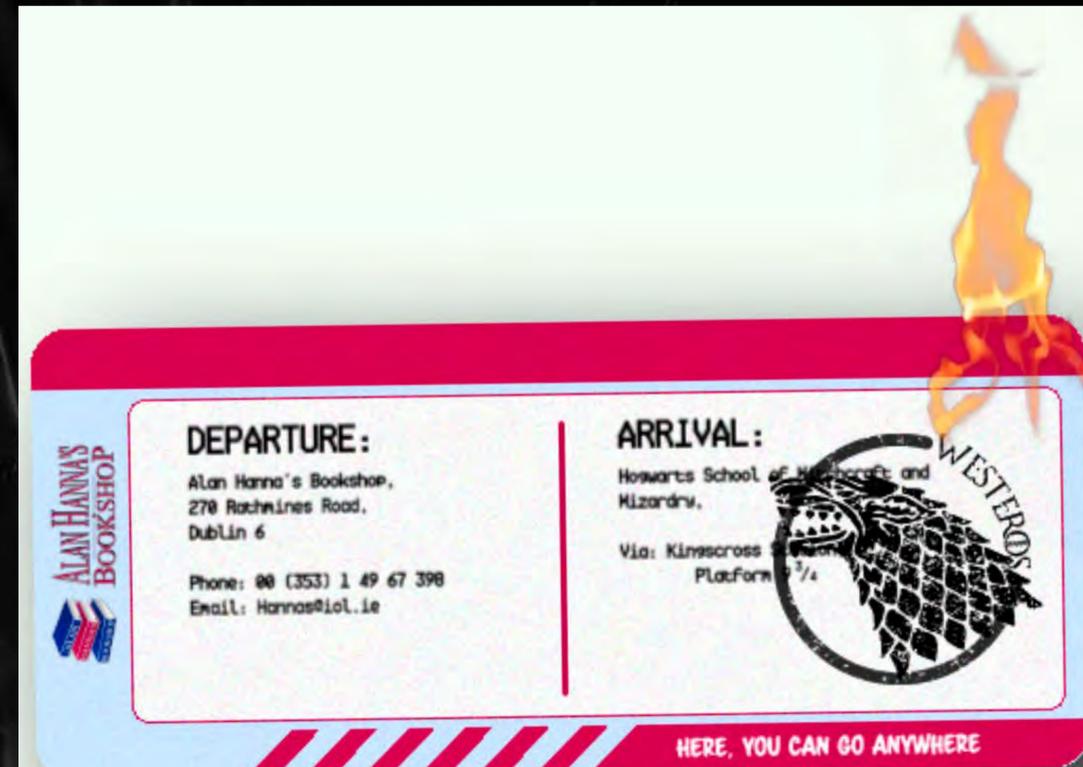
We will take the visual imagery of the boarding passes to make animated social media graphics to promote the campaign.

These will advertise all the locations you can 'visit' in our books: from the fantasy lands of Westeros to the glittering Fear and Loathing in Las Vegas.



**INSTANT, RESTRICTION FREE TRAVEL.
NO QUARANTINE.**

WATCH VIDEO



**INSTANT, RESTRICTION FREE TRAVEL.
NO QUARANTINE.**

WATCH VIDEO

CONOR.MARRON3@GMAIL.COM



TAMPAX

ASAI CALLOUT
TBWA \ DUBLIN



THE PROBLEM

It took just 84 complaints to the ASAI for Tampax's 'Tampons and Tea' ad to get taken off Irish TV.

THE SOLUTION

Create a box of Irish Lady Products, showing what tampons might look like in a censored world.

**CENSORING
TAMPONS
CENSORS WOMEN.**



IT TOOK
1201607
PEOPLE TO MAKE
MARRIAGE EQUAL

WATCH VIDEO

THE METRICS

FEATURED IN:

The Drum, The Stable, Harro Media, Campaign, Ad World, Ads of the World, Best Ads on TV, AdForum, Little Black Book and Marketing.ie

6 COUNTRIES:

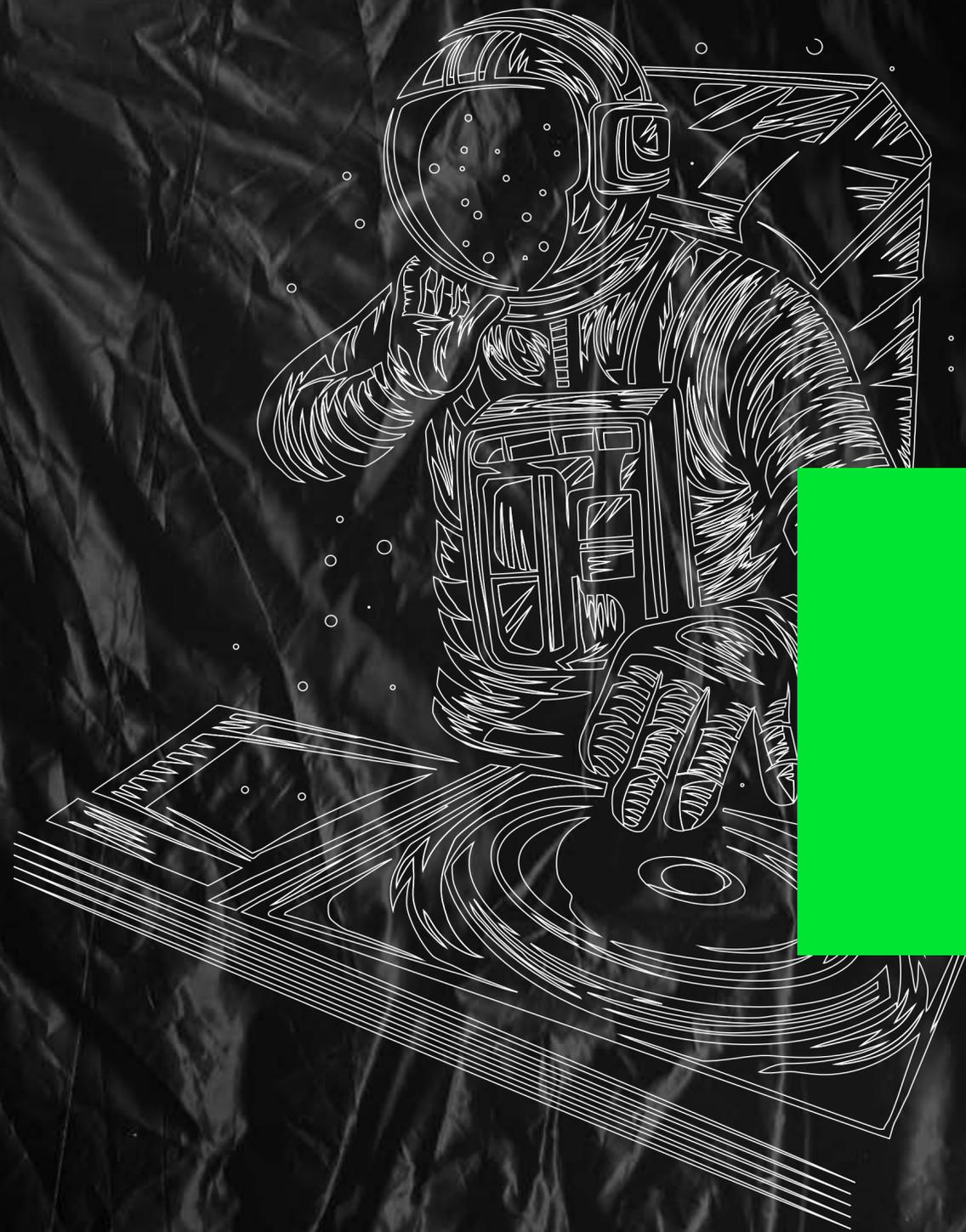
Ireland, UK, Australia, Malaysia, United States and France.

