

# Storytelling Assignment 1B

## Creative Ideas and Executions



Brianna Visconti, Amani Maatouk & Anna Fan

## **IDEA LINE**

**What if bad habits were replaced with 5 minutes of learning a language on Duolingo?**

## **IDEA STATEMENT**

**The best way to get rid of bad habits is to introduce new ones. Duolingo will launch a campaign tackling young adults' top bad habits. They will be offered a direct solution through the Duolingo app, encouraging them to progressively replace their bad habit by learning a new language.**

### **Top 3 bad habits to tackle**

- 1. Smoking**
- 2. Scrolling on Social Media**
- 3. Snacking when bored**

## **EXECUTION BRAINSTORM:**

### **1- Smoking - Print**

Posters around specific smoking areas in schools/etc. that include a QR code and lead you to a specific Duolingo class

Transit stops/ print ad with qr code

Print posters outside smoking areas and banners in convenience stores (+ QR codes)

### **2- Phone Usage/Checking Social Media - Digital**

Sponsored ads (Instagram ads, Tik Tok, Twitter (mock up a tweet), Snapchat) + ads on Stories

### **3- Eating Junk Food / Random Snacking - Print**

Grocery store signage near junk food/snacks that people often buy

QR codes on products (food/shopping bags)

Vending machines at schools

Maybe: QR code sticker near where you purchase lunch in cafeterias

## Final Headlines

Take 5 with Duolingo.

Sick of scrolling? Take 5 with Duolingo.

Sick of snacking? Take 5 with Duolingo.

Need a break? Take 5 with Duolingo.



## Additional Copy

Snacking out of boredom? We got you.

Inevitably scrolling? We got you.

Need a break? We got you.

Turn a bad 5 into a good one.

5 minutes, learn it or Burn it?

5 minutes a day keeps the bad habits away.

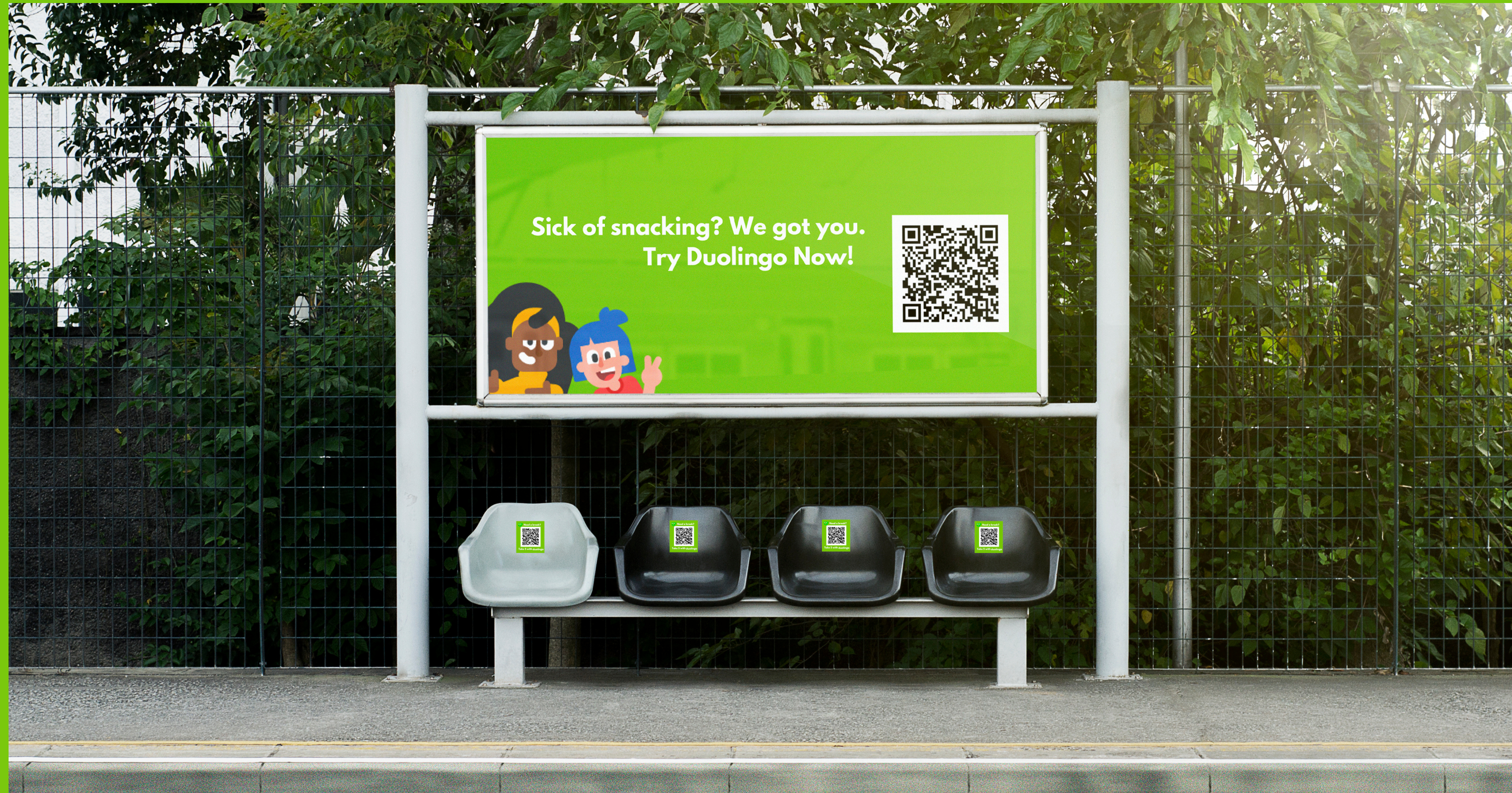
Turning a bad habit into a good one.

