

Alex Manson-Smith

CAMPAIGN IDEAS. COPY. STORIES.

A selection of integrated campaigns, branded films and long-form storytelling for Range Rover, Discovery, Google and Electrolux.

01 Range Rover Sport

Film, social, OOH and performance marketing

02 Google Analytics in Real Life

Comedy and branded film

03 Discovery Sport

TV, six social films and campaign copy

04 Men in Aprons / Electrolux

Long-form branded storytelling

05 Range Rover Electric

Launch concept, film and OOH

06 Range Rover SV Ultra

Luxury positioning and campaign lines

07 55 years of Range Rover

Heritage storytelling for social, print and OOH

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The Gentleman’s Playground

RANGE ROVER SPORT / INTEGRATED CAMPAIGN

THE CHALLENGE

To move Range Rover beyond automotive and build desire as a luxury brand, distinct from a growing field of imitators.

THE IDEA

Theo James brought the confidence and swagger of The Gentlemen to the brand. A country estate became his playground: a setting for performance, capability and character.

MY CONTRIBUTION

Concept and scriptwriting, with creative decisions on casting, wardrobe, music and edit.

CAMPAIGN DELIVERY

TV, social, OOH/DOOH, print and performance marketing.



105%

increase in vehicle sales

Highest-performing creative in JLR testing history

45% uplift in engagement with product content

227% increase in configurator completions

119% increase in customer enquiries

One idea, at public scale.

SELECTED OOH AND DOOH EXECUTIONS



Google Analytics in Real Life

BRANDED COMEDY / ONLINE CHECKOUT

THE CHALLENGE

To make the frustrations of online shopping tangible, and give businesses a reason to improve the customer experience.

THE IDEA

Take the obstacles of an online checkout into a real supermarket. The absurdity turns a technical problem into an instantly recognisable comedy.

MY CONTRIBUTION

I wrote this comic branded short starring Nick Mohammed, making the product story work through character, dialogue and escalating frustration.

RECOGNITION

Winner, SHOTS Award for Best Branded Short.
Cannes Lion nominee, Branded Content Films.



[Watch the film on YouTube](#)

A different kind of family portrait.

DISCOVERY SPORT / INTEGRATED CAMPAIGN

THE CHALLENGE

To give the oldest model in the portfolio a more elevated feel, while preserving the warmth and inclusivity that makes Discovery distinctive.

THE IDEA

A whimsical tea party placed a non-traditional family at the centre of the campaign. The setting brought a sense of occasion to practical family capability.

MY CONTRIBUTION

Concepting and scripting six films; creative decisions on casting, wardrobe, production design and music; voiceover direction.

CAMPAIGN DELIVERY

TV, six social films, OOH, print and performance marketing.



Men in Aprons

ELECTROLUX / A NOVEL COMMISSIONED BY A BRAND

THE CHALLENGE

To raise Electrolux’s profile and create PR cut-through with an audience difficult to reach through conventional appliance advertising.

THE APPROACH

Use a novel to draw readers into the world of domestic life. Character and comedy gave the brand a story people could spend time with, beyond a conventional product message.

MY CONTRIBUTION

I wrote the commissioned novel, published under my maiden name, Alex Mattis.

REACH

Published across global markets, receiving coverage everywhere from The Sunday Times to The New York Times.



[View the book on my website](#)

An evening dress. And wellies.

RANGE ROVER ELECTRIC / LAUNCH CAMPAIGN

THE CHALLENGE

To show that the first fully electric Range Rover was as capable and luxurious as its petrol equivalent, while still raising a smile.

