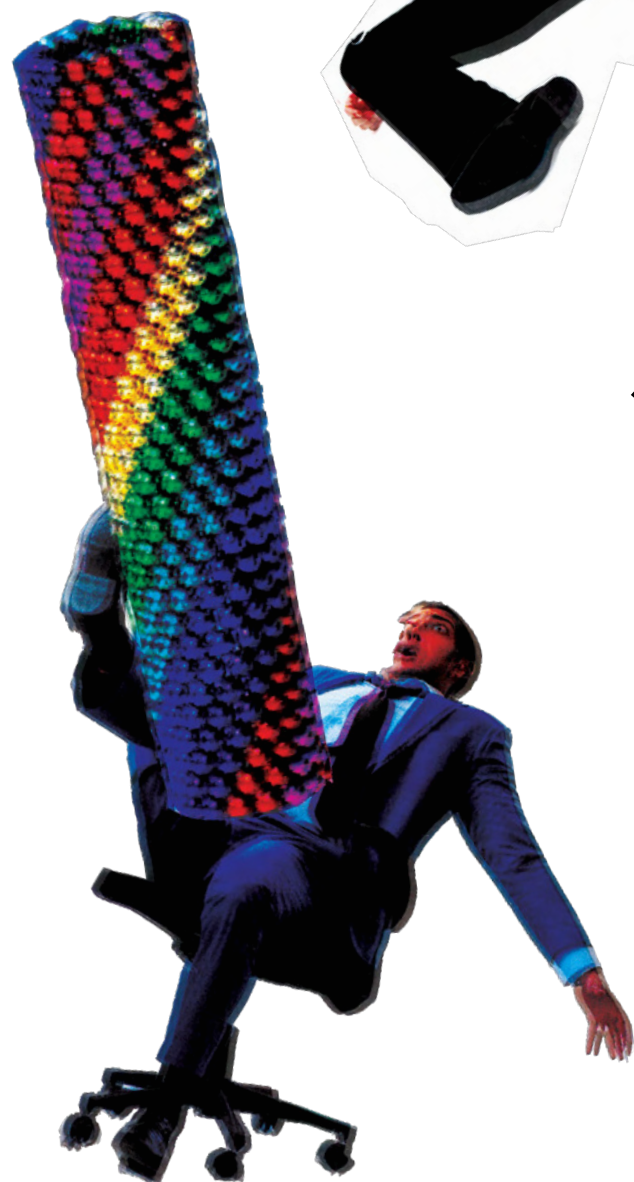


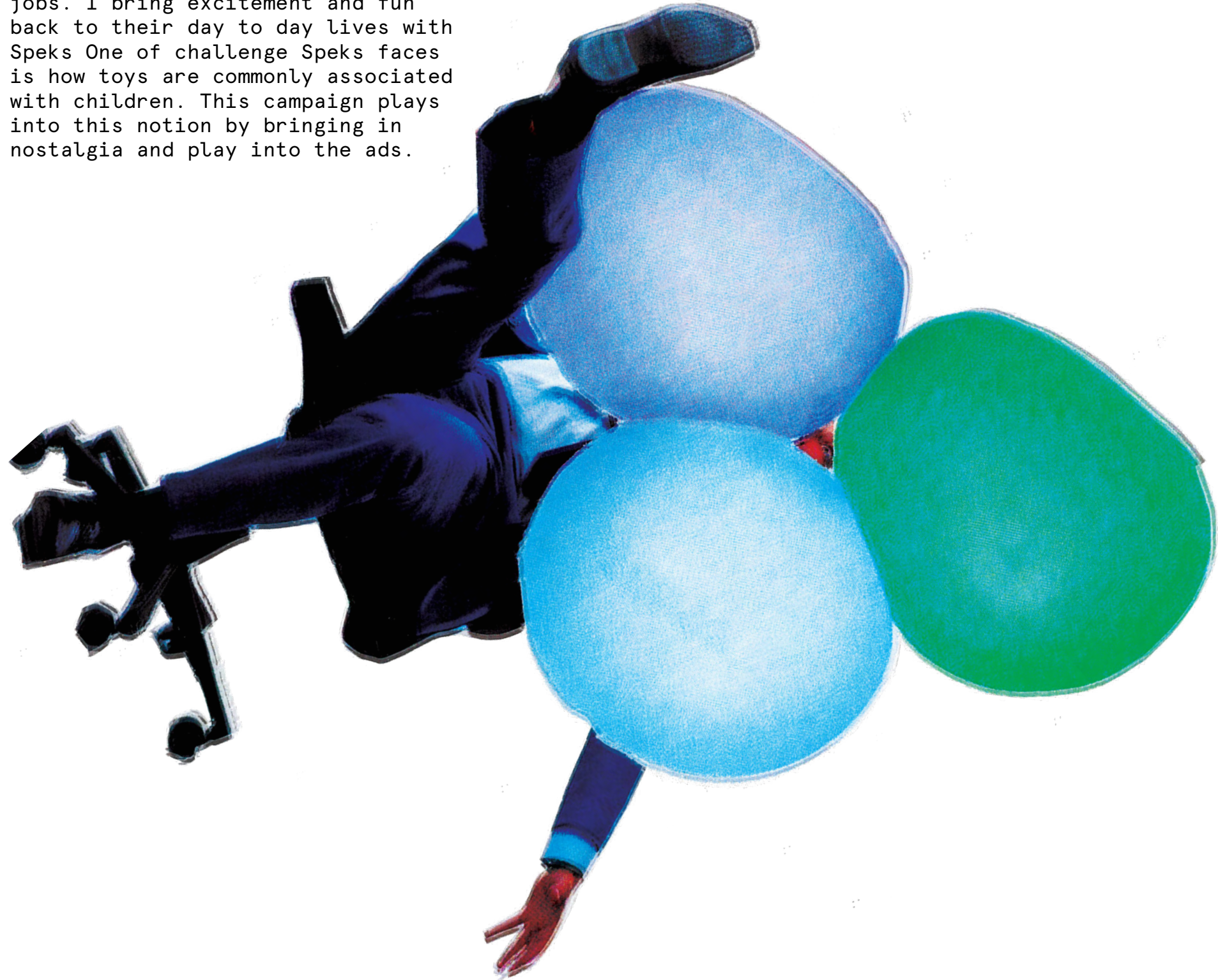
Speks



What is Speks?