All it takes is five minutes.

Duo can help with that.

# Mockups

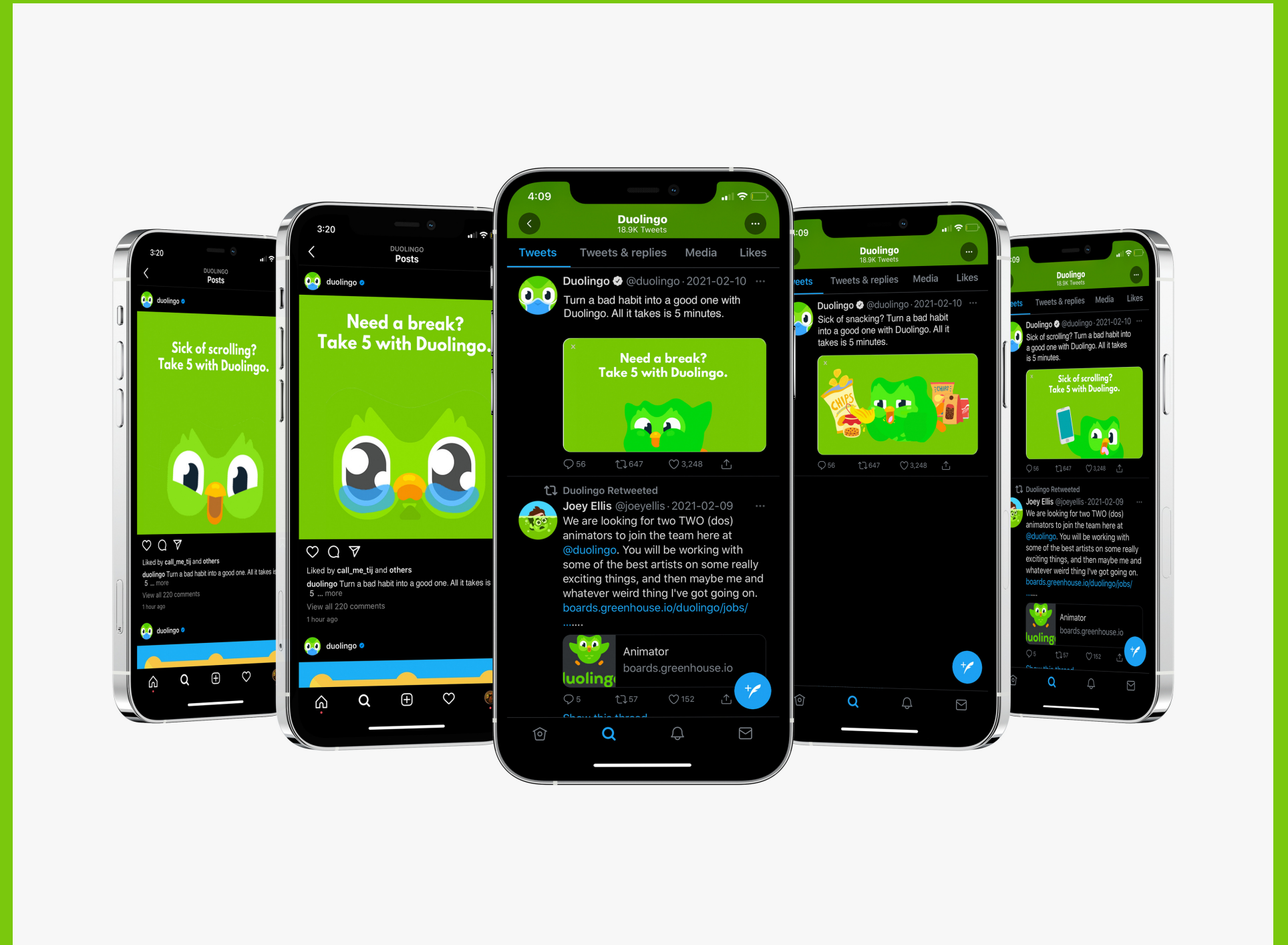
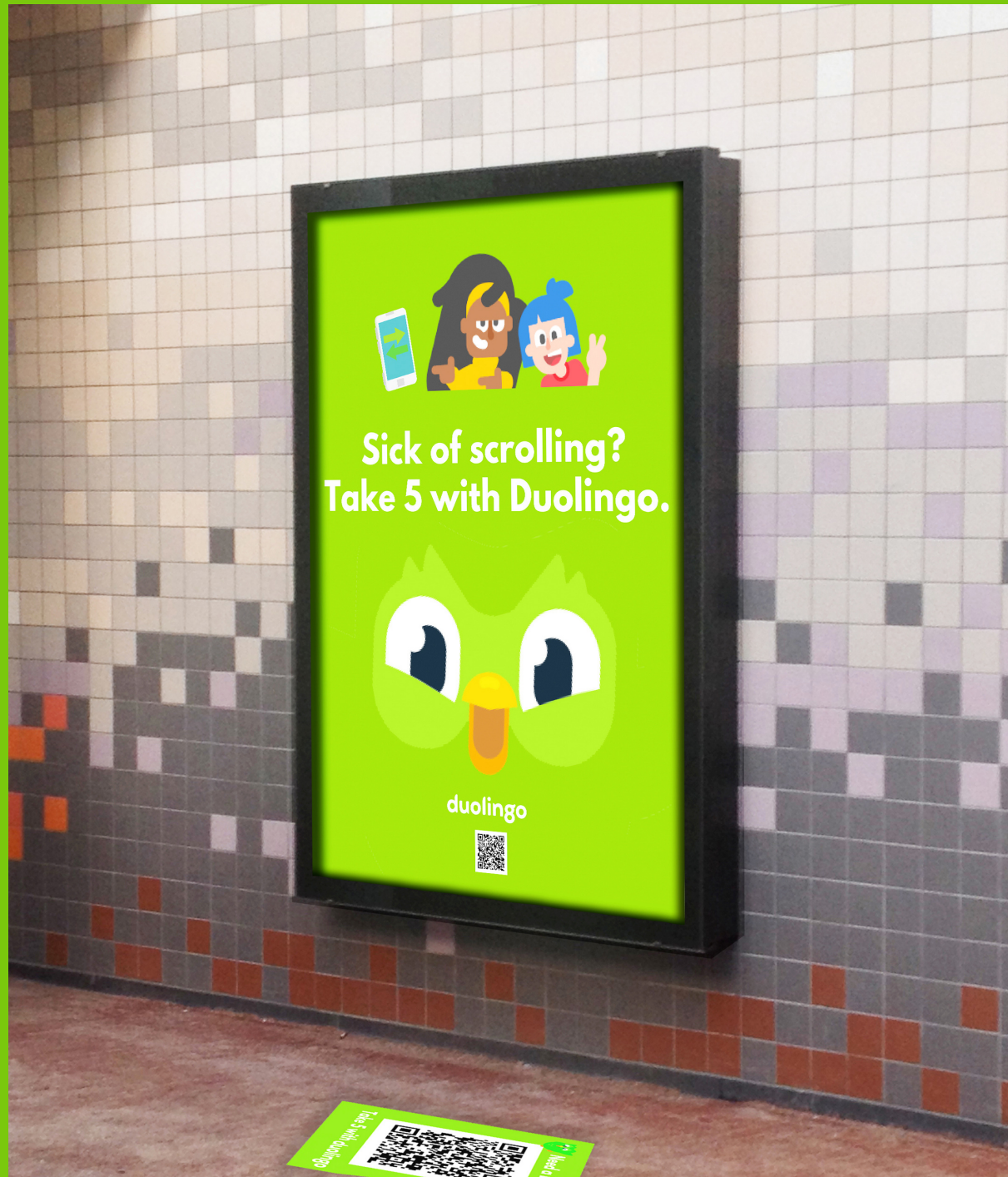
- Transit stops



