

AVI YULRISMAN

*graphic designer / art director*



# AVI YULRISMAN

*(noun)*



A creative who runs on catchy Joan tunes, sushi rolls, and good vibes. Draws inspiration from rhythm, storytelling, and late-night bursts of imagination.

When not designing, can be found behind a drum kit or daydreaming about the perfect sashimi platter. Brings a blend of energy, curiosity, and heart to every project, and possibly to your next office jam session.



**INSIGHT**

Everyone would love to own a second home.


**SMP**

The Subaru Outback is an affordable second home.



**SUBARU  
OUTBACK**



A blue Subaru Outback is parked on a dirt road in a desert landscape. In the background, there is a large, layered rock formation. To the right of the car, a campfire is burning brightly, and three people are sitting around it. The sky is dark with some clouds, and the overall scene is lit by the warm glow of the campfire and the cool tones of the twilight sky.

dining room | kitchen | large back garden

*A second home  
you can afford*





games room | living room | spacious open-plan living

*A second home  
you can afford*







1 bed | 1 bath | lake-side views

*A second home  
you can afford*



**SUBARU**  
OUTBACK



dining room | kitchen | large back garden

*A second home  
you can afford*



SUBARU  
OUTBACK



## Climbing Social Feeds: Influencer Collaboration

To highlight the Outback's practical ability to function as a second home, we'll enlist the help of someone who literally lives out of one for half a year.

We'll partner with solo free climber and influencer Alex Honnold.

He'll use his social media accounts to create daily content during the climbing season, giving audiences a real-time demonstration of how easy it is to make an Outback an affordable second home.







### Location, Location, Location: PR Stunt

We know our audiences spend hours just perusing for a second home on Rightmove and Zoopla.

So, we're going to list every Subaru Outback currently for sale on these popular online property portals as a PR stunt, pushing our message to a larger audience that the Outback is the most affordable second home on the market.





**INSIGHT**

Some leftovers don't look that appetising.

**SMP**

Using Hellmann's mayo will give your leftovers a makeover.







**HELLMANN'S**  
Leftover Makeover.





**HELLMANN'S**  
Leftover Makeover





**HELLMANN'S**  
Lefloer Makeover









## Condimental Beauty: Popin' Up in Selfridges

The centre of beauty and pageantry is Selfridges, so we're partnering with this London icon to launch our exclusive **Mayo Beauty Counter**.

From limited edition products, to exclusive freebies, our audience will be able to find the perfect beauty regimen for their leftovers.

And with the help of our foodie beauticians, audiences will be able to give their leftovers an in-store makeover; or purchase anything from our Leftover Makeover range.





## **Glow to Go: A Limited Edition Beauty Kit**

You need somewhere to keep those beauty products when you're out and about or jet setting, so we're releasing an exclusive Leftover Makeover makeup bag; meaning our audience can take Hellmann's with them anywhere they go.



## **Fashion, Fashion Baby: Working With a Beauty Icon**

We need a fabulous and daring partner to get the word out about the rejuvenative properties that mayo can have on your food.

So, we're going to work with Charlotte Tilbury to create a get ready with me TikTok series.

We'll supply her with the mayo, leftovers, and recipes needed to demonstrate to our audience, via TikTok content, the restorative properties of mayonnaise, and how it can revive the beauty of food.







## INSIGHT

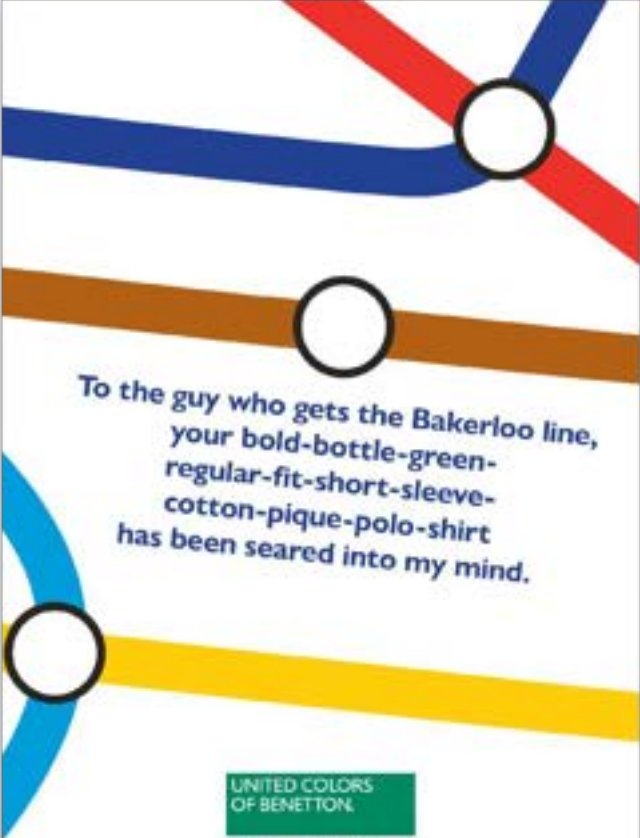
If you wear bold colours, people are more likely to remember you.

