

# Proposal



Module 662109  
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Giffgaff are a brand known for making positive change within the mobile phone industry. They use a combination of video and animations/doodles within their marketing materials to create varying media with a surrealistic feel.

They look at what other companies in the industry are doing wrong and change their practice to ensure positive change and more affordable contracts for their customers. Their target audience are people looking for a good deal, which is the same as the target audience for refurbished phones.

The only problem is that because Giffgaff are known for their affordable mobile phone deals, people aren't aware that they do refurbished phones.

In summary, the brief asks for a PR campaign that encourages people to think of Giffgaff when they think of refurbished phones. Rather than persuading people that refurbished is better, Giffgaff want the focus to be on those in the 18-35 age bracket who are wanting affordable tech and already would consider a refurbished phone.

The brief also makes clear that the campaign should look and feel Giffgaff, and should follow their graphic design standards, especially regarding colour palette.

## Backstory

# The Brief





**Why Have I  
Chosen  
this?**

I have chosen this brief because out of all the briefs available to choose from, this one most aligned with what I have most enjoyed doing previously.

When I looked at previous adverts for Giffgaff, they have used a combination of animation, video and photo editing, and that is what I've most enjoyed doing in previous tasks.

I have used techniques learned in the animation module to create animated content for a charity in my free time, and this is the brief I felt most passionate about based on this.

I am also in the age bracket for their target audience, so

I feel I can give good insight into what their audience might want to see and persuade them to think of Giffgaff when they want to buy a refurbished phone.

