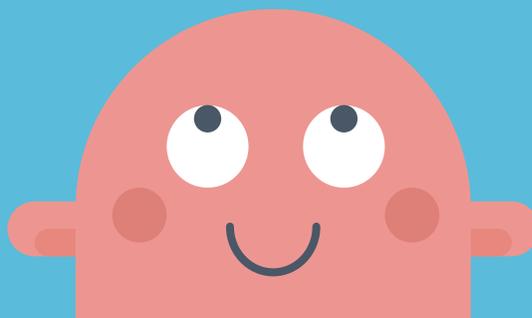




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Master Presenter 2016



HEADSPACE



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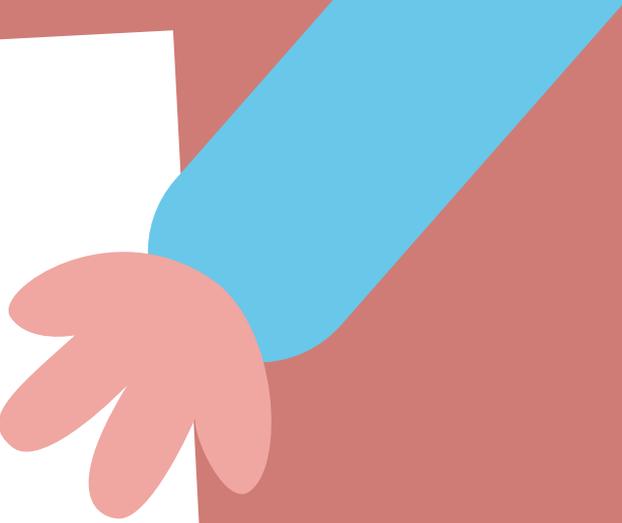
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Intro

Headspace is an online meditation platform devoted to creating happier and healthier lives. It believes our mind is a precious resource that is capable of creating the happiness we long for. With the right training, we can experience the much-sought-after harmony between different parts of our lives. Headspace offers easy-to-follow audio courses. The courses are categorized based on a variety of topics, including work, health and relationships.

Headspace started in London, England and have recently branched out to Los Angeles, California. It was first a meditation events company founded by Andy Puddicombe—(former Buddhist monk). In 2010, the company transformed into an online meditation platform when Andy met marketing specialist Rich Pierson. The two combined their skills and, since then, have been on an upward spiral. Headspace has over three million active users.

Strategy



In the context of company values, Headspace is socially responsible and conscientious of their customers' various challenges. The company fully delivers on their promise to provide easy-to-follow audio courses that yield tangible results. Some of the areas that Headspace addresses includes enhancing work performance and refining relationship quality (Headspace, a). Current users are primarily subscribed to Headspace's work and relationship audio courses (TechCrunch, 2015).

The company bases itself on wholesome values, such as cultivating happiness and experiencing enjoyment, which allow them to be the aspirational leaders of their industry (Headspace, b).

These values are exemplified with systems such as the company's "Get Some, Give Some" donation program. This program ensures with every new purchase of a membership, a subscription will be donated to someone in need through one of Headspace's many charitable partners (Headspace, c).

Headspace currently serves the socially aware and technologically engaged. These people are actively involved on social media and are those who retain emerging information from online news sources (Google, 2013).

In terms of culture, we can confidently say half the world is on a mobile device (Bullas, 2015). Desktops and laptops are mainly used to share media while mobile devices are where the media is seen. People crave new experiences beyond traditional out-of-home engagement, such as singing events or dancing competitions; they want something that they can share on social media that shows they have access to some exclusive information, technology or opportunities.

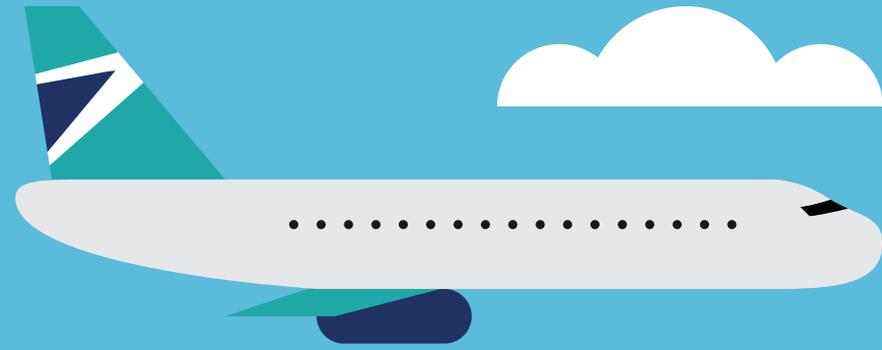
The founders of Headspace have expressed their interest in expanding their customer roster to overworked corporate personalities (Brics Magazine, 2014). They believe targeting these tough figures will mean that they will be able to target anyone else. These corporate figures are struggling to harmoniously address their work-related and relationship-related issues. With that in mind, these professionals can take advantage of the highly popular work and relationship audio courses. It is important to note Workaholics have a fast-paced, straightforward communication style, which must be catered (American Express, 2013).