## SMP

Wearing the colourful clothing of United Colors of Benetton will make you memorable.

UNITED COLORS  
OF BENETTON.



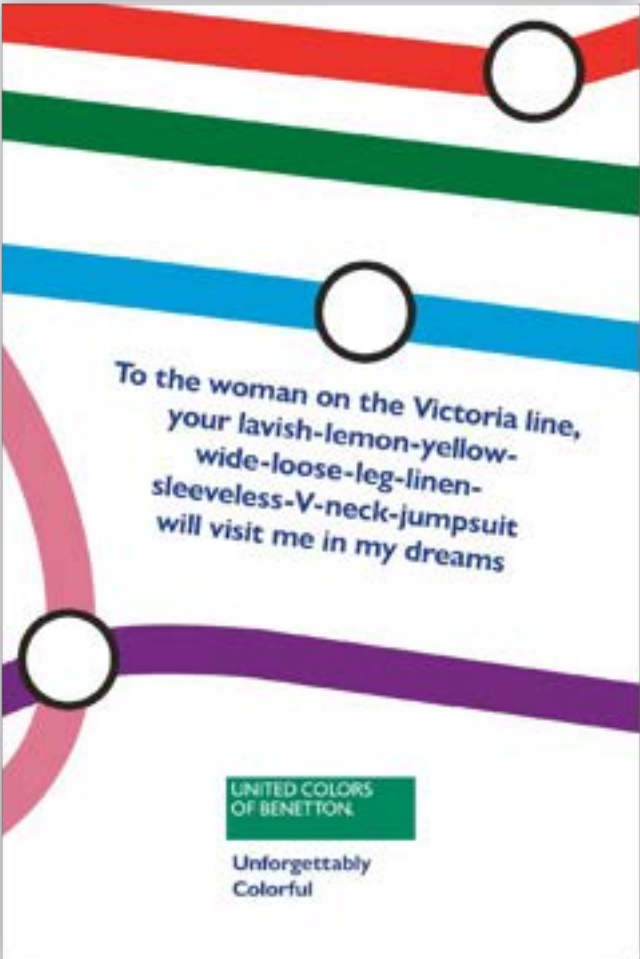


To the guy who gets the Bakerloo line,  
your bold-bottle-green-  
regular-fit-short-sleeve-  
cotton-pique-polo-shirt  
has been seared into my mind.