Speks is a fidget toy company. But more than that Speks is a fun, original, high-quality, creative, and approachable brand. Located in Brooklyn, Speks is a small team that keeps toys interesting and unique. They care about the quality of their toys and want it to show through their brand. The goal is to be a down-to-earth brand; being honest and having fun with customers.

For this campaign, I focus on having fun, targeting adults working office jobs. I bring excitement and fun back to their day to day lives with Speks One of challenge Speks faces is how toys are commonly associated with children. This campaign plays into this notion by bringing in nostalgia and play into the ads.



The Campaign

My hook is making fun and relatable ads that get consumers to engage with the brand more. The ads are more personal to the consumers by addressing the unique stressors of office life in a humorous and approachable way. Whether it's being stuck in meetings, the pressure of deadlines, or the need for a mental escapes during the day, these ads speak directly to the challenges all workers face.

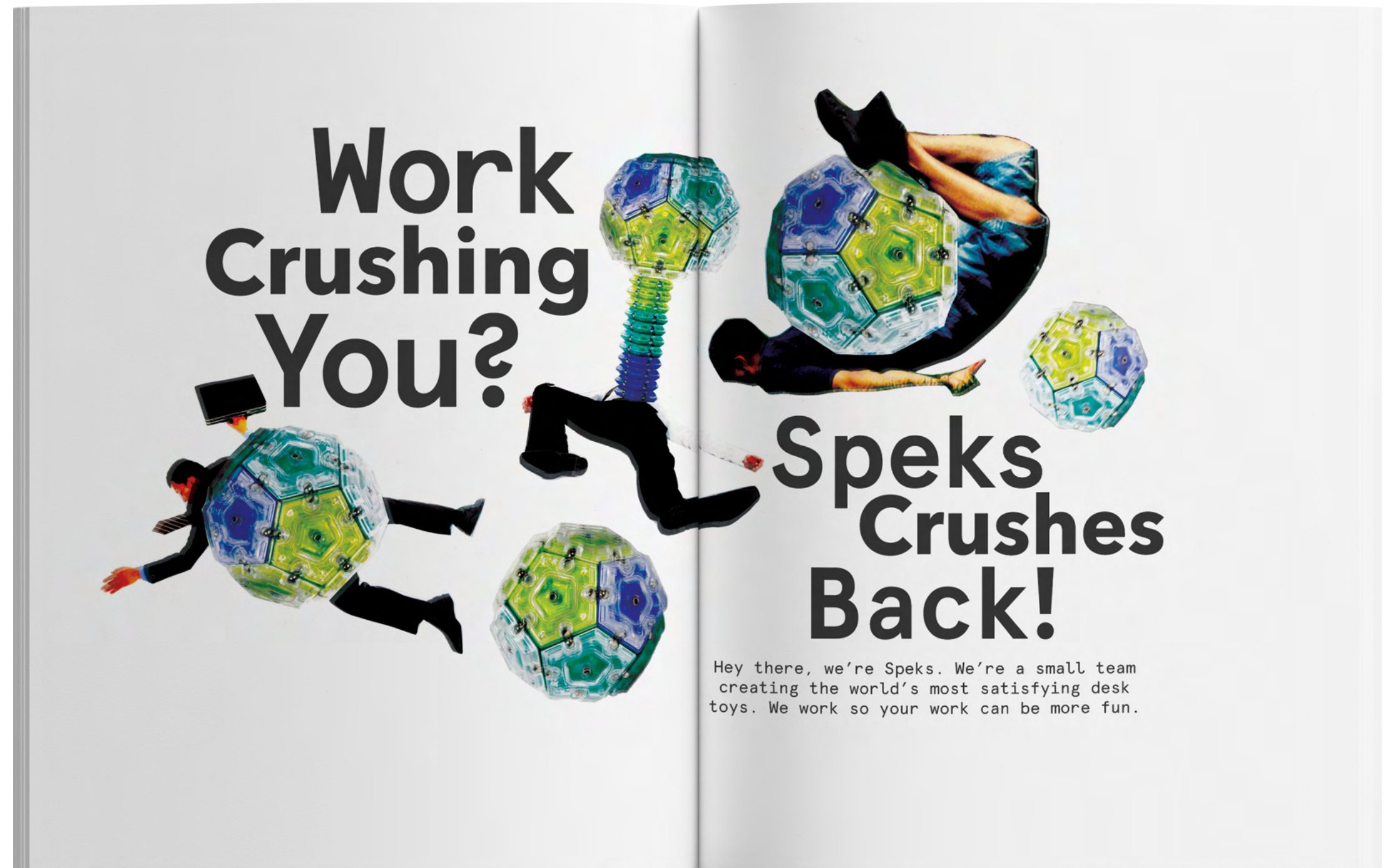
The ads' style is more surreal but also playful. They don't take themselves too serious but are also not under designed. The ads are light-hearted, often poking fun at work anxiety or stress. It acknowledges that work and life can be hard and provides Speks as an outlet for that difficulty.



