

Floris Troost / Commercial work

11 / 09 / 1995
BA Communication / CHE
BA Advertising / WDKA
flotroost@gmail.com

Floris Troost / Commercial work / JWT / **Nespresso**

Goal
Generate interest from Michelin restaurants in Nespresso's premium-grade offer of freshly ground coffee and coffee machines. Challenging, since Michelin chefs prefer the freshest, high-quality ingredients from non-corporate suppliers.

Media
A print ad in a trusted trade magazine.

Insight
Nespresso actually shares the same concerns as top chefs, and safeguards freshness with trademark vacuum capsules that lock out light and air.

Idea
A minimalistic ad that matches the uncompromising standards of top chefs, without feeling too commercial. The ultimate secret for the best coffee? Nothing. No light, no air.

- Strategy
- Concept
- Copy



The ad was placed in several editions of Misset Horeca.



Floris Troost / Commercial work / Kumpany / **Fairtrade**

Goal
Boost awareness for child labour practices on faraway cotton plantations with a name and a catchy slogan for a fictitious kids' employment agency, bringing the issue closer to home. Since the goal was to upset as many parents as possible, realism was key.

Media
OOH, radio, online ads.

Insight
I approached the copy with the same activating TOV and can-do mentality as employment agencies for adults.

Idea
The slogan became a 'fun' twist on the colloquialism "Work hard, play hard". The name itself is more professional and realistic.

- Copy



Key visual



The name and slogan also appeared in a radio ad, with a fun jingle.

Billboard





After three days, a press release and stickering were used to reveal Fairtrade's actual message.





Floris Troost / Commercial work / JWT / **PLUS Supermarkt**

Goal
Come up with a brand-appropriate activation that aligns with the values of an eco-minded customer.

Media
In-store activation, online platform, press release.

Insight
Research from Wageningen University underlines that it only takes a few extra cents per product to improve entire supply chains.

Idea
PLUS invites customers to check out at De Groene Kassa (The Green Register), which adds a few cents to each purchase. These micro-donations are used to fund research-based initiatives that improve the supply chain of each particular product. Participants are able to track the cumulative effect of their donations through a members-only app.

- Strategy
- Concept
- Copy







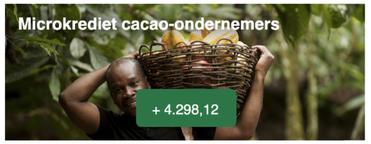


The research-based initiatives









In-store POS



Research partners

WAGENINGEN UNIVERSITY & RESEARCH
milieu centraal
OIKO CREDIT investeren in mensen
DUURZAME ZUIVELKETEN

Publications from NRC and Het Voedingscentrum

Onderzoek: beter leven voor plofkip is niet zoveel duurder

Diervriendelijk Voor 6 tot 9 eurocent per kilo levende kip kan dit pluimvee al een diervriendelijker leven krijgen. Dat blijkt uit Wagenings onderzoek voor een dierenbeschermingsorganisatie.

Björn van den Boom, Natuurmonumenten
"Verandering is pas mogelijk als de prijzen van groenten en fruit omhooggaan en dat hoeft waarschijnlijk maar met een paar cent te zijn."

Ingrid van Huizen, Land- en Tuinbouworganisatie Nederland (LTO)
"Hogere prijzen zouden helpen bij het insect-vriendelijker maken van akkers. Ook geeft het boeren meer ruimte om risico te nemen."

Key visual



Member-only app



Social storytelling



Floris Troost / Commercial work / Clubgeist / **Rivierenland**

Goal
Attract a new generation of medical professionals to a less academic and more practical, hands-on hospital.

Media
Print, online, social, internal branding.

Insight
Where competitors mostly communicated with messaging about the ambitions of future talent, why not take a more light-hearted and care-focused approach?

Idea
A playful concept inspired by The Addams Family and the Dutch expression ‘Handen aan het bed’. The hospital’s hands-on mentality is translated to a campaign where the doctor’s hand shoe becomes a recognisable storytelling device, with the tagline, ‘Rivierenland Hospital is looking for hands with a heart.’

