



6AM MARKETING, INC

Client:

DHS

Project:

**Developing Wally:
The Creative Process**

Concept Territories

Generally, we present three or four “concept territories” for a campaign. We share these with the client and discuss the strength of each in a collaborative meeting. For this one, we presented five.

1.



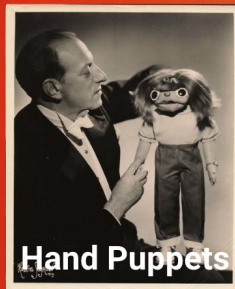
2.



3.



4.



5.





Selected Territory

Ultimately, the client decides which territory we move forward with.

HAND PUPPETS





The Rationale

For each territory proposed, we explain how and why the idea will accomplish the campaign objectives.

Infection Prevention | Hand Puppets

RATIONALE

What is more clear and to the point about hand hygiene, than ... hands?

We will create a hand puppet with attitude, think Senor Wences meets Triumph the Insult Comic Dog. This “voice of the hand hygiene community / character” will interview our community to deliver hygiene statistics, misconceptions about cleaning and germs along with funny one liners as he/she interacts with strangers.

Memorable fun from our hand to everyone's ears.

July 7 2022 CONFIDENTIAL © 2022 6AM MARKETING

Example of the idea

For each territory proposed, we present sample copy, and a few imagery samples to convey how the ad would feel.

Infection Prevention | Hand Puppets

VISUAL IDEA

Creating a hand puppet character that resembles and communicates in a human way and with an amazing, witty personality. We can employ costume designs, wigs, and makeup to create a lifelike "host" who can visit local hospitals, grade schools and even the city's capital to conduct compelling man-on-the-street interviews.

COPY

We head out to ask regular people fairly uncomfortable questions, in and out of the medical community, to create funny and memorable vignettes of interaction:

"When's the last time you washed your hands?"

"How many times per day are you supposed to wash them?"

"For how long?"

(upon visual inspection) "Did you eat food with those dirty paws?"

And when it comes to cleaning, our hands are what we use to keep us safe, so a natural transition between the material from hygiene to sanitization can be filled with more comedy.

CTA:

Hey, Wisconsin — give hand hygiene a BIG hand.

July 7 2022 CONFIDENTIAL © 2022 6AM MARKETING



The Details

For this infection prevention campaign, we presented a few options to the Wisconsin Department of Health Services regarding the format of the ads and the style of the Wally character.



Proof of Concept

We presented DHS with a proof-of-concept video prior to having the set and props built to ensure we were all on the same page before moving forward.



ON PHONE:
Caller trapped in Fon Du Lac Motel Room

Wally



Final Deliverable

Implementing feedback from the client, we created a unique, fun and memorable campaign that both DHS and 6AM were excited about.



frequently touched surfaces.

