



Brief set by
giffgaff

Help giffgaff give back

Related Disciplines
Out of Home
Advertising

Deadline
22 March 2022, 5pm GMT

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The backstory

giffgaff is a Scottish phrase meaning mutual giving. And that sense of giving runs through everything they do. They want to be giffgaff in name and nature, creating mutual benefit wherever they can. They are all about finding innovative ways to give back, both to their members and the planet.

giffgaff has given back just under £20million to their members to help them run the network and donated to over 30 good causes along the way. They also give extra data when people choose to automatically repeat their plan with [golden goodybags](#), plus they give them 1GB of data if they run out to keep them going with [reserve tank](#).

When it comes to the planet, they believe a circular economy is a better economy for phones. So they give back to the planet by refurbishing and reusing old phones and giving them a new life. There's currently [55million old phones](#) languishing in people's drawers at home and they want to change that. 60% of all of their phone sales are refurbished phones, and they give people money for recycling their old phone.

So how can they let people know about everything they're doing in a way that continues to give back?

What's the challenge?

Demonstrate how giffgaff gives back using Out of Home (OOH) media.

Rather than just saying "giffgaff gives back", they want to see if the medium can match the message. Can your OOH campaign give back to communities or the planet in some way?

You need to let the public know that giffgaff is a brand that makes a positive impact, both through the messaging and the use of OOH itself. For example, does the media serve as an old phone drop off location to get all those old phones out of drawers? Or maybe it acts as a WiFi hotspot that keeps people going who've run out of data. Or maybe your idea encourages people to take collective action that can benefit the local community... or maybe it is something else entirely.

Who are we talking to?

giffgaff have long had appeal to students, but on a wider spectrum, folks who are 'savvy shoppers'; keen to use offers and services. They welcome innovation and value other people's opinions, are ethically driven and care about environmental issues, and are price conscious and emphasise a need to look for low prices when shopping.

Things to think about

Keep it active

giffgaff 'gives back' should be active, what

action can we collectively take to make things better? Make sure what you create gives folks a clear action.

Think about ways to measure the impact of that action. And how you may use that to extend the story into other media such as PR and Social.

As mentioned there are 55million old phones in people's drawers at home, research conducted by giffgaff and LadBible showed 44% of folks wanted to get rid of this old tech in an environmentally friendly way, but didn't know how. In fact, when asked 73% of people would be interested in a scheme to donate their phones to charity or to be recycled or refurbished. So how can your idea let people know giffgaff are the solution?

Keep it Out of Home

Make sure your idea lives in the outdoor advertising space. This means the work exists outside of the home. Beyond that, your ideas are limitless. Try to think beyond simply billboards and consider things like street furniture and even communal indoor spaces.

Keep it giffgaff

People choose giffgaff as they're simple and easy to understand. Flexible – you can change or cancel anytime. Great value – they don't waste money and return the savings to their members. As well as making a difference, make sure your idea reinforces these points about giffgaff too.

The important stuff

Your campaign must focus on OOH as your main medium. It's up to you what form this takes, but it should consider the environmental impact of what you create. For example, if your message is about reuse/circular economies, what could your idea be used as after?

Present:

Your solution. Clearly explain your idea and how it would work.

Your creative process. How you arrived at your solution and key insights from your research.

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).



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Further Information

Helpful links

giffgaff design fundamentals
giffgaff.design/design-fundamentals/colour-palette

giffgaff golden goodybags
giffgaff.com/help/articles/whats-a-golden-goodybag

giffgaff reserve tank
giffgaff.com/help/articles/whats-the-1gb-extra-data

Metro article - Brits have 55,000,000 unused mobile phones lying around, research finds
metro.co.uk/2020/11/26/brits-have-55000000-unused-mobile-phones-lying-around-research-says-13657334

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