

# PORTFOLIO

---

BY PETER T. SLINN

2018

---

---

**PETER T. SLINN**  
HEAD OF ART

---



# WELCOME

---

If there's one thing a creative mind sucks at, it must be self-promotion. But let me give it a go. I'm a multi-award winning creative guy with over 15 years experience in graphic design, advertising, creative and concept development, branding and big ideas.

I believe in integrated campaigns that use any channels but always challenge the status quo. I love simple, relevant and original ideas that make clients famous by selling stuff. (Wow, I did just say that!)

I've worked across a wide range of small, medium and blue-chip clients in Amsterdam, Budapest, Dusseldorf and London. During that time I've not only been trying to win awards but I've also worked to develop a number of businesses.

As the Head of Art at Ogilvy & Mather Budapest, I actively lead the creative vision of the agency. Here, I work with my team doing stuff I originally fell in love with.

---

---

# CITIZENFOUR

---

## “Privacy is an illusion”

---

**Brief:** To operate on an extremely low budget and promote CITIZENFOUR, an Oscar-winning documentary about Edward Snowden and the US government’s global surveillance schemes.

**Insight:** Out of convenience, people choose to ignore their lack of privacy on a daily basis.

**Idea:** To get people to consider the film, we deprived them of their privacy in the place where they treasure it the most: the toilet. We placed custom-made, transparent doors in the lavatories of a popular Budapest shopping centre to make shoppers realise that nowadays privacy is only an illusion.

**Results:** The doors went viral immediately after installation. The film easily surpassed its ticket sales target and pulled multiple times the viewers of other Oscar-winning documentaries.

4

**CLIENT** MAGYARHANGYA  
**YEAR** 2015  
**AGENCY** OGILVY & MATHER  
**MEDIUM** AMBIENT

---



# THE POWER OF TRANSPARENCY



WATCH THE CASE STUDY



# ANTI-ÂGE INSURANCES

## “Nothing ages a face more than stress and worry”

**Brief:** The Hungarian public can't see the value in comprehensive home and car insurances. Allianz asked us to find a new way to talk about these products to a target audience that usually is not receptive of traditional insurance messages.

**Idea:** Nothing ages a face more than stress and worry. “Peace of mind” is exactly what our products offer, that's why we position it in a new, quirky way: we talk about insurance like an anti-aging beauty product!

**Consumer Journey:** Our TV, print and online ads are set up as beauty product ads, where the punch line is that we offer insurance to prevent wrinkles instead of a cream. More information about our products placed inside classic beauty packaging, that they can encounter in the beauty sections of stores, hidden among other, actual beauty products.

6

**CLIENT** ALLIANZ  
**YEAR** 2016  
**AGENCY** OGILVY & MATHER  
**MEDIUM** ACTIVATION CAMPAIGN CONCEPT



# anti-âge INSURANCE

NO  
worry  
lines!

NO  
anxiety  
wrinkles!

NO  
frown  
lines!





# UNILEVER / BABA

## “It’s up to us to see the daily routine as a source of fun”

**Brief:** For years, Baba was advertised by adaptations of foreign ads with beautiful, perfect families. Hungarian families could not relate to this perfection; they felt that the brand they grew up with was not for them anymore. We had to find a way to show our audience that their beloved brand is still made for them, and is still filled with care.

8

**Idea:** So we have created a new ad family: a family that is flawed, silly, frustrated, impatient and often misguided - like most Hungarian families. They don’t love each other despite their imperfections, they love each other because of them! This is the true meaning of care.

**Results:** The Hungarian audience was grateful for seeing characters they can see themselves in. The sales of Baba shampoo rose 10% since last year while the sales of Baba lotions skyrocketed by 21%, making the product the most sold body lotion of its category. With these new ads, Baba has returned home. Into the hearts of Hungarians.

**CLIENT** UNILEVER / BABA  
**YEAR** 2015 - 2016  
**AGENCY** OGILVY & MATHER  
**MEDIUM** TV COMMERCIALS





*Filled  
with CARE*

**baba**

WATCH THE TVCS AND THE CASE STUDY



# BELVITA+AIRBNB

## “Eat some breakfast, then change the world”

**Challenge:** How do we get BelVita breakfast biscuits into the mouths of 40 million Europeans?

**Insight:** When on holiday, people would like to see and do as much as possible in the short period of time they have. A lot of tourists just grab a quick bite with their morning coffee or don't have breakfast at all, and, let's face it, exploring with an empty stomach isn't that much fun.

(Fact: Last year, AirBnB, the world's fastest growing accommodation service had 46 million nights booked in Europe only. 46million nights that equal 46 million mornings.)

**Pivotal Idea:** BelVita becomes the default breakfast in the world's fastest growing accommodation chain.

**Solution:** BelVita with AirBnB / Breakfast included. We get European AirBnB hosts to supply their apartments with free / discount Mondeléz BelVita morning biscuits so guests could have an energising morning snack and explore more. BelVita provides enough energy for the tourists to not to have to worry about hunger up until lunchtime.

10

**CLIENT** MONDELÉZ  
**YEAR** 2016  
**AGENCY** OGILVY & MATHER  
**MEDIUM** ACTIVATION CAMPAIGN CONCEPT



  
**breakfast**  
**INCLUDED**  
.....  
belVita  
+  
airbnb



Bonjour Charlotte  
Welcome to Paris!  
Have a BelVita.  Have a great day.





# ROAD TO CARDIFF

## “An interacting road movie to the Champions League Final”

**Brief:** Find a way to reach the millennial generation with a football-themed campaign.

**The journey insight:** The millennial generation feels indifferent towards the game of football. We needed to find a character they can identify with, and get them engaged in the campaign by discovering the world of football through his eyes.

