

# THE ANNA DELVEY FOUNDATION BY SQUARESPACE

Squarespace makes a con artist’s dream come true.

**Insight:**

A lot of con artists would have been a lot more successful if they had a website.

**Idea:**

Let’s legitimise con artists dreams by having a website.

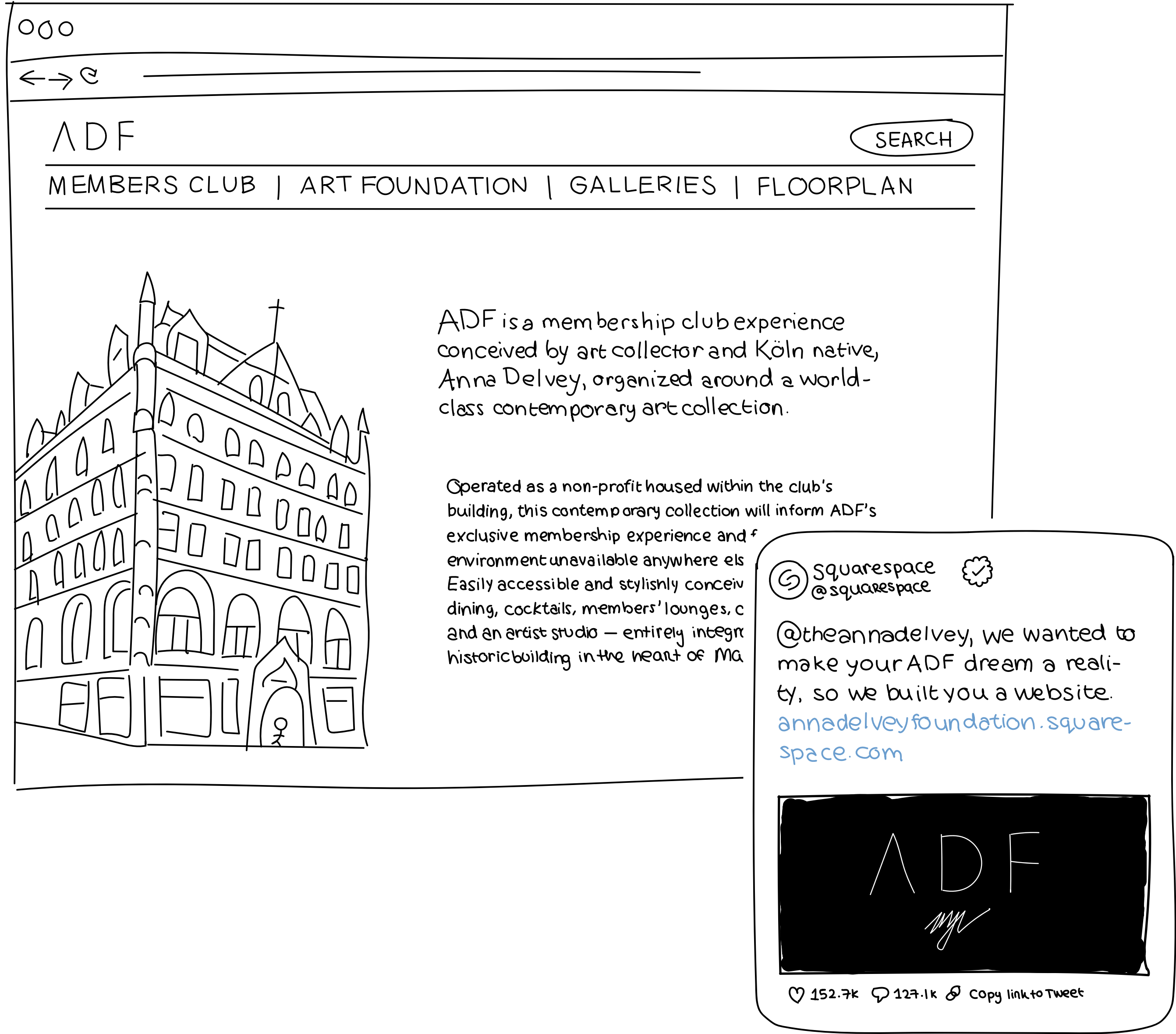
**Execution:**

We are legitimising con artist’s dreams firstly with Anna Delvey to make her a Squarespace for her Anna Delvey Foundation.

The website could showcase a floor plan, exhibitions, members area, auctions, private sales, shop, and artists stories.

**Launch:**

We will tweet her a link to her new website from our Squarespace Twitter account.



# HCF REVEAL YOUR TRUE FAVOURITE

**Insight:**

Parents will never admit that their pet is their favourite child but their social media tells a different story.