Some overworked professionals cringe at the idea of dividing their focus between their work and personal lives, fearing the sacrifice of quality in both. In reaction of this, they choose to pursue work believing the more they achieve in their professional lives, the more they can offer in their personal lives. Conversely, that is not what happens; the endless demands in their professional lives leaves them unable to address their fleeting relationships. They are left wishing there was a way to address their relationships without having to put in so much time into learning about social dynamics. They also don't want to sacrifice their professional advancements in the process.

Here is where we shape our message; along with our objective to build brand awareness, we want to remind Workaholics to be themselves again. Advertising can be used to help them realize their social potential. The way we do so is by placing short-burst messages and opportunities to test the product within their vicinity.

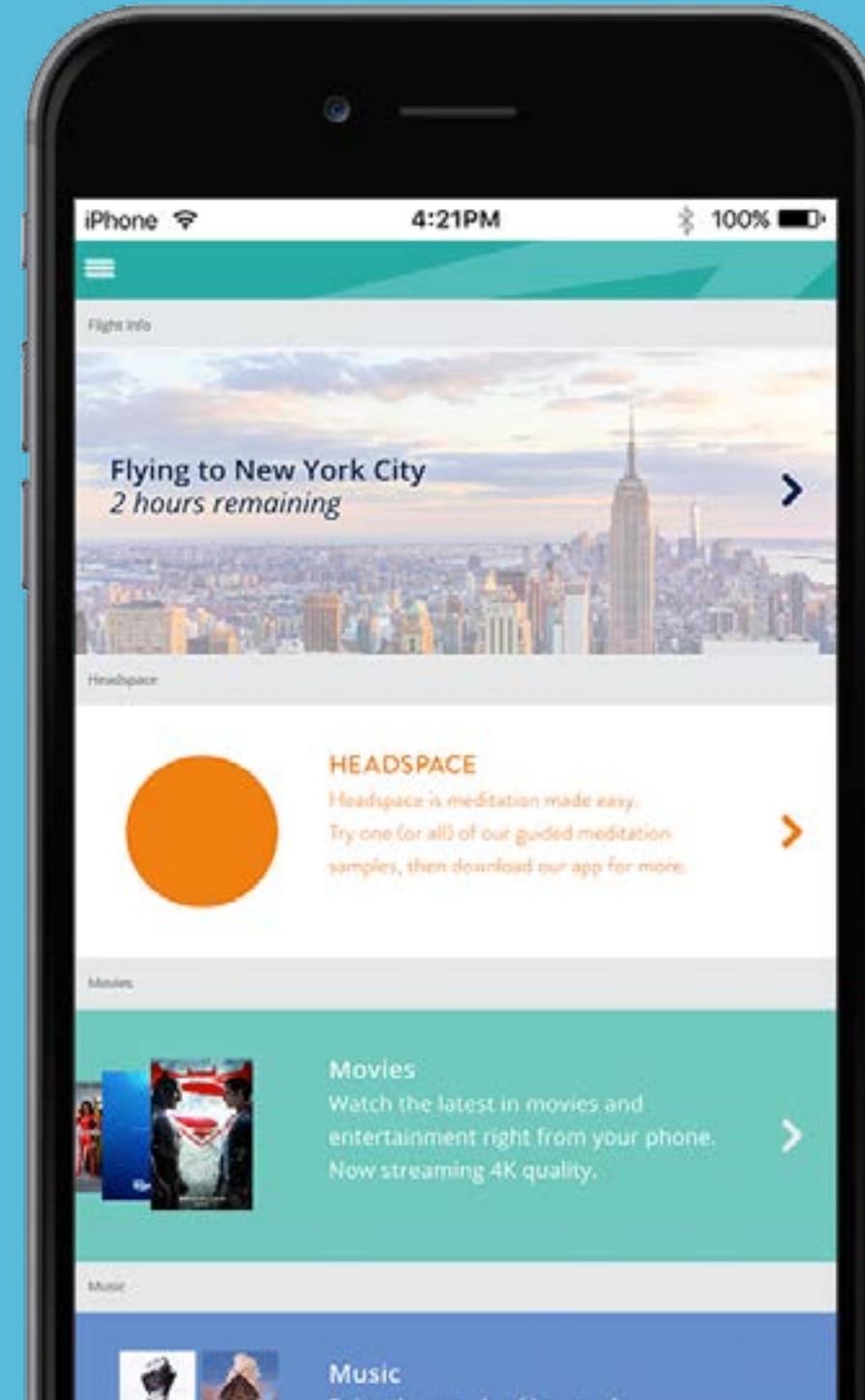
The new approach is to help workaholics understand that it is not about choosing between the two aspects of life but operating in different modes. Work requires focus while relationships require presence. One cannot enter social engagements while in work mode; focus, or "work mode," is based on passing judgment by making decisions in pursuit of a goal. In social settings, agendas and judgment erodes rapport. Presence is simply about letting go of mental strains and being yourself. Along with that, being yourself is about stating who you are and being in congruence with your thoughts, words and actions.

Creative



A plane is a secluded space that is great for immersive activities. It is where stimulus, like entertainment and advertising, do not have to compete for attention as much as other channels. This ensures the message is delivered. It also ensures the brand has a chance to form an emotional bond with its potential customers. Here is where we can capitalize on this opportunity.

