

VF

VANESSA FORD

writer / art director / thinker



MAYNARDS BACK TO SCHOOL

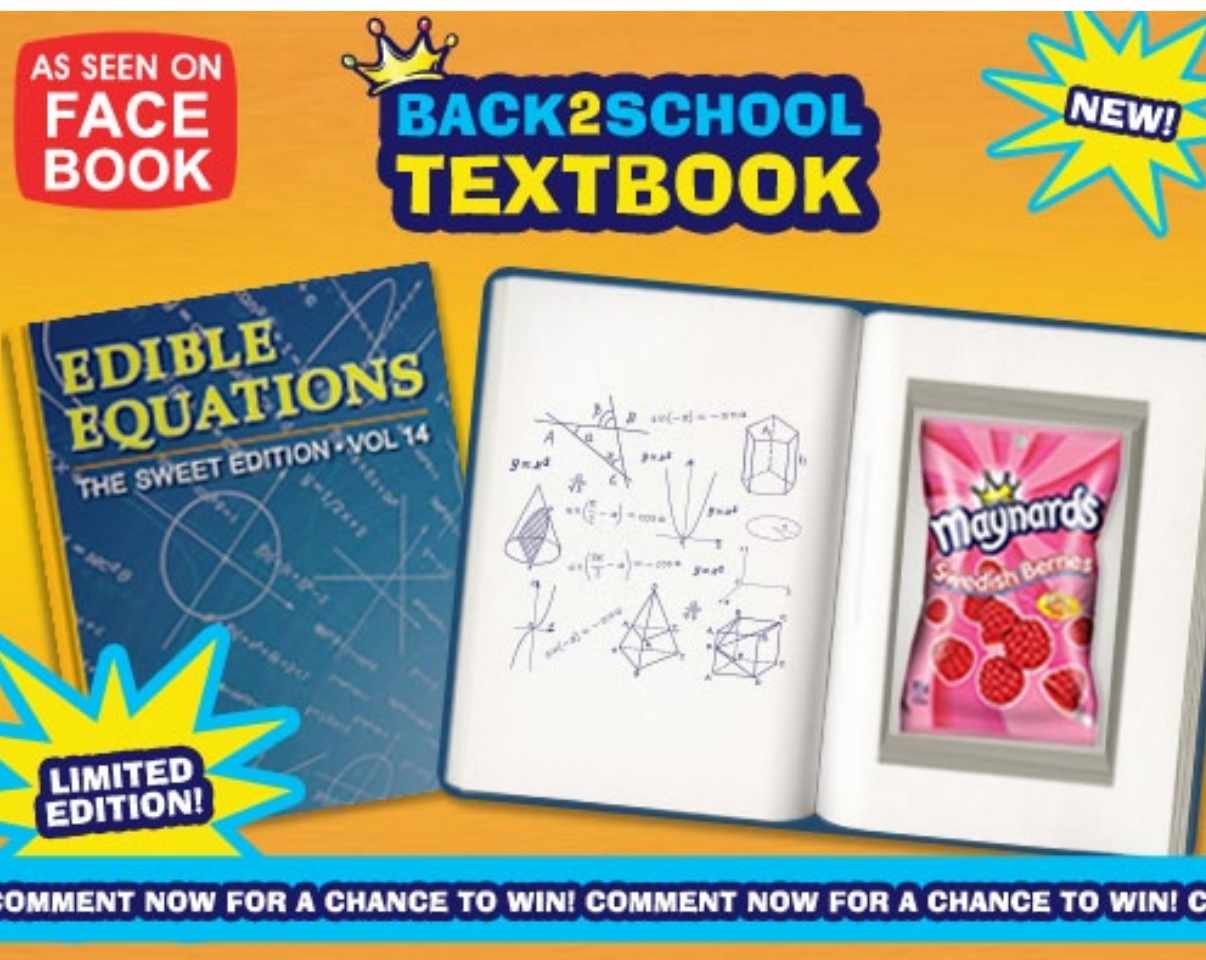
Knowing that our Maynards Facebook page fans are at the age where going back to school elicits feelings of bitterness, we wanted to give them something to make going back a little bit sweeter. One lucky winner received a hand crafted Maynards back to school textbook, and a generous supply of Maynards candy to fill it with for some seriously sneaky snacking.



Maynards Canada

October 17

Bored in class? Hungry? Comment* with #contestentry for a chance to win this textbook! Rules: <http://bit.ly/BackToSchoolMaynards>