**Idea:**

Let’s reveal how big a part our pets are in our lives and why it’s just as important they get insurance too.

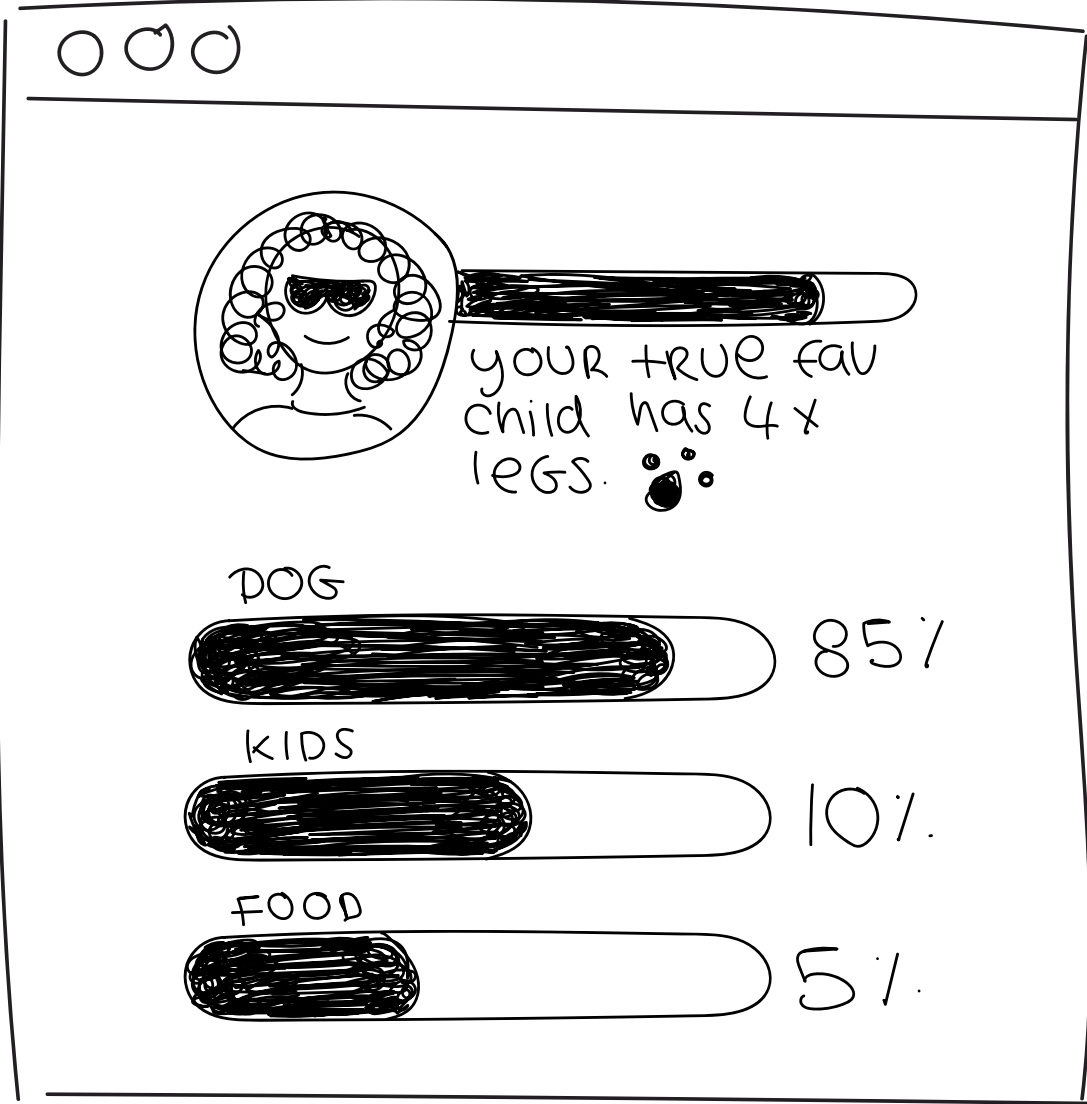
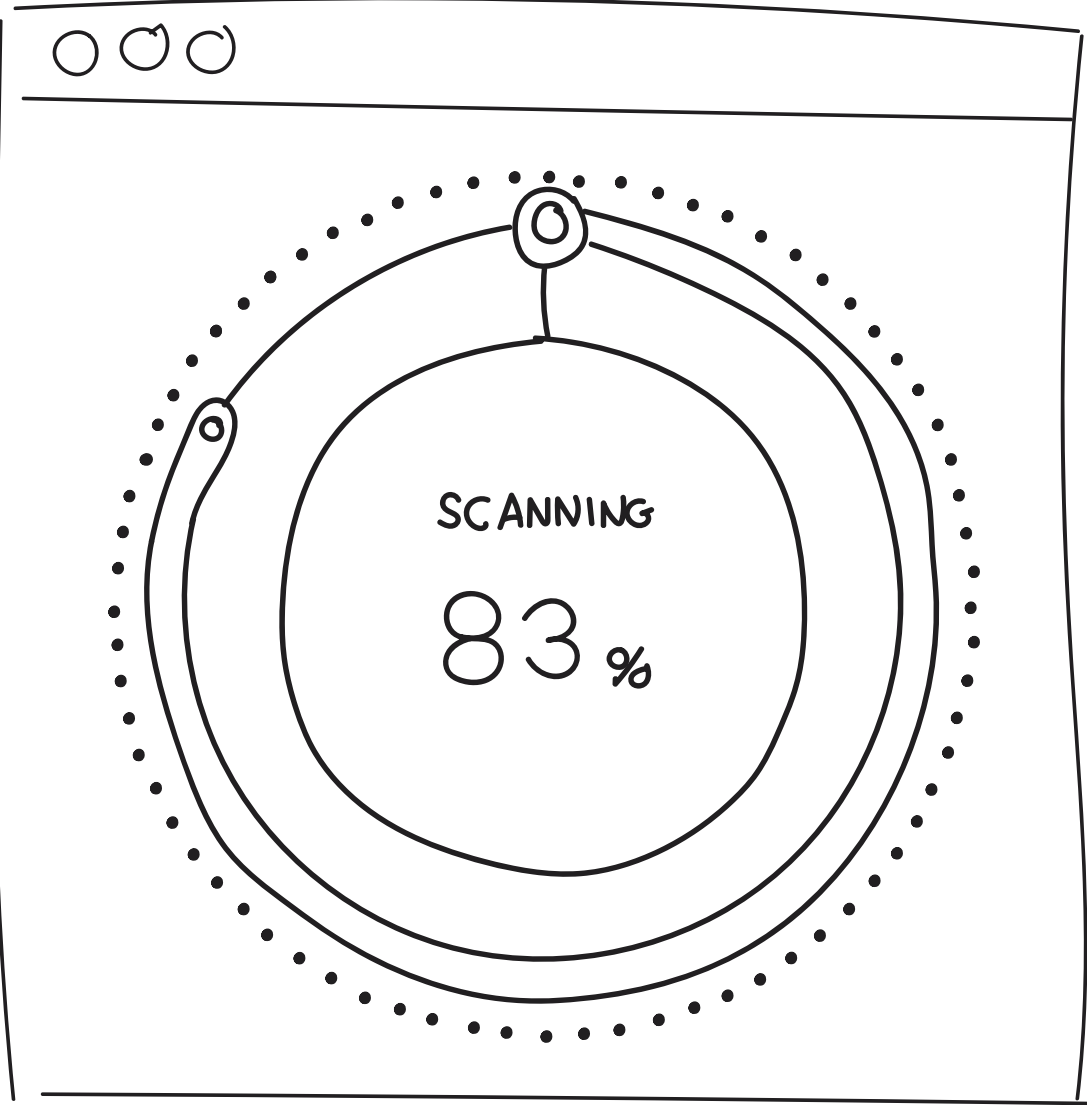
**Execution:**

