

MY EXPERIENCE WITH

M&CSAATCHI OPEN HOUSE

2024

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September - October 2024





BEFORE YOU PROCEED

As a testament to my attention to detail and passion for branding, I've respectfully borrowed M&C Saatchi's Open House branding assets for the presentation of this portfolio.

Open House's consistency and design are an inspiration, and align with my admiration for strong brand guidelines, which I've closely adhered to in this portfolio.





**I LOVE MARKETING.
BUT I LOVE
ADVERTISING MORE.**

My name is Nima, I'm a final year BSc Marketing and Management student at Queen Mary University of London; and I love advertising. When I found out about M&C Saatchi's Open House Programme, you best believe I was over the moon. This mini-portfolio showcases the tasks I completed for weeks two, four and six. I would like to extend my gratitude for everyone at M&C Saatchi, and beyond, who helped execute this programme for the 2024 cohort.



WEEK 2 TASK: DATA & INSIGHT

1. Pick a Brand

2. Find Some Numbers

3. Make It Memorable



EMIRA

FROM £839 A MONTH AT 0% APR
PERSONAL CONTRACT PURCHASE*



THE BEST OF BOTH WORLDS



ELETRE
FROM £999 A MONTH AT 0% APR
PERSONAL CONTRACT PURCHASE**

*UK 18+ customers only. Offer available on a new unregistered Lotus Emira First Edition V6 ordered from a participating Lotus Centre by 30/09/2024. Model shown is Lotus Emira First Edition V6 with no options added, available on the road from £85,895. Finance from £839 per month based on £8,710 customer deposit and optional final payment of £41,243 required to own the vehicle. 48 month term. At the end of the term, you may return the vehicle instead of making the final optional payment. Returned vehicles must be in good condition and an excess charge of 29p per mile will be charged if you exceed the annual mileage allowance of 6,000 miles. Offer may be varied, withdrawn or extended at any time. Offer cannot be used in conjunction with any other offer. Vehicles are subject to availability. Participating Lotus Centres only. All sales are made directly to consumers by participating Lotus Centres which individually determine the final price. Cash purchase option also available. Credit subject to status. Guarantees may be required. T&Cs apply. Lotus Technology Innovative Limited, 18 Vine Hill London EC1V 0LN (FCA FRN 994842) is an introducer appointed representative of CA Auto Finance UK Limited (FCA FRN 312683) t/a Lotus Financial Services, the lender. Lotus Technology Innovative Limited is a credit broker and not a lender. Your participating Lotus Centre will usually receive a fixed percentage commission for introducing customers to Lotus Financial Services.

Lotus Emira First Edition; WLTP: 268 kW (360 bhp), fuel consumption combined 25.64 MPG, CO2 emission combined 208 g/km. Figures are intended for comparability purposes. The fuel consumption you achieve under real life driving conditions and CO2 produced will depend upon a number of factors including the accessories fitted after registration, variations in driving styles, weather conditions and vehicle load.

**UK 18+ customers only. Offer available on a new unregistered Lotus Eletre S ordered from a participating Lotus Centre by 30/09/2024. Model shown is Lotus Eletre S with no options added, available on the road from £102,495. Finance from £999 per month based on £10,249 customer deposit and optional final payment of £41,243 required to own the vehicle. 48 month term. At the end of the term, you may return the vehicle instead of making the final optional payment. Returned vehicles must be in good condition and an excess charge of 29p per mile will be charged if you exceed the annual mileage allowance of 6,000 miles. Offer may be varied, withdrawn or extended at any time. Offer cannot be used in conjunction with any other offer. Vehicles are subject to availability. Participating Lotus Centres only. All sales are made directly to consumers by participating Lotus Centres which individually determine the final price. Cash purchase option also available. Credit subject to status. Guarantees may be required. T&Cs apply. Lotus Technology Innovative Limited, 18 Vine Hill London EC1V 0LN (FCA FRN 994842) is an introducer appointed representative of CA Auto Finance UK Limited (FCA FRN 312683) t/a Lotus Financial Services, the lender. Lotus Technology Innovative Limited is a credit broker and not a lender. Your participating Lotus Centre will usually receive a fixed percentage commission for introducing customers to Lotus Financial Services.

1. PICK A BRAND

So many to pick from — but ‘The Best of Both Worlds’ campaign from Lotus caught my eye during a recent commute. I was captivated by the vistas captured in the background, and their implicit positioning statement for the *Lotus Emira* and *Eletre*.

