

Design-an-Ad Competition 2017

BRIEFING SHEET

It is important that the advertisements you design reflect the direction shown by the business in this brief.

Business name: Adventure Cycles

Address: Norbury House, Grande Rue, St Martins, Guernsey, GY4 6LH

Telephone number: 232855

Web site: www.adventurecycles.net

Aim of advertisement: To promote cycling and the business

Target market: All cyclists of Guernsey

What makes service / business / product special?

Rider owned and run, experienced and knowledgeable staff

Any specific points to be included?

Cycle hire, road-race team, fully qualified workshop, 100's of bikes and accessories in stock, E-Bike (not MTB)

We suggest you include the logo in your advertisements:

The logo for Adventure Cycles features the word "Adventure" in a bold, orange, sans-serif font, followed by "Cycles" in a white, sans-serif font with a thick black outline. To the right of "Cycles" is a stylized orange and white graphic element resembling a mountain range or a stylized letter 'M', also with a thick black outline. The entire logo is set against a white background.

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It is important that the advertisements you design reflect the direction shown by the business in this brief.

Business name: Airtel-Vodafone

Address: 45 High Street, St Peter Port

Web site: www.airtel-vodafone.com

Aim of advertisement:

To inform parents about Airtel-Vodafone Protect, a website filter which helps keep children safe while using the internet. More information about the filter can be found at www.airtel-vodafone.com/protect

Target market: Parents

What makes service / business / product special?

The filter blocks unsuitable websites on children's mobiles, tablets and laptops, helping give parent's peace of mind when their children are online

Any specific points to be included?

1. The service is free to all Airtel-Vodafone contract customers
2. Airtel-Vodafone logo must also be included

We suggest you include the logo in your advertisements:



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It is important that the advertisements you design reflect the direction shown by the business in this brief.

Business name: Alliance Ltd

Address: Braye Road, Vale, GY3 5XB

Aim of the advertisement: Top Quality at Low Prices

Target Market: Families

What makes service / business / product special?

Tesco Brands

Any other specific points to include:

Best produce (fruit & veg) in the island, Top quality meat at low prices and Peacocks Clothing

We suggest you include the logo in your advertisements:

The logo for Alliance Ltd features the word "Alliance" in a bold, red, sans-serif font. The letter 'A' is significantly larger than the other letters. A blue shield-shaped icon is positioned above the 'i' in "Alliance".

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It is important that the advertisements you design reflect the direction shown by the business in this brief.

Business name: Butterfield Bank

Address: PO Box 25, Regency Court, Guernsey, GY1 3AP

Telephone number: 01481 711521

Web site: www.gg.butterfieldgroup.com

Aim of advertisement: To advise school-leavers about our Bursary Scheme

Target market: Guernsey Sixth-Formers heading to University

What makes service / business / product special? The Bursary is paid to students over their 3 years at University so they have fewer money concerns while studying

Any specific points to be included? The Bursary also offers work experience during the University holidays. There is also the possibility of a job at Butterfield once they complete their degree

We suggest you include the logo in your advertisements:



Butterfield

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It is important that the advertisements you design reflect the direction shown by the business in this brief.

Business name: Bathroom Emporium

Address: Southside House, St Sampson's, Guernsey, GY2 4QH

Telephone number: 247100

Aim of advertisement: Brand, service and pricing awareness

Target market: Sales and design in sanitaryware, bathrooms, heating products, wall and floor coverings for the retail, trade, commercial and industrial

What makes service / business / product special? We have a wealth of experience and knowledge in the design and sale of all types of sanitaryware. We also cater for everyone's budget too, from entry level upto top end designer brands and with our extra quick delivery, we are able to bring it to you usually within a few days. Our service doesn't just stop at design and sales, we also offer a great aftersales and spares service

Any specific points to be included? We are a forward thinking business and bring you innovative products, as well as being trend setters

We suggest you include the logo in your advertisements:

bathroom
emporium

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It is important that the advertisements you design reflect the direction shown by the business in this brief.

Business name: BDO Limited

Address: PO Box 180, Place Du Pre, Rue Du Pre, St Peter Port, Guernsey, GY1 3LL

Telephone number: 724561

Web site: www.bdo.gg

Aim of advertisement: To tell businesses in Guernsey about BDO's services to our island, which include accounting, auditing and tax, in a fun way

Target market: Local businesses, such as doctors, law firms, advertising companies, hotels, builders, shops and technology companies

What makes service / business / product special?

BDO has been working with local businesses in Guernsey for 110 years. Many of our customers are local businesses. Our service is special because we think carefully about our different types of customers and what we can do to help them manage their money in the best way. Basically, we help these businesses to plan and understand where their money comes from so that they can decide how to spend it. What is also special is that we are experienced at working with new businesses as well as businesses that have been open for many years. Finally, BDO is a global company. So, if our customers in Guernsey have offices in other countries we can help those offices too which provides a very special service indeed.

We suggest you include the logo in your advertisements:



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It is important that the advertisements you design reflect the direction shown by the business in this brief.

