



## MARKETING BRIEF

**BRAND:** One4all

**PROJECT NAME:** One4all Design a Gift Card Competition

### 1. DESIGN APPROVAL (JUDGING PANEL)

|                                   | NAME & TITLE   |
|-----------------------------------|----------------|
| Founder & CEO<br>Tweak.com        | Jerry Kennelly |
| Artist and Fashion<br>Designer    | Helen Steele   |
| Illustrator and<br>Designer       | James Earley   |
| Group Marketing<br>Manager at GVS | Aoife Davey    |

### 2. SET THE SCENE

#### BACKGROUND

The Gift Voucher Shop (GVS) is the company behind the One4all brand and Ireland's leading multi-store Gift Card. The One4all Gift Card is available in a range of designs through the Post Office network, PostPoint outlets including Topaz and Applegreen sites, a corporate sales team and online at one4all.ie.

This year One4all Design A Gift Card competition will focus on asking Ireland's budding designers to create a unique One4all Gift Card and matching card carrier that encapsulates the feeling of happiness. The design must also have a commercial appeal and relate to at least one particular celebratory occasion of the designers choice, such as 'Happy Birthday', or relate to a number of occasions, e.g. 'Congratulations'. 'Thank You' and 'Happy Birthday'. The design should also be consistent with the One4all card design guidelines of fun, colourful with a modern inventive twist!

This competition rewards and recognises Irish design talent through producing the winning design as a special edition One4all Gift Card that will be sold and distributed through the Post Office network nationwide and online at one4all.ie. This competition will offer the winner a wonderful addition to their design portfolio.

#### PROJECT DELIVERABLES:

1. Meet the brief
2. Provide a design report detailing the inspiration behind the design (1-2 pages)
3. Template guidelines adherence





## THE BRIEF

### THE THEME

The design should represent the feeling of happiness that someone feels when they receive a gift. As well as encapsulating the feeling of happiness the design must also meet the project deliverables.

It should be very clear to the consumer that your design is for a celebratory event be it Congratulations, Birthday or New Baby. This year we are also requesting that the designer creates a matching carrier that their gift card design will fit into. If it is sitting on our Gift Card Mall amongst all the other gift card designs it should evoke an impulse purchase and be clear to the consumer that this card is suitable for one or all of the occasions that One4all target. We're looking for a unique, vibrant design that will sit well within our 2015 range of gift cards and be consistent with our card design guidelines of fun, colourful with a modern inventive twist!

### TARGET MARKET

Our biggest sales channel is the Post Office and the Post Office gift card customer is primarily female aged 25-50+. Our new range of gift card designs for 2015 consist of very bright, colourful, eye-catching designs so we hope that the winning design will attract our current target market but will also stand out to a new customer.

You must include your anticipated target audience in your Design Report. Bear in mind that One4all purchasers are usually unsure of the recipient's interests and likes. Often they choose to buy a gift card as they can't decide exactly what to buy. Given the amount of choice that the One4all Gift Card affords customers we ask that your design should have a wide appeal and must be attractive to a wide-ranging audience.

## INSPIRATION

You must include a [1-2 page](#) Design Report detailing the background of your design, your inspiration and thinking behind the design. You can include sketches and scamps to support. Please also detail who the target market is for your gift card design.

## TEMPLATE GUIDELINES

The template files are supplied as layered files in both Adobe InDesign and Adobe Illustrator. There are certain elements that are required for our finished product which cannot be altered in any way. They are highlighted below and within the template files.

Please note that the One4all logo, An Post logo, gift card number and valid thru date are all required information on One4all Gift Card designs. Please keep to the template provided. All our gift cards need to carry the One4all logo in the top left and the An Post logo in the bottom right and cannot be altered in any way. There gift card number and valid thru text that runs along the bottom of the gift card must be legible. This text can be printed in Black or White ONLY.



**Gift Card Dimensions:** 86mm W x 54mm H with 3mm bleed

**Gift Card Carrier:**

Please note that the One4all logo, An Post logo, Red header and copy are all required information on One4all Gift Card Carrier designs. Please keep to the template provided.

The One4all Red header design cannot be altered in any way.

**Gift Card Carrier Dimensions:** 110mm W x 135mm H with 3mm bleed

All artwork submitted must be suitable for print so CMYK & 300dpi, any images used must be licensed for commercial use and resale. Any models used must have signed a release form for their image to be used on a commercial product and any subsequent advertising.





**SENDING YOUR ENTRY**

All entries must be submitted online at [www.one4all.ie/design](http://www.one4all.ie/design).

Prepare your submission to ensure it is relevant to and meets the judging criteria. Please ensure you have considered your entry carefully and meet all entry requirements before you submit your design.

If you have any specific questions please contact the co-coordinator at [emcfadden@one4all.ie](mailto:emcfadden@one4all.ie) and they will be able to answer any questions that are not covered by this website.

All entrants are encouraged to check carefully that their entry meets these criteria before submission.