# Graphic Design Standards

Core



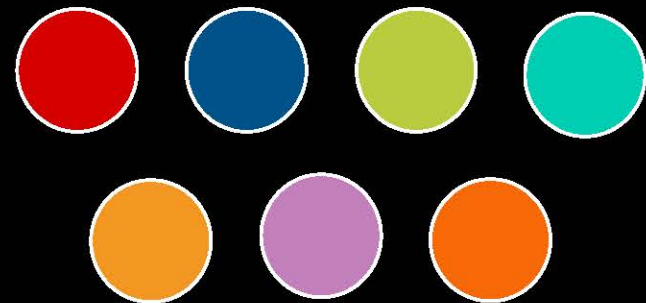
Primary



Neutrals



Secondary



Pastels



# Graphic Design Standards

## Poppins on Google Fonts

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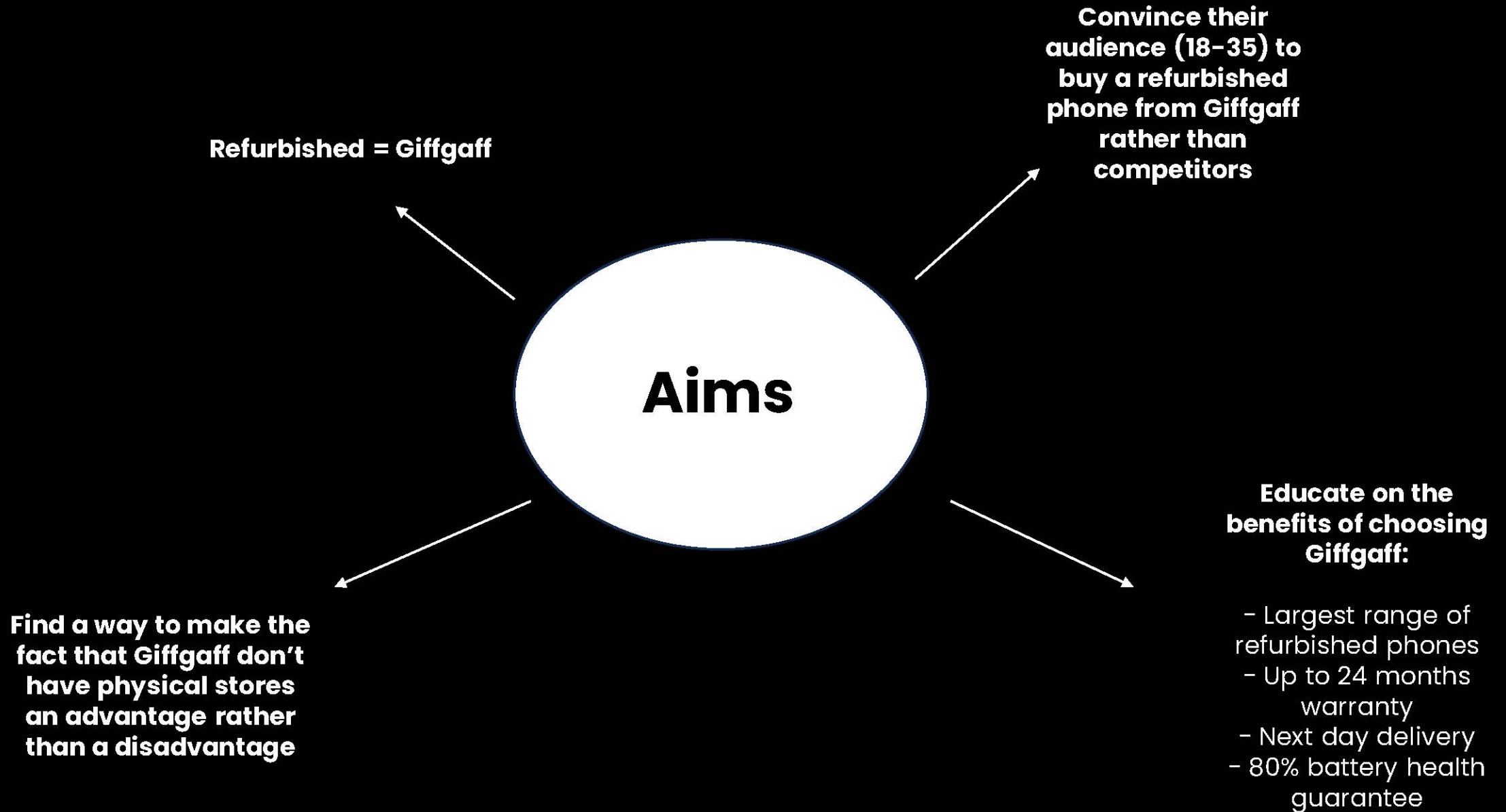
# Graphic Design Standards





# Graphic Design Standards







For this brief I plan to create an advertisement (30 seconds to 1 minute long) using a combination of video editing (through Premier Pro) and animation (Animate and After Effects).

When looking through the brief, they state that their audience is 18-35. A study online suggest that 75% of young people aged 13-36 share memes and that 60% would be more likely to buy from a company that uses them (Amra & Elma, 2022).

Based on this, I plan to use a meme style at intervals throughout the advertisement to maintain the audience's attention, whilst also informing them on why they should choose Giffgaff.

When using the meme style at intervals, I will ensure to keep to their branding regarding images and illustrations, shown previously.



# The Plan

# References

Amra & Elma. (2022). *TOP MEME STATISTICS IN 2023 / Amra And Elma LLC*. [online] Available at: <https://www.amraandelma.com/meme-statistics/#:~:text=According%20to%20one%20study%2C%20memes>.

Giffgaff (2017). *giffgaff - Free to go. Free to stay. 04-2017*. [online] [www.youtube.com](https://www.youtube.com/watch?v=rMEj9_AJ2dk&t=23s). Available at: [https://www.youtube.com/watch?v=rMEj9\\_AJ2dk&t=23s](https://www.youtube.com/watch?v=rMEj9_AJ2dk&t=23s) [Accessed 19 Feb. 2024].

Giffgaff (2021). *giffgaff gives back - TV 30" Q1*. [online] [www.youtube.com](https://www.youtube.com/watch?v=CLty7uJ6PIE). Available at: <https://www.youtube.com/watch?v=CLty7uJ6PIE> [Accessed 12 Mar. 2023].

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