Magazine Pages

Starting with the magazine ads, these ads provide a basis for the rest of the campaign and clearly show the style and tone used in the rest of the ads. These ads use Speks fidget toys as alien invaders. Showing them attacking or falling on workers. They represent attacking stress and anxiety in the work environment.

The text shows Speks as an outlet for work stressors. It broadly outlines work stress or anxiety and then presents Speks as the solution to these issues. They play off of the imagery in fun ways.



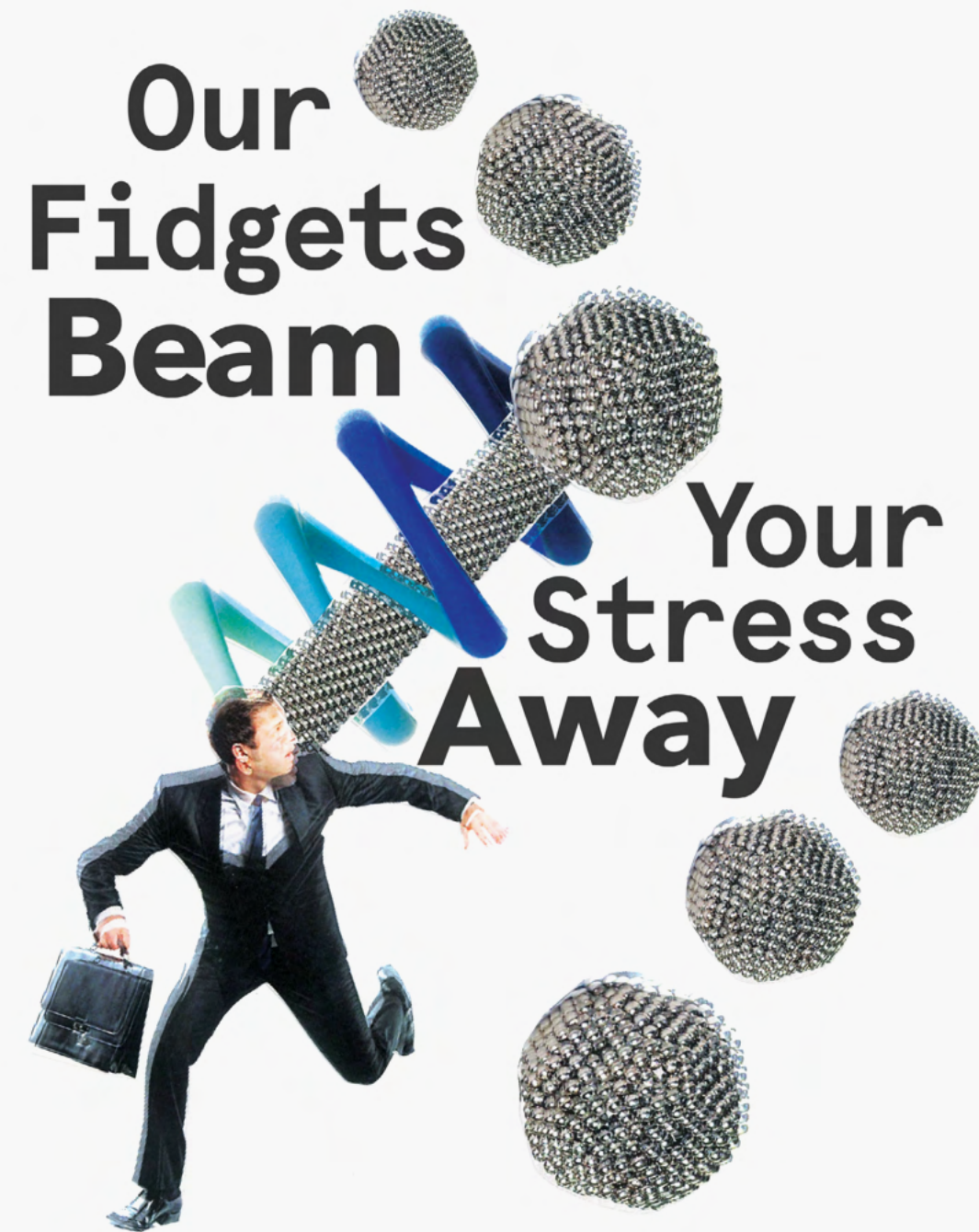
Here is the first single page ad of the campaign. It plays off of the alien abductor imagery with the abduction text. The text is light-hearted and gets the point of Speks across quickly.

Abduct Your Anxiety



SPEKS.

To create the blur effect on the people, I printed stock images, cut them out, and scanned them back in. Then, I applied opacity filters. The aesthetic of my ads is designed to reflect a college aesthetic. This is also shown through the type treatment. It interacts with the imagery to merge the whole scene together.

