

**FITZ  
ROY** 

# Mischa Schreuder

ECD & partner at Fitzroy | United Playgrounds





# **CREATING CAMPAIGNS WITH A MEANING.**



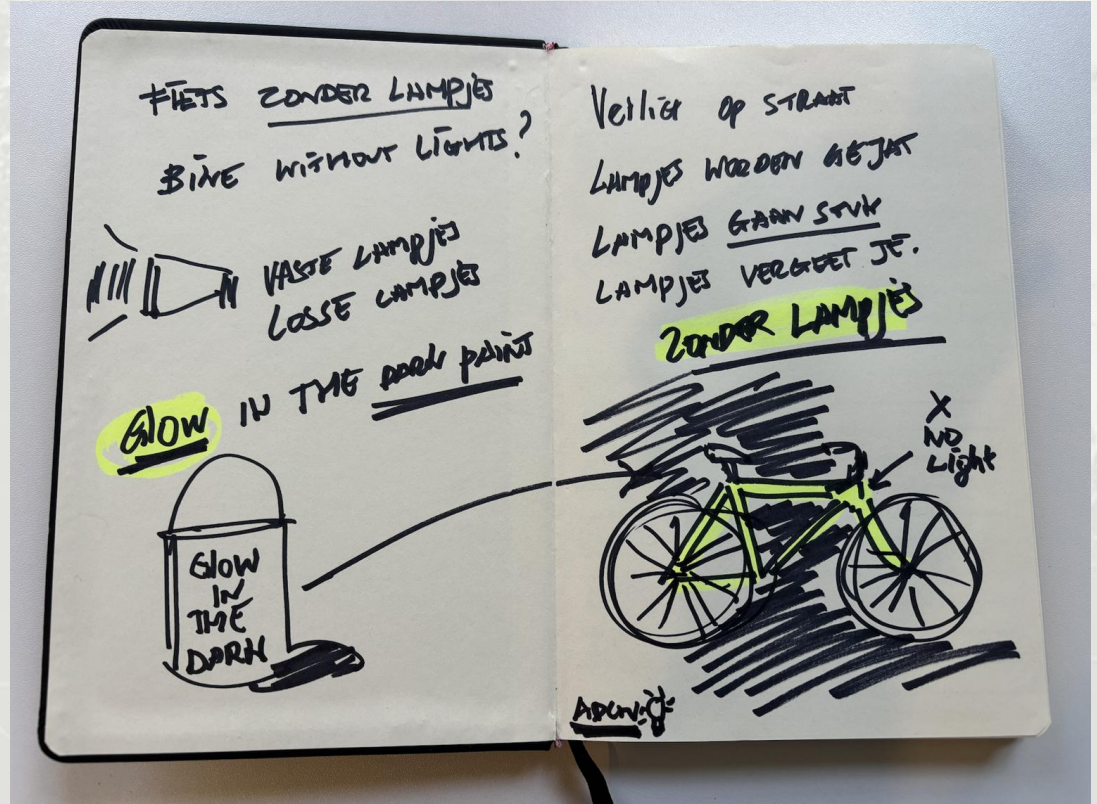
**CAMPAIGNS THAT DON'T  
JUST SELL, BUT CONNECT.**

***“ONLY IF YOU MAKE AN IDEA  
IT’S AN IDEA”***

# Sketch ideas



# Sketch or ideas



**Idea**

**LIFE PAINT™** VOLVO



**CHALLENGE**

Volvo wants to make roads safer for everyone.

**SOLUTION**

Life Paint is a unique reflective spray, invisible by day, visible by night. It turns ordinary objects into high-visibility safety equipment. An alternative to ugly fluorescent yellow reflective jackets, 2,000 cans of Life Paint were given away at influential bike shops across London.

**RESULTS**

2,000 promotional cans gone in 72 hours.  
 UK product seen in every country in the world.  
 5 million+ YouTube and Facebook views, £30 trending.  
 150 million+ impressions with no media spend.  
 20,000 cans ordered in first week.  
 Production increased tenfold to meet global demand.

