

My Portfolio Book

By Fidak Batool

Contents

WITNESS Typography Posters	4
Cadbury Creme Eggs Easter Campaign	10
IKEA	20
Radio Ad (Soundstore)	26
TESCO	30
Desperados (Tequilla-Flavoured Beer)	32

I would want to thank a few people that have helped me so much throughout this journey. All thanks to my teachers and mentors for encouraging self-directed learning and providing a free environment that has helped me improve my creative skills. I have always been passionate about ads since I was a child. I want to create and cherish creativity through the ideas that have the power to influence people. Previously, I did Journalism and worked at a newspaper and a TV channel in Pakistan. Arriving in Ireland allowed me with an opportunity to change my career and then, I was fortunate enough to land in an advertising course at TU Dublin. I am loving this path of career change and hopeful to thrive in the advertising industry due to my passion and drive for creativity and advertising. I am also grateful for having a very supportive family.

Much Love,

Fidak xoxo

WITNESS

A NON-PROFIT ORGANISATION THAT
WORKS FOR RAISING AWARENESS ON
HUMAN RIGHTS VIOLATION WORLDWIDE

The Brief

Design a series of typographic posters that raise awareness about human rights issues around the world.

Witness gives video cameras and training to grassroots groups in dozens of countries around the world. The organisation helps such groups to use video as evidence in courts and at the United Nations, to educate the public, to organise the protests, and to stop human rights abuses. Witness also helps to get these films on the air, and broadcasts online at www.witness.org. The original founding partners of Witness were Peter Gabriel, the Lawyers Committee for Human Rights and the Reebok Foundation for Human Rights.

Campaign Deliverables:

The aim of these posters is to use typography to create impactful messages that will move, inspire or

create a positive reaction within the general public. The campaign required either constructing a strong copy or using famous quotes and speeches to deliver impact on the audience. It also demanded awareness of the organisation-witness.

Creative Considerations:

Strong impact, understanding of the words and messages used, originality, typographic sensitivity and intelligence.

Mandatories:

Producing three different posters and including the following information:

WITNESS, 353 Broadway, New York, NY 10013, USA
Tel: 212 274 1664 Fax: 212 274 1262
witness@witness.org

Further Information:

witness.org
amnesty.org

I feel so scared
when he bangs
on my bedroom



Globally, it is estimated that up to 1 billion children aged 2–17 years, have experienced physical, sexual, or emotional violence or neglect in the past year. Don't stay silent on violence! Report these incidences around you and send it to us.

WITNESS, 353 Broadway, New York, NY 10013, USA
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witness@witness.org



The sound of his
 footsteps haunt
 me

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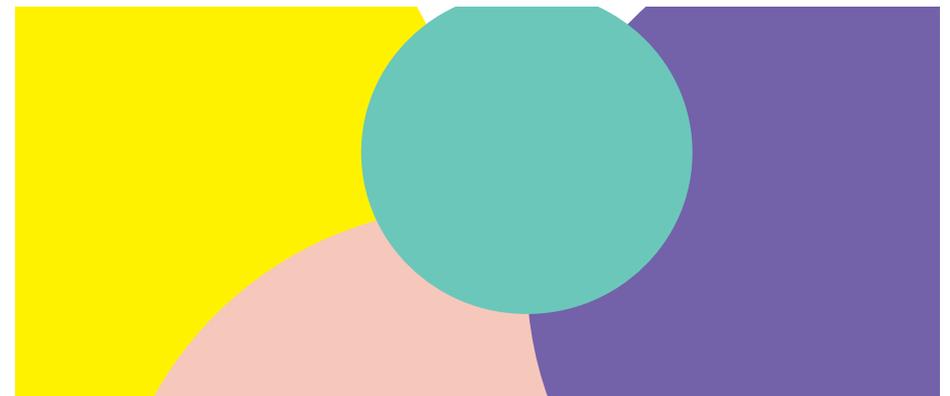
SEE IT
 FILM IT
 CHANGE IT

I decided to create my own copy for this brief

I am aspiring to be a copywriter and I love playing with words. I also try to balance the impact of words and visuals that I believe is a very important balance in the advertising field.