AIM FOR 10 NUMBERS? SURE, BUT HERE ARE MY TOP 2...

10% to 80%

14 minutes is how long it takes to charge the Lotus Emeya.¹

>75% of Q1 2024 Lotus deliveries were in China.²

2. FIND SOME NUMBERS

1. <https://media.lotuscars.com/en/news-articles/emeya-achieves-record-breaking-charging-time.-from-10-percent-to-80-percent-in-14-minutes.html>
2. <https://media.lotuscars.com/en/news-articles/lotus-technology-reports-unaudited-first-quarter-2024-financial-results.html>

Over

75%

of Lotus deliveries in
Q1 2024 were in China.



3. MAKE IT MEMORABLE

To create impact and memorability, I used bold visuals and typography. Enlarging the '75%' drives attention to the statistic. Furthermore, the Lotus Etre overlaid on the map of China, emphasises the geographic relevance of the statistic and reinforces the message visually. This presentation would be ideal for internal communications and presentations aimed at current and prospective investors.

WEEK 4 TASK: CREATIVE ADVERTISING

STOCKED Advert Idea



THE BRIEF

CLIENT GOAL:

Increase awareness of the **STOCKED** brand and its frozen foods.

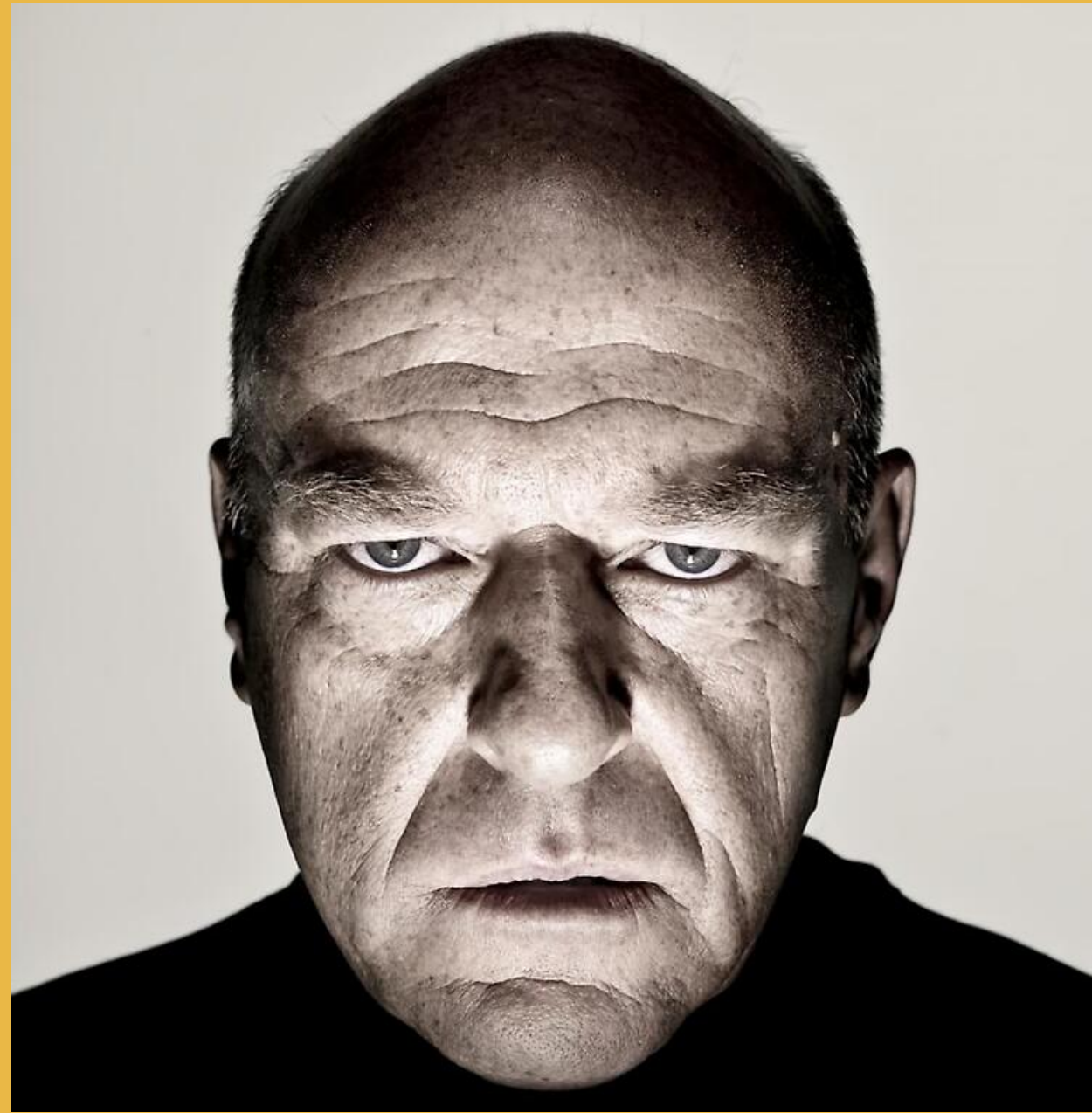
TARGET AUDIENCE:

Young busy foodies who love to cook but don't always have the time.

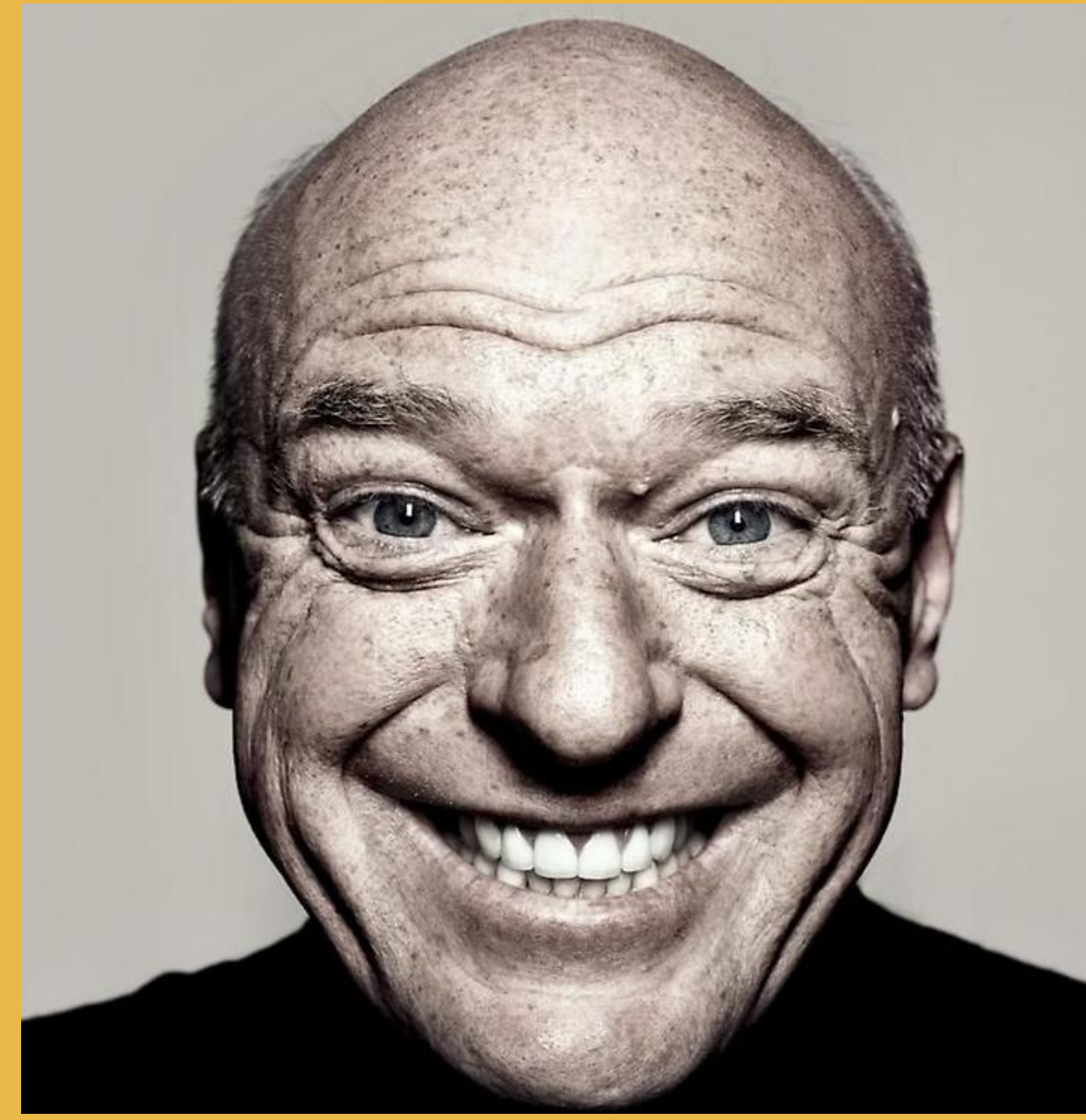
REASONS TO BELIEVE:

STOCKED are delicious meals cooked by chefs and then frozen into handy single serving blocks.





Life before **STOCKED**



Life after **STOCKED**

IT'S DELICIOUSLY
SIMPLE!



STOCKED

HERE IS MY IDEA

If you enjoy laughing, this is your type of ad. If you enjoy laughing and have watched AMC's *Breaking Bad* TV show, then this is definitely your type of ad. My philosophy behind creating adverts that target a young and busy audience, is humour and pop culture. Exposure to the advert can brighten their mood, which should translate to a positive brand perception. Hence, I utilised this famous 'meme' format of *Breaking Bad* actor Dean Norris' (who plays Hank Schrader) happy/sad face to portray the transformation the audience can experience post-purchase. Furthermore, the frequent use of the brand logo helps to reinforce recognition and recall.

WEEK 6 TASK: MEDIA & PR TASK

STOCKED Media & PR Idea



**WHAT CONVERSATION
WOULD YOU CREATE TO
GET PEOPLE TO TALK
ABOUT **STOCKED** AND ON
WHAT CHANNELS?**



STOCKED & Nima present...

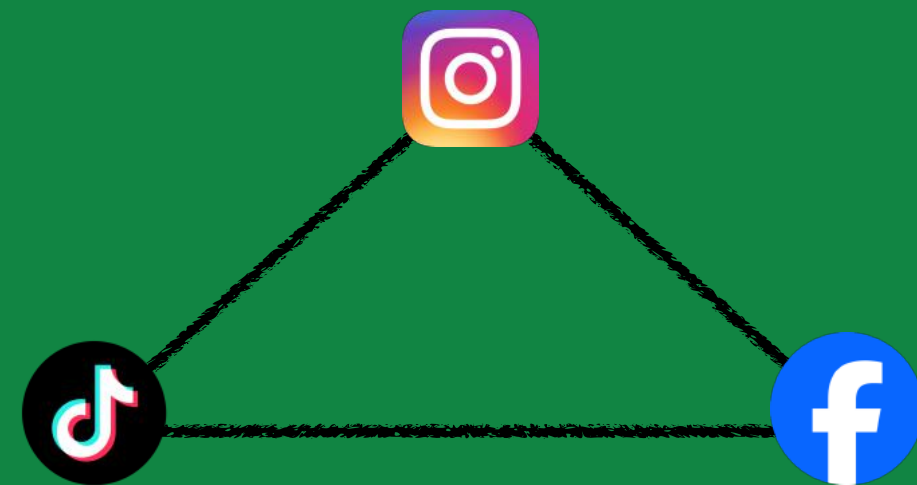
#WHAT'S IN YOUR FREEZER?

The campaign that will have people talking, for sure.

A user-driven and cost-effective campaign, tapping into people's natural curiosity about how others manage their kitchen space, while promoting **STOCKED** as the go-to solution for easy, high-quality meals.



CHANNELS:



THE SOCIAL MEDIA TRIFECTA



EARNING THE MEDIA

ALLOW ME TO EXPLAIN

This campaign is designed to engage current Stocked customers by encouraging them to showcase how they integrate Stocked products into their daily lives. Through visually driven platforms like Instagram and TikTok, the campaign taps into user-generated content (UGC), where customers can share freezer setups and meal ideas using Stocked's cubes. These platforms, alongside Facebook communities, resonate well with Stocked's younger target audience, who are active on social media and likely enjoy participating in creative challenges. By encouraging organic sharing and peer-to-peer engagement, this campaign leverages the power of earned media — driving authentic conversations and expanding Stocked's reach through natural, unpaid word-of-mouth (WOM).

THANK YOU

M&CSAATCHI OPEN HÔUSE