**THE BEST WAY TO SURVIVE A CRASH  
IS NOT TO CRASH**

***“ONLY IF YOU MAKE AN IDEA  
IT’S AN IDEA”***

***ONLY THEN IT WILL MAKE  
AN IMPACT***

***“SO IF YOU HAVE  
AN UNIQUE IDEA”  
MAKE IT!***

# Quality of ideas

- Some ideas are OK and some are good 7/10
- Some ideas could make waves
- Some ideas could make headlines
- Some ideas could change and make the world better
  
- **Creating campaigns with meaning. campaigns that don't just sell, but connect.**

# Focusing on **pearls**

# Select **Focus**

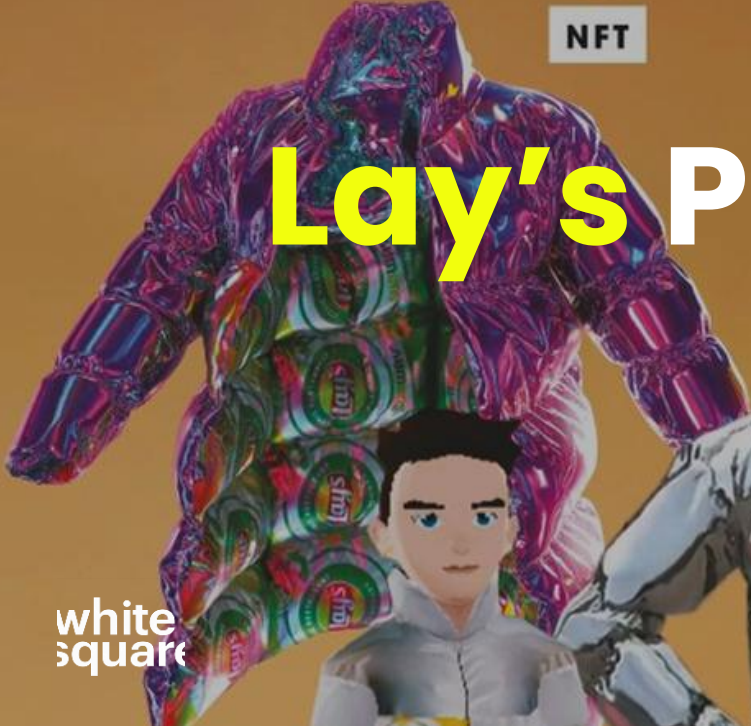
**You can't create a pearl everyday.  
Pick your best three.**

