



New Blood Awards 2018

giffgaff

the mobile
network
run by you

Brief set by
giffgaff

In collaboration with
L.A. Ronayne, Stink Digital

**Help giffgaff give back
with a real world or digital
brand experience to
encapsulate the spirit of
'mutual giving'**

Related Disciplines

Advertising
Experiential
Brand Activation
Integrated Campaigns

Deadline

20 March 2018, 5pm GMT

Background

giffgaff is a mobile network run with a community of members.

The name is a ye olde Scottish word that means 'mutual giving'. And mutuality is the pure essence of the brand.

Every member has the chance to get as involved as they want. In return for their kindness, the folk at giffgaff reward them. They call it Payback. Members can choose to take their Payback as credit to use on their phone, as cash, or as a donation to charity. It's a 'you do something for us, we'll do something for you' vibe.

The Challenge

Your brief is to create a real world or digital brand experience that truly encapsulates the giffgaff spirit of 'mutual giving'.

Your concept should reward existing members, and show those not yet in the know just what they're missing.

Who is it for?

Ethos buyers. They're young, mostly students, principled, anti-corporate, liberal in outlook. Not necessarily 'techie', but savvy and often the ones their friends go to for mobile advice. They're social media fiends, open to trying new ideas, who embrace the democratisation of knowledge that the Internet brings.

What motivates them? Freedom to experiment with new ideas. Being among the first to discover new ideas is also appealing.

What may these folks like about giffgaff?

Value & flexibility. The intrinsic attraction of a youthful, challenger brand mentality. 'No risk', no contract – they can leave when they want.

Focus on this group, but remember: giffgaff is an inclusive brand, and everyone is welcome.

What to Consider

- **giffgaff is an online network.** No shops, no call centres, instead wonderful member service: that's help provided by other giffgaff members in online forums. Sounds odd and a bit different, but it's a leaner (and better) way to provide support. In rankings of best customer experience for UK brands, they come in at number eight. No other telecomms

company even made the [top ten](#). As a brand that is super chuffed to do things differently and be online only, their marketing should celebrate digital. So even if your focus is a physical activation, make sure you carry the experience across to digital channels too.

- **The giffgaff community is incredibly important to the network.** Without them it wouldn't function – they provide the help. As crucial people in the giffgaff ecosystem, how could you involve them in the idea? What could your concept give back?
- **Timing is everything.** Consider when the best time to launch your idea might be. Is it something that could go live at any time, or are there certain points in the year that would give it more resonance? giffgaff are always looking to be 'positively disruptive' – when would an idea like yours have the most relevance or stand-out, and why? On 'positively disruptive': absorb those two words together. Disruptive for disruption's sake won't fly.

What's Essential

- An activation concept (either digital, or physical with a digital element) to bring potential future members into giffgaff's world of mutual giving.
- Present your idea in a nutshell. Then show just what would it look like, how and when would it be experienced, and why: the insight(s) that drove your decisions.

What and How to Submit

Read **Preparing Your Entries** before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

Main (essential):

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8).

Optional (judges may view this if they wish):

Interactive work (brand websites, apps etc); **physical** supporting material (mockups, prototypes etc); if your main deliverable is JPEGs, you can also submit **video** (max. 1 min total); if your main piece is video, you can also submit **JPEGs** (max. 4).