THE IDEA

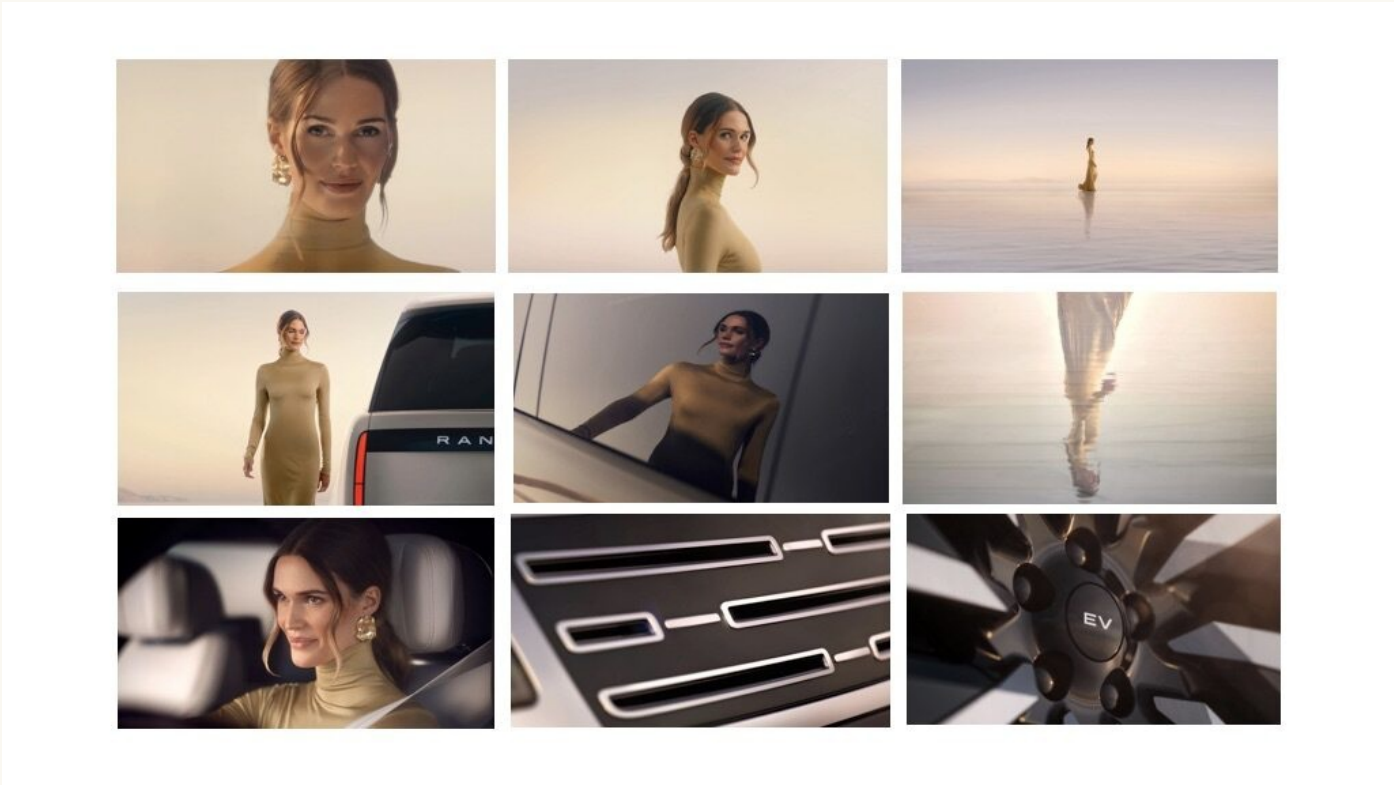
There was no budget to show the vehicle in action. An evening dress and wellies offered another way to express the combination of refinement and capability.

MY CONTRIBUTION

Concepting and scriptwriting; creative decisions on casting, wardrobe, production design and music.

CAMPAIGN DELIVERY

Social, OOH, print and performance marketing.



[Watch the Range Rover Electric film](#)

From screen to street.

SELECTED CAMPAIGN LAYOUTS AND OOH APPLICATIONS



A rare blend of exquisite elements.

RANGE ROVER SV ULTRA / LUXURY POSITIONING

THE CHALLENGE

How do you persuade someone to spend £250,000 on a vehicle that, at first glance, looks almost identical to the £100,000 version?