REACH:

1,830,189

EARNED MEDIA:

£16,929.27



METHOD AND MADNESS

TASTING NOTE ACTIVATION
PROACTIVE



THE PROBLEM

Method and Madness prides themselves on its use of several kinds of barrels during the aging process of their whiskeys. But the common consumer doesn't realise the impact the woods have on the texture of the whiskey.

THE SOLUTION

Create a series of records, pressed from the woods used in Method and Madness aging process, to demonstrate the difference in grain textures, through audio.



WOODEN RECORD

We'll replicate the record three times.

Once with Virgin Hungarian oak, once with Virgin Spanish oak. And once with wild cherry wood.

Our records will live as an installation on the distillery tour.





METHOD AND MADNESS
SINGLE GRAIN

FINISHED IN

VIRGIN SPANISH OAK CASKS

MATURED IN

FIRST FILL BOURBON CASKS



LISTEN



NOSE



TASTE



FINISH

NEW PENCIL
SHAVINGS

LIGHT ROSE
PETAL

FRESH RAIN ON
PINE

WARM TOASTED
OAK

FRESH PEELED
GRAPEFRUIT

ZESTY WOOD
SPICES

SWEET CEREAL

CLOVE SPICINESS

FRESH MINT

BUY NOW

THE WEBSITE

Each product page will have its unique track embedded to listen to.

to give consumers an audible taste of the product before purchase.



DEPARTMENT OF JUSTICE

NO EXCUSES
TBWA \ DUBLIN

THE PROBLEM

There were 609 disclosures of sexual abuse made in Ireland in 2019, including 288 disclosures of rape. Due to the bystander effect, witnesses of sexual harassment and sexual violence are not speaking up and reporting the criminal activity.

THE SOLUTION

A television, radio and digital out of home campaign that highlights the inner thoughts and excuses of a bystander. Persuading the viewer to take action and report sexual violence.

**Enough is enough.
Monaghan, let's stop excusing
sexual harassment and
sexual violence.**

Learn more at gov.ie/noexcusess
or in an emergency call 999


ciste na
gcuntas díomhaoin
the dormant
accounts fund



Rialtas na hÉireann
Government of Ireland

TVC
NO EXCUSES



WATCH VIDEO

Maybe he's trying to help?

Learn more at gov.ie/noexcuses
or in an emergency call 999

ciste na gcuntas diomhaoin
the dormant accounts fund

Rialtas na hÉireann
Government of Ireland

Sure he's probably harmless enough.

Learn more at gov.ie/noexcuses
or in an emergency call 999

ciste na gcuntas diomhaoin
the dormant accounts fund

Rialtas na hÉireann
Government of Ireland

Enough is enough.
Monaghan, let's stop excusing sexual harassment and sexual violence.

Learn more at gov.ie/noexcuses
or in an emergency call 999

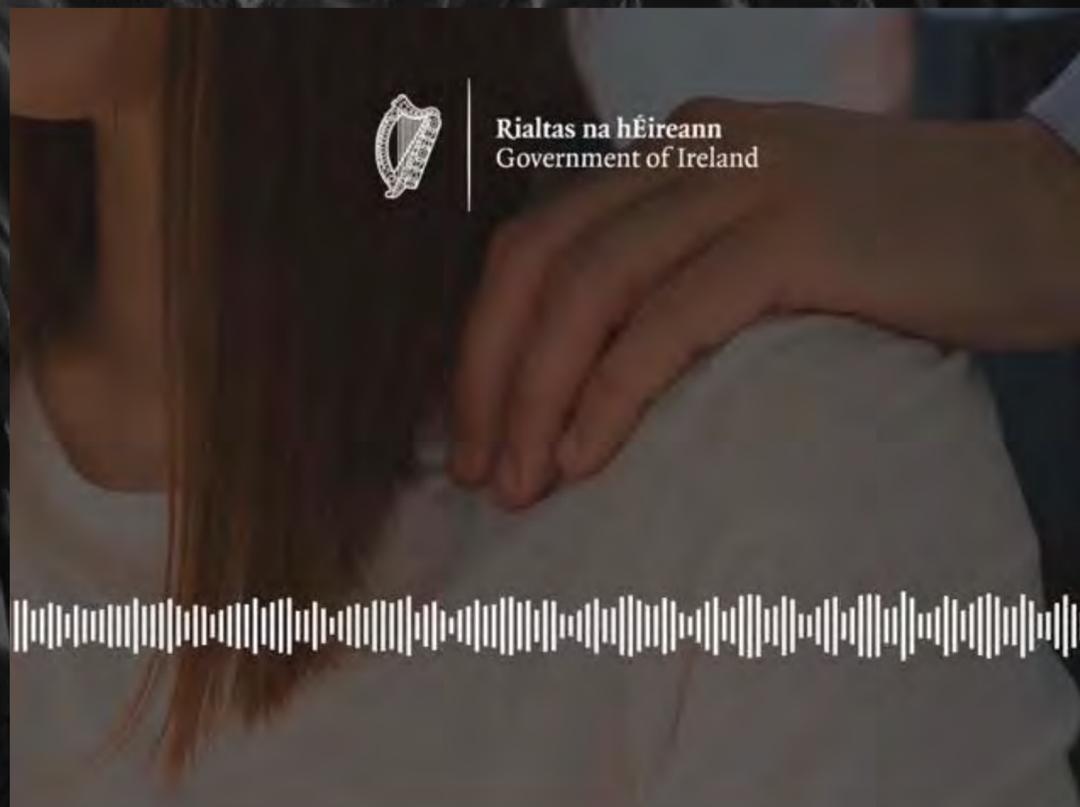
ciste na gcuntas diomhaoin
the dormant accounts fund

Rialtas na hÉireann
Government of Ireland

WATCH VIDEO



RADIO NO EXCUSES



 | Rialtas na hÉireann
Government of Ireland

Will you go away, I'm working.