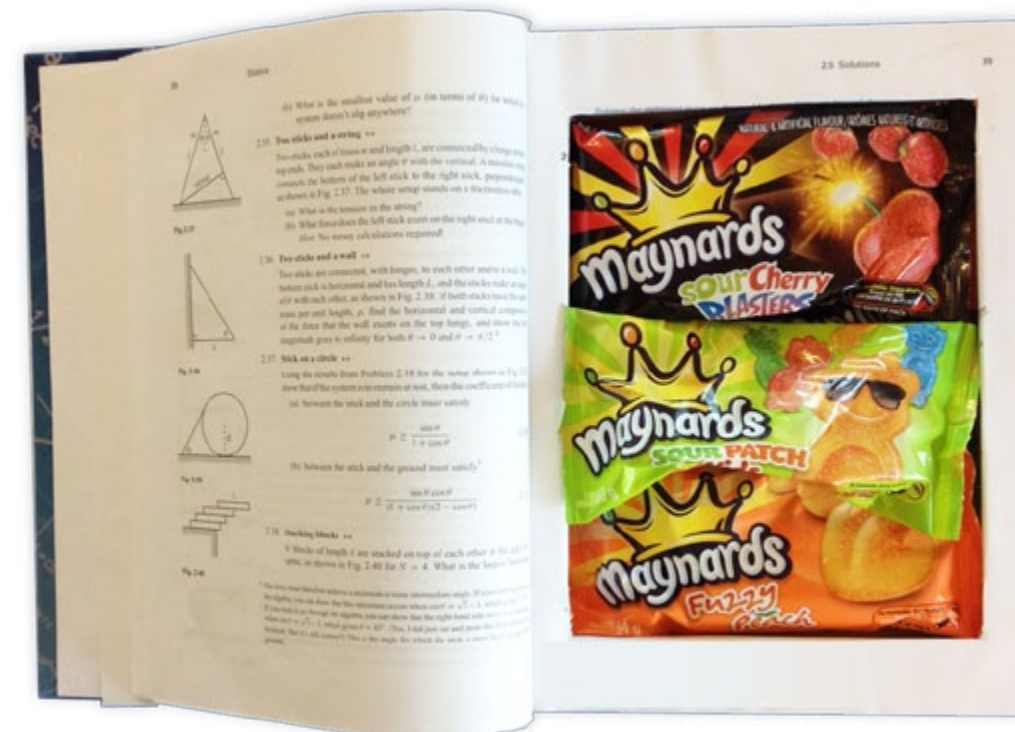
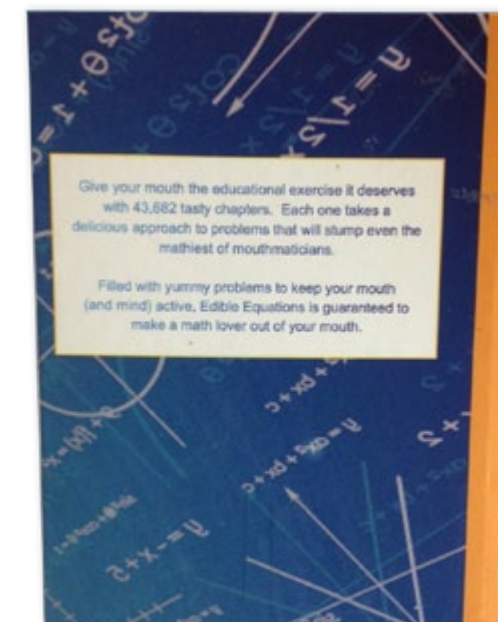
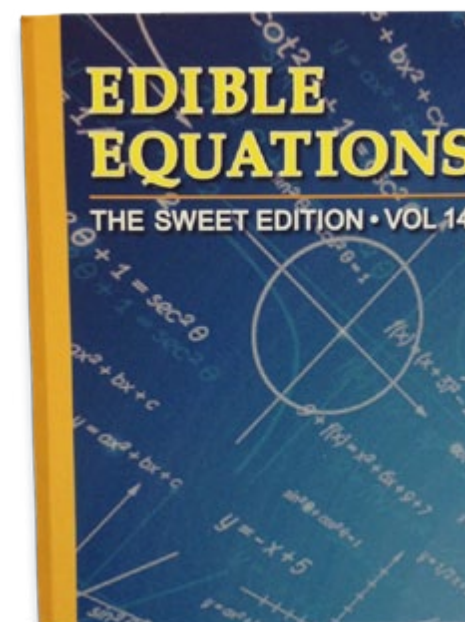


Like · Comment · Share

2 Shares

226 people like this.