“The sound of his footsteps haunt me”

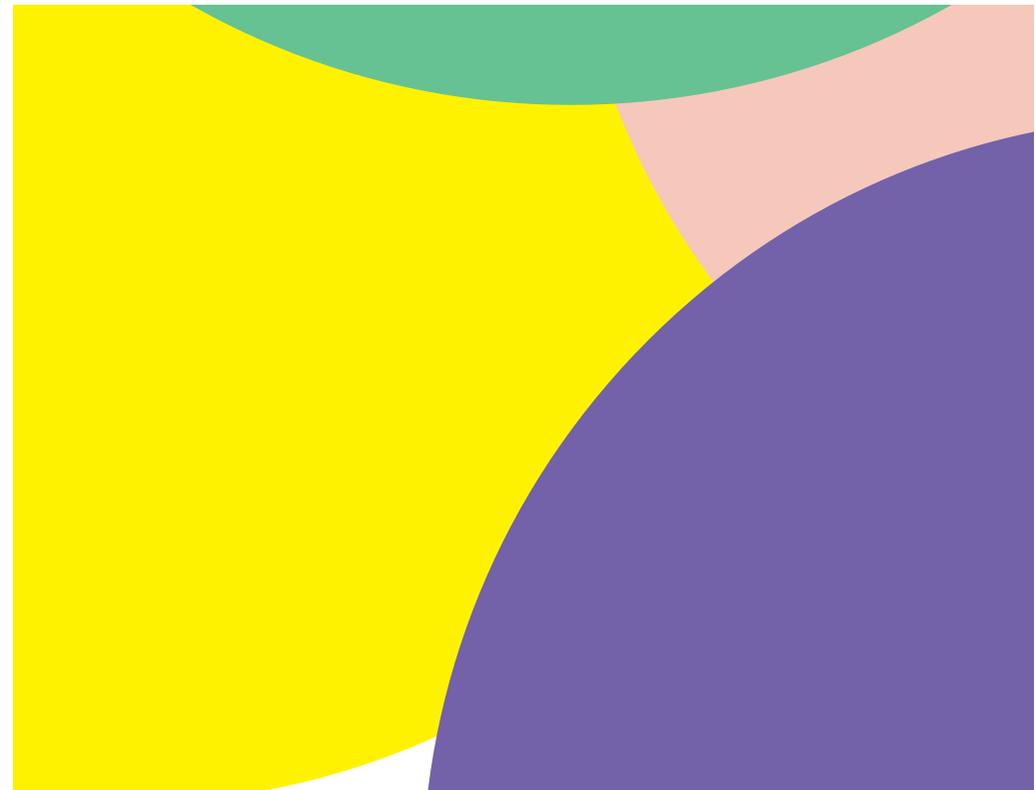
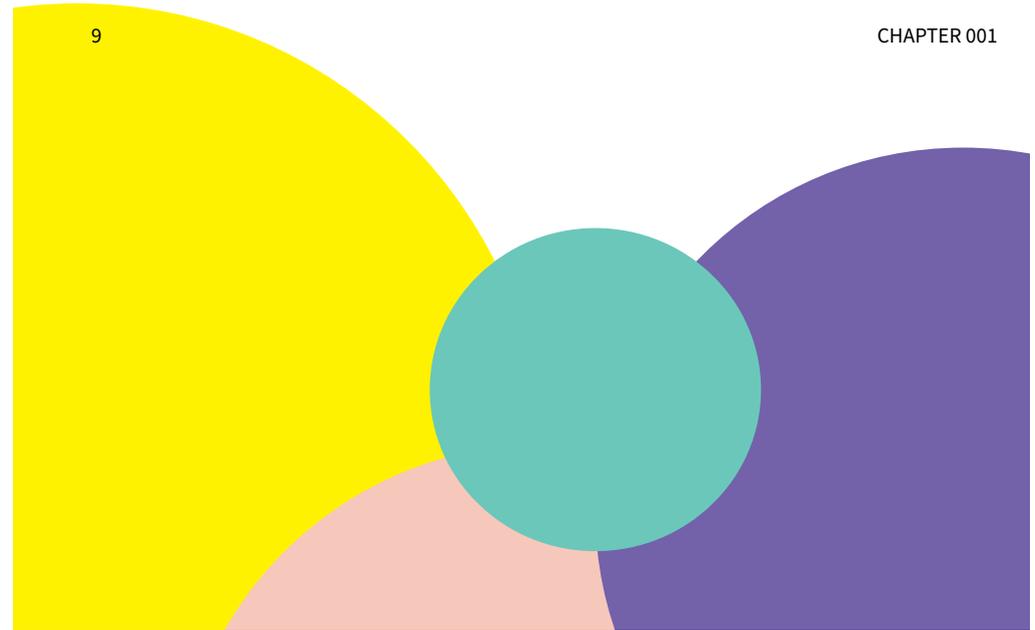
This tagline portrays the emotions of the child abuse victim taking viewers deep into what they go through. It directly translates the feelings convincing the audience to put their shoes into the oppressor's feet. I designed three posters as required by the brief creating different and unique copy for each and every poster (pg. 5,6 & 8).