LISTEN TO **AUDIO**

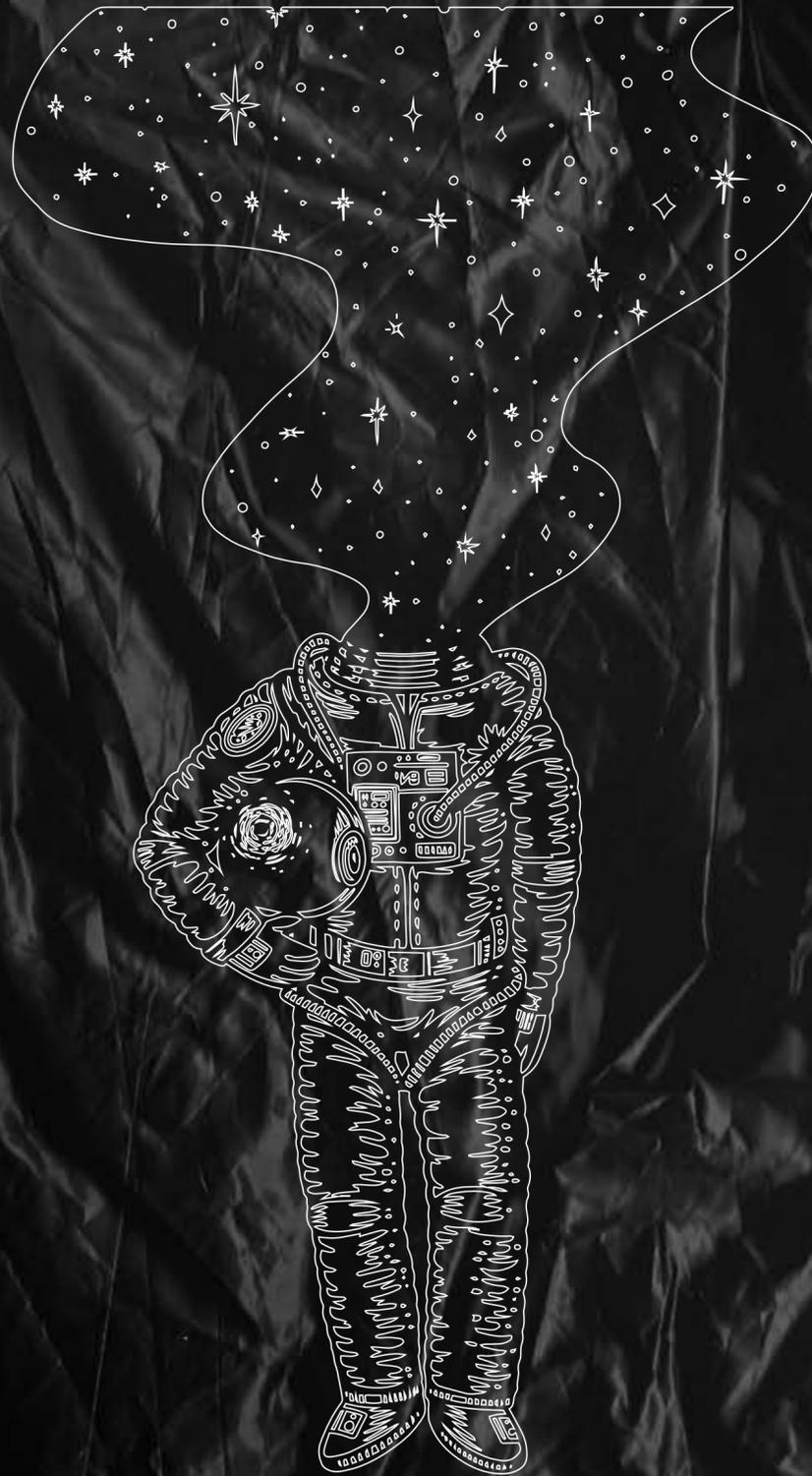


 | Rialtas na hÉireann
Government of Ireland

**Nice arms! Here let me show you
how you lift it, ah since you're new.**

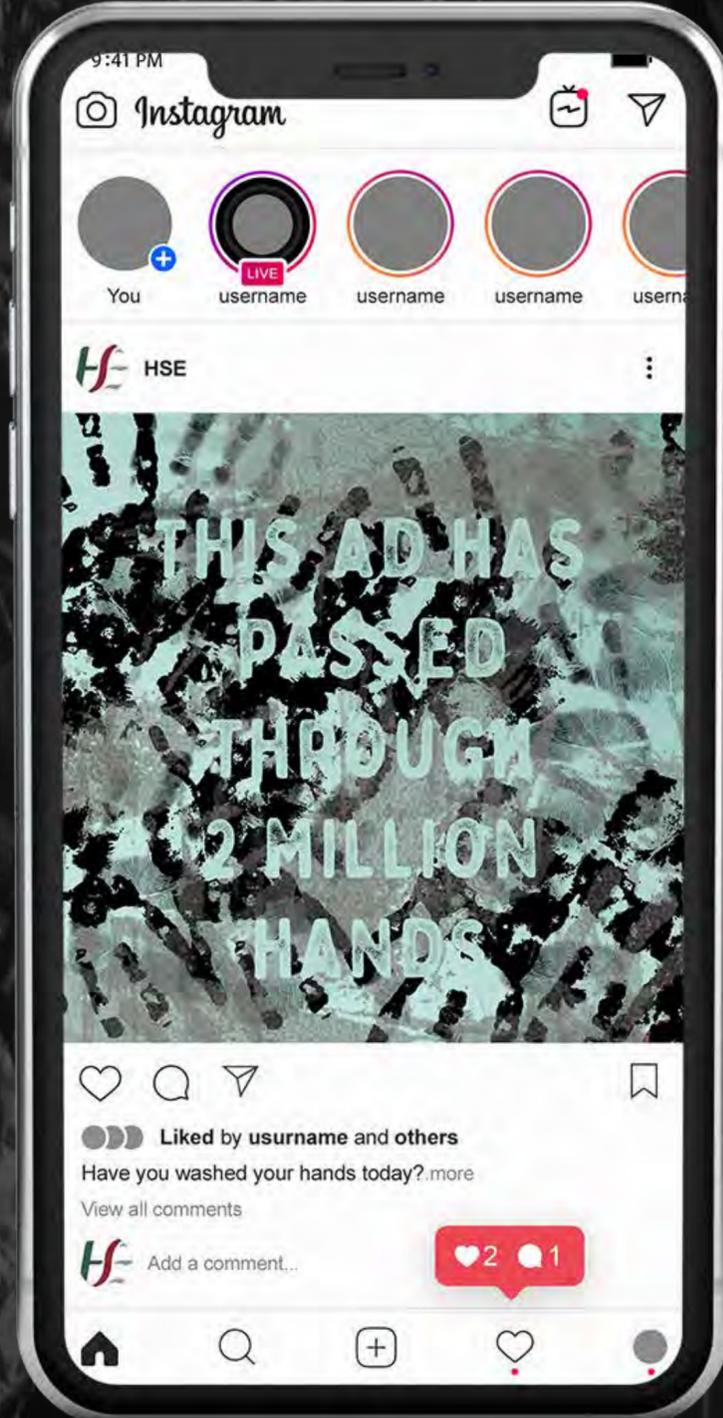
LISTEN TO **AUDIO**





HSE

WASH YOUR HANDS
REACTIVE

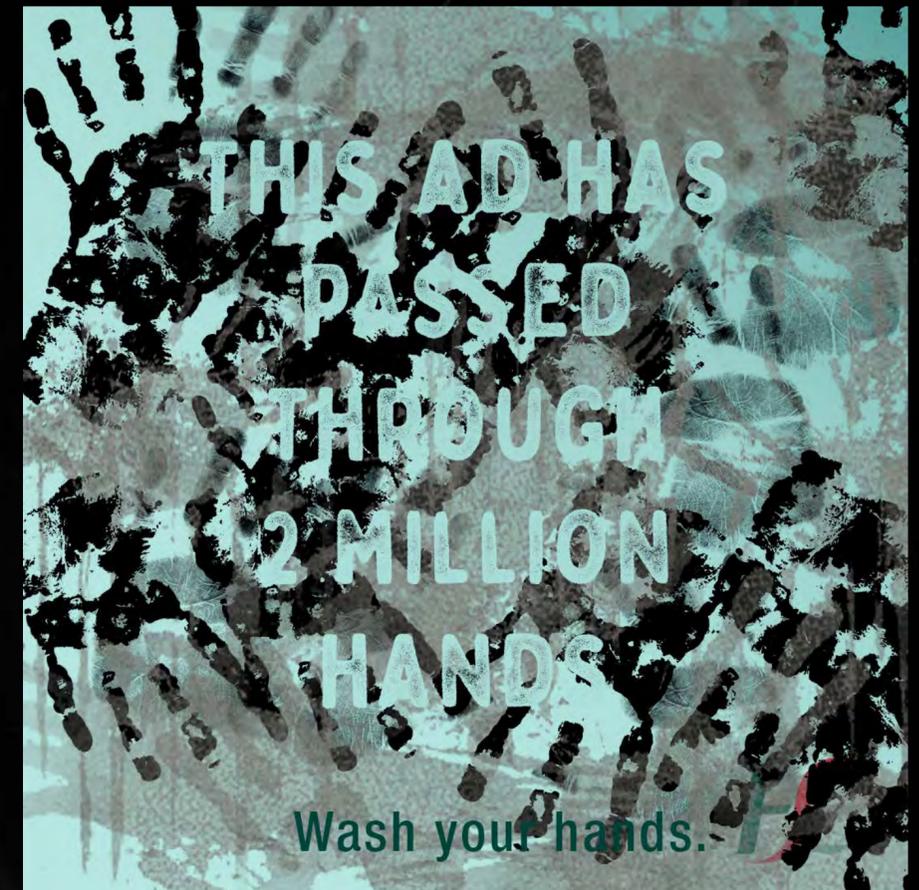
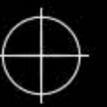


THE PROBLEM

COVID-19 is being spread through contact. Our main defence against the virus is good hygiene, especially washing and sanitizing your hands properly. But how do we get people to understand the importance of washing your hands?

THE SOLUTION

We always have our hands on our phones, and we're all scrolling through the same content. So let's use retargeting technology to create an ad that gets dirtier the more it's seen.



THE MECHANIC

Everytime the ad is retargeted to a viewer a new handprint is added to the image.

WATCH [EXAMPLE](#)



CLUB ORANGE

BEST BITS TIME CAPSULE
PROACTIVE

THE PROBLEM

In 2020, we're living through a year that will be remembered as one of the worst years ever.

THE SOLUTION

Instead of lamenting the bad, let's celebrate the good bits of 2020, however few and far between they may be.

We'll show the highlights of 2020, from the hilarious to the downright strange, and put these year-defining artefacts in a time capsule. Then, in 100 years time, humanity of the future will dig up all our Best Bits.

This will let Club Orange show future historians that 2020 wasn't just doom and gloom, it was also truly bizarre.