- Vending machines at schools



- Sponsored ads



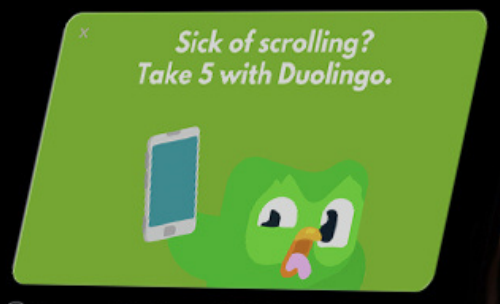


4:09

Duolingo  
18.9K Tweets

Tweets Tweets & replies Media Likes

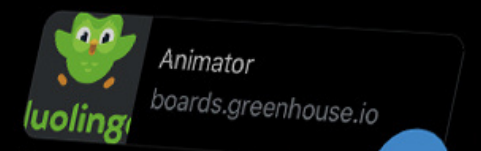
Duolingo @duolingo · 2021-02-10  
Sick of scrolling? Turn a bad habit into a good one with Duolingo. All it takes is 5 minutes.



56 647 3,248

Duolingo Retweeted

Joey Ellis @joeyellis · 2021-02-09  
We are looking for two TWO (dos) animators to join the team here at @duolingo. You will be working with some of the best artists on some really exciting things, and then maybe me and whatever weird thing I've got going on. boards.greenhouse.io/duolingo/jobs/

