



# Keepsake | Ad Concepts

## Concept 1 - The First Question



**Celebrate the emotional shift that happens the moment you begin.**

The first question unlocks stories, memories and vulnerabilities that don't emerge in everyday life. The campaign captures that micro-moment: the pause, the smile, the "I didn't know that about you."

This positions Keepsake as **a tool that deepens bonds**, not just a book-making platform.

## Insight

Most competitors lead with product features (templates, print quality, timelines). Keepsake's power sits elsewhere: in the moment someone asks the first question. That spark - curiosity, love, connection - is the start of something emotional, not transactional. Keepsake can own the "feeling" rather than the "function."

## Angle

- Before Keepsake: piecemeal stories, logistics, comfortable connection.
- After the first question: a window opens. You learn how your dad met your mum, or the ambition your grandma nearly chased, or the thing they never told

anyone at school.

- Keepsake becomes the *bridge* between generations. The catalyst for conversation.

## Visuals

- **Split-screen moments:** the question being typed vs. the parent receiving it.
- **Close-up emotional beats:** laughter, surprise, reflective pauses.
- **Minimalist, natural-feeling footage** with on-screen text prompts like:
  - "What's the bravest thing you've ever done?"
  - "When did you know you were in love?"
  - "What do you wish you'd told your younger self?"
- **Snippets of real conversations** unfolding over video call or at the kitchen table.
- **Warm ambient rooms:** morning light, cosy living rooms, generational hands passing a pen.

## Execution

- **Reels/TikToks:** 6-15s "first question moments."
- **Carousel:** "The questions that changed our relationship" with user-generated answers.
- **OOH:** "Every story starts with a question" + real Keepsake answers (with permission).

### UGC:

Parents reacting to questions they've never been asked before.

## Concept 2 - The History We Hold



**Show how Keepsake transforms overlooked moments into treasured family history.**

Instead of focusing on the book itself, focus on the *content that fills it*: the unexpected stories that pull you in more than any Netflix series.

This positions Keepsake as the place where families store the stories that matter. Before they disappear.

### Insight

We assume we know our parents... until we ask the right questions. A lifetime of untold memories sits just beneath the surface: funny, surprising, heartbreaking, mundane. These fragments are what make a person whole.

### Angle

Lean into the idea of rediscovery:

- "I never knew Dad moved countries at 23 with £200 to his name."
- "Mum once trained for a marathon and told no one."
- "Grandma had a secret pen pal for 30 years."

These are the kinds of details that make a person *human*, and they emerge only when someone takes the intentional step to ask.

### Suggested Visuals

### Execution Formats

- **Handwritten notes and old photos** layered with modern shots showing past and present interwoven.
- **Vignettes of daily life:** a parent making tea, sorting laundry, or reading paired with a voiceover sharing a surprising story from their past.
- **Family interactions:** browsing old letters, capturing audio notes, sharing memories around a table.
- **On-screen text:**
  - "This is the story you didn't know..."
  - "Every family has hidden chapters."
  - "Ask now. Capture forever."
- **Short films:** A person reading a surprising line from their parents' Keepsake entry.
- **UGC storytelling challenge:** "Share a story you only learned when you asked."
- **Static ads:** Photo of a small, everyday moment overlaid with a surprising fact.
- **Carousel:**
  - Slide 1: "You think you know them..."
  - Slides 2-5: Unexpected story snippets.
  - Final slide: "The history you hold is bigger than you think."