TVC
EXAMPLE



WATCH VIDEO



SAMARITANS

TRIPADVISOR REVIEWS

TBWA \ DUBLIN

THE PROBLEM

Mental struggles have been heightened by lockdown, with people confined within their houses. As well as this, people find it hard to reach out about how they're feeling.

THE SOLUTION

Posts wherein people 'review' their houses, revealing the suffocating nature of confinement.

WATCH VIDEO

Where to? ▾



Family home in Leitrim

Adam wrote a review

Great as a Kid, Less so as an adult





Adam wrote a review

Leitrim, Ireland

**Great as a kid, less so as an adult**

"I moved back in to my parents' house during the first lockdown and I'm still here while I look for a job. At first it was nice. We got to spend quality time together and it was fun to hang out with my siblings.

But it's hard to see any end in sight. I feel like a child again here, and everyone's getting on each other's nerves. Each day brings a new rejection email. I wish I had my own independence instead of being stuck in limbo for what feels like an eternity. Every day waking up feels harder, and I honestly feel like I've lost all hope."

Read less ▲



Helpful



Save

SAMARITANS**Wherever you are, we're there 24/7.**

Give us a call on 116 123.



Bronagh wrote a review

Galway, Ireland

**Fine, but I miss my own space**

"I share this house with 3 other girls. Don't get me wrong, it's nice to have people to chat to. But lately it's gotten a bit overwhelming.