I don't feel
safe at hme

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Cadbury Creme Eggs Campaign

We all know that Easter is a special holiday especially for kids. They wait all year long for those chocolatey Easter eggs. Cadbury Creme Eggs are special too. They are only available in the market from January till March. Therefore, the brief was to sell as many Creme Eggs as possible during the Easter season.

In this campaign, the target audience for the product are children. I created a TVC storyboard narrating Creme Eggs story. I also added an extra touch to the story by involving kids to behave well that can reward them with free supply of Creme Eggs. The storyboard can be seen on pg.no. 12 and 13.

Following the TVC storyline, I created shoutout for good kids in the print ,OOH and social media platform-Instagram. All of which links into a one giant campaign that will create noise from January till March.

Billboard, prints ads and social media posts will compel audience to engage in the latest Easter activities provided through the platform of

I introduced the concept of “naughty or nice?” among children to create the engagement of the target population e:g children.

Cadbury Creme Eggs.

This campaign will not only engage the children but also their guardians or parents to participate along with these children. We asked kids to upload videos of their good, kind acts. It will only be possible with the help of an adult's supervision, which will automatically target the two age demographics. It will create just the right amount of publicity.

Cadbury, itself is quite a reputable brand. But the Easter



season is special and so are the “Creme Eggs.” It is the most important time to promote a seasonal product that very well fits into the Easter holiday spirit.

The storyboard for Creme Eggs TVC is on pg.no. 13. The TVC is based on the story behind the making of Creme Eggs and how good children will be rewarded with Creme Eggs this Easter. The story starts from a farm where the Easter bunny lives with his friends.





VO(female) The Easter Bunny lived in a farm with his friends.



One day, he thought of making Easter Eggs with the help of his friends.



He gathered best-produced ingredients from his farm.



He cooked all the ingredients in one big pot.



The bunny added some secret magic to the recipe.



That's how he made delicious, gooey and creamy eggs.



The bunny gifted creamy eggs to the good children on Easter.



All the naughty kids ate ordinary Easter eggs.



And that's the story behind our gorgeous-looking Creme Eggs.

Creme Eggs Cadbury

Print and OOH posters will show a comparison between choosing the naughty side or the nice side. Similarly, other posters displayed a comparison of the quality of Creme Eggs and other Easter eggs.

Easter Season

OOH posters include a 48-sheet billboard poster and a 6-sheet poster that will be displayed on the bus shelters.



Hollow **OR** **Gooey**



OR

Which one would you pick?



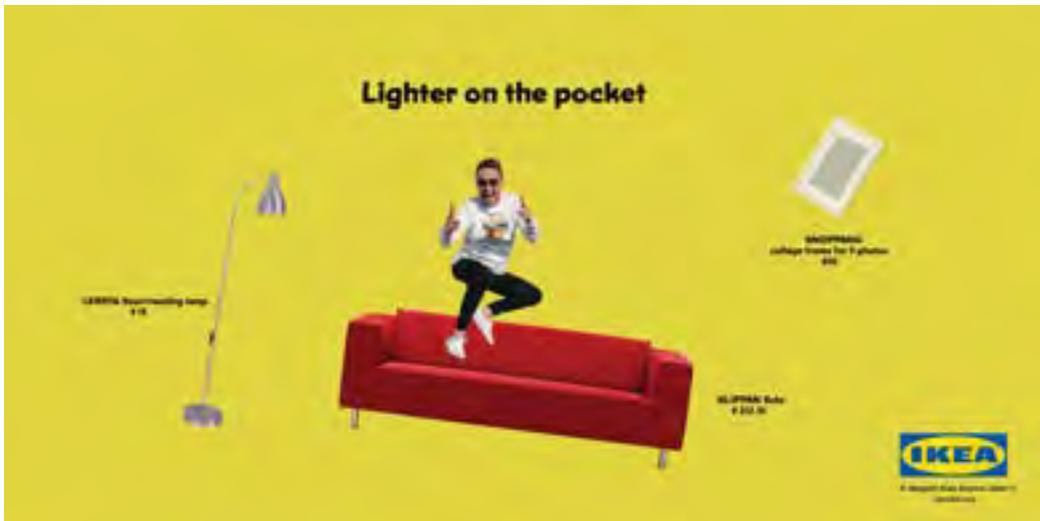
IKEA Campaign

“Lighter on the pocket”