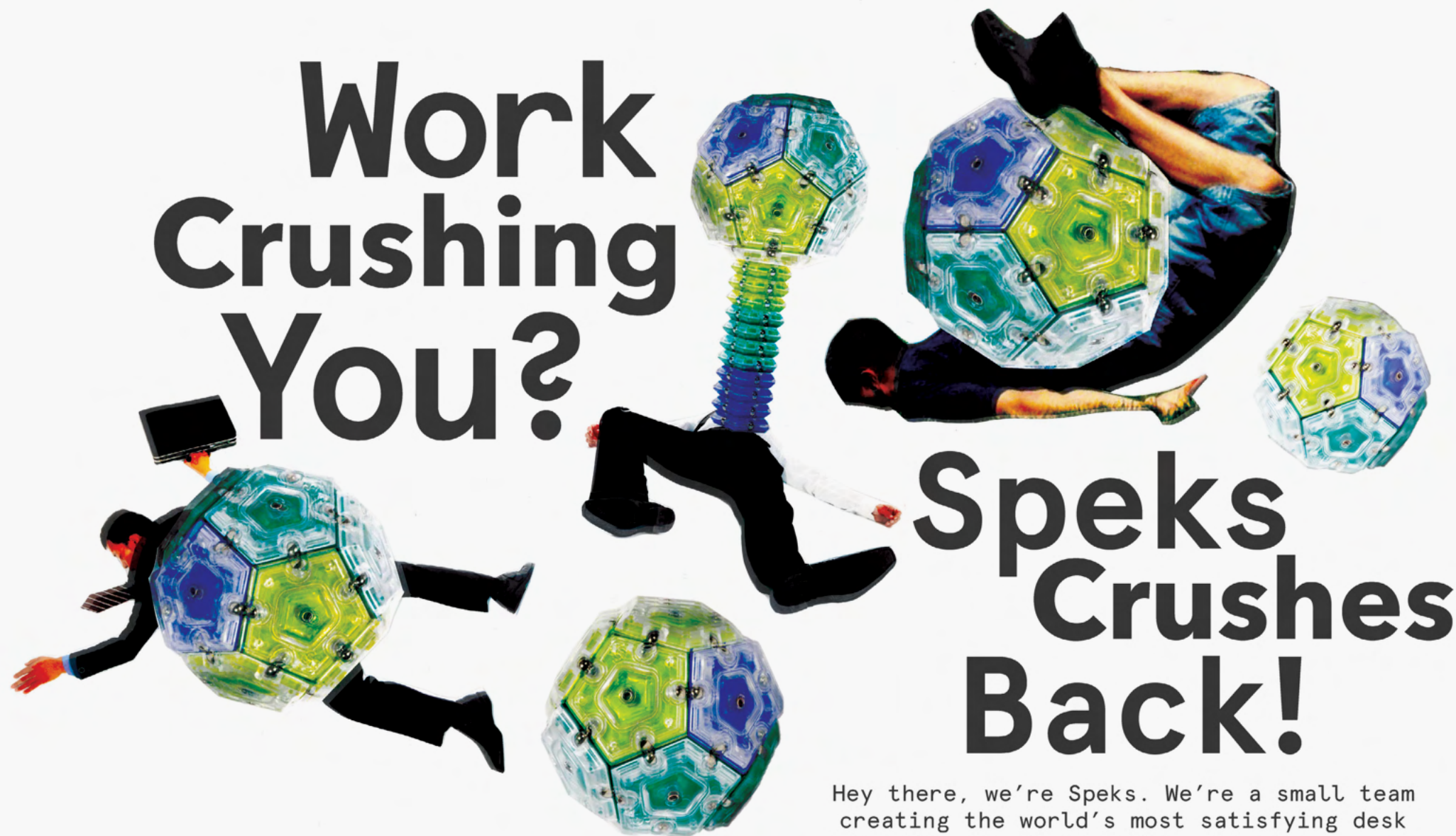


Our
Fidgets
Beam

Your
Stress
Away

SPEKS.

Work Crushing You?



Speks Crushes Back!

Hey there, we're Speks. We're a small team
creating the world's most satisfying desk
toys. We work so your work can be more fun.