We're all working from home and tensions are high. Sometimes, my anxiety is so bad that I can't bear to even go into the kitchen and make dinner, and I always convince myself that one of my housemates is mad at me, even if nothing happened. I don't know how I'm going to get through another few months of this."

Read less ▲



Helpful



Save

SAMARITANS**Wherever you are, we're there 24/7.**

Give us a call on 116 123.



<

 **Colm** wrote a review
 Carlow, Ireland

●●●○○

Nice family home, could be better

"I've been here for three years since we separated. I guess it's starting to feel like home. I've tried to make it comfortable for the kids: putting their drawings up on the fridge, letting them paint their walls whatever colour they like.

I just get tired here. I'm trying to balance work and being a dad, and now everything feels so much harder. Like I'm constantly chasing my tail, and before I know it, it's 11pm, and I'm exhausted. And then I wake up the next day and do it all again.

Look, I can't complain. My kids are happy. And I'm doing my best. I just can't help feeling like it's never good enough."

[Read less](#)

👍 Helpful ❤️ Save

SAMARITANS

Wherever you are, we're there 24/7.
 Give us a call on 116 123.

<

 **Jane** wrote a review
 Dublin, Ireland

●●●○○

Pleasant but a bit suffocating sometimes

"I've been staying here for the last two years. My room itself is nice. the furniture is a bit mis-matched, but it's got character. It's fine during the day. I do my work in here, listen to music, read books. All the usual stuff.

But it gets different during the night. Most of the time, I lie awake, unable to sleep. Thinking about everything and anything. It'll continue for hours, and I'll be wrecked at work the next day. I'm sick of it. I wish I could shut my brain off, sometimes."

[Read less](#)

👍 Helpful ❤️ Save

SAMARITANS

Wherever you are, we're there 24/7.
 Give us a call on 116 123.





<

 **Paul** wrote a review ⋮
 Limerick, Ireland

●●●●○

Great location but hard to enjoy it

"I've been living here for the last two years. When I moved in, it felt full of promise. It finally felt like my life was coming together, you know?"

But my own company feels like less of a novelty now. Meeting my friends for dinner or a coffee has been the only things getting me through the last few months. And now that I can't do that, I just don't know how I'll cope. I feel really, really lonely. But everyone's feeling that way right now, right?"

Read less ▲

👍 Helpful ❤️ Save

SAMARITANS

Wherever you are, we're there 24/7.
 Give us a call on 116 123.

<

 **Lisa** wrote a review ⋮
 Kerry, Ireland

●●●●○

Would love more guests for my cottage

"This house is my pride and joy. I love tending to my garden, filling it with photos of my family, and baking. I spend all of my time here.

It just gets so quiet, being here on your own. You'd miss hearing the sound of laughter and children running around the house. I've been thinking a lot about happy memories from the past. Things feel more serious now.

I wish I could have someone over for a cup of tea and a chat. Those little things make such a big difference."

Read less ▲

👍 Helpful ❤️ Save

SAMARITANS

Wherever you are, we're there 24/7.
 Give us a call on 116 123.



DEPARTMENT OF JUSTICE

DOMESTIC ABUSE CAMPAIGN
PROACTIVE





THE PROBLEM

Domestic violence is a societal issue, with a woman being assaulted 35 times on average before she reports it.

THE SOLUTION

An integrated campaign that highlights the cyclical nature of abuse through broken records, zoetropes, and an art installation.

RADIO SCRIPT

**Open with the sound of a needle being placed on a record:
A woman's voiceover starts to speak:**

Scratch sound as the record skips.

Scratch and skip.

Scratch.

**The scratching becomes louder and the voiceover more distorted.
Then, a loud THUMP, as if from a door slamming or a person being hit.**

**We hear the needle come off the record player.
The voiceover speaks, now clear:**

It takes an average of 35 assaults for a woman to report
domestic abuse.
Report domestic violence. Break the cycle.

PLAY AUDIO

*On average, a woman is assaulted
35 times by a partner before
reporting it.*

**THERE ARE
NO EXCUSES**

“IT WAS JUST A _____ ▼”

- MISTAKE
- JOKE
- COMPLIMENT
- BIT OF FUN**
- LAUGH

**THERE ARE NO EXCUSES FOR
SEXUAL VIOLENCE.**

LEARN MORE AT GOV.IE/NOEXCUSES
OR IN AN EMERGENCY CALL 999



“I’M SORRY, I WAS _____ ▼”