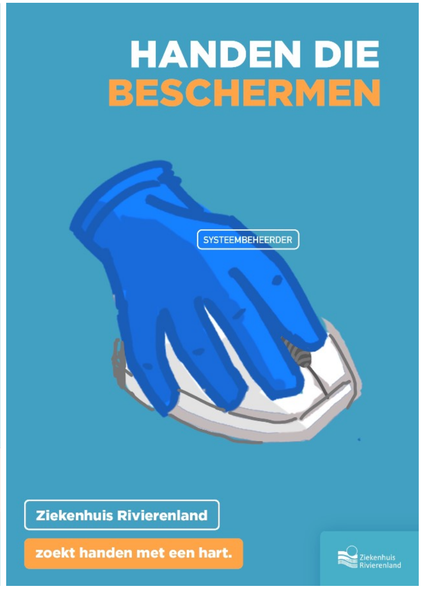
- Strategy
- Concept
- Visualisation
- Copy
- Script

Key visual

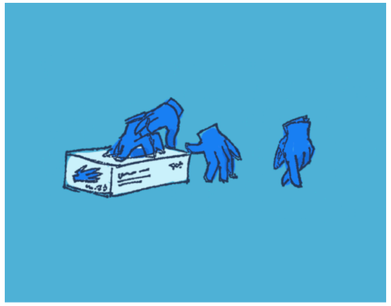


Other vacancies

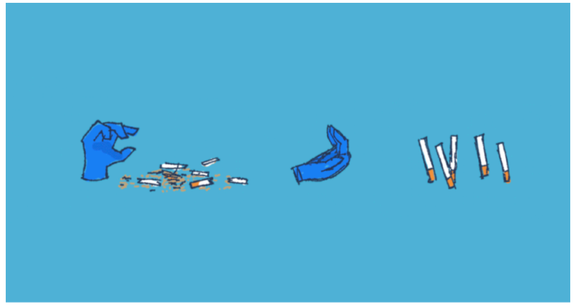




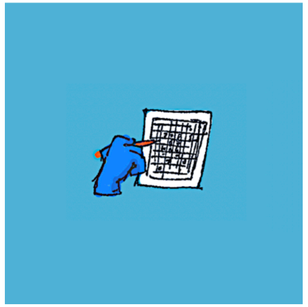
The concept could also be used for the visual branding of the different departments / locations within the hospital.



Reception



Smoking terrace



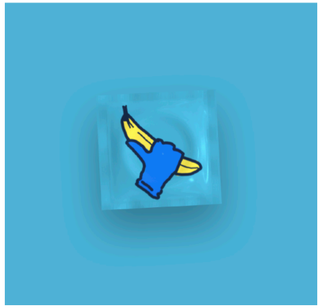
Neurology



MRI



Visitors lounge



Free condom packaging

Floris Troost / Commercial work / **De Bezige Bij**

Goal
Find a new way to combat illiteracy and increase attention span.

Media
Booklets, press release, promotions at book and telecom stores.

Insight
Most people spend a lot of hours a day reading, but only on their phones.

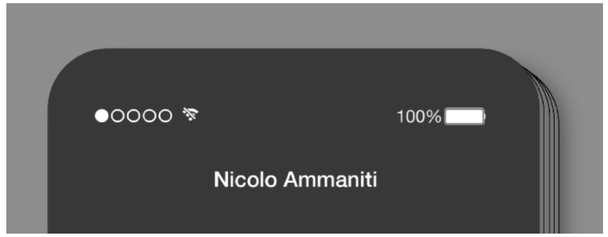
Idea
A booklet design that aims to bridge the gap between a deep reading experience and a trusted, pocket-sized medium. For a small amount, wannabe readers would be able to purchase only the first chapter of a book, like a movie trailer. The details of the design playfully underline certain characteristics of reading.

- Strategy
- Concept
- Design

Page layout



Design details



Key visual



Floris Troost / Commercial work / Clubgeist / **Universiteit van Amsterdam**

Goal
Showcase the relevance of the UvA's Economics Master's and spark interest from potential students.

Media
A targeted social campaign.

Insight
The target audience isn't fully aware of how macroeconomics relates to their daily lives.

Idea
A few visual concepts with copy connecting each issue to a relevant and recognizable example.

- Concept
- Copy

Issue: Coronavirus



Issue: Copycat brands



Issue: Trend-sensitive trading



Floris Troost / Commercial work / **WE Fashion**

I worked on the client side for a while at WE Fashion, on everything from clothing tags, hygiene social content, weekly newsletters and email subs to product names, window copy, campaign taglines, print ads, online partner ads and a lot of catchy headings. Each of their brands and target audiences required a slightly different writing strategy and TOV. For more routine jobs and random inspiration, I used Chat as a writing partner.