UNITED COLORS  
OF BENETTON

Unforgettably  
Colorful



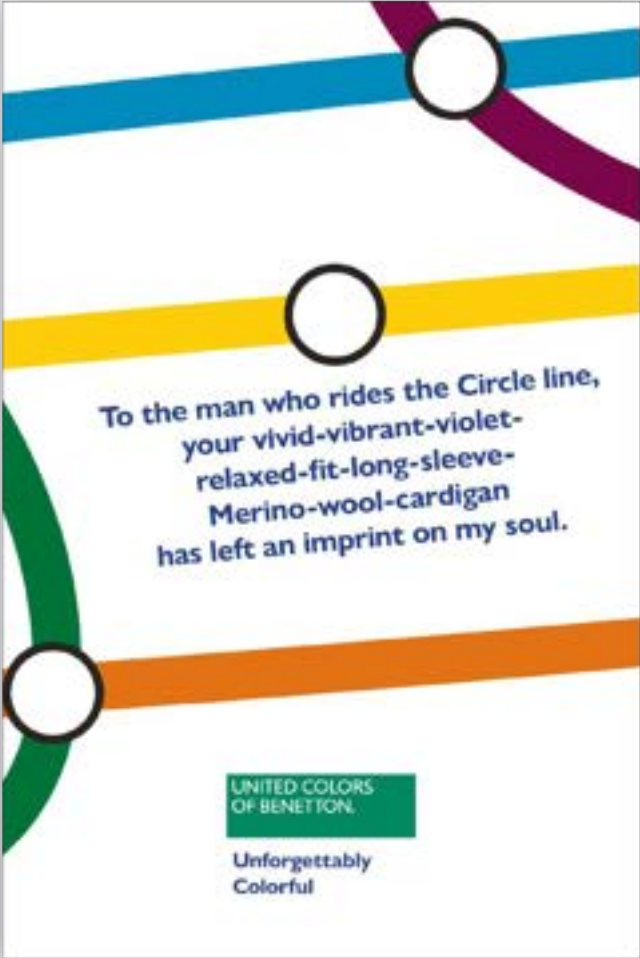


*To the woman on the Victoria line,  
your lavish-lemon-yellow-  
wide-loose-leg-linen-  
sleeveless-V-neck-jumpsuit  
will visit me in my dreams*

UNITED COLORS  
OF BENETTON

Unforgettably  
Colorful





To the man who rides the Circle line,  
your vivid-vibrant-violet-  
relaxed-fit-long-sleeve-  
Merino-wool-cardigan  
has left an imprint on my soul.

UNITED COLORS  
OF BENETTON.

Unforgettably  
Colorful



global

gold

To the guy who gets the Bakerloo line,  
your bold-bottle-green-  
regular-fit-short-sleeve-  
cotton-pique-polo-shirt  
has been seared into my mind.

UNITED COLORS  
OF BENETTON

Unforgettably  
Colorful





## 30 Second Radio Ad: Going Underground

### Script:

[SFX: LONDON UNDERGROUND STATION – WHOOSHING TUBE TRAIN PULLING INTO PLATFORM, DOORS OPEN]

ANNOUNCER (FEMALE, OFFICIAL, OVER THE TANNOY):  
**This is a customer announcement from the control room at Bank station, if anyone spots the man wearing a bold-brick-red-slim-fit-short-sleeve-cotton-polo, please tell him to come to the ticket hall. I really want to know where he bought it.**

[SFX: TANNOY CLICKS OFF, HUSTLE AND BUSTLE OF TUBE STATION CAN BE HEARD ONCE MORE]

[SFX: TANNOY CRACKLES BACK ON]

ANNOUNCER (FEMALE, OFFICIAL, OVER THE TANNOY):  
**Oh yeah... And there are delays on the central line.**

[SFX: TANNOY CLICKS OFF, TUBE TRAIN DOORS BEEPING, DOORS SHUT, TUBE TRAIN ACCELERATES OUT OF STATION]

VOICE OVER (MALE, CONFIDENT, ENTHUSIASTIC):  
**United Colors of Benetton, unforgettably colourful.**





# RUSH HOUR CRUSH

To the lady who takes the Central line,  
your bright-baby-blue-box-fit-short-sleeve-  
cotton-blend-United-Colors-of-Benetton-  
blouse will circle round and round  
in my head for all eternity.

To the chick who commutes  
on the Jubilee line,

your punchy-pumpkin-orange-straight-leg-  
high-rise-cotton-denim-United-Colors-  
of-Benetton-jeans have been burned  
into my brain.

To the guy on the Windrush line,

your mellow-mustard-yellow-baggy-fit-  
cotton-wool-blend-United-Colors-  
of-Benetton-tee-shirt, has marked me  
for the rest of my days.

To the girl on the Metropolitan line,

your regal-royal-purple-relaxed-fit-  
short-sleeve-cotton-pique-United-Colors-  
of-Benetton-polo-shirt, will distract me  
from thinking about anything else. Ever.

To the gent who uses the District line,  
your ramunctious-royal-pink-colored-fit-  
pure-cotton-chambroy-United-Colors-  
of-Benetton-blazer put a stamp  
on my heart.

To the lass who rides the  
Waterloo & City line,

your awesome-aqua-green-low-rise-  
soft-and-flowy-linen-United-Colors-  
of-Benetton-midi-skirt will stay  
with me for the rest of my life.

To the bloke on the Circle line,

your cracking-cornflower-blue-  
button-down-collared-regular-fit-  
United-Colors-of-Benetton-shirt,  
will visit me in my dreams.