Top Comments -



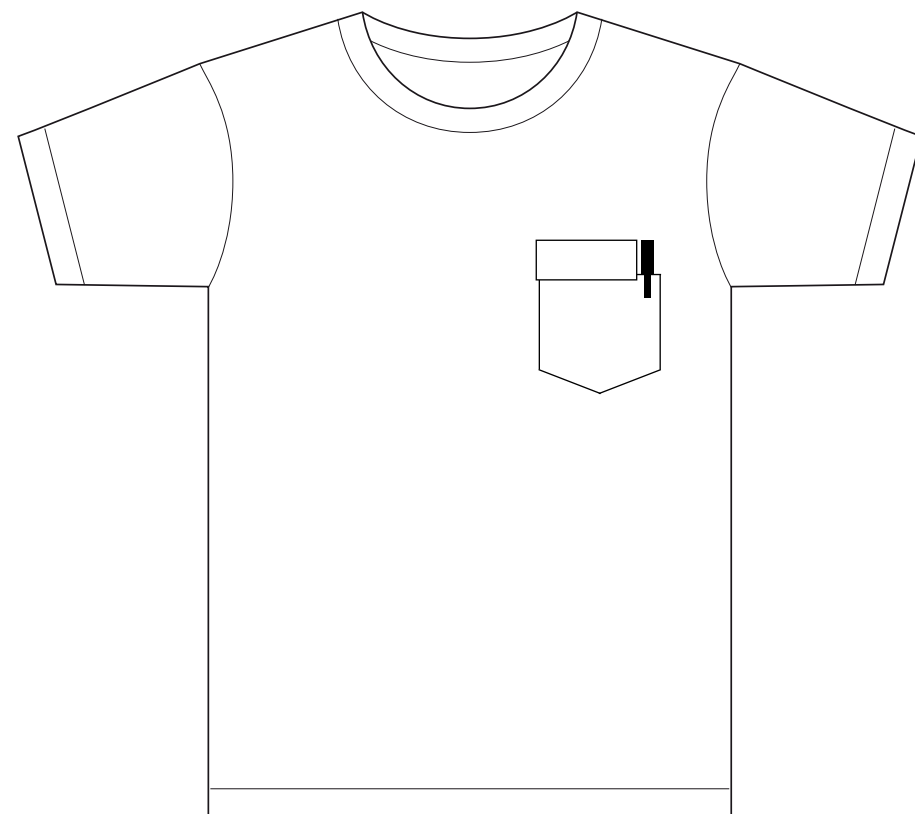
THE HIVE 

THE HIVE ALIVE

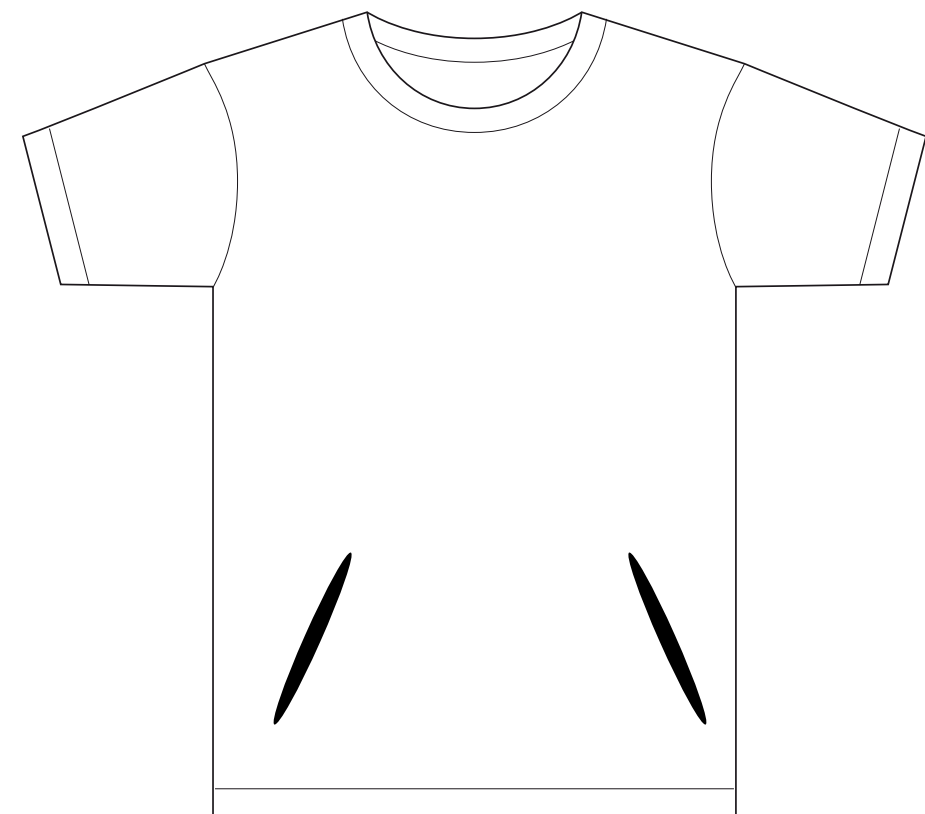
The Hive believes in Inventing What's Right. This positioning governed every piece of work we did and defined how we approached problems. It also let existing and potential clients know that we believed in big ideas that didn't always follow the traditional mediums of advertising, and modes of thought. Combining my love for fashion and The Hive, I pitched several concepts for clothing that were to be a physical manifestation of the agency and its beliefs. The garments were to be created with the local sustainable clothing line KOTN and distributed to current and potential clients to generate some buzz.



- 1 | **Invent What's Right X _____:** This concept highlighted the taste makers of the Hive by having each member of the team showcase their take on Inventing What is Right

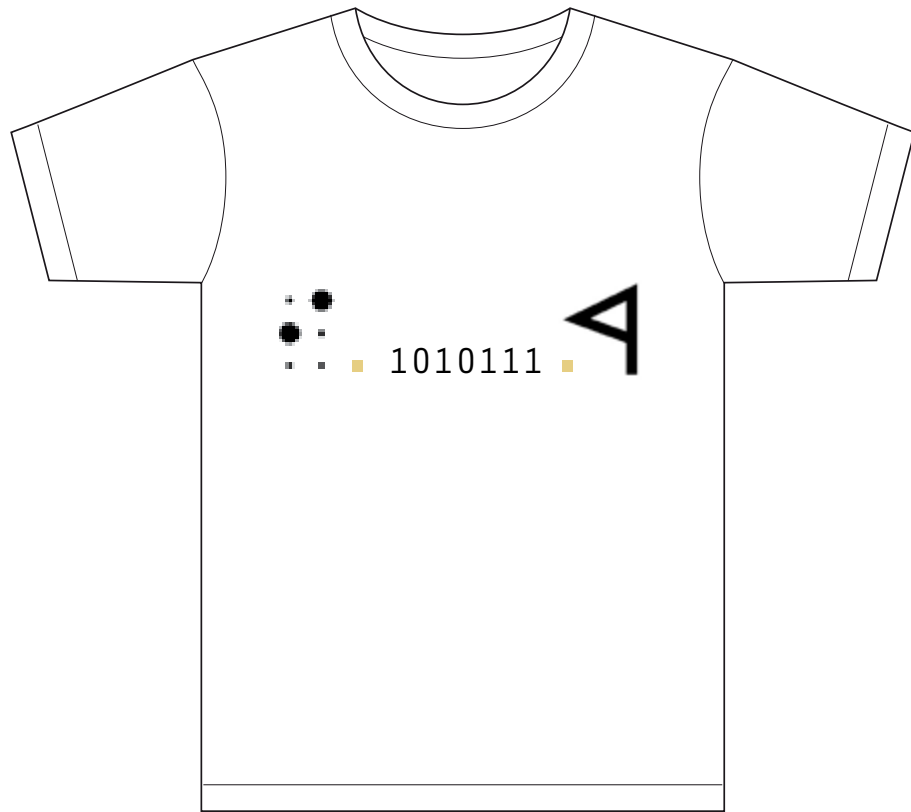


- 3 | **Walking Idea:** An inventor never knows when an idea will strike, but this shirt ensures they are always ready. With a built in note pad and pen they will never be stuck. If worst comes to worst- the t-shirt itself can be used as a note pad due to its fabrication from extra smooth cotton



- 2 | **Actually Inventing What's Right:** Influenced by street style, this concept takes classic garments and enhances them to make them work in more ways than one. Examples include a tee with two storage pockets, tee with a drawstring hood and long sleeve tee with attached scarf





- 5 | **IWR:** Inventing What's Right means collaborating to create what is right. This concept celebrates the power of connections by spelling out our acronym with various elements of visual communication (this example includes raised braille I, a binary W and a Phoenician R) to create a visual puzzle



- 6 | **Invented What's Right:** At one point in time, the basic tee did not exist. Then someone created a pattern and stitched it together to create this staple of human apparel. This concept is an homage to that



- 4 | **Real Bee Tee:** Bees are awesome and necessary for the survival of the human race and we want to keep them around with these tees. Photographic floral patterns are inspired to attract bees while proceeds from the sales of this tee would go to bee preservation efforts



HEINEKEN ICE BREAKER

To bring the Heineken Open Your World campaign to life at an experiential level and challenge our target to literally open their world we created the Heineken Ice Breaker. This event leveraged the existing platform, celebrated the new Heineken ice towers, and best of all, created a branded experience.

VANCOUVER • CALGARY • TORONTO • MONTREAL


Heineken

ICE
BREAKER
BREAK THE NIGHT WIDE OPEN.


Heineken

X



Upon arrival guests were to be given either a red or green wristband. Green bracelets meant go left. Red go right. Behind the doors were two very different parties separated by a large ice wall. One side featured a DJ while the other featured a folk band. After the party was well underway, the wristbands started flashing, signalling it was time for the ice wall to come down (via destruction by guests or the logistically nightmare free 'projected ice wall curtain'). Either way, the two worlds collided as the crowds, and bands, came together to get the party started.