THE IDEA

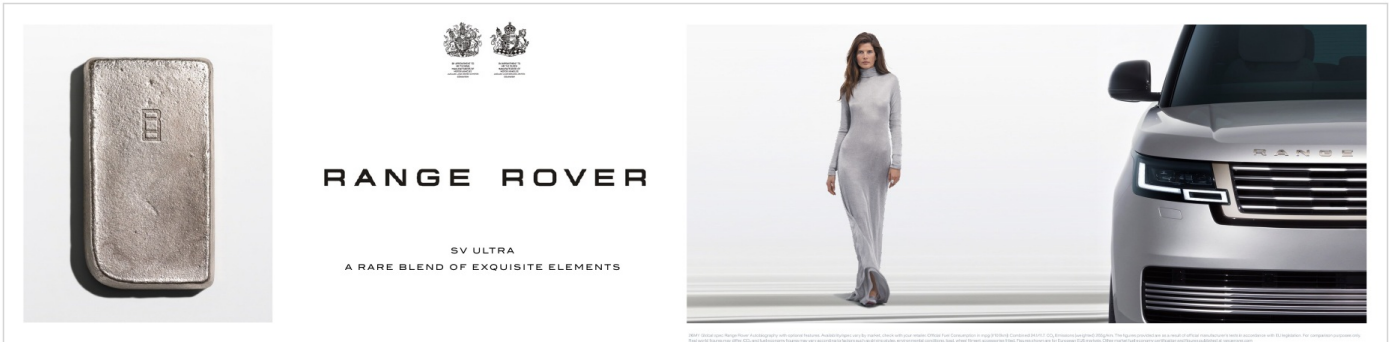
To present SV Ultra as a work of craftsmanship. Rare materials, meticulous detailing and elevated experiences made its place at the top of the range tangible.

MY CONTRIBUTION

Concept, headline writing and creative decisions on casting, styling and music.

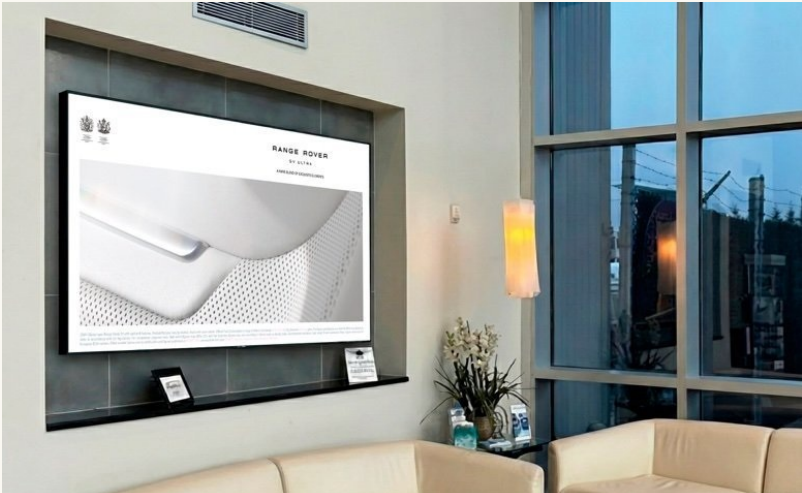
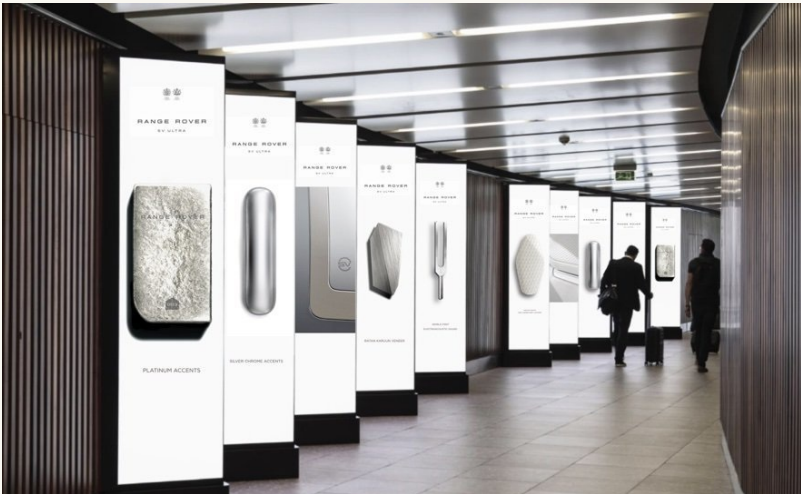
CAMPAIGN DELIVERY

Social, OOH, print and performance marketing.



Craft, placed in context.

APPROVED OOH AND DOOH CONCEPTS



55 years of Range Rover

HERITAGE CAMPAIGN / EVOLUTION THROUGH STYLE

THE CHALLENGE

To celebrate 55 years of Range Rover in a way that embraced the vehicle’s evolution.

THE IDEA

Lizzie Jagger became the thread connecting three decades of Range Rover history. As her styling evolved, so did the vehicle, bringing 55 years of design into one seamless transition.

MY CONTRIBUTION

Headline writing, wardrobe and music.

CAMPAIGN DELIVERY

Social, OOH, print and performance marketing.



Thank you.

Alex Manson-Smith

SENIOR CREATIVE / COPYWRITER

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