To the chap on the Northern line,

your bold-brick-red-  
slim-fit-stretch-cotton-  
United-Colors-of-Benetton-chinos,  
have left me in a hypnotic stupor.



## Make Like King Kong: A Big Guerrilla Takeover

Londoners love to flick through the pages of the Metro newspaper on their commute, so we'll smash through the noise of the tube by taking over one of the paper's most popular sections; **Rush Hour Crush**. We'll run a special selection over an entire week to get people flocking to United Colors of Benetton's Oxford Street store.



## **The Underground Line: A New Clothing Range By UCOB X TFL**

The tube map is known for its bright colours, and United Colors of Benetton are known for them too, so we'll team up with TFL to release a limited edition clothing line that's exclusive to United Colors of Benetton's Oxford Street store.





## INSIGHT

Unlike most modern breweries,  
Black Sheep doesn't make pretentious beer.

## SMP

Black Sheep Best Bitter is for people  
who like uncomplicated beer.





*Do we make a Passion Fruit Saison?*

**WE MUST BE JOKING.**



**BLACK SHEEP BEST BITTER. PROPER FLOCKING BEER.**



*At the end of a Friday,*

**OUR BITTER  
BLEATS 'LAGER'.**

BLACK SHEEP BEST BITTER. PROPER FLOCKING BEER.





*If you order  
Toasted Marshmallow IPA  
at last call,*

**IT'S PASTURE  
BEDTIME.**



**BLACK SHEEP BEST BITTER. PROPER FLOCKING BEER.**



**GOOD  
PEOPLE  
DRINK  
GOOD  
BEER**



92/100  
ON RATEBEER

*Do we make a Passion Fruit Saison?*  
**WE MUST BE JOKING.**



**BLACK SHEEP BEST BITTER. PROPER FLOCKING BEER.**



## INSIGHT

Badly parked Lime bikes make it hard for blind people to navigate streets.

## SMP

Lime will transform their bikes from mobility hazard to mobility aid.





## Using Tech to Make a Difference: The Lime Cane

Using various parts from broken Lime products, Lime will build an innovative blind cane called the Lime Cane.

It will feature a built-in sensor, vibrating handle, and bluetooth technology so it connects and pairs with the Lime app.

The Lime app's API functionality will be updated so that all parked e-bike and e-scooter location data is shared with the Lime Cane's sensor.

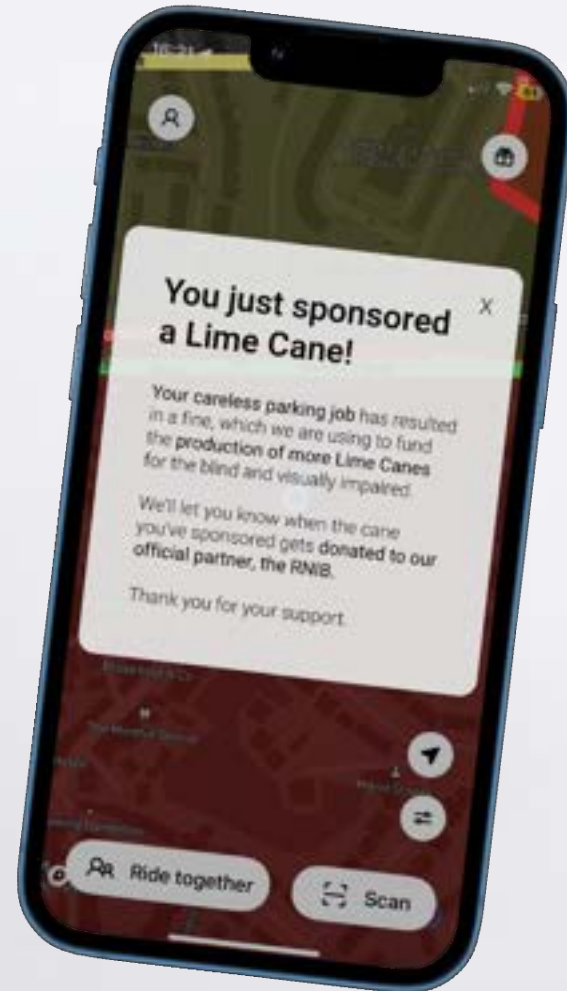
The Lime Cane's sensor and vibrating handle will work in tandem with the Lime app's API data to help guide blind people around badly parked e-bikes and e-scooters.