X

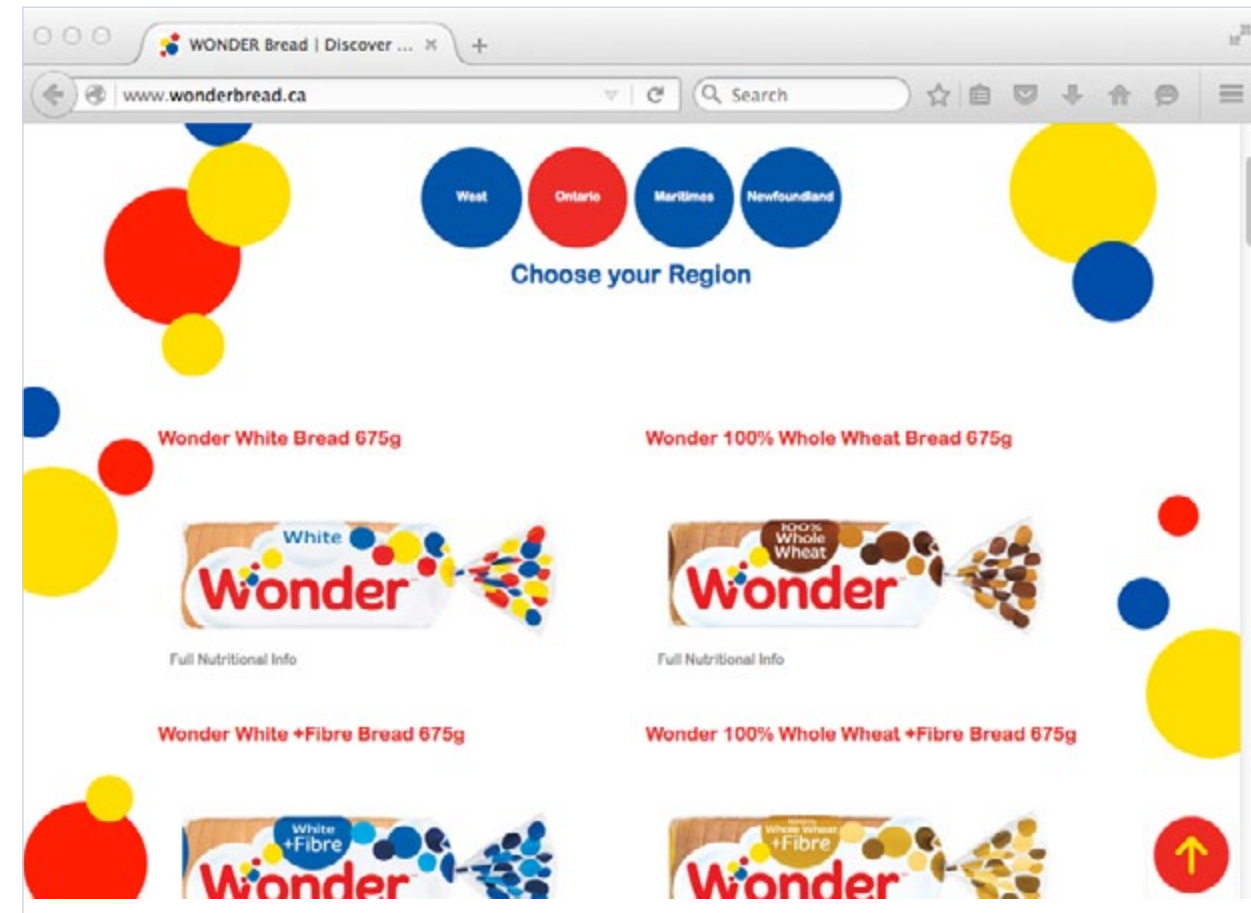
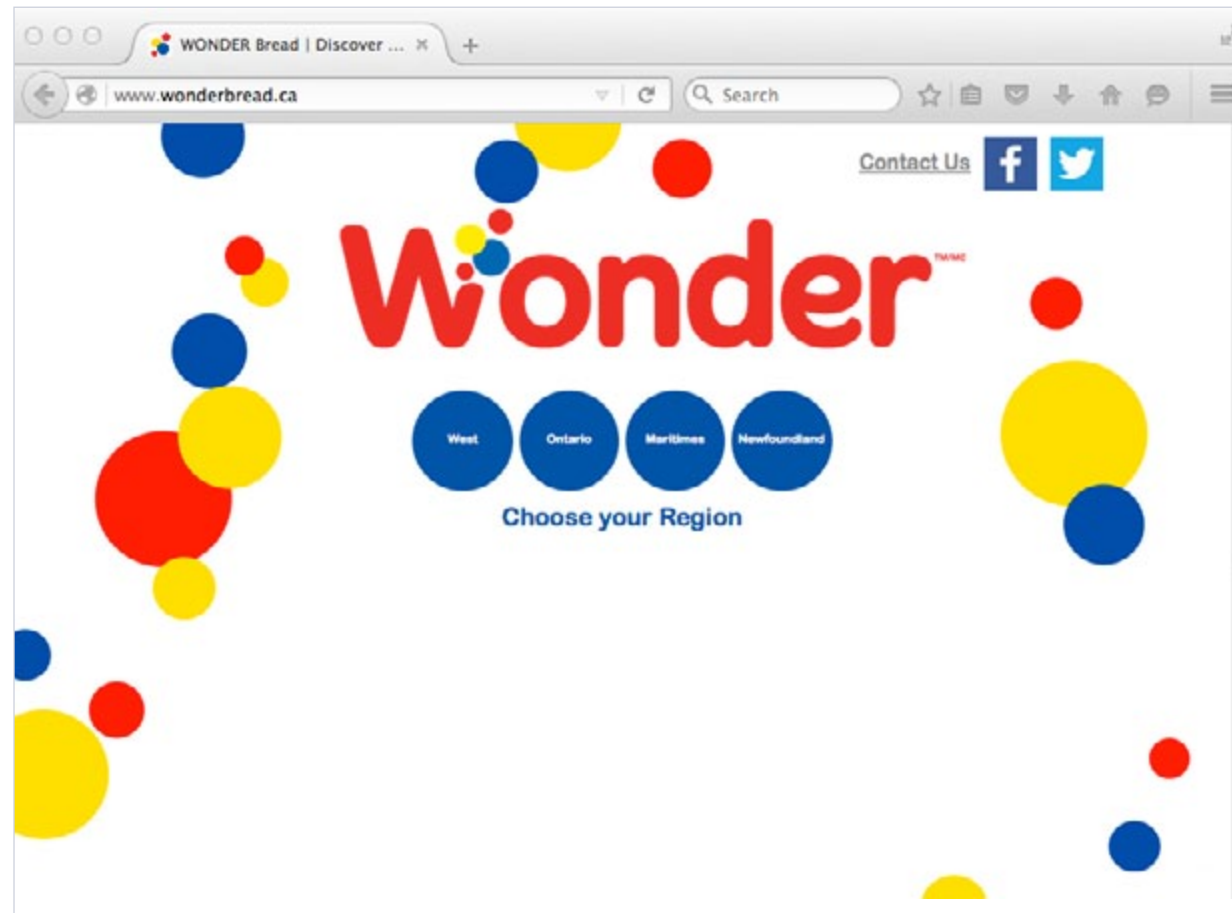