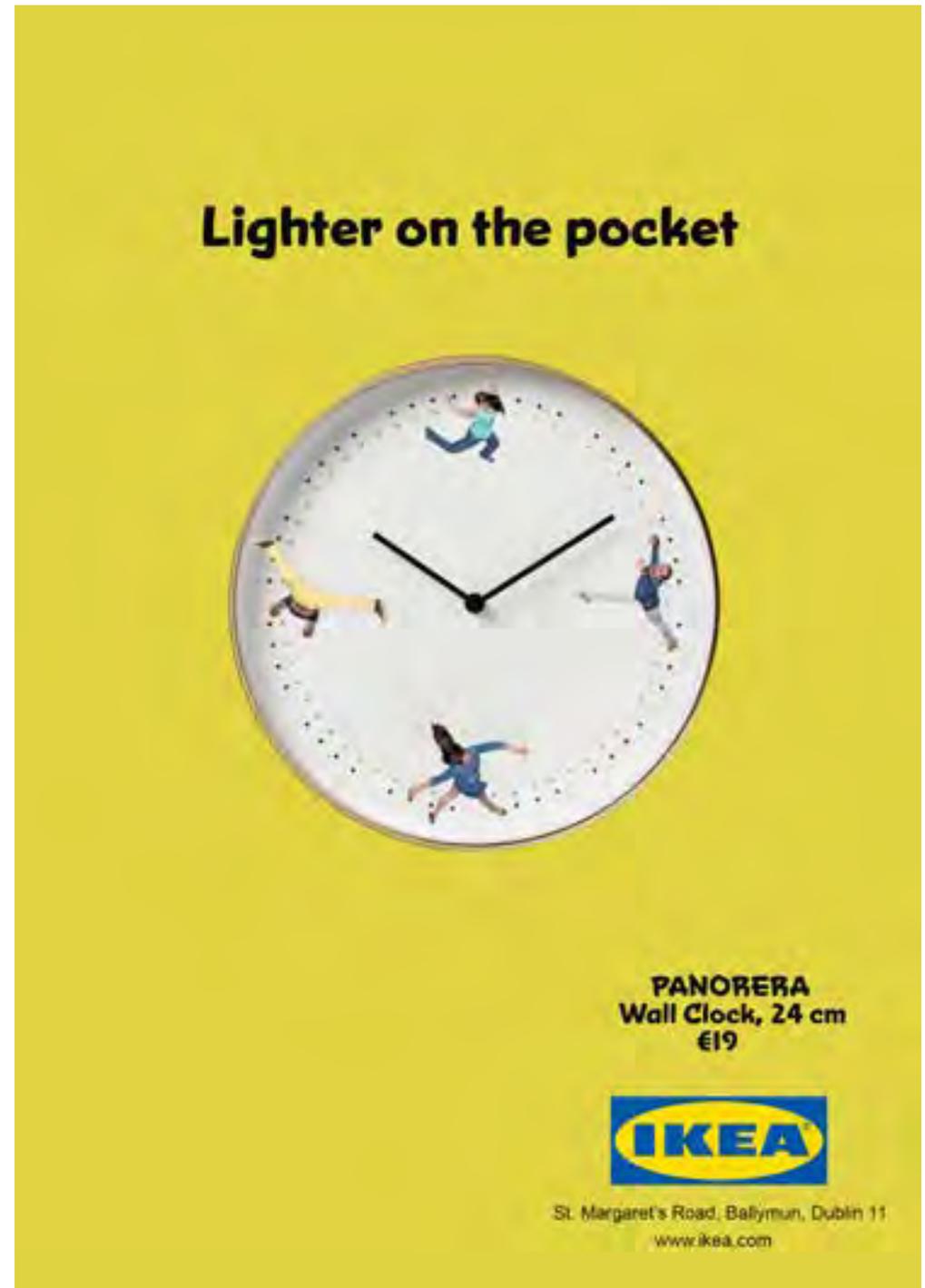
The Brief

The brief was to target people from all age-demographics whether they are young or old, sweet or bold. The motive was to instill the affordability of IKEA products for consumers.