**Life
Weighing
You
Down?**

**Speks
can
Help**

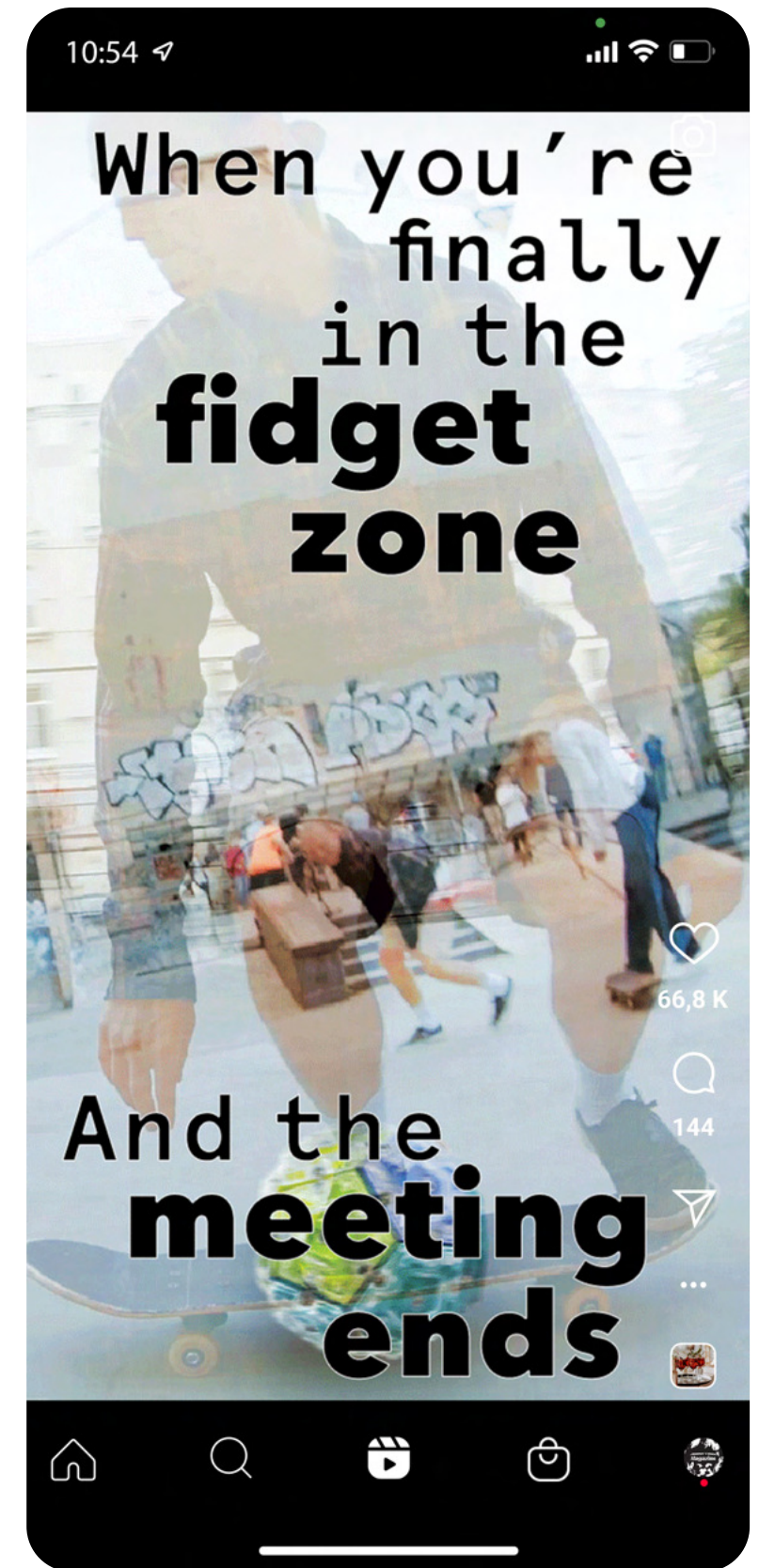
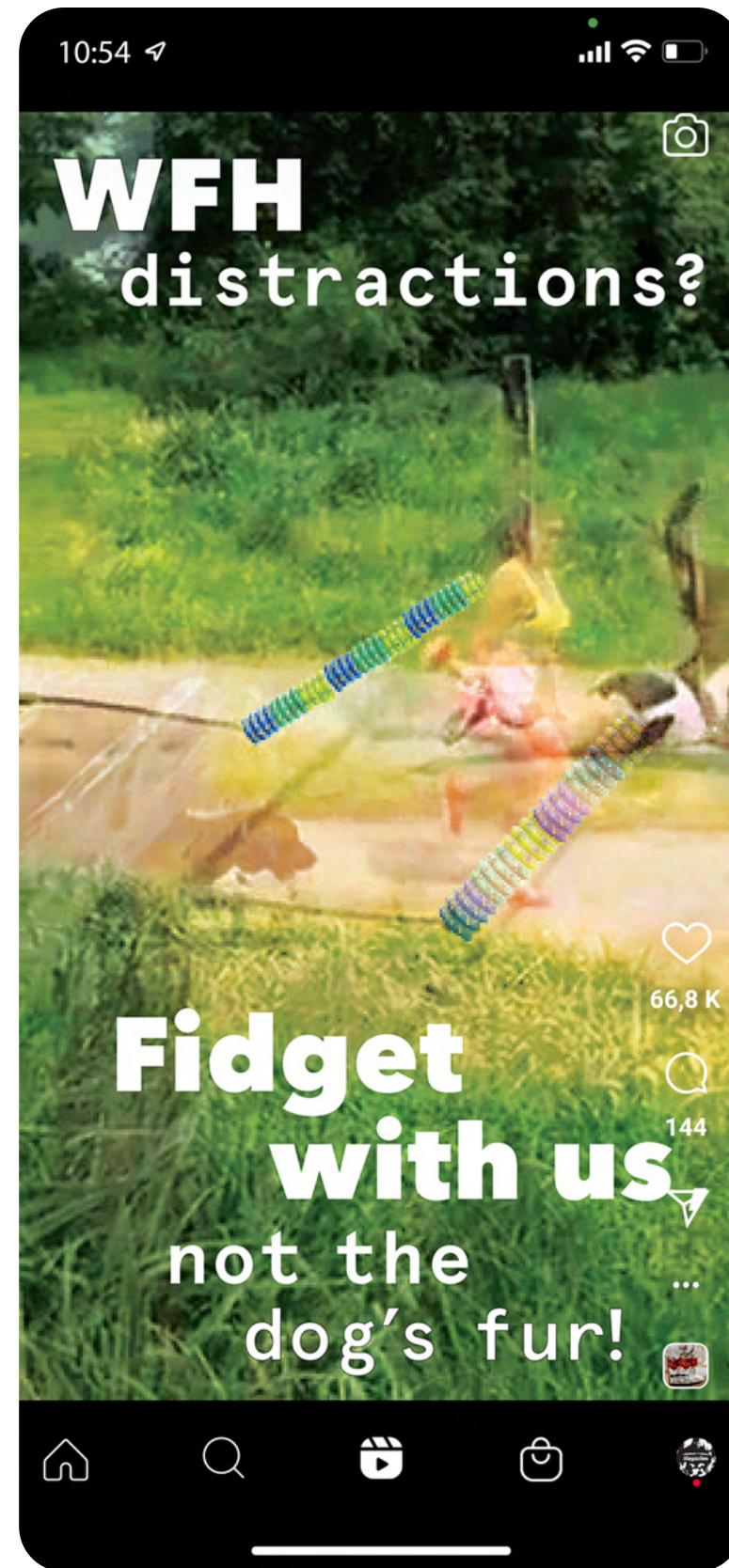


Hey there, we're Speks. We're a small team
creating the world's most satisfying desk
toys. We work so your work can be more fun.