To keep the idea alive at bars across the country photo booths with two separate lines brought strangers together to take a selfie that took them on a global adventure (leveraging the power of those magical Heineken hued green screens). Blank business cards that tied in to the Open Your World spot were also dispersed at bars as a way to initiate interesting conversations between strangers, and help them break the ice.



WONDER BREAD GOES DIGITAL

The Wonder Bread brand underwent a major re-brand and re-launch in the winter of 2014 with The Greatest Thing Since campaign. To bring the brand to the digital space, a place it had never been before, we created an easy to navigate microsite that housed all the product and nutritional information. We also needed to get the brand on social media and get consumers involved in the feel-good momentum of the campaign. To do so we devised five platform specific creative pillars to launch content under.



www.wonderbread.ca

www.facebook.com/wonderbreadcanada

www.twitter.com/wonderbreadca



- 1 | **The Greatest Thing Since:** Employed appetizing product photography (shot in house) to drive home the emotional sentiment and campaign equity



- 2 | **# Wonder Recipes:** The new packaging had simple graphic recipes and we brought this inspiration to the digital space, creating a small database of extremely simple but unique recipes



- 3 | **#Wonderfuller Wednesdays:** Featured fun branded content, posted every Wednesday to ignite a smile or two mid week



- 4 | **Sandwiching the News:** Utilized the nature of Twitter to latch onto positive news stories, spreading the feel good message with a Wonder twist





Wonder

WHAT'S FOR LUNCH?

YOU COULD WIN



CDAEHDR & APEPL

Wonder Bread Canada

September 1 · 🌐

You could win! Just unscramble the 2 words. Mmm...this one would be great for lunch today.

Rules: <http://bit.ly/1kGVRys>

Like · Comment · Share

👍 956 people like this. Top Comments ·

📄 128 shares

 Jenny Gauvin Cheddar & Apple!

Like · Reply · 🗨 1 · September 1 at 2:44pm

💬 3 Replies

 Wonder Bread Canada Show us some love for the puzzles by 'liking' our page, if you haven't already! 😊

Like · Reply · 🗨 39 · September 1 at 12:02pm

💬 3 Replies

Jennifer Lubi Prywatnosc cheddar & apple

Wonder

WHAT'S FOR LUNCH?

YOU COULD WIN



BO _ O _ _ A A _ _
MU _ _ A _ _

Wonder Bread Canada

August 18 · 🌐

Be the 1st to win a Wonder Lunch Box! Just complete today's sandwich name. It's a classic!

Rules: <http://bit.ly/1kGVRys>

Like · Comment · Share

👍 741 people like this. Top Comments ·

📄 164 shares

 David Bruce bologna and mustard

Like · Reply · August 19 at 2:25am

💬 2 Replies

 Bonnie Lam BOLOGNA AND MUSTARD Love it. Super cute! Never had one before when I was young.

Good luck to you all. Huggiez.

Like · Reply · 🗨 1 · August 19 at 1:56am

💬 2 Replies

YOU COULD WIN



C	X	D	S	M	O
P	H	Q	A	T	R
J	Z	E	A	Q	Z
S	R	M	E	T	M
C	O	R	H	S	C
T	Z	O	U	G	E

Wonder Bread Canada

August 20 · 🌐

You could win a Wonder Lunch Box! Just find the 3 words in the word search below to reveal today's sandwich.

Rules: <http://bit.ly/1kGVRys>

Like · Comment · Share

👍 1,188 people like this. Top Comments ·

📄 245 shares

 Diane Taylor Tomato cream cheese are the words and my entry for a lunch box.

Like · Reply · 🗨 1 · August 21 at 12:02pm

💬 2 Replies

 John Brown Cheese, Tomato, Cream it would be neat to own one Love Wonder Bread

Like · Reply · 🗨 1 · August 21 at 11:35am

💬 2 Replies

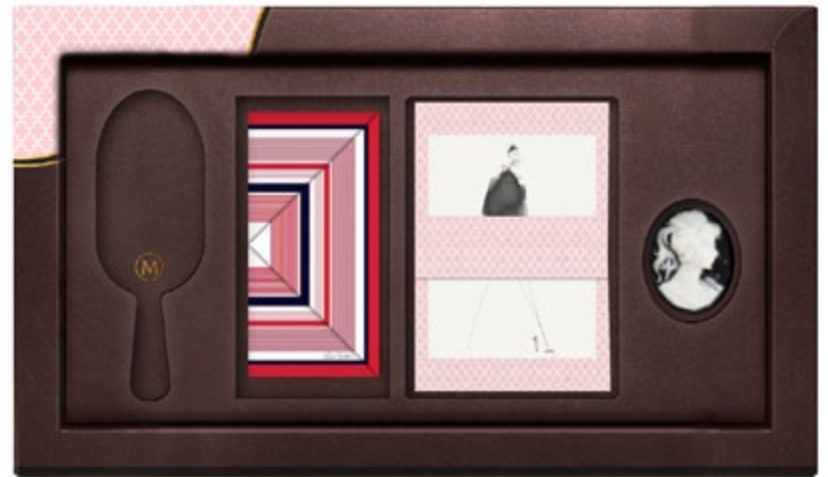
5 | **Seasonal Specials:** Leveraged prime sandwich seasons, back to school being an example of one. We celebrated this sandwich making season with a simple Facebook contest. Fans could guess the sandwich for a chance to win a Wonder branded lunch box created for the contest. For a low cost we got our page talking and created sought-after merchandise that complimented our product



MAGNUM +

To bring the pleasurable experience of eating a Magnum bar to the luxury seeking target we created a celebrity curated subscription service available online through Tumblr, at high end retailers and via a Magnum ice cream truck. More than a box, each exclusive package was a premium sensory experience, inspired by the 8 rich chocolate flavours of Magnum. Curators include tastemakers and style icons that our target looked up to including Susur Lee, Pink Tartan and the Coveteur girls. Each hand picked item would come in a luxury collectible box complete with a letter from the curator.