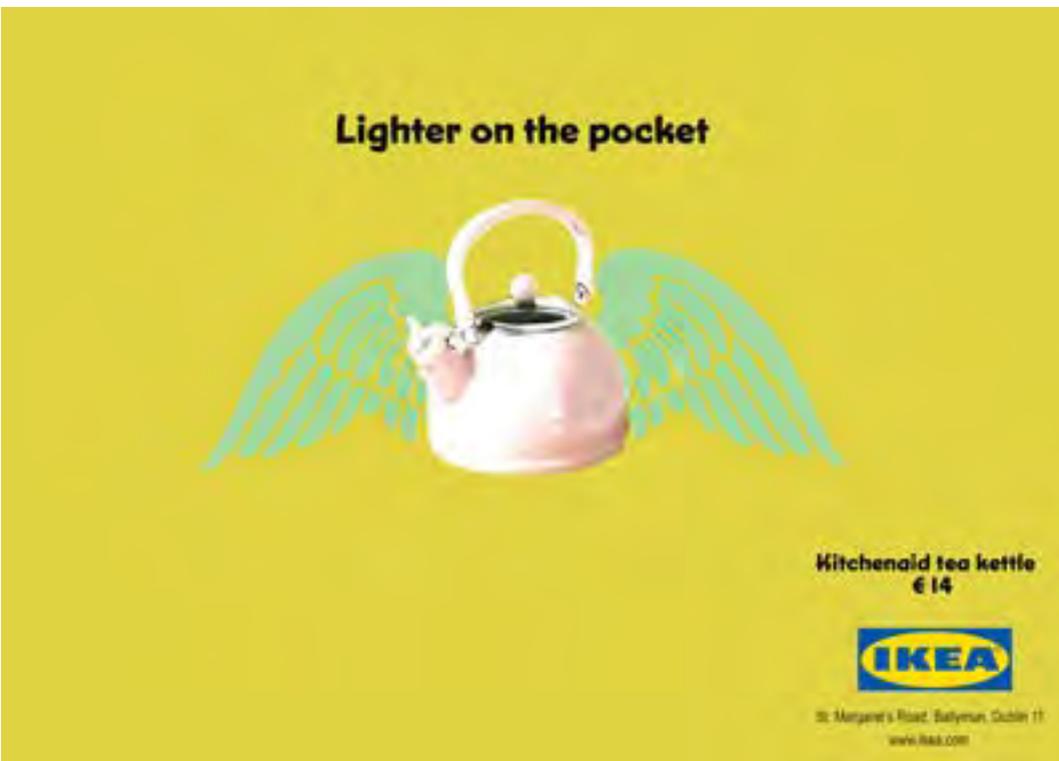
I came up with the idea “Lighter on the pocket.” It conveyed the message of joy and stress-free feelings attached to IKEA products by presenting them in a literally unique fashion. I designed a series of print and OOH ads to highlight the pleasure of buying from IKEA.