- STRESSED
- DRUNK
- ANNOYED
- UPSET**
- ANGRY

**THERE ARE NO EXCUSES FOR
SEXUAL VIOLENCE.**

LEARN MORE AT GOV.IE/NOEXCUSES
OR IN AN EMERGENCY CALL 999

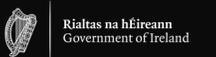


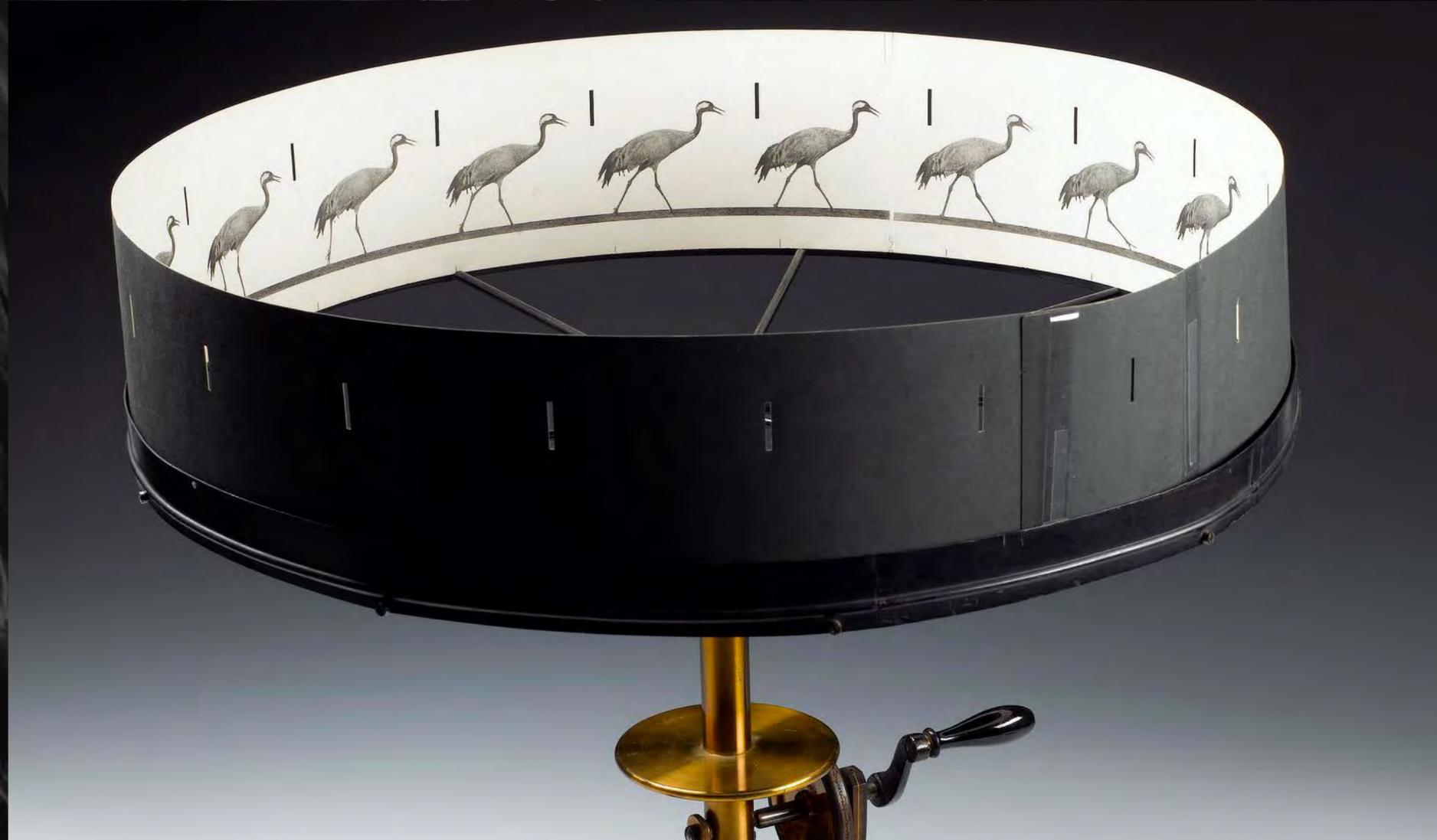
“YOU SHOULD _____ ▼”

- GET OVER IT
- FORGET IT
- RELAX
- LIGHTEN UP**
- MAN UP

**THERE ARE NO EXCUSES FOR
SEXUAL VIOLENCE.**

LEARN MORE AT GOV.IE/NOEXCUSES
OR IN AN EMERGENCY CALL 999





TVC ZOETROPES

To take this campaign thought to a more visual platform we look to Zoetropes, early animation mechanisms which, when spun, allowed the viewer to watch the same few frames blending together to form repeated movement.

STYLE REFERENCE



TVC
SCRIPT

We open with an animated rotoscope visual of two figures against a plain background. They are a man and a woman, with the man behind the woman. A repeated scene begins to play in a cycle. The man lunges toward the woman, grabbing her wrist. She pulls away, runs ahead, and the cycle repeats itself:

A woman's voiceover starts to speak.

Domestic abuse is a cycle that 1 in 4 Irish women have found themselves in.

It can feel never-ending, with no visible way out.

And it takes an average of 35 assaults for a woman to report it.

The scene pauses in the middle of the interaction between the man and the woman. The man is reaching out to grab the woman's wrist but cannot reach, and she is posed to run away from him.

Report domestic violence.

Break the cycle.