## Money Doesn't Grow on Trees: Raising the Funds

To help raise funds for this project, Lime will use all money raised from fines issued to riders who park their Lime products badly.







## Making Up For Everything: Official Partner of the RNIB

Lime will officially partner with the RNIB and donate all Lime Canes to the charity as a way of giving back to the Blind community.





## Turning Up the Volume: PR

We'll donate a Lime Cane to Lucy Edwards, a leading influencer from the blind community, and work with her to promote the new blind cane and the issues it is helping to solve.





## INSIGHT

People love listening to audiobooks on long journeys.

## SMP

Every journey will have its own story when you use Audible.

audible 





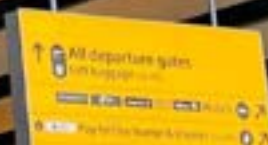




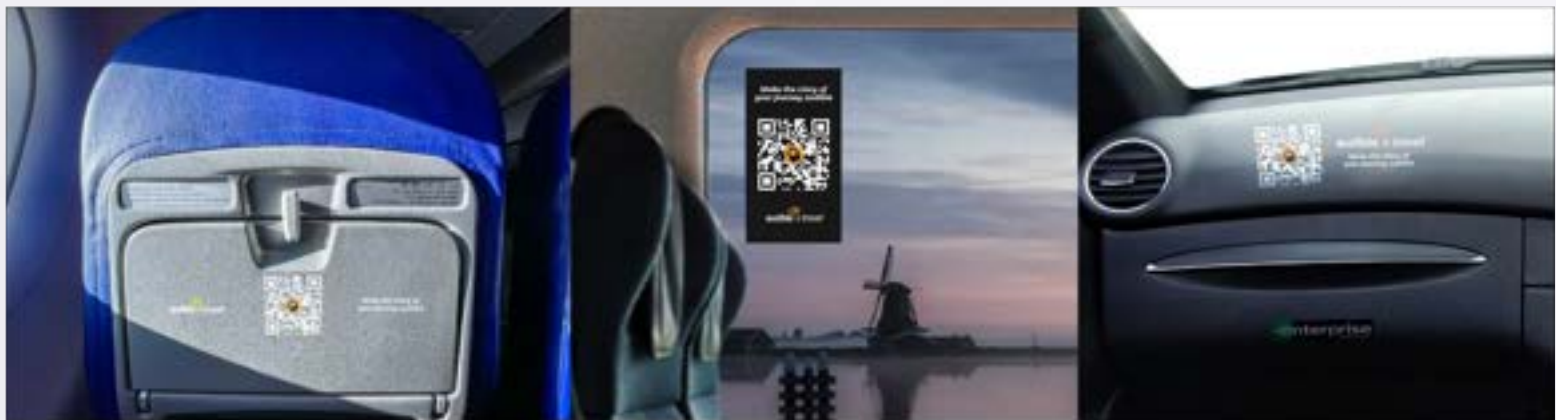












## Planes, Trains, and Automobiles: Brand Partnerships

A good story can sweep us off into a far away land.

Which is why we're going to work with an all-star lineup of British actors to create exclusive audiobook ranges for our partners; including BA, Eurostar, and Enterprise.

So, no matter how long you're travelling for, audible will be there with a story on every journey.





## Do Try This at Home: Starting a Social Trend

Everyone loves to doodle. So, let's get people doodling the scenes they see in their minds while listening to a book on Audible, and get them to post their illustrations across TikTok and Instagram.

We'll work with popular Filipino "Sketch Masterpiece" artist, @joshart02 to kick off this new trend. Using TikTok's SoundOn feature, he'll upload his favourite scene from an Audible book, illustrate what he sees with his mind's eye while listening to it, post the finished result, and encourage his four million viewers to try this at home.

Soon social media will be flooded with everyone's artistic interpretations of Audible's most popular titles.



## INSIGHT

Drama can ruin a night out.

## SMP

Rustlers will ensure your night out gets a happy ending.







