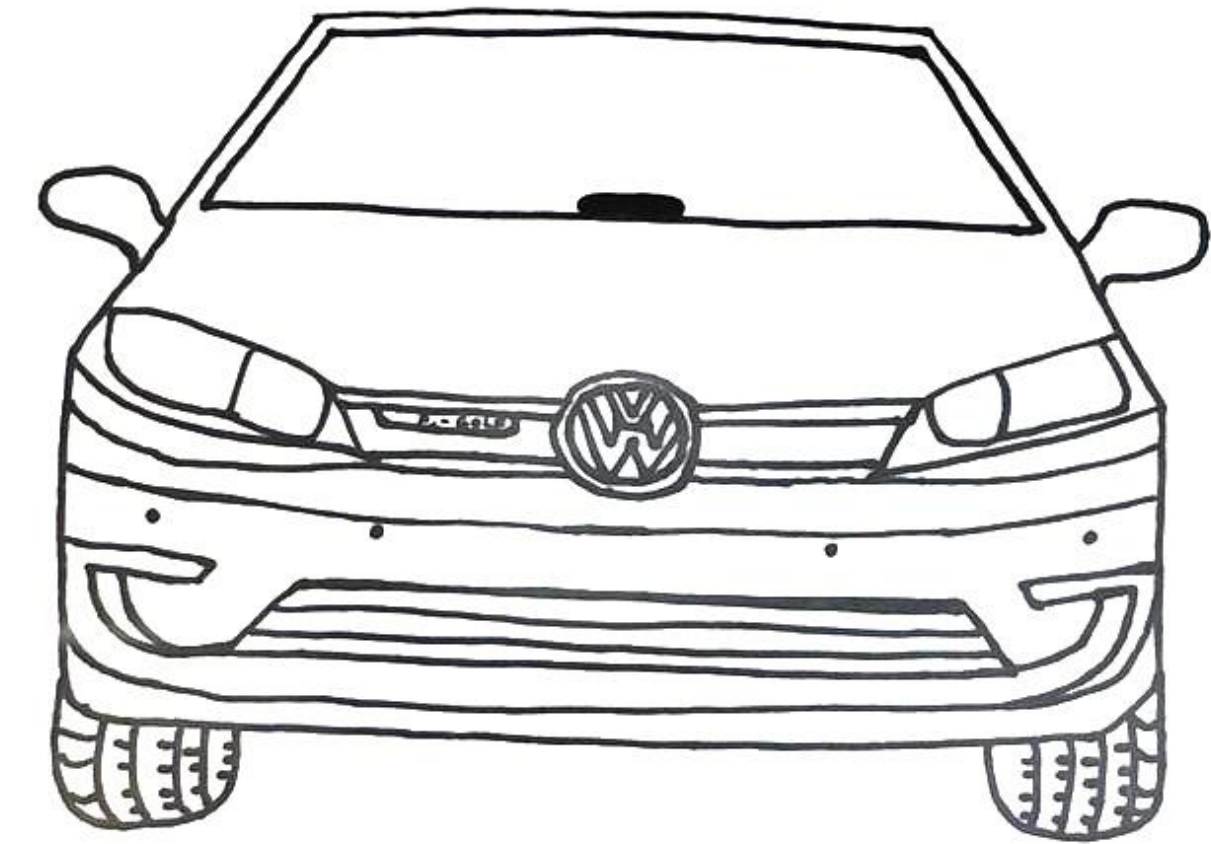


one-off
ideas

Volkswagen e-Golf

Proposition: Say goodbye to fossil fuels

All our cars are green.