INSTALLATION

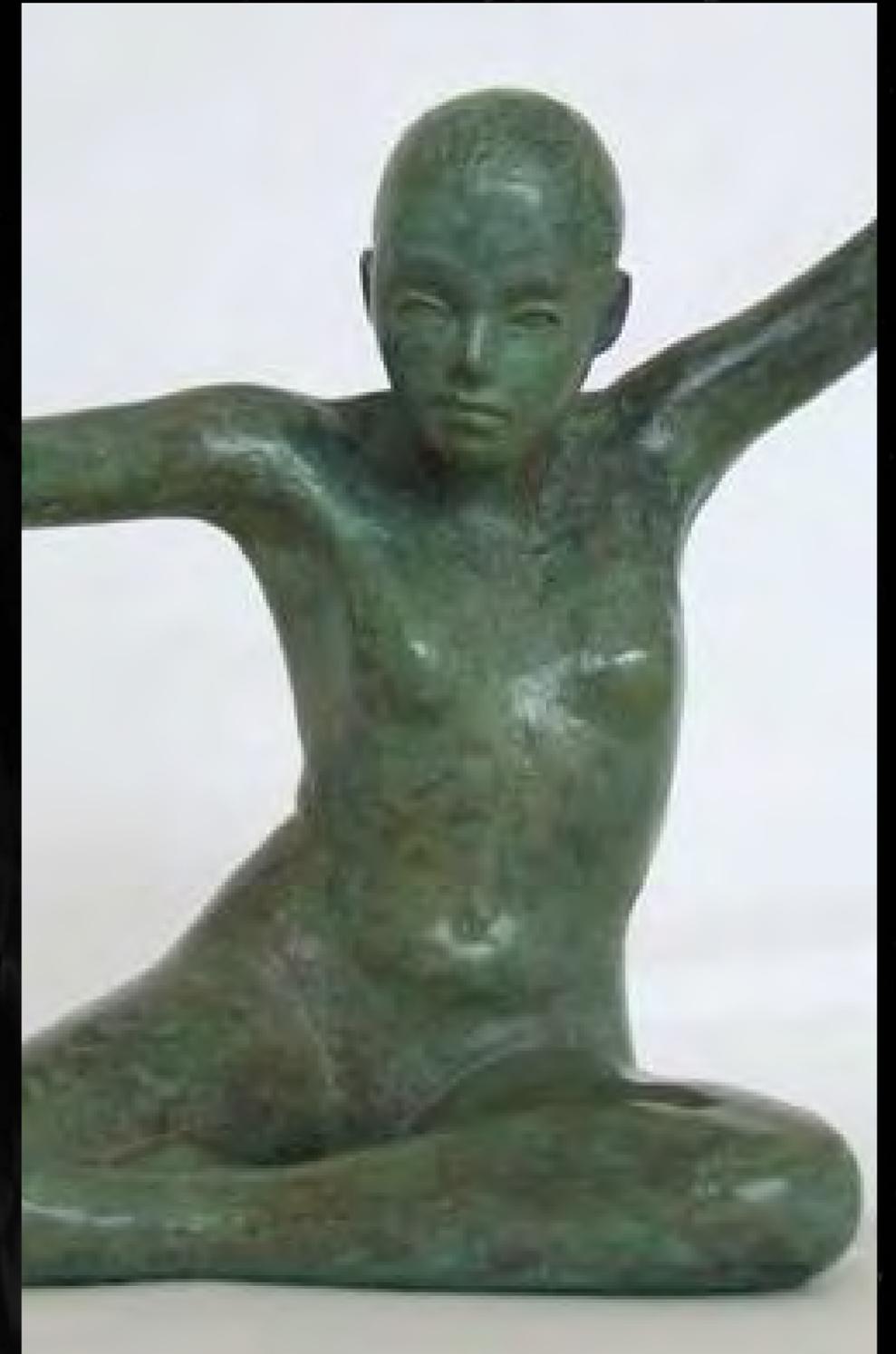
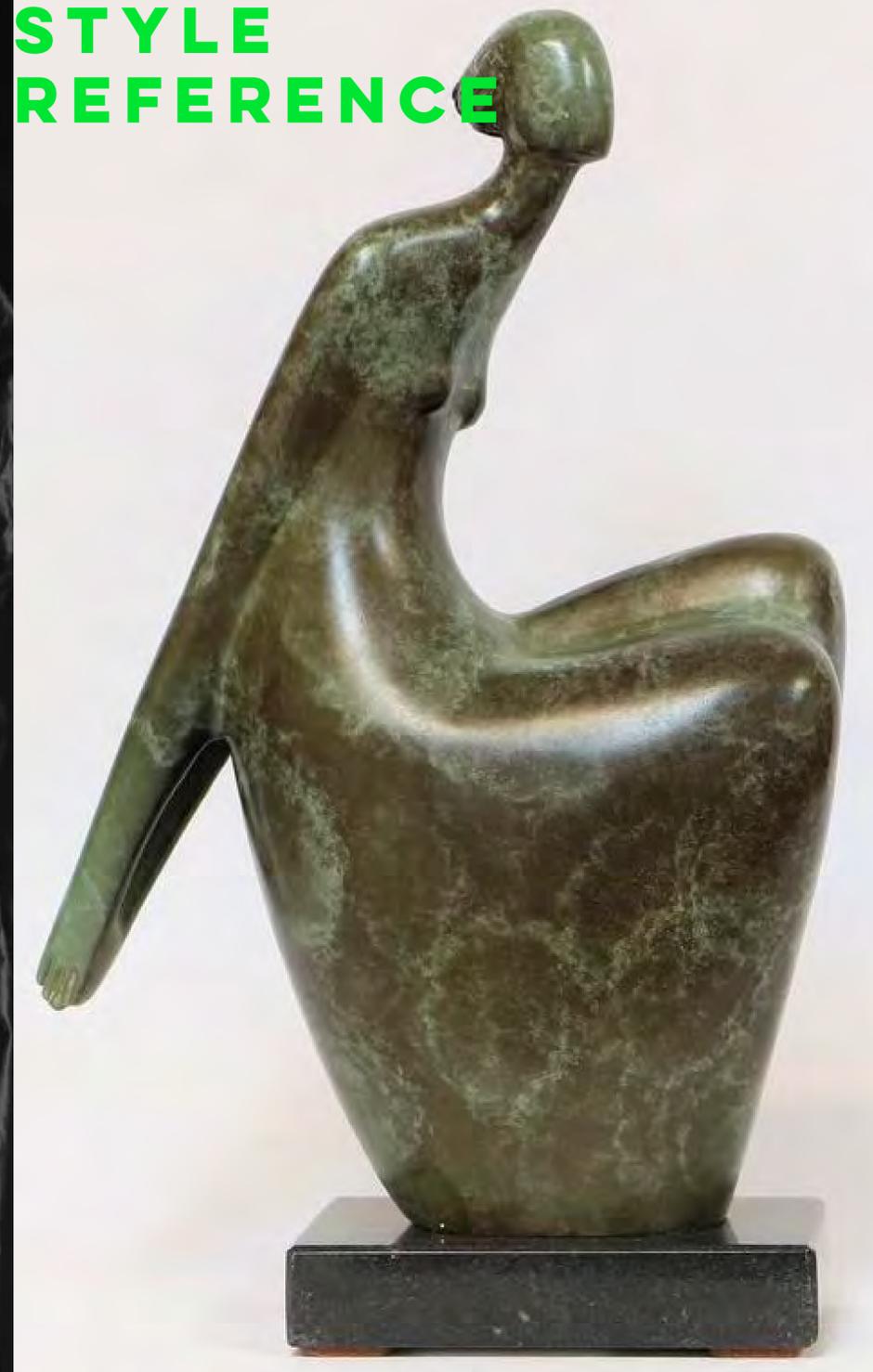
35 WOMEN

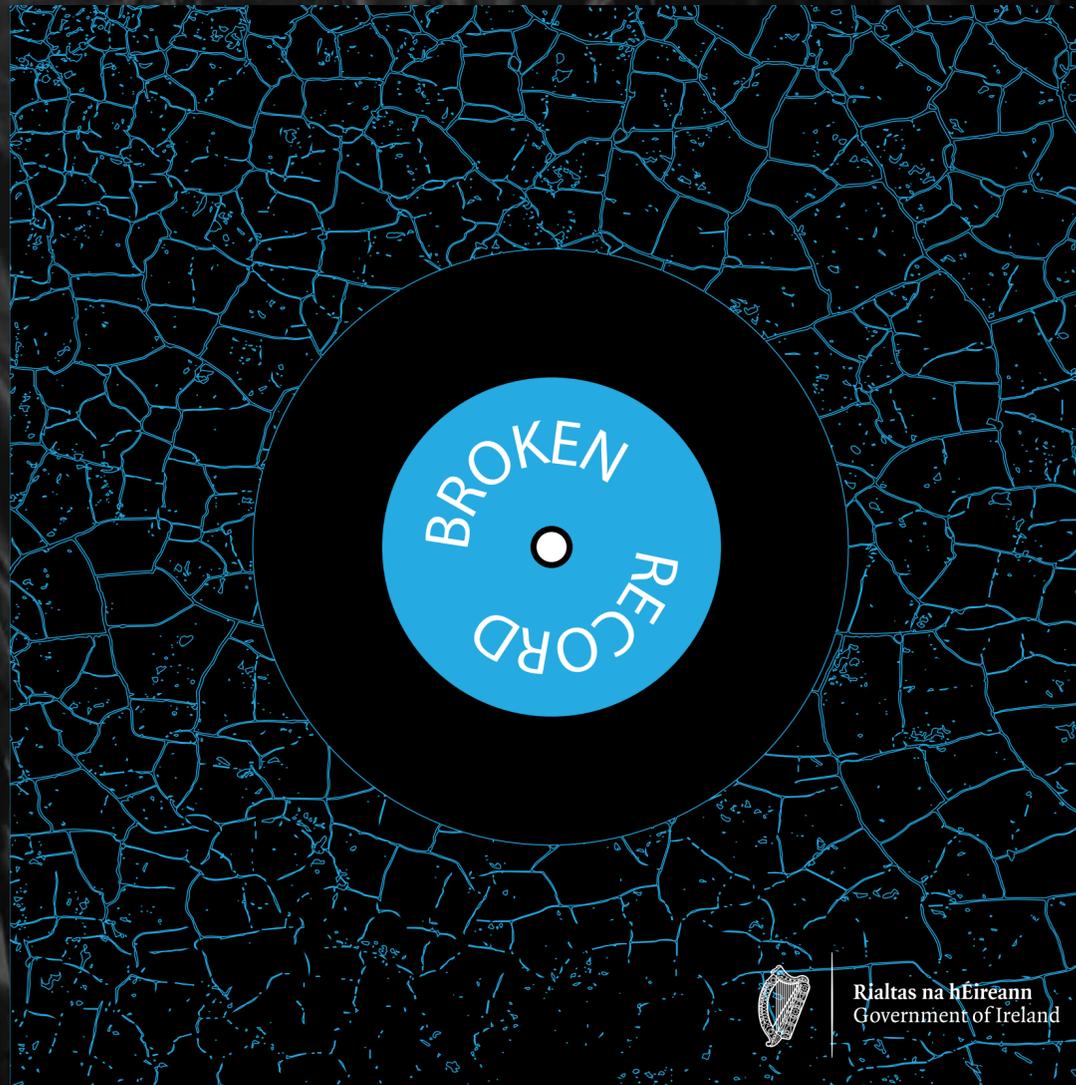
We will invite an Irish Artist to Create 35 vinyl figures using melted down records.