Airlines, such as WestJet, have switched out back-of-seat-screen entertainment for app-based in-flight activities. We can incorporate a Headspace trial within the app. This offers users have the chance to sample the service. Following the trial, they have the option to download the Headspace app directly from the in-flight entertainment app. They can continue their Headspace journey from then on.

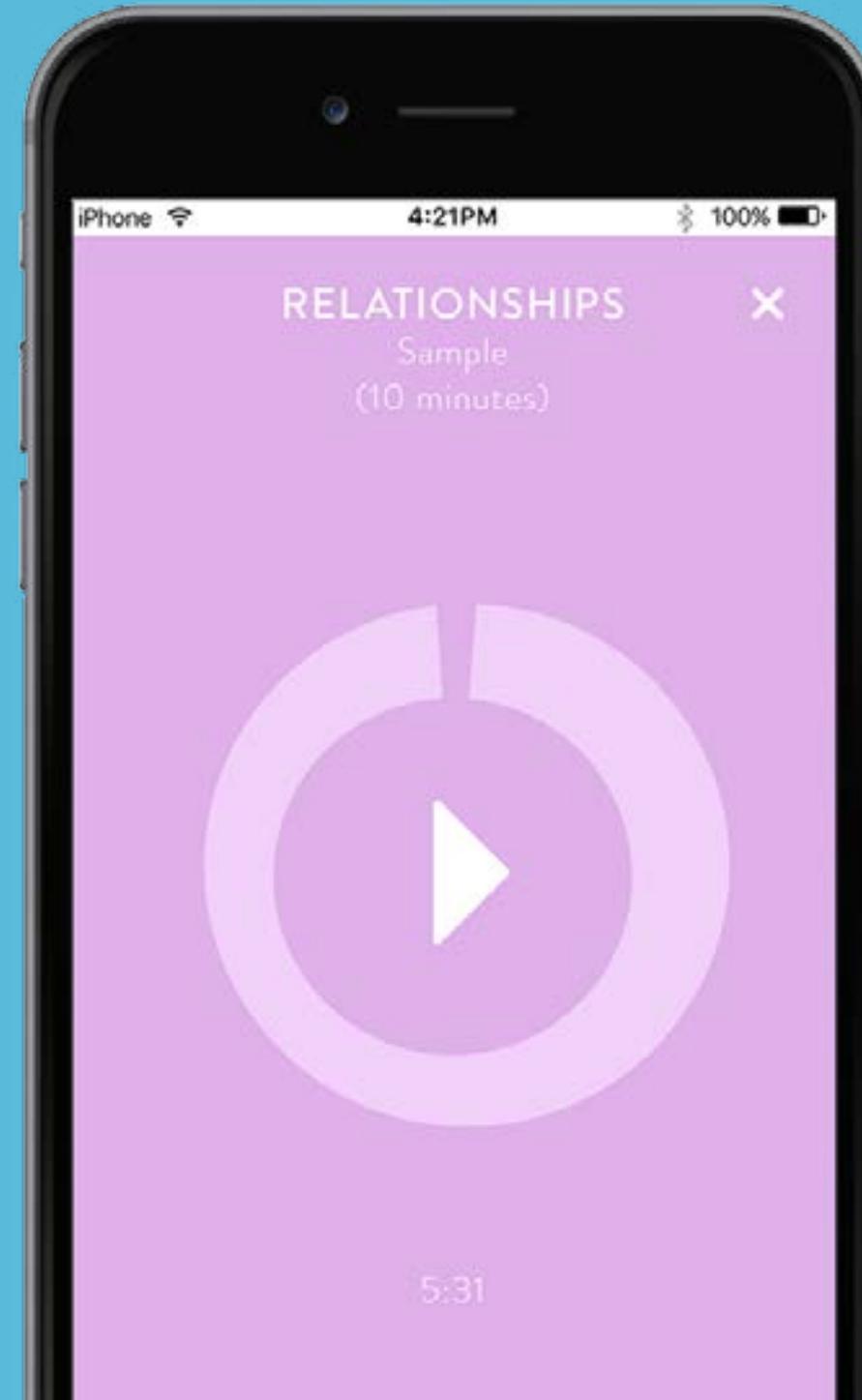
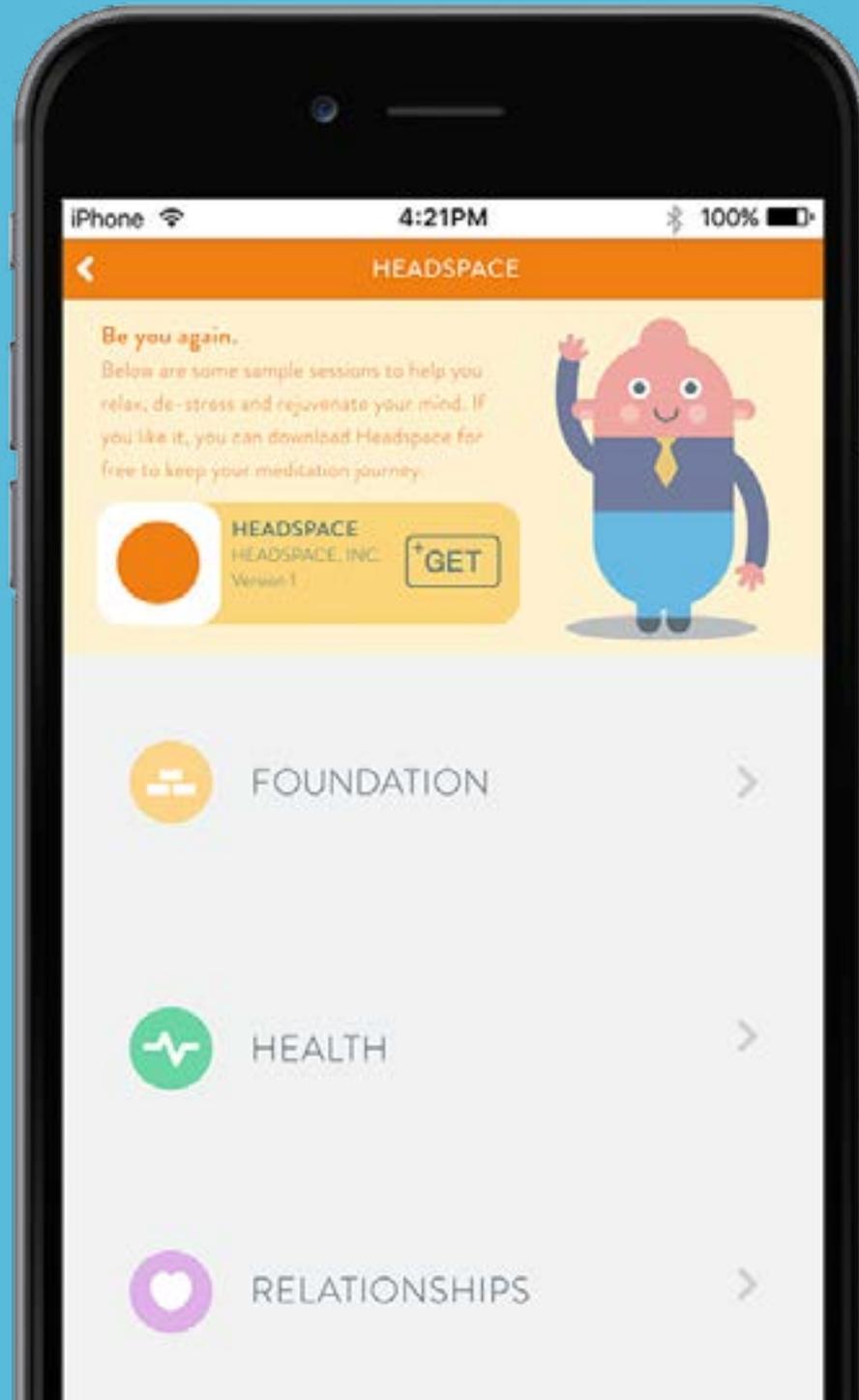


