



Brief set by

John Lewis & Partners

In collaboration with

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Help John Lewis & Partners own 'thoughtful gifting'

Related Disciplines

Illustration

Animation

Deadline

20 March 2019, 5pm GMT

The back story

John Lewis & Partners is Britain's favourite retailer, selling through their department stores and online. They stand for quality of service.

Unusually, they are also owned by their staff (known as Partners). John Lewis recently rebranded as John Lewis & Partners to emphasise this inclusive position. Shoppers can expect a more personal service – that's why their new positioning captures the sentiment, 'For us, it's personal'.

What's the challenge?

John Lewis & Partners is famous for gifts at Christmas, but giving goes on throughout the year. A birthday, an anniversary, a thank you, an in store giftable experience...

Create an illustration or animation led piece of communication that uses a variety of digital media. It should celebrate how:

- a memorable gift is not only an object, but an experience and store of emotion
- at John Lewis & Partners, you can give a unique gift that will never be forgotten.

How can John Lewis & Partners own this territory of 'thoughtful gifting'? How can they put their heart into helping people find the perfect gift to put their heart into?

Who are we talking to?

Time-short urbanites. They look to retail brands for more than just shopping: they want aspiration, inspiration, and in the case of gifting, an experience.

All ages, but particularly young adults in their mid-20s to mid-30s.

Things to think about

How to look beyond the expected

Think about gifts beyond the traditional ones. For example, look at John Lewis and Partners' latest services: how about the gift of an experience rather than a physical item, such as one in personal styling, home design, special occasions etc.?

How to demonstrate the unique positioning

Because of their co-ownership structure, John Lewis & Partners offers unique levels of service support and expertise. This happens right from the start: from the product sourcing and selection.

How to reflect John Lewis & Partners' brand image

Remember to follow their new brand guidelines.

The important stuff

Your execution should be animation or illustration led. It should work across a variety of digital touch points, which can include digital screens in store, website, and other digital and social media.

How might your idea translate to physical objects (gift bags, till rolls, POS, etc.) or even in-store experiences?

What to submit and how: 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), showing your solution.

Optional (judges may view this if they wish):

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