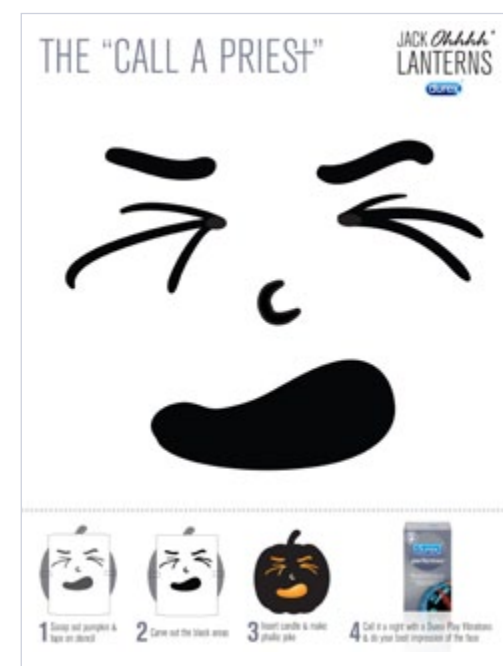
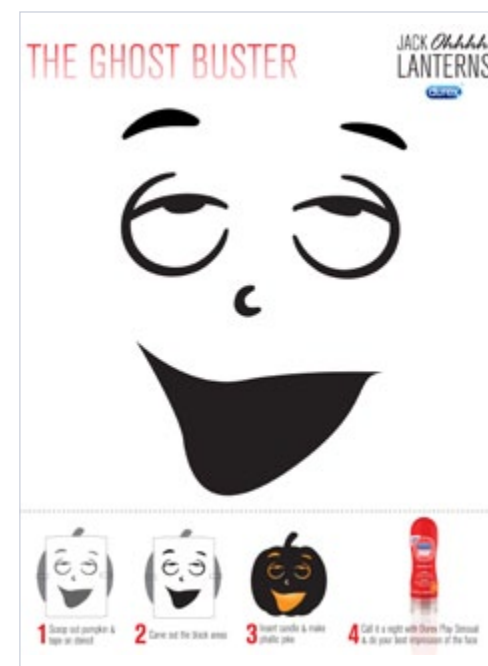
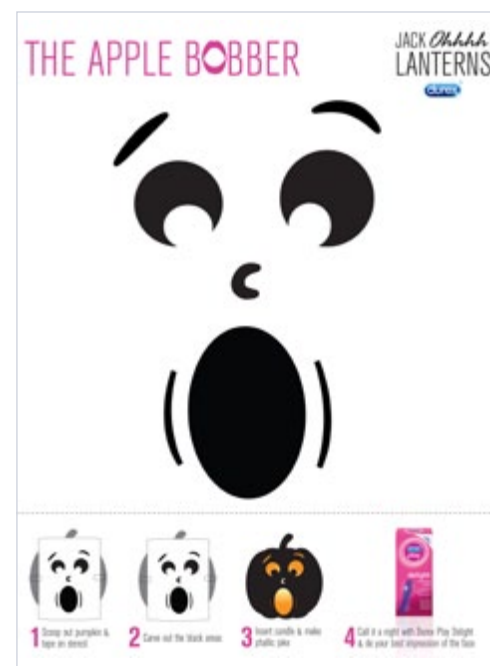
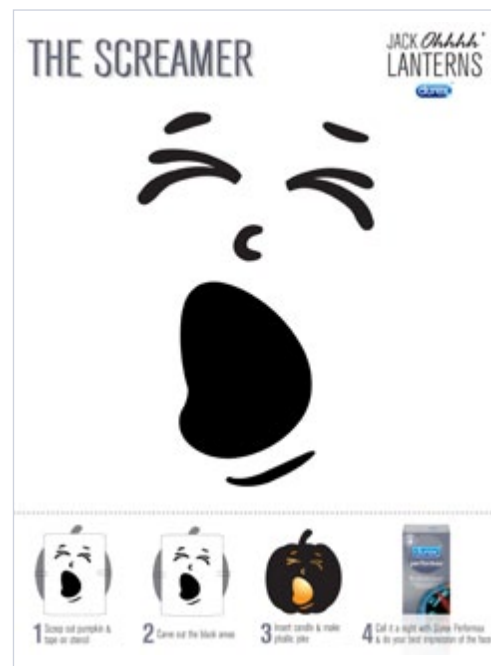






DUREX JACK OHHHH' LANTERNS

Over lunch one day we got to talking about Halloween content for Durex. It wasn't an ask but we knew we didn't want to let Durex go dark during this sexy holiday. So came the idea for Jack Ohhhh' Lanterns, a twist on the classic Jack O' Lantern. Instead of featuring scary faces, these pumpkins had ooooooh faces, thanks to Durex of course. We extended the fun to our Facebook fans by creating 5 downloadable stencils (that really worked) while promoting a corresponding Durex product.



THE HIVE 

THE HIVE DOES MOVEMBER

To raise money and awareness for Movember we decided to get to the root of the problem and encourage men to donate their razors and let their moustaches grow free. For every razor we received we donated \$2 to the cause. Over the course of 6 weeks the razor tally grew, as displayed in our windows and on our Twitter feed. The Hive received over 2500 razors, from staff, clients and passersby and raised over \$5000. At the same time we were able to donate all the new razors to shelters in the city. Win win.





The Hive @The_Hive · 5 Nov 2014



Save a stache
& WE'LL DONATE
SOME CASH
\$2 PER RAZOR. RAZOR DONATIONS ACCEPTED
AT THE HIVE, 544 KING STREET WEST, TORONTO.

 **The Hive** @The_Hive · 5 Nov 2014
Our #Movember Razor Donation Center is in full swing! Donate your razor today & we'll donate \$2 to the cause #thehive

🔄 3 ❤️ ...