11:00 MET GUY IN CLUB  
02:45 SNOGGED GUY FROM CLUB  
02:47 PUKED ON GUY OUTSIDE CLUB

**RUSTLERS**

RUSTLE UP A HAPPY ENDING





01:45 GOT IN FIGHT WITH BOUNCER  
03:01 STOLE POLICEMAN'S HAT  
03:03 RAN INTO LAMP POST

**RUSTLERS**

RUSTLE UP A HAPPY ENDING





00:25 DID JELLY SHOTS  
01:35 DANCED ON BAR  
01:38 FORGOT TO WEAR PANTS

**RUSTLERS**

RUSTLE UP A HAPPY ENDING



NIGHT CLUB



01-15 GOT IN FIGHT WITH BOUNCER  
03-01 STOLE POLICEMAN'S HAT  
03-03 RAN INTO LAMP POST

**RUSTLERS** RUSTLE UP A HAPPY ENDING

RUSTLERS



## Burgers On the Move: The Rustlers Mobile Microwave

Inspired by the SOS buses that sit outside clubs in the UK's provincial towns, Rustlers will create the **Mobile Microwave bus**.

These will park up in some of Britain's nightclub hot spots, and help people rustle up a happy ending by providing them with a fresh Rustlers burger.







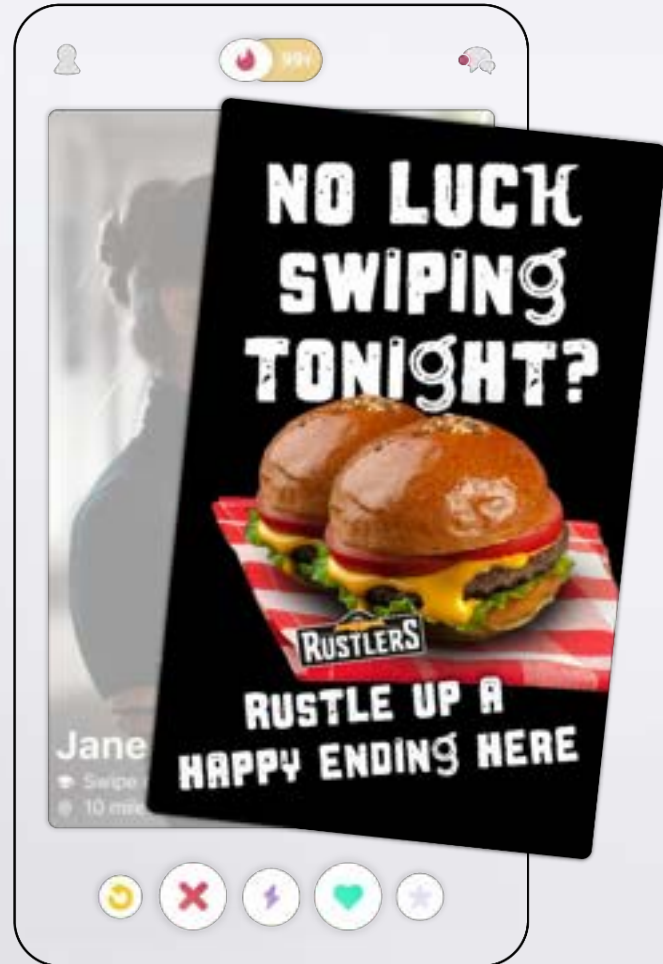
## **Every Cloud Has a Silver Lining: PR-able Moment**

To drum up some press, we're going to place Rustlers vending machines outside hospitals, police stations, and night-bus stops to ensure that, no matter how bad the night has been, our audiences can still rustle up a happy ending.



## You Can Still Get Lucky: Rustlers on Dating Apps

When the dating apps light up on a Friday and Saturday night as the clubs open, we'll be there to remind audiences that, even when you go home alone, there is still a way to rustle up a happy ending.





# ONE-OFFS AND TOPICALS





## Folc *Rosé*

English wine is quickly equalling that produced by the French. So, we've come up with a way to create a stir for Folc, one of England's upcoming winemakers, and get them in the papers.

We turn to Royal Ascot, where the worlds of fashion, wine, and winning horses collide. Here, Dua Lipa will turn up wearing the Folc Fascinator, made by Stella McCartney. This stylish piece will allow her to clap and cheer on her horse, without having to worry about finding a place to rest her glass of English Rosé.

We'll send exclusive high-res images and an embargoed press release to Vogue UK, so they can get an exclusive story on how the hat was made.





**lastminute.com**





WhatsApp


Keep your beef private





REACH HER AT 

@ [triskivissa@gmail.com](mailto:triskivissa@gmail.com)

 +62 8111 1837 702 | +44 7594 5493 48