And keep in your mind:  
**Is the client open for such an idea?**



NFT

# Lay's Puffer Jacket



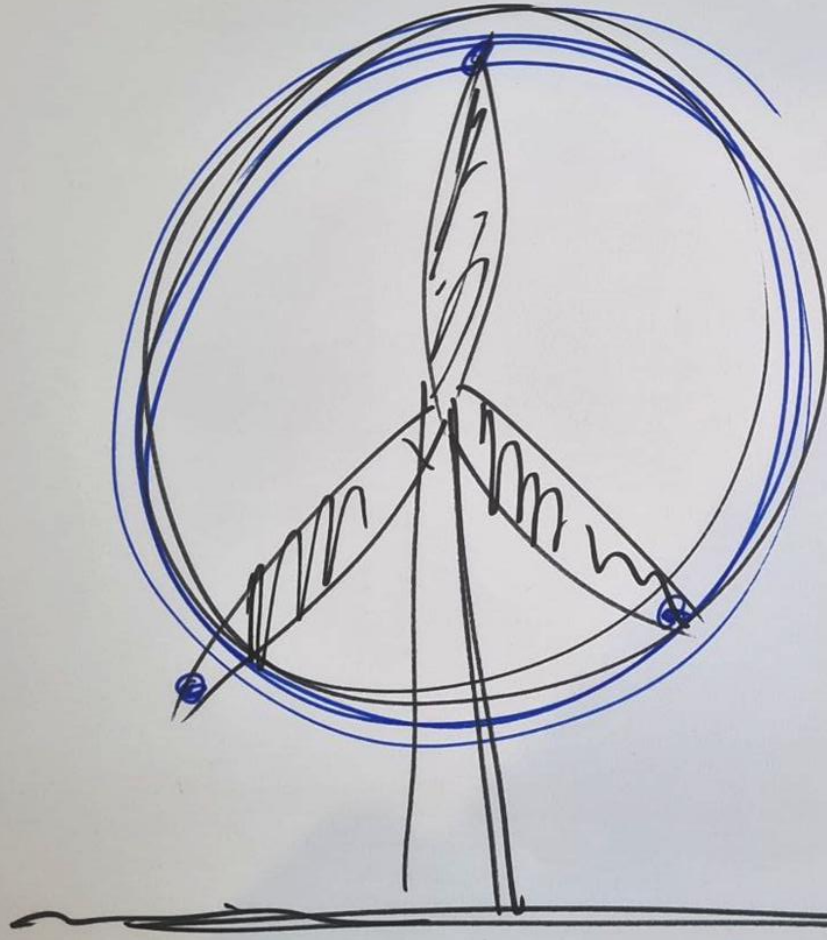


# Smyle Beachbillboard



# Collaboration

- Sell the ideas to your CD, account, client and your best friend.
- Find people who believe in it: 3D specialist, photographers, directors, talented artists etc. and sell it again.
- A great idea grows stronger together.



## Mercedes-Benz Electric cars





For years we fought the wind.



Now we're joining forces.

# The Millboard

by Mercedes-Benz

A windmill becomes a billboard for Mercedes-Benz' global sustainability drive.

## Background

Mercedes-Benz is ambitious when it comes to reducing its CO2 emissions. By 2022, all factories worldwide (over 100 locations) will obtain electricity exclusively from renewable sources - just one of many sustainability initiatives. This work was staged to highlight the scale of the brand's intentions to a global audience, and to inspire other organisations to take similar steps.

## Insight

The wind turbine symbolises renewable energy. The three-pointed star symbolises Mercedes-Benz. The idea was simple: exploit the similarity between the two and transform one of Europe's largest wind turbines (120m x 70m) into a Mercedes-Benz logo on an iconic scale. The installation required weeks of R&D with scaled testing to achieve the light and smoke effect at such scale. High-intensity lighting designed for spacecraft applications combined with ultra-light powerpacks calibrated to work within the low weight tolerances were created for the task.



An imposing brand installation that can be seen from miles away.

adom magazine

The turbine exists in real life. On a giant scale - 120m x 70m.

Stable

Every single wind turbine will become a gigantic brand installation in the mind's eye.

HORIZONT

A total of more than 100 locations will become green.

Mercedes-Benz

-50% CO2 emissions worldwide by 2030.

Mercedes-Benz

**120X70M**

AN ICONIC STATEMENT FOR AN ICONIC BRAND

**10 MILES**

SPACECRAFT-GRADE LIGHTING VISIBLE AT DISTANCE

**6 NIGHTS**

PERIOD OF ILLUMINATING THE EVENING SKY

**ECO-FRIENDLY**

SMOKE TO CREATE THE RING OF LIGHT

**500,000**

VIEWINGS LOCALLY SOCIALLY AMPLIFIED TO MILLIONS WORLDWIDE

**+464%**

INCREASE IN REACH

**+965%**

INCREASE IN INTERACTIONS

# Take risks

white  
square

- Go for it, don't give up!
- If you don't start, you never fail but you also never win.
- Create / learn / and fail / and start over again.

white  
square

 UNITED  
PLAYGROUNDS

# Smyle Snowbillboard



THE OFFICIAL CATALOGUE OF WORLD RECORDS

THE WORLD'S BIGGEST & CLEANEST BILLBOARD



# THE BIGGEST & CLEANEST BILLBOARD IN THE WORLD

A SUSTAINABLE MESSAGE SPANNING **13,625 M<sup>2</sup>** ABOUT THE FIGHT AGAINST PLASTIC

146,658.28 sq. ft

THESE ARE THE ONLY  
FOOTPRINTS WE WANT  
TO LEAVE BEHIND.  
NO PLASTIC. NO POLLUTION.  
CRUSH BRUSH  
SMILE!