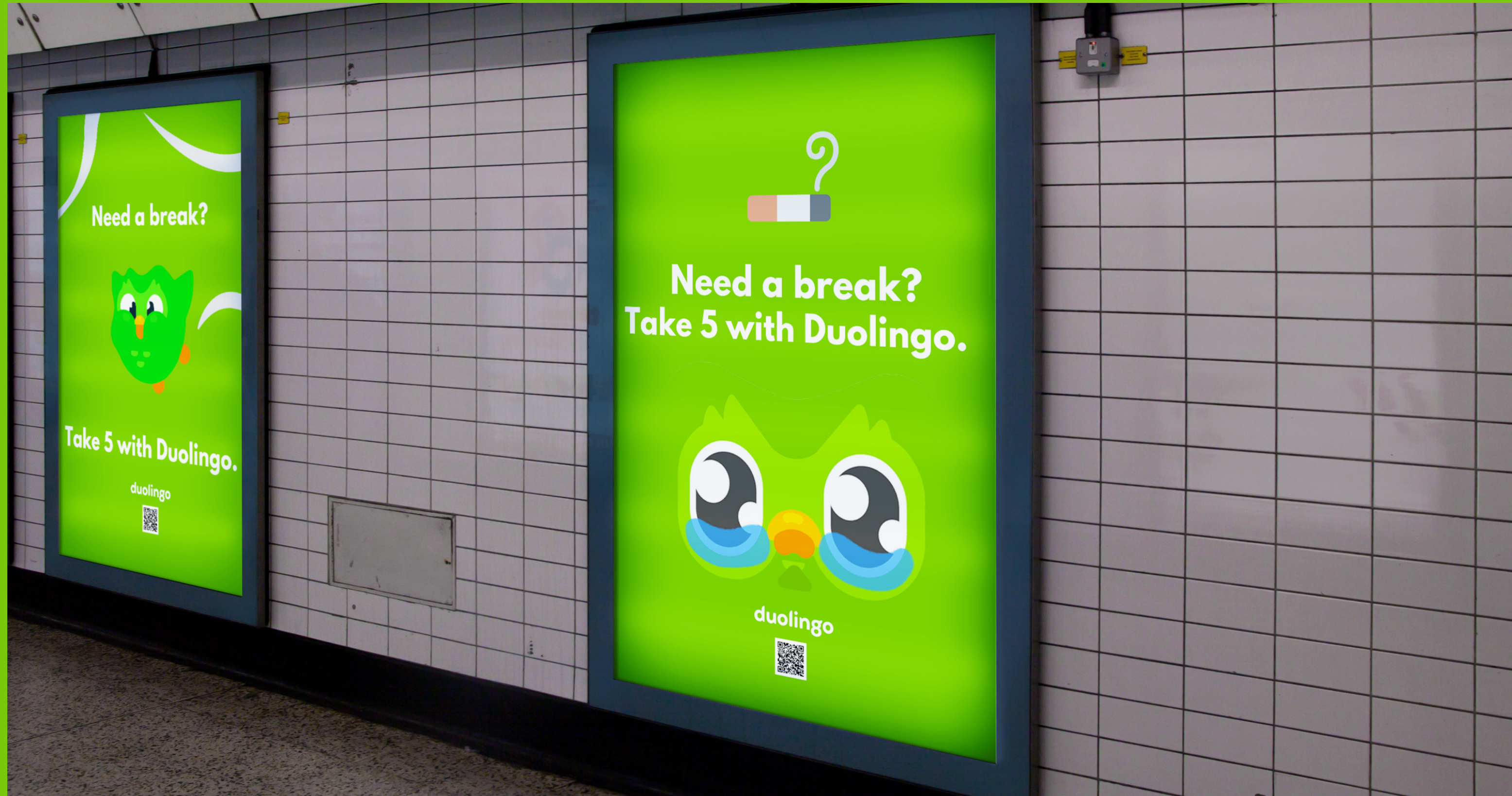


5 57 152

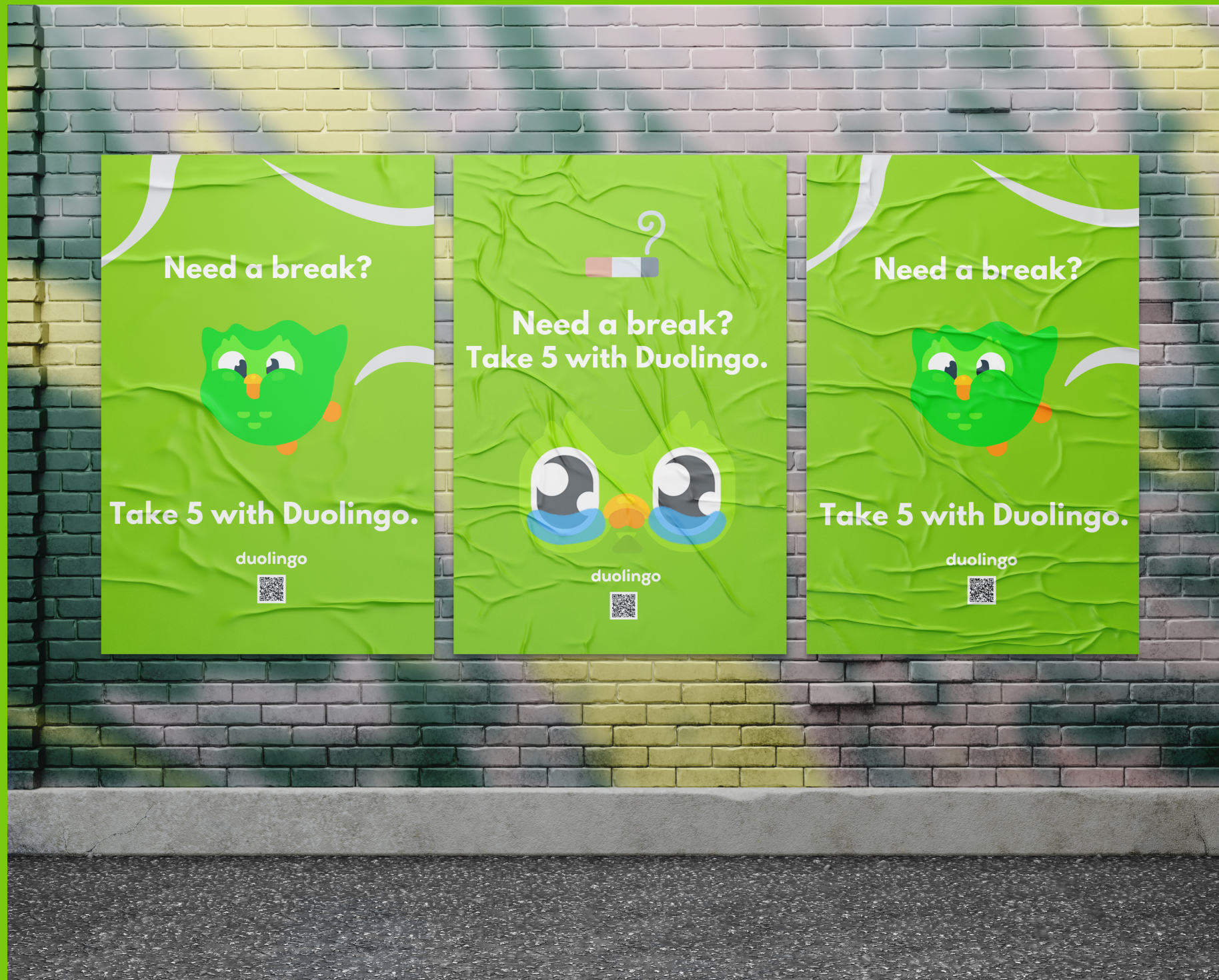




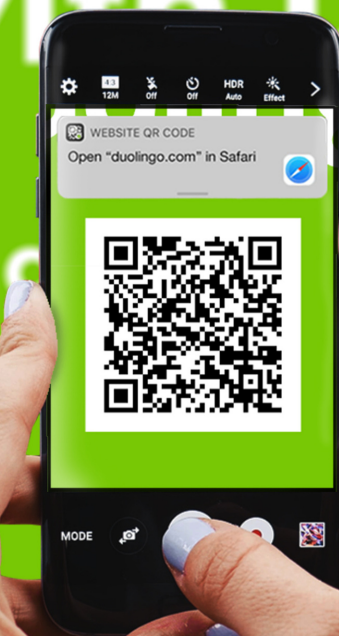
- Poster ads



- Posters around designated smoking areas



Take 5 with Duolingo




Need a break?




Take 5 with Duolingo.


duolingo



Need a break?  
Take 5 with Duolingo.



duolingo



Take 5 with Duolingo.

duolingo



duolingo



Need a break?

Take 5 with Duolingo.

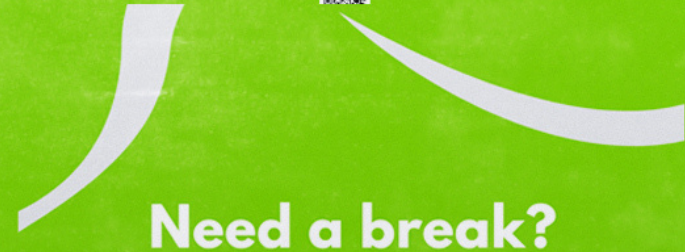
duolingo



Need a break?  
Take 5 with Duolingo.



duolingo



Need a break?

Take 5 with Duolingo.

duolingo



Need a break?  
Take 5 with Duolingo.



Need a break?  
Take 5 with Duolingo.



duolingo



Take 5 with Duolingo.



duolingo



Take 5 with Duolingo.



duolingo



duolingo



Take 5



duolingo



- Cafeteria Posters/Table Signage



- Digital ads