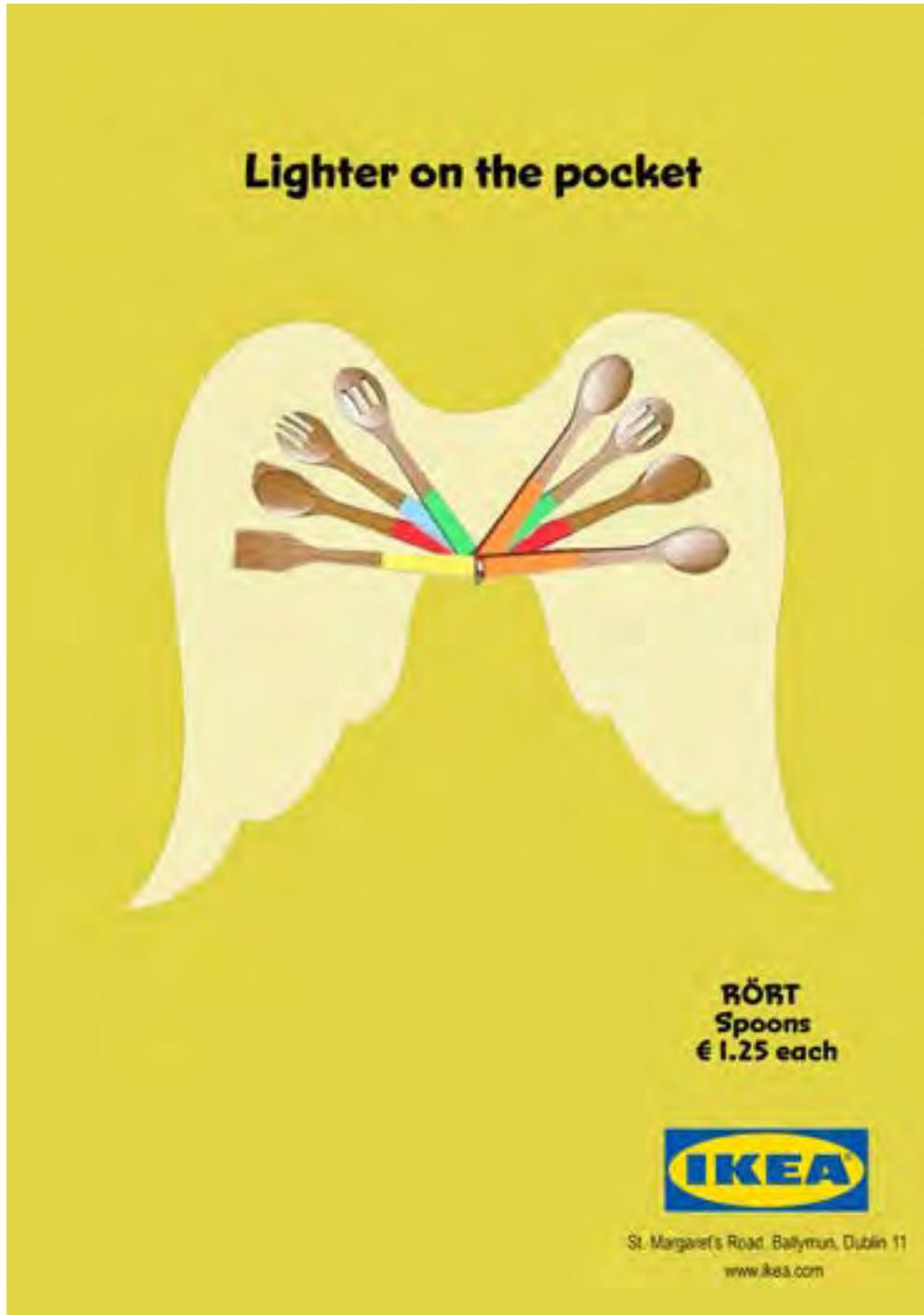
48-sheet billboard IKEA poster



A4-Print poster IKEA



A4-size print IKEA poster



A4-print poster



TESCO

The goal of this brief was to come up with a unique copy that should stand out from the common grocers ads.



Cool beans.

Oh! you mean our baked beans.

TESCO
Every little helps



Coffee in a cake or a cake in coffee!

Doesn't matter! It's delicious both ways.



With Tesco, all you need is water to make pancakes.

Enjoy pancakes Tuesday in just €1.

Radio Ad for Soundstore

CREATED BY FIDAK BATOOL

The brief was to produce a 40-seconds or two 20 seconds radio ads for Soundstore.

It is a 100% Irish owned Electrical Retailer that specialises in TV, Audio, Computers and Kitchen Appliances. I produced two twenty seconds radio ads.

Soundstore Coffee Machine radio ad

Soundstore Dishwasher radio ad

Desperados-a tequilla-flavoured beer Campaign: You are on top-Desperados

The brief was to launce a brand-new campaign for Desperados beer that is known for its bold and edgy ad campaigns in the past. The tone of the brand is also quite bold and edgy; therefore I decided to design a campaign that involves the youth to perform fun and daring challenges using Desperados bottles at home and win Desperados hall of fame and free VR goggles and an invite to a virtual party hosted by none other than Desperados.

The campaign name is “You are on top-Desperados” that is comprised of print and OOH posters and the social media mock-ups keeping in mind, the current circumstances of youngsters stuck at home. But they want to have fun and party.