Users would download WestJet's in-flight entertainment app. Then, they would be greeted with a landing page that offers options to view Flight Information, Headspace's in-flight trial, Movies, Music and more.

The plane execution would run for three months prior to the rest of the campaign. The rest of the campaign would be on-ground and online.

Plane

Clicking on the Headspace option would lead them to a page where they can download the app and try out some sample sessions. Headspace could also offer additional meditation topics, such as dealing with the fear of flying, sleeping on the plane and handling travel sickness.



A click on any of the categories would expand to a list of subcategories that could be opened up as separate sample sessions. A session (depicted on left) would have options to pause and play the audio. Samples would be ten minutes long each.

What is a Subcategory?

An example could be when you click on the Relationships category, you have access to Generosity, Relationships and Appreciation as separate subcategories.

The Next

Three Months

Morning

Routine

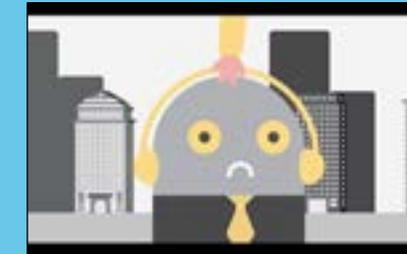
Video

Workaholics are passively active on social media. They are more likely to scroll through a feed instead of post onto it. To introduce our on-ground and online executions, we would send our message on the platforms our target first views in his or her day. The videos would be five seconds long and would be transferable between YouTube, Facebook, Instagram and Twitter. This works especially well for YouTube because users can't skip a five-second ad. Short ads don't feature a "Skip Ad" button and it would pass by too fast for them to refresh the page. They would be sure to see the message.

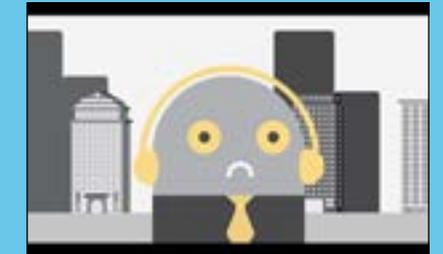
We can create hundreds of situations, outcomes, characters, colours and sounds. This makes sure that the short messages are refreshing and keep people intrigued as to what the other possible ads could be.