#### BACKGROUND

20 billion plastic toothpaste tubes are produced annually. 1.5 billion end up in landfills or polluting the oceans. Smyle makes sustainable dental-care products.

They strive to leave no footprint, so their advertising shouldn't leave one either.

#### IDEA

We created the biggest and cleanest billboard in the world, made completely of 135,000 human footsteps. The billboard had a record-breaking size, and was created by renowned snow artist Simon Beck.

After just two days, it was completely covered by snowfall, leaving no footprints behind – embodying Smyle's sustainable mission.

#### IMPACT

Even though the billboard left no footprint behind, it made a massive impact online, resulting in 8.5+ million media impressions. The campaign drew the attention of 3,000 retailers who cleared a spot on their shelves for Smyle.

**+500%**  
Brand Awareness

**8.5 MILLION**  
Media Impressions

**3,000**  
New Retailers Gained

**4.2 MILLION**  
Plastic Tubes Prevented



# The Gumshoe



# Fighting Loneliness

JCDecaux

TAFEL

NEEM EEN  
OMA OF OPA  
GRATIS MEE  
UIT ETEN OP  
4 JUNI

VOOR

LENZAAMHED

WWW.TAFELVOORTW



TAFEL

VOOR



TEGEN  
EENZAAMHEID

# AI & NEW TOOLS

- AI allows you to craft demos, films, 3D installations, songs etc, on your own
- It saves a lot of time and money... otherwise some ideas would never come to life
- We sold an idea to Arthur Mebius, one of Dutch best photographers who embraces AI.
- AI is trying and doing, but a deadline can still be painful.

A woman with dark hair, wearing a light-colored short-sleeved shirt, is standing in a kitchen. She is holding a stack of four food containers: a pink one at the bottom, followed by three clear plastic ones. The top clear container has a white lid. In the background, an open refrigerator is visible on the left, and white kitchen cabinets with gold handles are on the right. A dish rack with various kitchen tools is also visible on the right side of the counter.

**Heinz** Reduce food waste

**HELPING REDUCE**

#STOPFOODWASTEDAY

**FOOD WASTE SINCE 1869.**

#STOPFOODWASTEDAY

**IT HAS TO BE **HEINZ****  
ESTD 1869

#STOPFOODWASTEDAY

HELPING REDUCE FOOD WASTE SINCE 1869.

IT HAS TO BE **HEINZ**  
ESTD 1869



REDUCING FOOD WASTE SINCE 1869.

IT HAS TO BE **HEINZ**  
ESTD 1869



#STOPFOODWASTEDAY

11/10/1920

REDUCING FOOD WASTE SINCE 1869.

IT HAS TO BE **HEINZ**  
ESTD 1869

#STOPFOODWASTEDAY

40 22 9L.

REDUCING FOOD WASTE SINCE 1869.

IT HAS TO BE **HEINZ**  
ESTD 1869

#STOPFOODWASTEDAY

10 april 2024 17:59



JCDecaux

HELPING REDUCE

An advertisement for Heinz featuring a young girl with curly hair sitting at a table, eating a meal. The text "HELPING REDUCE" is overlaid on the image.

JCDecaux

FOOD WASTE SINCE 1869

An advertisement for Heinz featuring a woman in a kitchen, holding a plate of food. The text "FOOD WASTE SINCE 1869" is overlaid on the image.

JCDecaux

IT HAS TO BE HEINZ

An advertisement for Heinz featuring a man in a kitchen, cooking with a pan. The text "IT HAS TO BE HEINZ" is overlaid on the image.



# Spark to wild formula

white  
square

- Start creating ideas (*book/laptop*)
- Pick the best ideas
- Collaborate with the best people for the job
- Take some risks
- Refine and believe. Watch it catch fire.

white  
square

 UNITED  
PLAYGROUNDS

***“THAT’S WHY I AM STILL  
LOVING THIS BUSINESS”***

**Thank you!**

**FITZ  
ROY** 