



Brief set by
giffgaff

Let people know giffgaff is making some moves

Deadline

21 March 2023, 5pm GMT

The backstory

giffgaff want to help build a more inclusive, sustainable world for them and for their members. And they stay true to that mission, through community work, a focus on diversity and inclusion, a commitment to reducing e-waste, charity partnerships and community initiatives.

So they're out to join the B Corp community to solidify their pledge. That means the decisions they make must place the wellbeing of employees, members, suppliers, community and the environment first, before image or profit. Working as a force for good.

The problem? Not everyone understands what a B Corp is or what it means for them. If things go well, and their B Corp status gets approved, giffgaff want to shout about it. How can you help them to do that?

What's the challenge?

Tell the story of giffgaff becoming a B Corp, and what that really means (see *Things to think about*), through illustration or animation in a series of Instagram Stories and a set of OOH (out of home) activations, such as digital billboards or even on the side of a bus.

Who are we talking to?

Both current and potential giffgaff members in the UK who want to engage with brands that do good. Many of them won't necessarily understand what B Corp status means and why this is an important step for giffgaff. But they do look to businesses to do the right thing...

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.

What's a B Corp?

B Corp™ Certification doesn't just look at just one product or service, it considers the overall positive impact of the company that stands behind it. That means it's lifting the lid on how business works, letting you know which companies really are working as a force for good. Here's the B Corp mantra:

Together, we transform the global economy to benefit all people, communities, and the planet.

Together, we lead economic systems change that will realise our vision of an inclusive, equitable, and regenerative economy.

Together, we create standards, policies, tools, and programs that shift the behaviour, culture, and structure of capitalism.

Together, we're changing the rules of the game so that all businesses have to balance profit and purpose.

Together, we're building a movement of people using business as a force for good.

Together, we won't stop until all business is better business.

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 illustration or animation to promote giffgaff as a B Corp, including:

- Instagram Story assets.
- At least one OOH activation.

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).