An unhappy Workaholic is shown.



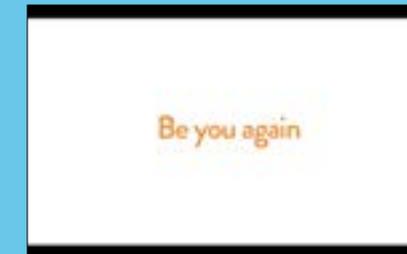
Headphones surprise the Workaholic.



The Workaholic listens.



All is well again.



Copy reads "Be you again."



"Headspace - Meditation made easy."

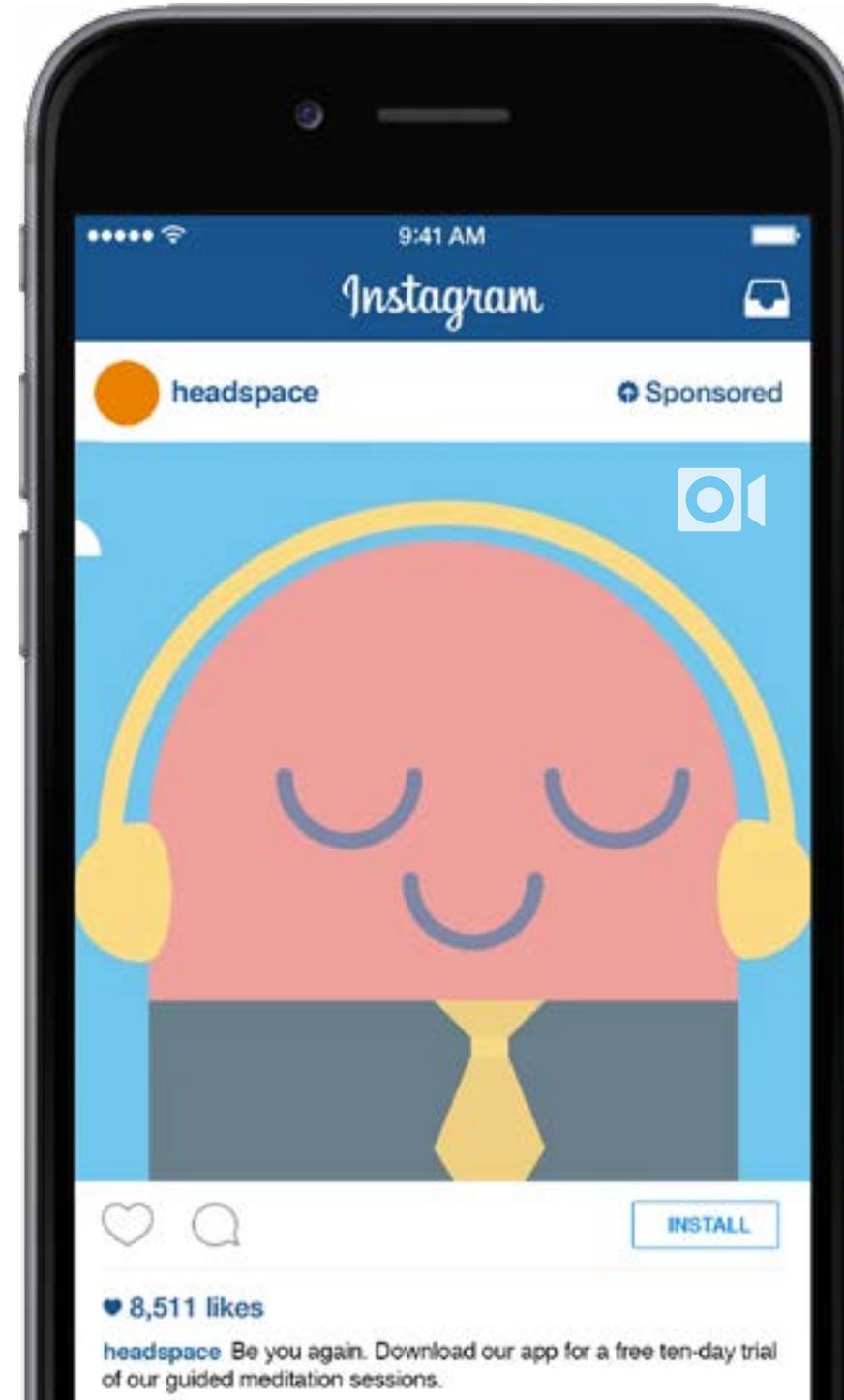
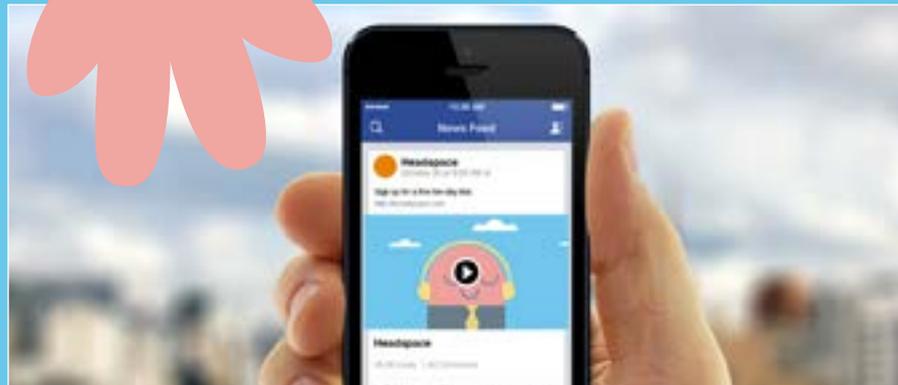
App View

Workaholics have a tendency to check their phones for new emails or messages first thing in the morning. Following that initial update, they may scroll through social media and see how the world around them is doing. We can place our videos on social media as sponsored advertising.