521 razors in, lots more to go! Bring your razors into The Hive now



521 Razors
521 SAVED
STACHES

 **The Hive** @The_Hive · 17 Nov 2014
521 razors in, lots more to go! Bring your razors into The Hive now and we'll donate \$2 to #Movember

🔄 1 ❤️ ...

razor today & we'll donate \$2 to the cause #thehive

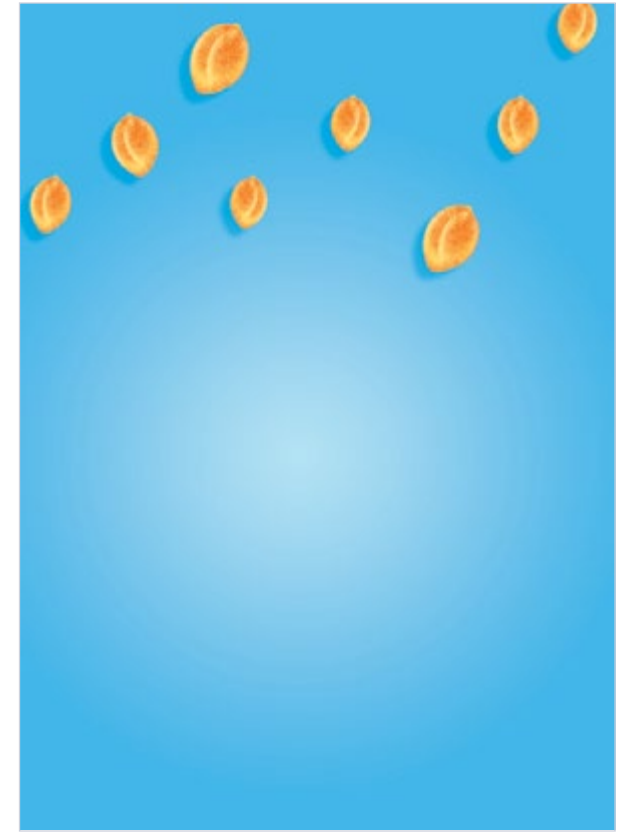
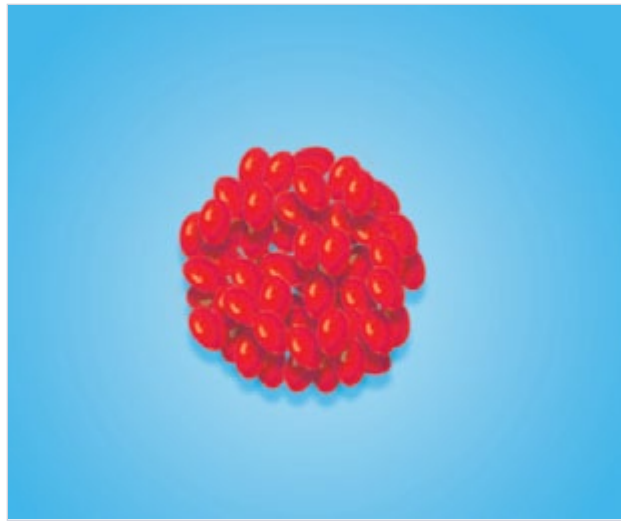
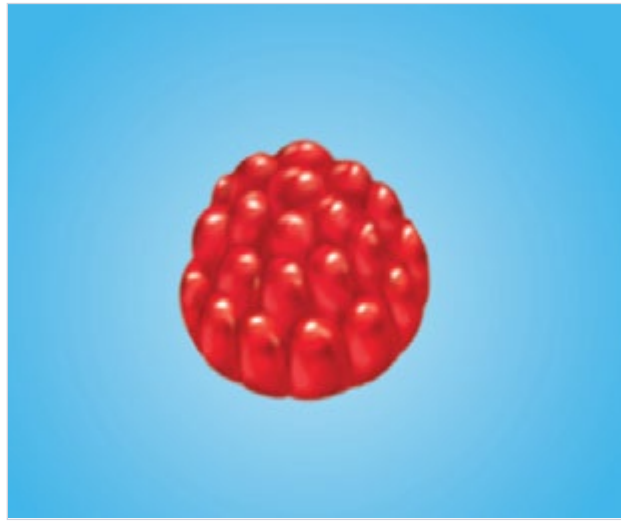


MAYNARDS WHERE YOU BEANZ?!

To introduce new Maynards Beanz to candy consuming Canadians we created 10 short consecutive interactive YouTube pre-roll videos. At the same time, we wanted to leverage the momentum (and budget) of the Beanz launch to revise the entire Maynards content strategy. The communication objectives were straightforward, introduce the new candy (format and flavour) and drive to our video experience and new/existing social media channels . To do so we created a content mix with 3 tools and devised a strategy that advised when and where to use each tool.



