



**giffgaff**

the mobile  
network  
run by you

**Brief set by**  
giffgaff

**Storytelling is a powerful  
thing. How can you use it  
to give giffgaff a voice?**

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**Related Disciplines**

Copywriting  
Advertising  
Communications

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**Deadline**

20 March 2019, 5pm GMT

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**The back story**

giffgaff is a mobile network run by its members. They're all about community, decency and all the best things about a mobile network. For example, they don't do contracts, so people only stay with them because they want to. Not because they're forced to.

Because they're a member-run brand, they're pretty cheap too. No call centres. And no shops. The savings are passed straight back to their members who are rewarded for keeping giffgaff's services running.

**What's the challenge?**

Their strapline is 'giffgaff - the mobile network run by you'.

People may know the line. Yet no-one really knows what their brand stands for. So that's where you come in.

Create a copy-led campaign that celebrates giffgaff's story and what makes them unique. Your campaign should:

- be digitally led
- be written to excite, engage and intrigue an audience about the brand.

This brief is all about storytelling. How can you bring this idea to every single piece of copy needed?

**Who are we talking to?**

Target potential giffgaff members who don't know what giffgaff stands for.

**Things to think about**

**How to use the power of words**

Your target audience is digitally savvy, so consider the different ways you can reach them.

**How to be unexpected**

giffgaff doesn't do things by halves. They're disruptive (in a good way). Your copy-led campaign should be too.

**How to tie in with the brand elements**

Your need to match giffgaff's brand guidelines. Consider your TOV and how your copy could work alongside giffgaff imagery. See *further information pack*.

**The important stuff**

You need to do all of the following:

- Write one piece of long copy (around 800 words) e.g., a sponsored blog post or script for a podcast (it's up to you where this would be hosted but it must be on a digital platform)

- Provide 3 to 10 examples of short social copy e.g., tweets, Facebook posts, captions...
- Bring at least one copy execution to life by visuals. giffgaff has provided a host of assets to help you mock up your work. You can do this for all your executions, but they will mainly be judged on the strength of your copy.

Make it clear where each execution will appear.

Make sure your tone of voice stays consistent.

**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):**

Upload your piece of long copy and examples of short social copy as **PDFs** (two separate documents, combined max. total 4 pages of A4); and your visual execution(s) as **JPEGs** (max. 8) or a **video** (max. 90 seconds).