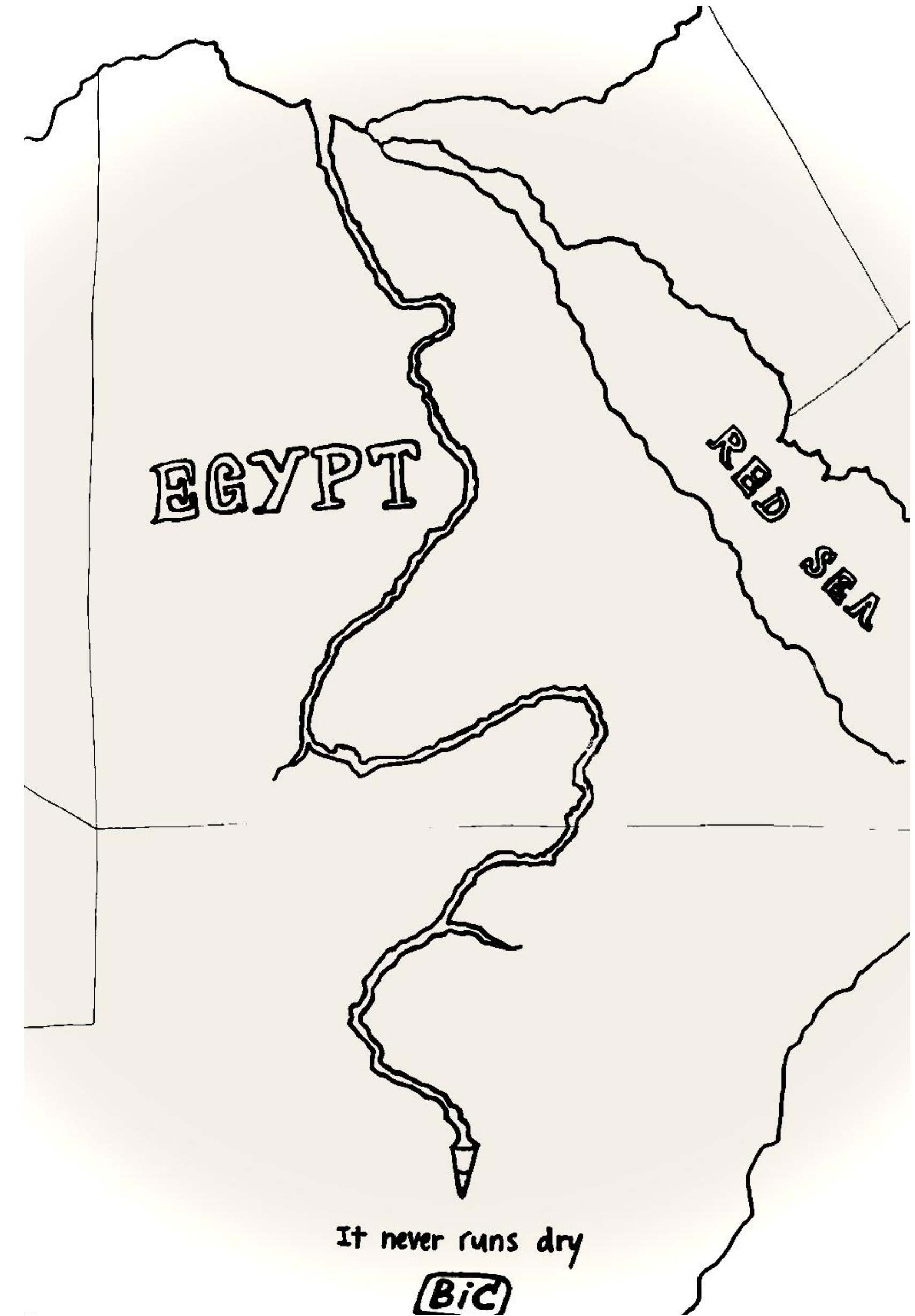


even this white one.



BIC Cristal Ballpoint Pen

Proposition: A really long-lasting pen



Chosen Brand: Hyouman-kind

Brief: Find a print ad and do it better.
Communicate the same proposition as the original ad.



The original advertisement features a woman in a white robe sitting on a bed with a man lying down, both using the Go Pillow. Below this is a collage of three images showing the pillow being used in different settings. The text includes the brand name 'hyouman-kind', the slogan 'SUPPORT AND COMFORT. WHEREVER YOU GO', and a description of the pillow's benefits: 'Travel, sleep, work and relax – the Go Pillow by Hyoumankind is scientifically designed in tune with the human body, to give you the extra comfort and support you need to rest easy. Wherever your next adventure takes you.' It also mentions the pillow is available for purchase on the website hyoumankind.co.nz. Three icons represent 'made in New Zealand', 'lightweight', and 'advanced memory foam'. At the bottom, five pillows in different colors (orange, purple, green, black, grey) are shown.

hyouman-kind

SUPPORT AND COMFORT.
WHEREVER YOU GO

Travel, sleep, work and relax – the Go Pillow by Hyoumankind is scientifically designed in tune with the human body, to give you the extra comfort and support you need to rest easy. Wherever your next adventure takes you.

The Go Pillow is available for purchase on our website hyoumankind.co.nz

made in New Zealand lightweight advanced memory foam

hyoumankind.co.nz



A hand-drawn illustration of a roller coaster car filled with people, some with their arms raised in excitement. The car is on a track that curves downwards. The drawing is simple and sketchy, with a focus on the people's expressions and the motion of the ride.

Pure comfort. Anywhere.

hyouman-kind.