Since WE prefers to keep things in-house, I worked on 360° campaigns from concept to execution with almost every department within the company, as well as external partners.

- Copy
- Concept
- Strategy

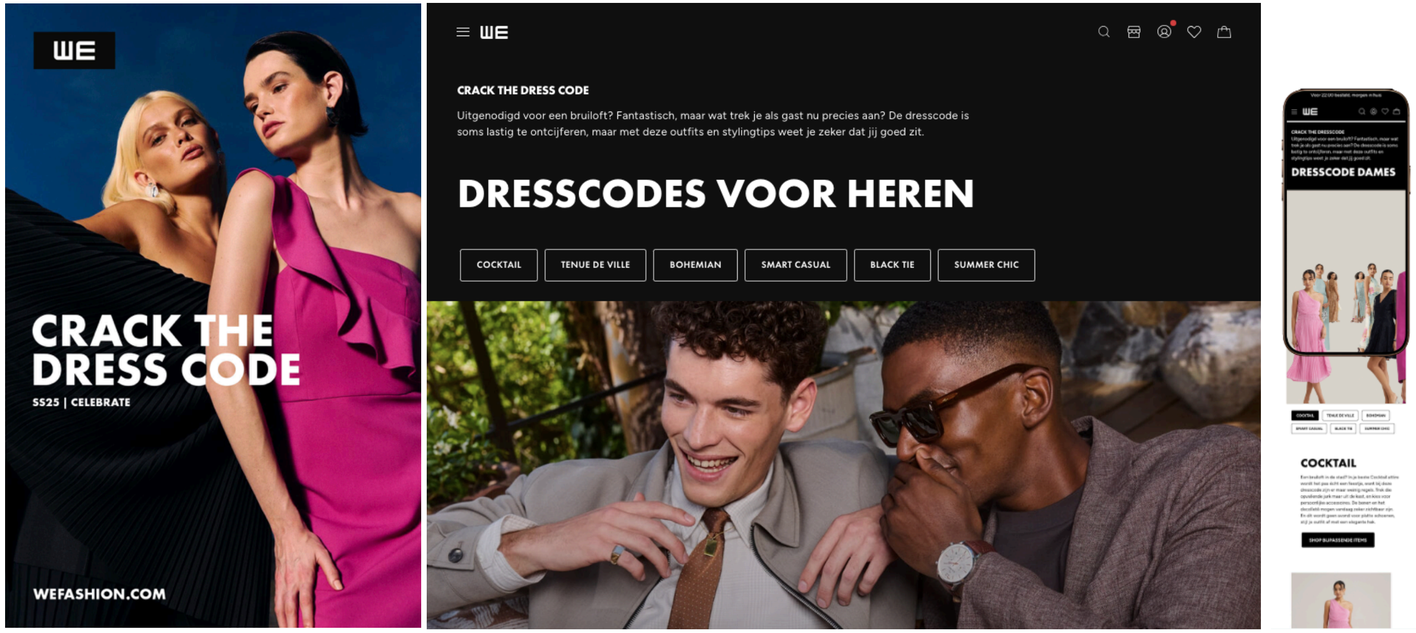
Hangtag for one of WE's kids' brands, Salty Dog.



Taglines for the SS25 summer holiday campaign.



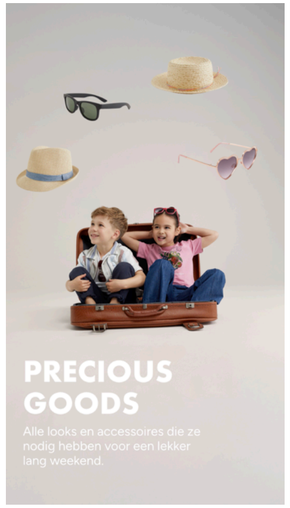
Copy for an SEO-optimized spring campaign, focussed on party guest apparel.



Window copy for wedding season, targeted at women shopping for men.