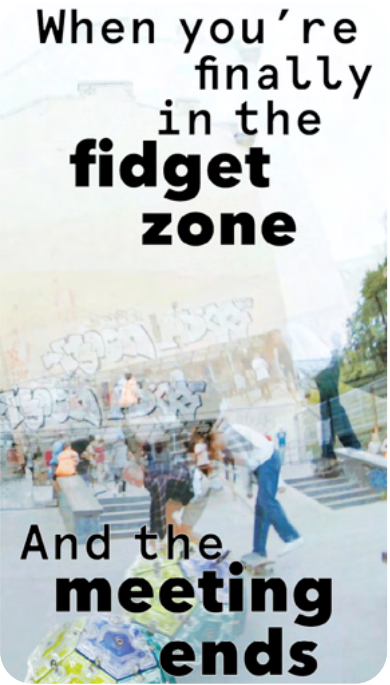
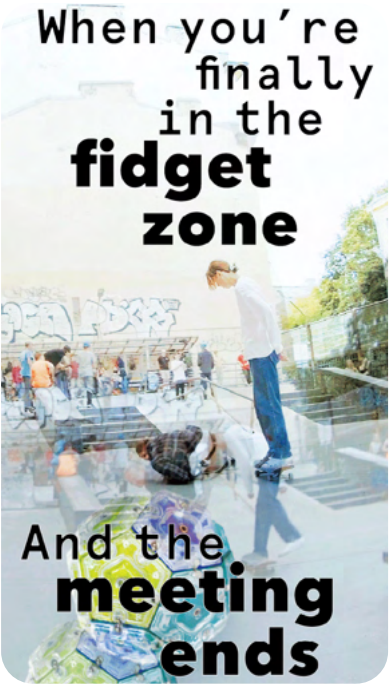
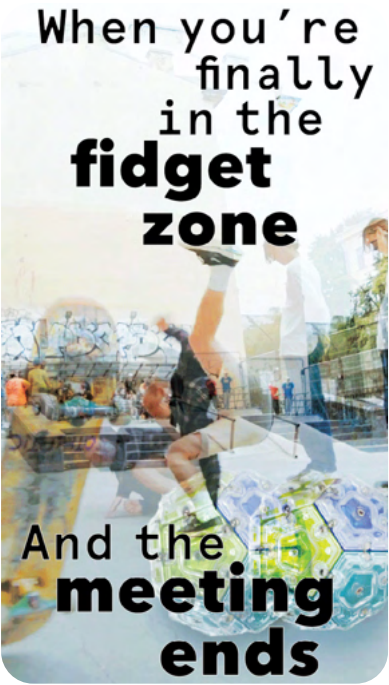
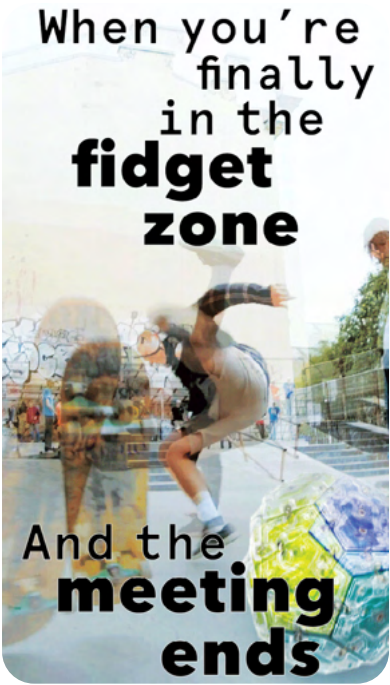
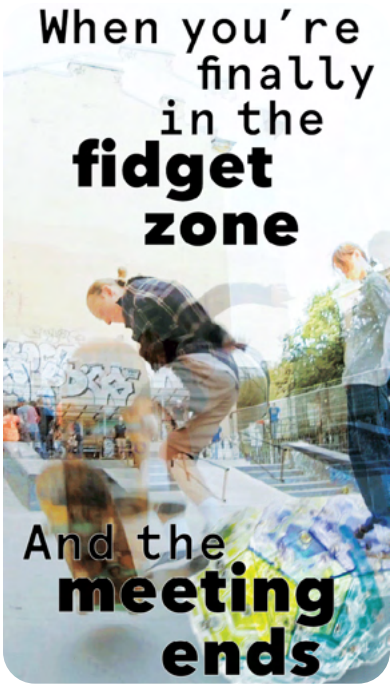
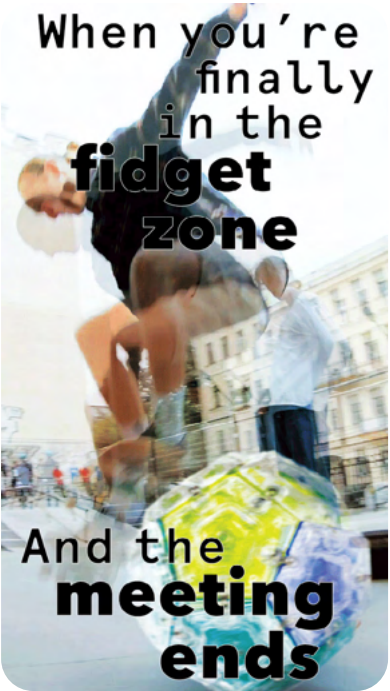
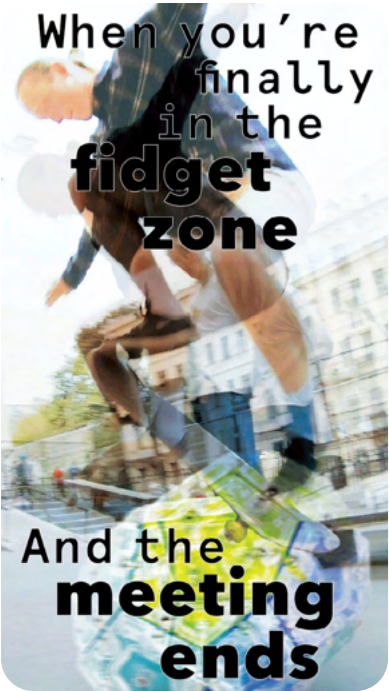
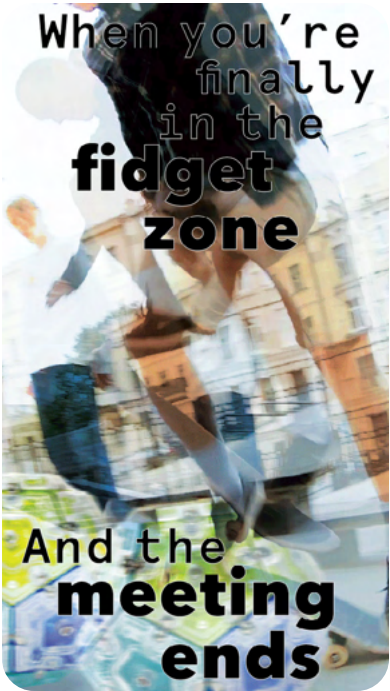
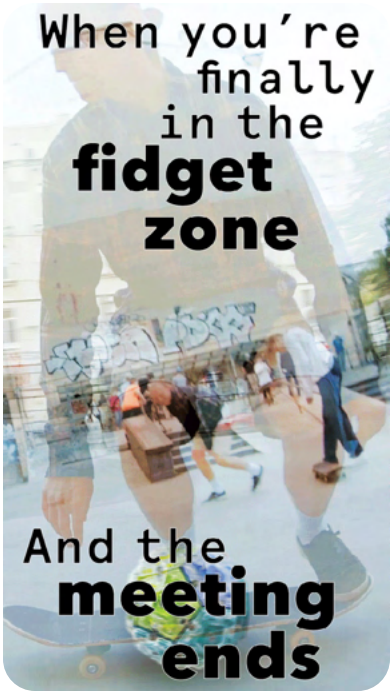
Social Media