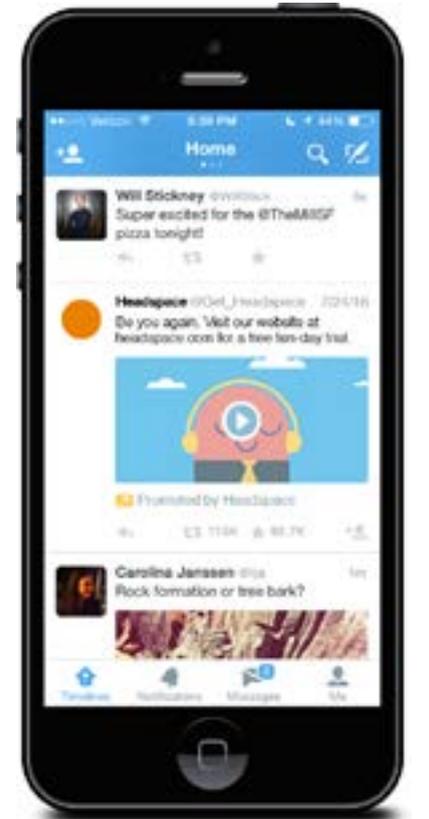
Top Image
Video advertisement on YouTube

Bottom Image
Video advertisement on Facebook



Left Image
Video advertisement on Instagram

Right Image
Video advertisement on Twitter



Coffee Cups

Workaholics start their day with a cup of coffee. This can serve as a platform to engage with our audience. We could collaborate with coffeehouses such as Tim Hortons and Starbucks.



The lid would feature a calm face with the mouthpiece as the character's mouth. The cup would be of serene scenery with a series of stills in the middle. The words "hold the label" and "turn the cup" would be featured on the label. In the middle of the label would be a cut-out rectangle. The label would cover the stills to feature one image at a time.



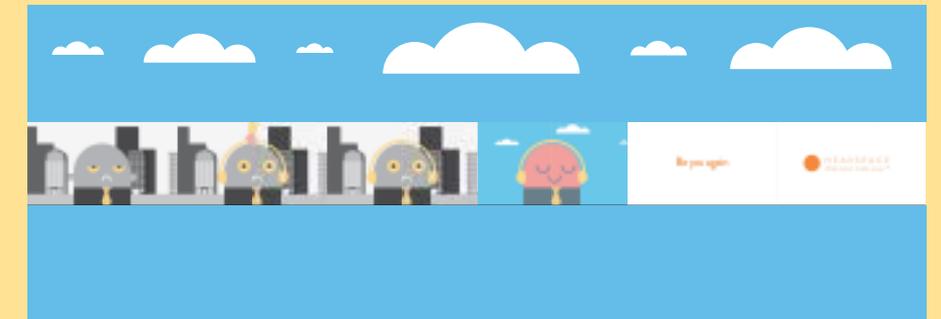
When the label is turned, it would show another image to reveal a stop-motion animation. At the end of the animation would be our message "Be You Again" followed by the Headspace logo and revised tagline "Meditation made easy."