**TIMELINES**

Closing date for entries .....October 31<sup>st</sup>, 2014

Judging undertaken until .....November 7th, 2014

Notification of shortlisted entries/unsuccessful entries.....w/c Nov 10th, 2014

Winner announcement .....w/c Nov 11th, 2014

| Entry assessment criteria  | Maximum number of points to be allocated |
|--|--|
| Meets the brief and entrants additional criteria shows a clear vision of savvy commercial design | 15 POINTS                                |
| Clearly demonstrates commercial objectives   | 15 POINTS                                |
| Demonstration of meeting key design objectives and theme   | 10 POINTS                                |





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|  |           |
| Meets key target audience  | 5 POINTS  |
|  |           |
| Clear vision for future/wider project development (i.e. design could be further developed and line extended) | 5 POINTS  |
|  |           |
| Judge's acknowledgment of outstanding work (bonus points)  | 10 POINTS |

#### About the Judges



**Jerry Kennelly**

Jerry Kennelly is Founder and CEO of Tweak.com, which makes Madison Avenue standard design accessible to business owners worldwide. Tweak offers more than a million pieces of design to business owners across 350 business types, creating instant access to the world's best design and printing, offering savings of up to 80%.

Previously, Kennelly was founder and CEO of Stockbyte and Stockdisc, two companies based in Tralee, Ireland that captured 10% of the global royalty-free stock photography market in ten years. In April 2006 both companies were sold to Getty Images (formerly GYI) for a consideration of \$135 million. Kennelly's companies produced the highest pro-rata profit and profitability per employee in this worldwide industry.

Kennelly began his career as a photojournalist, who started his first business as a photographic news and picture agency in 1981 and has been honored by the Deloitte Fast 50 Awards and was selected as the Ernst & Young Emerging Entrepreneur of the Year in 2005. He was named as Ireland's Net Visionary, the premier award in the Irish Internet Associations's annual awards ceremony in September 2011. He is a regular contributor to radio, TV and print media in Ireland and abroad, including RTÉ, Fox News and Bloomberg. He was a mentor in the RTÉ series 'Local Heros', a six part TV series which addressed the issues faced by Drogheda and has been a guest presenter on RTÉ Radio 1's Business News and 'The Business'.



**James Earley**

James Earley is deeply involved in Irish Contemporary Design and Visual Culture — through many mediums and collectives. A graduate of Visual Communications from the National College of Art and Design (NCAD), James opened his own graphic design studio – Inputout in 2007.

Inputout studio encompasses a wide variety of media from print and screen based graphic design to large scale graphic murals. The aim of the studio is to create engaging design that is effective and help the client to communicate to its audience.

A well-known graffiti writer, Earley came into the spotlight earlier this year for creating a commissioned piece for Blooms Hotel in Temple Bar. Earley's piece, which spans the entire front of the hotel, is a recreation of the characters from James Joyce's classic Ulysses. James' family heritage is rich in creativity. Many generations attended NCAD and worked at Earley Studios – the family firm specialising in ecclesiastical art. The studio ran from 1852—1973 and was based in Dublin city centre at 4 & 5 Camden Street Upper, Dublin 2.

As well as running Inputout James is involved in a large variety of self-driven projects including large public sprayed works of art, silk screen printed posters, the organisation of design retrospective exhibitions promoting design awareness and regular involvement in various group exhibitions. Also strongly involved in 'Curate and Design' a platform for classic design retrospectives exhibition including the Dieter Rams exhibition of 2011. James exhibited in Dublin Contemporary 2011.



**Helen Steele**

Irish Artist and Fashion Designer Helen Steele joins our expert panel for the first time this year. Monaghan based Steele has made waves in both the design and art world with an established profile in the UK, Middle East and United States. With such famous clients as Diane von Furstenberg, Helena Christensen and the Crown Prince of Abu Dhabi, Steele's star is on the rise.



With a BA in Fashion Design from City and Guilds London Helen then moved on to work as an apprentice to South African artist Patrick O'Connor for three years. She then set up her own art studio in a converted duck hatchery on her husband's duck farm in Emyvale, Co Monaghan.

Having shown in galleries in 2005 and in 2007 Steele was then signed to Bait Muzna Gallery in Muscat, Oman, and selected to show at the first Art Paris Abu Dhabi Art Fair. In September 2011 Steele launched her own digital print label at London Fashion Week. That collection sold out in Seoul within 3 weeks, ~~and since then sales have doubled with each collection~~ and now 25 international retailers stock the Helen Steele label, including Costume and Arnotts. Steele uses her own, vibrant prints in her fashion collection which also includes down feather to create puffer jackets. Her vibrant prints lend well to the psychedelic leggings and jump suits that make up her fashion collection.



**Aoife Davey**

Aoife Davey is Group Marketing Manager for One4all and has been instrumental in growing the GVS business from a mere idea into a marketable product for launch in 2002. In 2009 Aoife was given the responsibility of centralising the UK marketing function of the company and now heads up the Group marketing function for GVS.

Aoife has been responsible for the development of the One4all brand that has become a hugely successful umbrella brand within the consumer and corporate markets. The brand has received huge marketing praise nationally and internationally through Prepaid industry awards including 'One to watch' and 'Prepaid with Soul' in the 2014 European Paybefore Awards and 'Best Prepaid Marketing Campaign' at the UK Prepaid Awards 2014. Aoife has also lead numerous CSR initiatives for One4all including the 2014 One4all Women on Wheels Giro cycle for Oxfam, One4all Christmas Jumper Day and the One4all Fix Crumlin 2013 Campaign.

Aoife's involvement in the marketing industry extends to her being a recent judge in the 2014 All Ireland Marketing Awards.

Full T&C's available online at [www.one4all.ie/design](http://www.one4all.ie/design).