We will create a microsite and ask people to type in their social handles and it will scour their social and see how many times their pet comes up in photos compared to their children.

Those whose pet is their favourite child will be rewarded with a HCF pet insurance discount.

**CTA:**

Reveal your true favourite child.



PART 1

# NO DATE EVER REGRETTED...

**Insight:**  
There is no worse feeling than regretting a date as it's lost time and money.

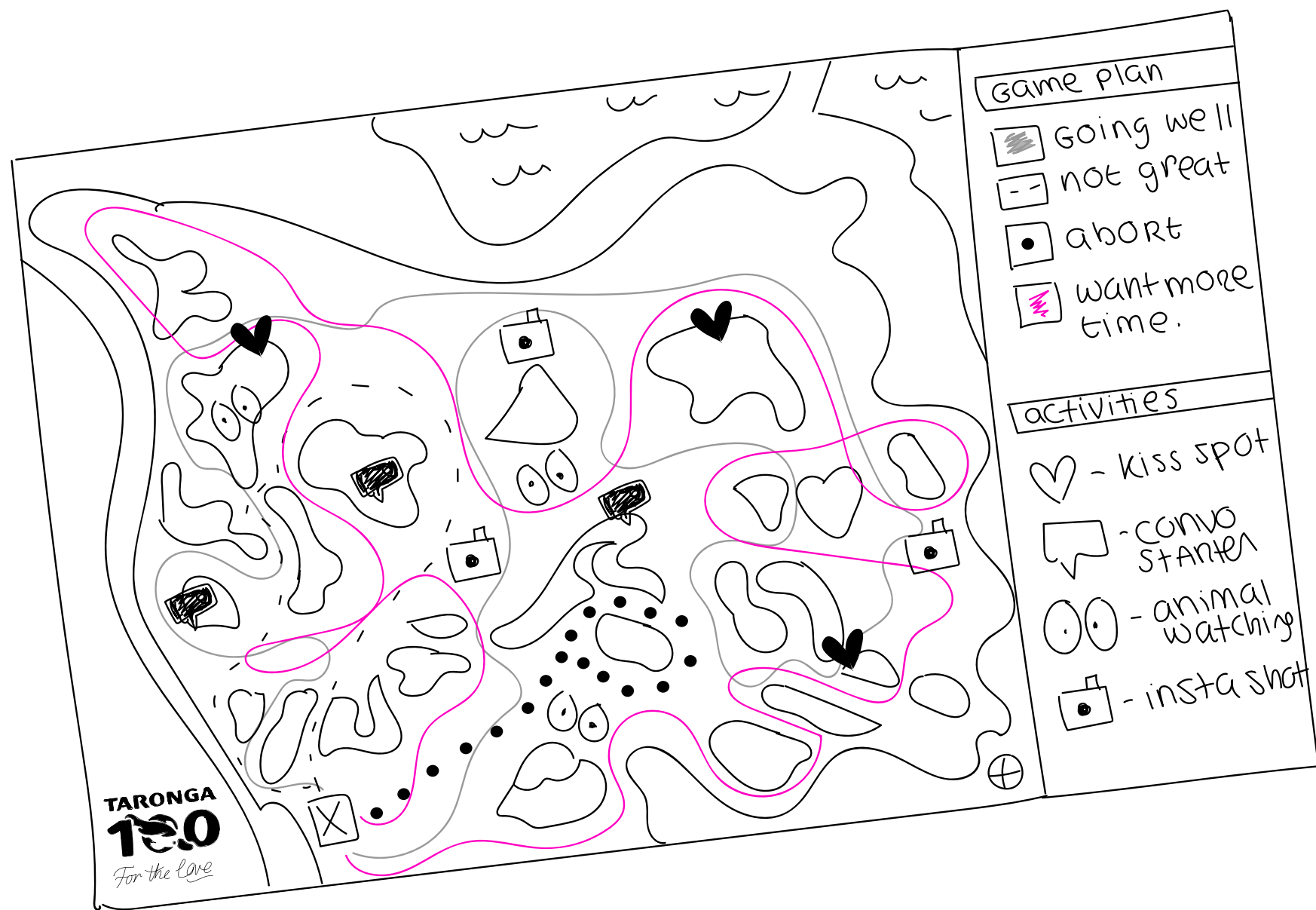
**Idea:**  
We are going to make Taronga Zoo the ultimate spot for singles because even if you have a bad date, you'll still be saving animals in the wild.



**Execution 1**  
**Social, Hinge**

On Hinge, we'll do an activation to swipe for animals from Taronga Zoo. If two people like the same animal, you'll be matched together. You'll then be invited to start a chat to organise your date to the zoo, to meet the animals you both swiped on.

PART 2



Execution 2  
Direct: Love Map

We will have a special map which will be a map of love. This map is for the first dates depending on how well its going or if you want to cut it short. It even shows you the best spots for a kiss or when you might need some help with conversation. Lastly it will let you know that however good or bad the date is going to remember that your date/ ticket has saved an animal in the wild.

Execution 3 Activation,  
No Bad Chat

There is nothing worse than running out of something to say when you're on a date. So we are going to create chat cheats around the enclosures.



Australian society is now made up of more people over the age of 65 than ever before. How can we help this huge group of retirees stay healthy and happy into old age?

# KUSH WAGON

**Insight:**  
When you get older if you like it or not you have aches and pains. No matter how healthy we are, we all get aches and pains as we get older.

**Idea:**  
Connecting kush dealers (doctors) to the elderly to help keep them happy and live comfortably into old age.

**Execution:**  
We will collaborate with nursing homes to bring the kush wagon experience to them. This will be a safe place for the elderly to get subscriptions to buy their medical kush(marijuana) whether it be edibles,oils or something to smoke because we all deserve to age in comfort.

**Problem Solved:**  
Doctors stray away from offering medicinal marijuana because each application takes 30mins to fill out. To solve this we will have full time employees dedicated kush dealers (doctors) who’s sole purpose is the kush wagon to lighten the burden of having other patients to fit in.