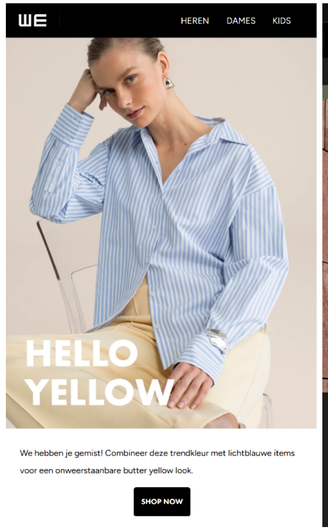


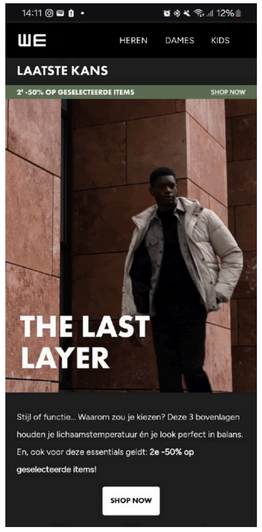
Social copy



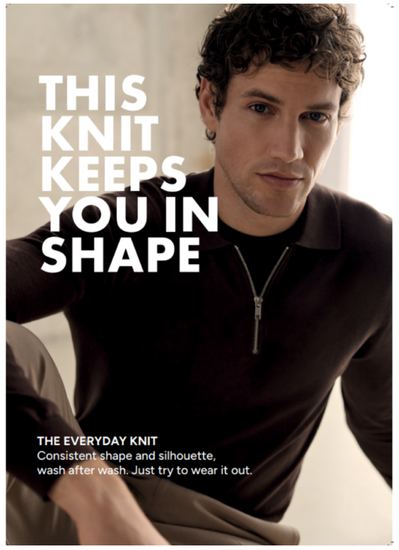


Newsletter copy



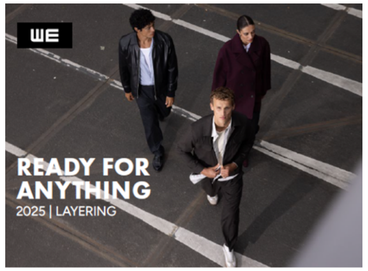


Product copy

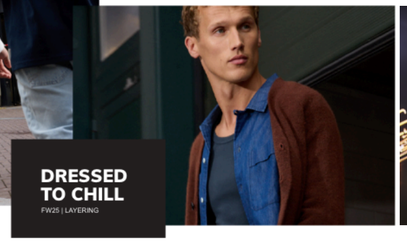


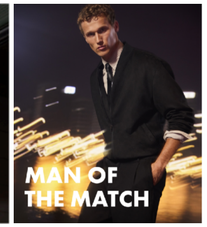


Copy for men









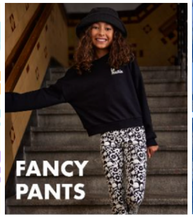
Copy for kids







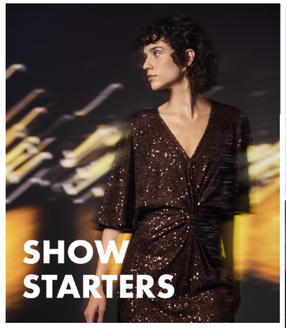




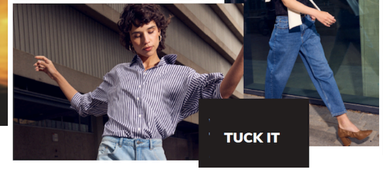


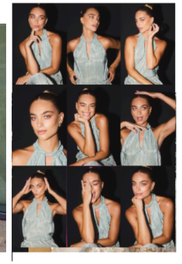
Copy for women











TAKE A SHOT

PARTY PRINCESS

LET'S GLOW

SOLO SHOT

FOR THE FEED

Floris Troost / Commercial work



Copy for a B2B print ad highlighting ABN AMRO's services for the diamond and jewelry industry.



A TikTok campaign for Het Concertgebouw that invites users to create their most dramatic 15-second scene using classical pieces provided by Het Concertgebouw.

A summer campaign concept for the Dutch beer brand Brouwerij 't IJ. The intentional spelling mistake combines the brand name with the word 'finally'.





Window copy for optician Pearle that was used during the Dutch holiday Sinterklaas. The heading is the first line of a famous Sinterklaas song: "Come and see".



A campaign tagline for MINI targeted at urban creatives.



Activation concept for PLUS Supermarkt to generate awareness about food waste. The idea is to sell the percentages of food that normally get thrown away as fresh mini-products: 7% of meat, 12% of fruit and 17% of dairy. The products would be featured in their weekly leaflets and sold at selected stores.