**Idea:** Pepsi asked Süveg Márk Saiid, a well-known rapper to take a journey to the Champion’s League Final in Cardiff and learn everything about football on the road. Having no knowledge of the sport, he was the perfect character for our target group to identify with. We created an interactive road-movie in the form of an online series, accompanied by daily live broadcasts on Facebook. To make it more engaging for our social media centered target group, the audience could vote every night what should happen the next day with Facebook reactions – this way we made them feel they were in control of the story.

**Results:** During the 8200 kilometres-long journey, our crew visited 30 cities in 13 countries, produced ten 15 minutes-long webisodes and 22 live broadcasts. With 20% of the Hungarian population following the journey online, Pepsi Hungary increased their number of subscribers by more than 2000 and gained over 9277 Facebook-reactions.

**CLIENT** PEPSI  
**YEAR** 2017  
**AGENCY** OGILVY & MATHER  
**MEDIUM** ACTIVATION CAMPAIGN



ROAD TO CARDIFF

TAKE ME TO THE FINISH LINE!

WATCH THE CASE STUDY

DECISION IS A MOMENT.  
MAKE IT.





# WIZZ & CHILL

## “Up your me-time with tailor-made in-flight entertainment”

**Brief:** Wizz Air, one of Europe’s leading low-cost carriers, would like to break the proverbial ceiling and engage its customers with smart services that build loyalty and make them consider choosing Wizz, possibly over renowned legacy airlines.

**Insight:** In the public eye, low-cost means a low level of services. How can Wizz Air change this perception and enhance its in-flight experience without having to invest millions into re-modelling their fleet?

**Idea:** Why develop a brand new in-flight entertainment system when people already have one in their very hands? Wizz Air introduces a whole new level of multimedia services on the device people have at hand all the time: their own smartphones and tablets.

**How it works:** Before boarding the aircraft, passengers are invited to choose one out of three multimedia services (ebook / music album / film) related to their destination, so they can get the vibe of where they’re going even before they arrive! Digital city light posters are installed at each gate, all passengers need to do is synchronise their choice with their device, download the content and enjoy the service all along their flight.

14

**CLIENT** WIZZAIR  
**YEAR** 2017  
**AGENCY** OGILVY & MATHER  
**MEDIUM** PRODUCT, ACTIVATION CAMPAIGN



# WIZZ & CHILL

UP YOUR ME-TIME IN THE AIR  
WITH TAILOR-MADE IN-FLIGHT ENTERTAINMENT

Flying to Rome?  
Tailor make your inflight entertainment too!

Choose a free eBook, Movie or Music Album for your flight here!

- Luca Guadagnino  
Call Me by Your Name
- Alberto Moravia  
The Woman of Rome
- Laura Pausini  
La mia risposta

SCAN YOUR PASS

Test now or download from **Wizz** Available on the App Store Google Play

Clear Channel





# WAGNER GOES VISUAL

## “A true Wagner experience”

**Brief:** In 2018, MÜPA, one of Hungary’s best known and most modern cultural institutions required a new visual identity to its annual Budapest Wagner Days opera festival, that expresses the venue’s contemporary and ever-evolving nature.

**Idea:** Based on the concept of leitmotifs – a technique most associated with the composer, that uses short, recurring musical phrases to represent themes, characters or even places – we decided to develop an ever-changing visual identity system, that is easily adjustable to each opera, can be used on any desired surface and subtly reflects the aforementioned elements that appear in Wagner’s body of work.

**Solution:** We teamed up with a group of data visualization professionals and made an in-depth analysis of the sheet music of selected Wagner operas: we studied every instrument, key, time signature, note, instruction and annotation and developed a special design method that made it simple to create a unique, dynamic and instantly recognizable visual identity for the festival, that reflects the pioneering spirit of the institution and Wagner himself.

16

**CLIENT** MÜPA  
**YEAR** 2018  
**AGENCY** OGILVY & MATHER  
**MEDIUM** VISUAL IDENTITY



# WAGNER GOES VISUAL

*A True Wagner Experience*

*The Ring of the Nibelung*

BUDAPEST  
**WAGNER**  
DAYS





# SKOOL STORY

## “Can you remember you, before you were told who to be?”

**Skool:** A non-profit organisation that promotes diversity in the tech industry by inspiring and educating young girls to become future coders.

**Problem:** Skool depends on the support of the tech industry to achieve its goals. To reach the young professionals in the sector, we need to use a language they share with today's kids: video games!

**Solution:** The talented tween coders of the SKOOL program create a browser game that highlights the struggles on their way to becoming tech professionals themselves. In a few minutes, players can experience what it's like to grow up as a nerd girl and overcome the hurdles of society, facing conservative teachers, sexist study group members and close-minded company men. To make the game extra-appealing to our target group, it's made in the style of classic role-playing/fighting games which are still popular today.

18

**CLIENT** SKOOL  
**YEAR** 2015  
**AGENCY** OGILVY & MATHER  
**MEDIUM** DIGITAL, INTERACTIVE GAME

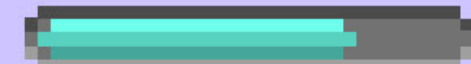


# SKOOL

story

Polly

Enthusiasm



TEACHER  
ATTACKS WITH:

Only asking boys.

Teacher

Resistance



WHAT WILL YOU DO?

Raise hand

Sulk

Shout answers

Study silently

[WATCH THE CASE STUDY](#)

---

## GET IN TOUCH

[peter.t.slinn@gmail.com](mailto:peter.t.slinn@gmail.com)  
+44 7380 289785

---

[in](#)

**THANK YOU**

---

---