



Brief set by
giffgaff

Tell the giffgaff recycle story with illustration and animation

Related Disciplines
Illustration
Animation

Deadline
23 March 2021, 5pm GMT

Page 1 of 1

The backstory

In 2019, the UK was the second largest waste electrical and electronic equipment (WEEE) producer per capita.

A small amount of recycling happens in the UK (around 17%) of the UK's total waste, but a large amount of waste is sent elsewhere to be someone else's problem. Any that isn't recycled in the UK or elsewhere ends up in landfills with a toxic mine of dangerous substances, decomposing and adding to environmental pollution. On top of this a number of materials in WEEE are finite resources the world can ill afford to lose.

Despite this, very few people realise the consequences of WEEE. Contracts spur people on to regularly renew their phones, on average every 23 months in the UK. And a study has estimated that as many as [40 million unused gadgets](#) lay going to waste in people's homes in the UK alone, all containing multiple valuable and finite resources.

giffgaff believe we can and should do better. They want to encourage their members, and the general public, to recycle their phones. Because not only does it get their members some extra cash in their pockets, it also helps save the planet. Win win.

What's the challenge?

Tell the story of giffgaff recycle through illustration or animation in a 20 second TV spot (either a static storyboard or animated video), a series of Instagram stories and a set of digital display banners.

Your pieces of work should centre on giffgaff's simple premise: 'Recycle your old phone. Get some cash in your pocket. Cha-ching'.

Who are we talking to?

Both current and potential giffgaff members in the UK who want to change their habits to be more sustainable. Most of them won't be aware of the dangers of e-waste, and might think selling their phone is too much hassle. This isn't about trying to convert everyone to be an eco-warrior, but showing people just how easy it is to do something small that also does good.

Things to think about

Look and feel giffgaff

giffgaff have a distinct identity. You are welcome to use your own illustration/animation style, but you should stick to their core, primary and secondary colour palettes.

Make sure you take a look at some of giffgaff's previous campaigns to get a feel for who they are and what they're all about. giffgaff are also starting to make more noise about a circular economy for phones, with

a number of projects being released in late 2020, so keep your eyes peeled for this.

Tell the recycle story

All of your assets should tell the story of how simple it is to recycle your phone. giffgaff make it as easy as 4 simple steps:

1. Get a price for your phone from their [website](#).
2. giffgaff send you all the prepaid packaging you need. You just pop your phone in and send it back to them.
3. The giffgaff team give it a quick once over on arrival.
4. You get the cash.

You should highlight the sustainability angle, too.

Be unexpected

giffgaff doesn't do things by halves. They're disruptive (in a good way). Your illustrations/animations should be too.

The important stuff

You must use the line 'Recycle your old phone. Get some cash in your pocket. Cha-ching.' across your executions, which must include:

- A 20 second TV spot (you can present this as of a series of stills, an animated video or a storyboard) showing the four easy steps to recycling your phone (and mentioning that it's sustainable too!)
- Instagram story assets
- Digital display banners

What and how to submit: Read **Preparing Your Entries** before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

Further Information

Helpful links

giffgaff recycling
giffgaff.com/blog/how-to-sell-my-phone-and-get-the-most-cash

Millions of old gadgets 'stockpiled in drawers'
bbc.co.uk/news/science-environment-49409055