<https://www.youtube.com/user/MaynardscandyCanada>

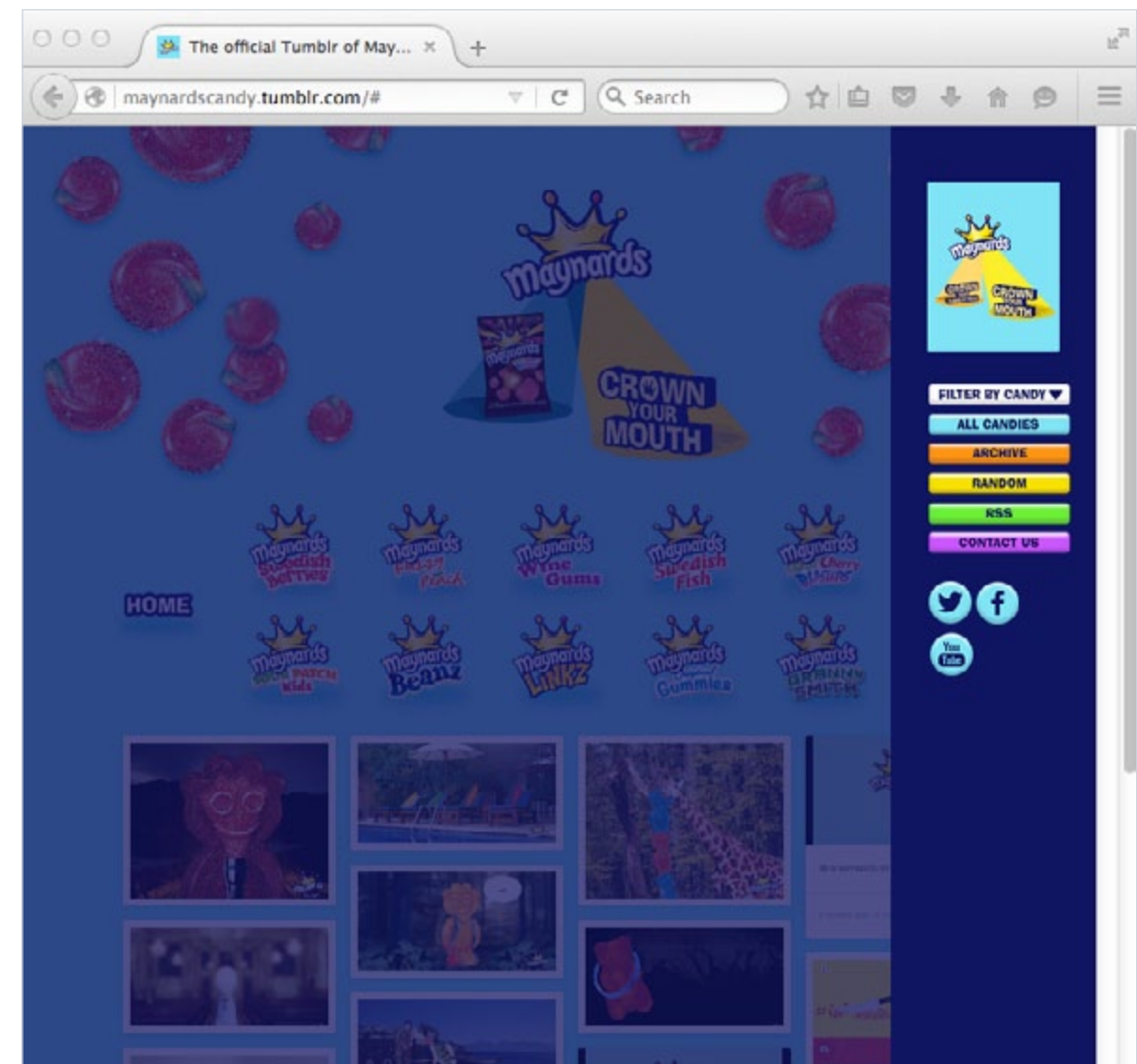
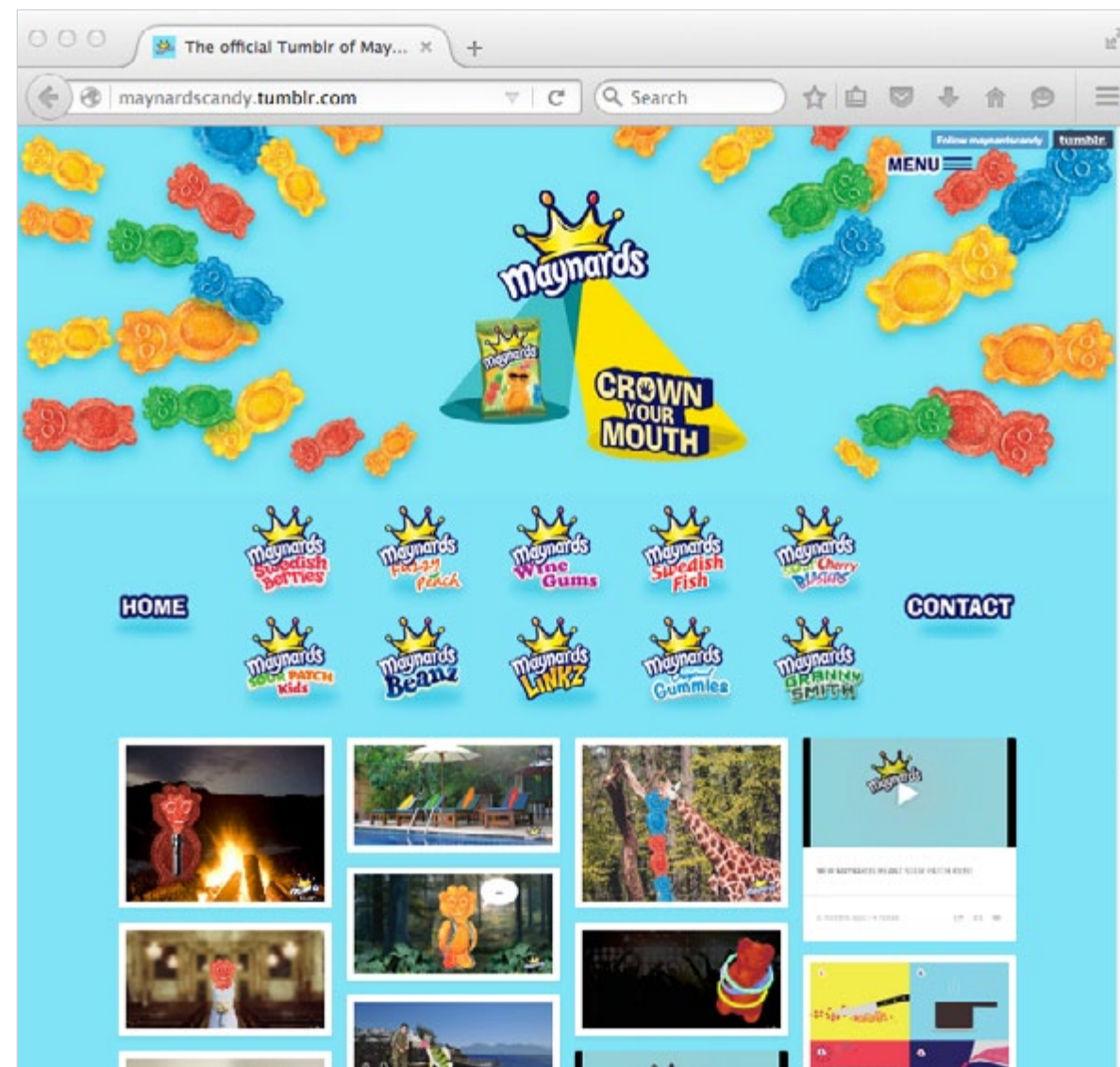




April 12 GOT new season:
Tell me #whereyoubeanz watching for a chance to win free
Maynards Swedish Berries Beanz!



Breaking news for the future. I Beanz on Tumblr.
#whereyoubeanz.
Check it out <http://maynardscandy.tumblr.com/>



<http://maynardscandy.tumblr.com/>

As part of the launch we created a new microsite on Tumblr to house all of our bit size content as well as give visitors the ability to view content by product.

VF

THANK YOU FOR YOUR TIME

I hope you enjoyed viewing my work as much as I enjoyed creating it. I look forward to hearing back from you!