The Figures will depict 35 women in poses of sadness, self-defense and fear. They will be positioned in a circle to represent the cycle of abuse women can find themselves trapped in.

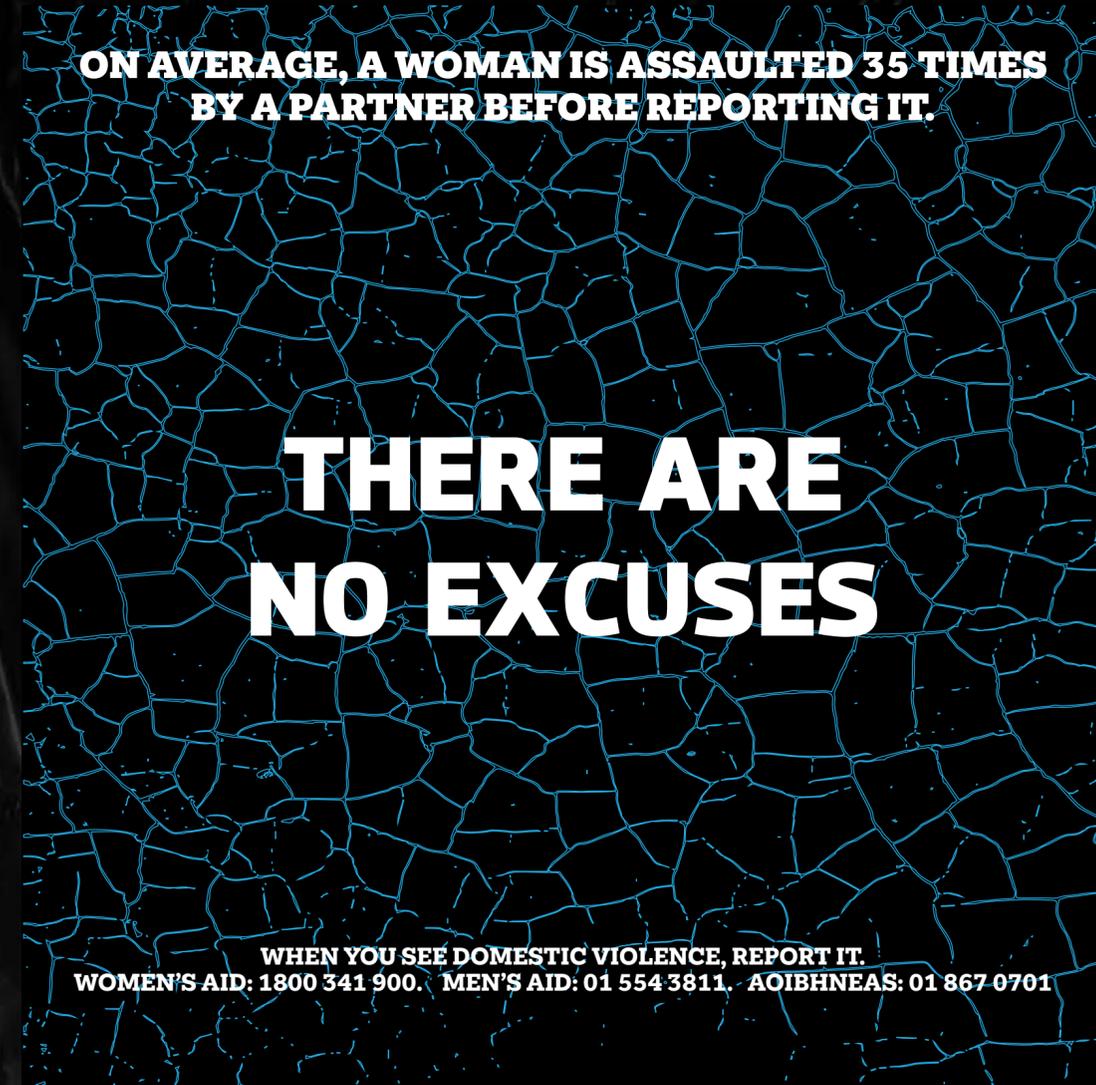
Ideally, the figures will be displayed in a glass box placed below the ground, so that people would walk over them before noticing the installation and reading the information on a plaque next to them.

STYLE REFERENCE





FRONT COVER



BACK COVER

DIRECT MAIL

We will send out branded Broken Record Cards, which will invite the user to assemble a makeshift record player from the card (Instructions Included)

When played, the 7" vinyl record will play the audio from our radio advert, over and over, in and endless loop.



PACKAGING DESIGN



FULLY ASSEMBLED





CONTACT

CONOR MARRON

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CONORMARRONMEDIA.COM

PHONE:

087 225 6878