Hold the label



Turn the cup

Label with instructions



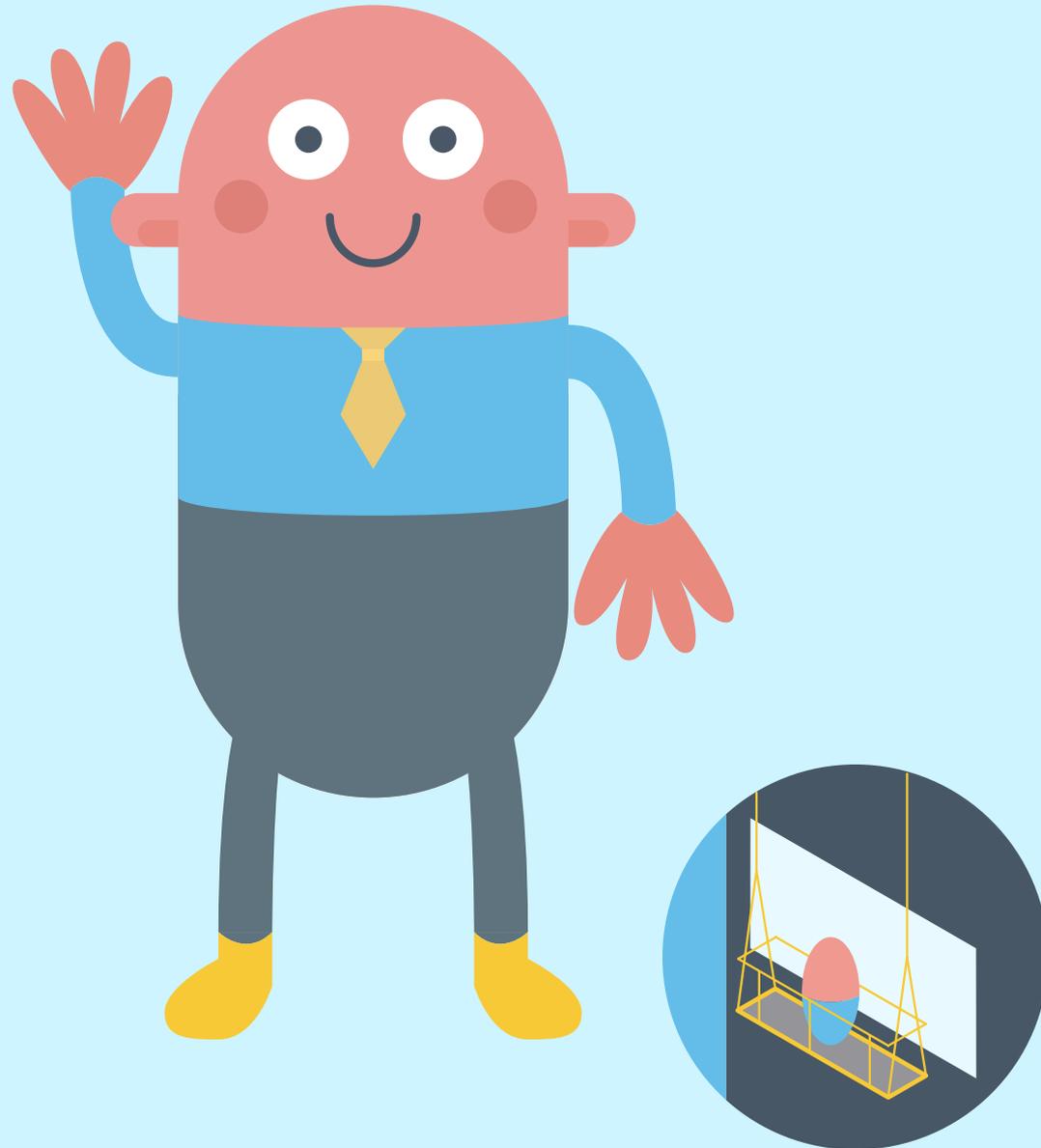
Cup graphics with stills

Window Washers

Mascots are a disruptive way of getting someone's attention. The idea is to create life-size mascots of Headspace characters. For this stunt, we would create a character in a work uniform. Using this character, we would place them on window washer platforms outside of the window. They would tap on the windows and hold up double-sided signs.



Here is a 2D model of the mascot. Along with that is a demonstration of where the mascot would be.



If you're reading this,
you're working too much.

The mascot would hold up the signs saying "if you're reading this, you're working too much." and would flip it over to have it read "be you again."

Once they have successfully grabbed the target's attention and displayed the signs, they would place peel-able stickers on the window.

Be you again.

 HEADSPACE
Meditation made easy.™

HEADSPACE.COM

The stickers would say "Headspace - Meditation made easy." and "Headspace.com." This ensures both the people who witnessed the stunt, and those who haven't, know to visit the site.

Afternoon

Routine

Video

The videos would continue playing. The Workaholics would come in contact with the videos through their desktops.



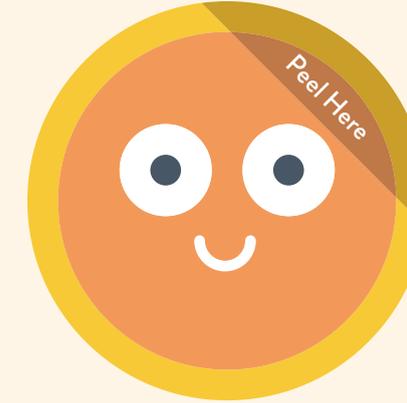
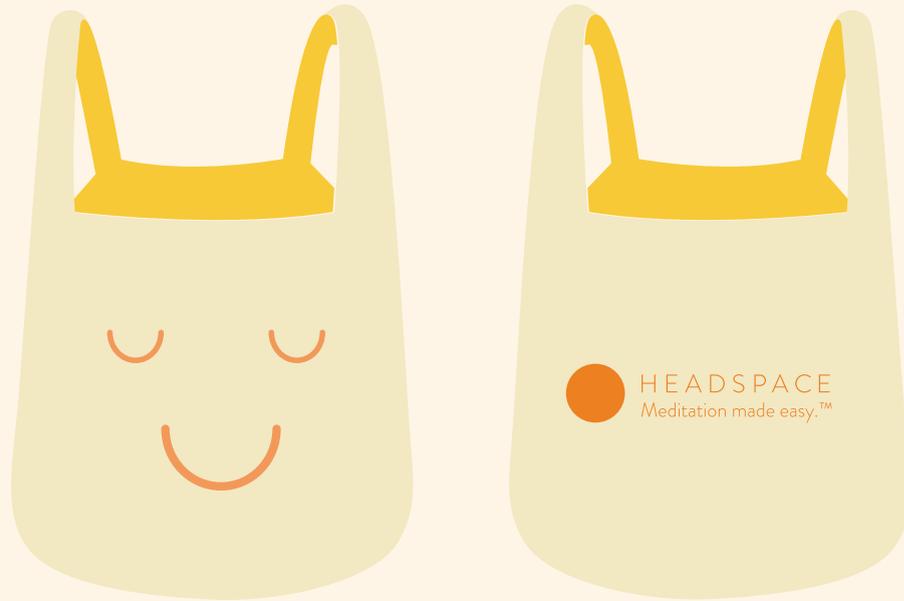
Window Washers