For social media I continued the fun aspect of the magazine ads while adding aspects of Internet memes into the design. Advancing on the fighting back aspect of the campaign these ads show people getting hurt with Speks edited into the scenes.

Designed for platforms like TikTok these ads are meant to grab the viewer's attention and stop them from scrolling past.



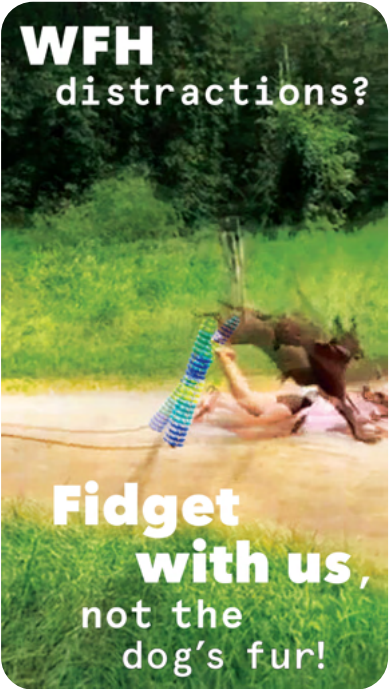
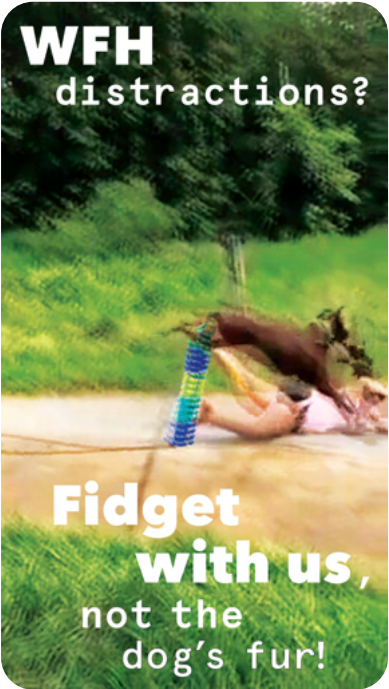
For the first gif I am using a skateboarding video where the person does a trick over a cone then falls. I edited a Speks toy over top the cone. I then overlaid the next frame in the sequence on top of the current frame to achieve the same kind of distorted effect as the rest of the campaign.



The 3pm slump meme is reaching a Millennial audience. It takes a common issue that the working class faces and makes it humorous.



The gifs also take from classic meme formats with eh top and bottom text. Allowing the viewer to resonate with the familiar formatting.



Take your Office to Recess with Speks

The third part of this campaign is "Take your Office to Recess with Speks." Speks will come to an office building and set up classic recess games in the parking lot.

Then, during the workers' lunch break they will be able to come play in the parking lot. Along with the games there will be food trucks providing lunch to the workers.

The games will include four square, jump rope, basketball, and hula hoop. Each winner will be receive a Speks gift bags. It will be themed to a specific Speks toy. The one shown here is the Geode bag.



Here are some other gift bag items corresponding to different toys. The bags always have the water bottles, gift cards, and fidget toys. But, the basketball will be changed out with a different prize relating to the recess game the person wins.



Recess with Speks

During the event, Speks will also post images of the event on their story. The photos will be edited to align with the rest of the aesthetic.

This will show other companies how Speks can help bond their employees. It will also show other employees how Speks can have fun in a work environment.