The Window Washer stunt would be played out for a second time in the day. This is to ensure those who arrive in the office later on are able to witness the stunt. It would be ideal to perform the second stunt around lunch time.

Stickers & Bags

Workaholics are more likely to order in than they are to go out to eat. They do this to continue working on their projects. In collaboration with UberEats, JustEat and Foodora, we would create characterized bags with the Headspace logo on the back.



The person's order would be inside the bag. We would ask select restaurants (primarily those with a high traffic of orders) to place a peel-able sticker on their food packaging. This peel-able sticker would be presented with a face, then a call to action and finally, a mindful reminder remaining on the package. We can create variations of the stickers offering different possibilities in faces, copy and colours.



Night

Routine

Window Washers



Finally, for a third time, the window washers performance would be played out for those true Workaholics. These are individuals that stay past the regulated 5 p.m. mark. They may stay between the hours of 5 p.m. to 1 a.m. We would perform the stunt between these hours.

Janitors



A second type of stunt would be performed. As Workaholics stay late to continue their work in the evening, we can provide a sample session in their workspace. Here is a 2D model of the Janitor mascot.

A mascot dressed as a janitor would enter the Workaholics' work space. The mascot would be pushing a janitor's cart with a large speaker placed on it.

As the janitor strolls through the workspace, a sample of Headspace's guided meditation audio would play through the speaker.

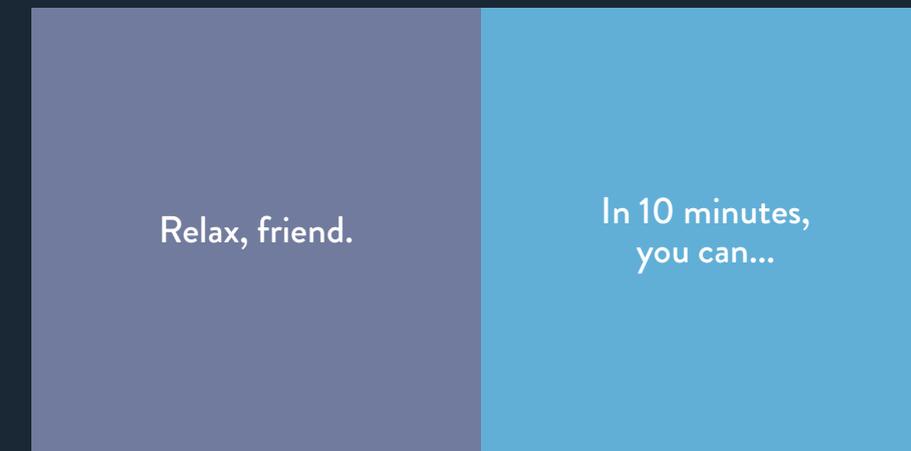
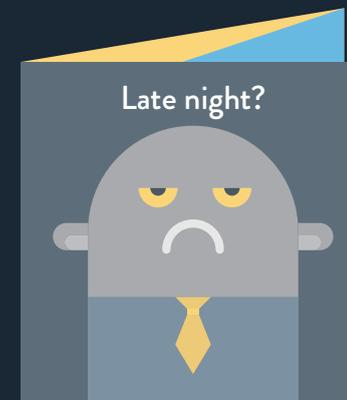
We would hook up an iPod to the speaker to play a Headspace sample throughout the work space.

Workaholics would hear the audio say “if you're hearing this, you're working too much” followed by the Headspace sample. At the end of the audio would be a call to action to visit the Headspace website for a free trial.

Car Cards

At the end of their day, Workaholics return to their cars to drive home and prepare for the next work day. Here is where we place our final execution.

We would create cards that play audio when they open up. The card would have two folds. It starts out with copy addressing the Workaholics' situation by saying "Late night?" As the person opens the card, it says "Relax, friend, in ten minutes you can..." The sentence continues until the audio card is fully opened. The final piece of copy would read "be you again." The sample would verbally say "be you again." and welcome the listener to the audio session. Following the ten-minute sample, the card would provide a call to action to visit the Headspace website for a free trial.



Thank you for reading.

Bio

Mohamed Abdelfattah is a multifaceted creator. He has deep expertise in areas such as Advertising, Illustration, Graphic Design, Filmmaking and Entrepreneurship. He believes life is best lived by progressing towards grandiose visions. He is known for his ambitious drive and meticulous work ethic that enable him to create strong results.

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