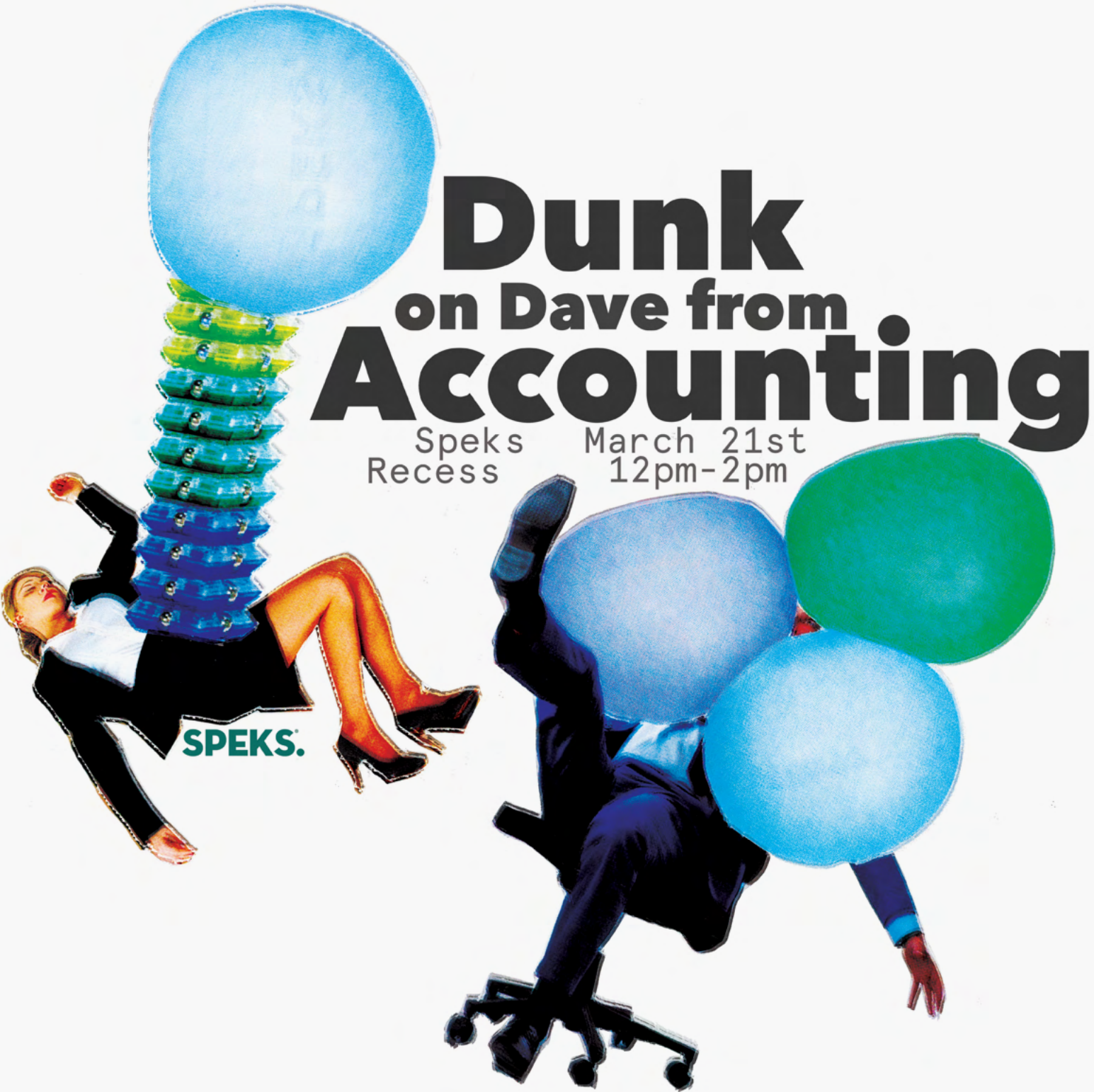


Recess with Speks

Before the recess day Speks will come into the office building and promote the event. This promotion will include posters and a banner in front of the door. These will encourage some banter between coworkers and build excitement for the event.



The posters maintain the collage style, featuring humorous and eye-catching phrases that immediately grab the viewer's attention. Directly beneath these phrases, the event name and time are prominently displayed to provide essential information and guide the viewer's eye seamlessly.



The phrases encourage competition and playful trash talk among coworkers leading up to the event. This builds excitement and creates a sense of peer pressure, motivating more people to attend.



The posters will be placed in high-traffic areas throughout the building, such as entrances, break rooms, elevators, and hallways, to maximize visibility and ensure they catch the attention of as many people as possible.



TV Commercial

For the final part of the ad campaign, I made a TV commercial. It keeps the layering and collage effects but in video format. The commercial follows a man who is bored at his call center job, but with Speks, he can focus and have fun. Because of this, he climbs the corporate ladder and makes it to a corner office. The ad is broken up into parts by slogans, each one corresponding with where the man is at with his job.



“Tired of work being boring?” is the first slogan. It shows a mundane call center and people working their desk jobs silently.



The second slogan is “Speks makes everything fun!” This acts as a response to the previous question. The man is fed up with his boring job and gets a fidget toy to help him. The ad invites the viewer to do the same if they are also bored of work.



“Make That Sale” is the third slogan. It highlights a man becoming more productive at work, using his fidget toy as a tool to channel his focus and energy.



“Build Your Confidence” is the fourth slogan. It shows the man working to get more comfortable in his new role



“Ace That Meeting” is the fifth slogan. With Speks, the man channels his thoughts more clearly, helping him stay focused and impress his coworkers and bosses.



Finally, "Claim your corner office" is the final slogan. It shows how the man's hard work, supported by Speks, helped him rise to the top. The slogan adds a bit of humor, portraying the corner office as his ultimate prize. As he greets his employee, he reflects on his journey and sees a parts of his past self in them.