Business name: Catherine Best

Address: The Mill, Steam Mill Lanes, St Martin's

Telephone number: 01481 237771

Web site: www.catherinebest.com

Aim of advertisement: Increase awareness of "Cradle of Love" range

What makes service / business / product special?

Exclusive to Catherine Best

Any specific points to be included?

Pip – Penguin pendant, earrings and cufflinks

or

Other animal pieces (see wildlife section on website)

We suggest you include the logo in your advertisements:

CATHERINE BEST
BREATH TAKING JEWELLERY THAT TRANSCENDS TIME

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It is important that the advertisements you design reflect the direction shown by the business in this brief.

Business name: Cherry Godfrey

Address: PO Box 13, No.1 Fountain Street, St Peter Port, GY1 4AQ

Telephone number: 01481 711666

Web site: www.711666.com

Aim of advertisement: To promote Mortgages

Target market: Anyone looking to own their own home

What makes service / business / product special?

Personal Service, help with every stage of the application, experienced staff

Any other specific points to be included:

Mortgage brokers: we find you the best deal

We suggest you include the logo in your advertisements:



Cherry Godfrey

Financial experts you can trust

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It is important that the advertisements you design reflect the direction shown by the business in this brief.

Business name: The Channel Islands Co-operative Society Ltd.

Address: Co-operative House, 57 Don Street, St Helier, Jersey, JE2 4TR

Telephone number: 01534 879822

Web site: www.channelislands.coop

Target market: 6 -16 years

Aim of advertisement: To illustrate the positive effects buying Fairtrade products can have

What makes service / business / product special? Fairtrade supports producers working in developing countries and does this by providing a better deal for small scale producers and growers, ensuring decent wages and working conditions and helping livelihood and to tackle poverty

Any specific points to be included?

This advertisement was kindly sponsored by the Channel Islands' Co-operative Society Ltd.
www.fairtrade.org.uk – www.fairtradeguernsey.com

We suggest you include the logo in your advertisements:



The Channel Islands
co-operative
Society Limited

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It is important that the advertisements you design reflect the direction shown by the business in this brief.

Name: Ferryspeed (Guernsey) Ltd

Address: Longue Hogue, St Sampson's, GY2 4JN

Telephone: 249094

Web Site Address: www.ferryspeed.com

Aim of advertisement: To show the comprehensive scale of our business

Target market: Supermarkets, shops, businesses and individuals

What makes the product/ service special: The daily service and commitment to quality and speedy delivery

Any specific points to be included?

Temperature control of our Lorries is a major investment to our quality. Good delivery staff are also essential

We suggest you include the logo in your advertisements:



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It is important that the advertisements you design reflect the direction shown by the business in this brief.

Business name: Guernsey Society of Chartered and Certified Accountants known as 'GSCCA'

Address: c/o Le Pre, Rue du Preel, Castel, Guernsey, GY5 7DN.

Telephone number: 01481 253475 **email:** admin@gacca.gg **Web site:** www.gacca.gg

Aim of advertisement: The GSCCA is a society with over 1200+ qualified or qualifying local members. One of the Society's important roles is to encourage students and university graduates to choose accountancy as a career here on the Island, your 'Target Audience' for this advertisement.

We would like you to design an advertisement which will highlight the benefits of choosing accountancy as a career. People reading your advertisement should see that 'Accountancy is absolutely not boring!' You could also highlight our fantastic annual Scholarship of £15,000 awarded over three years to a student attending a UK University

What makes service / business / product special? Accountancy is not just about arithmetic, in fact you don't necessarily need to be a brilliant at maths, a good brain and people skills are just as important. If you qualify as an accountant, this qualification is universally accepted potentially opening up career opportunities anywhere in the world – travel while you work! If you are dedicated, driven and ambitious, you can earn an excellent salary and have a rewarding and exciting career.

Within your accountancy firm, you might work with clients from all over the world from an airline, a chocolate factory, a shoe maker, a hospital, a bank or a vet, the list is endless. The whole world needs accountants. You can rise to the top levels of business if you want to and many leaders of industry first qualified as accountants. Although the principles of your work would remain the same, you could work in any field worldwide.

Helpful hint: Go to our website www.gacca.gg select 'Students' then 'Design an Ad', here you can download our colourful and informative Student Brochure, our Scholarship leaflet and have a look at the Design an Ad Section which displays previous winners. Make your advertisement colourful and don't forget it does not just have to include Guernsey, the whole world needs accountants! You could make your advertisement about the GSCCA Scholarship.

We suggest you include the logo in your advertisements:



(Note to students (not to be included in the designs): We know just how much hard work goes into designing these advertisements so we award prizes in both the junior and senior sections for 1st, 2nd and 3rd placed entries. If you place in the top three, you will receive an Amazon voucher for £50, £30 and £15 respectively together with a Goodie Bag. Good luck with your designs!

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It is important that the advertisements you design reflect the direction shown by the business in this brief.

Business name: BATIF Bureau de Change

Address: Tourist Information Centre, North Plantation, St Peter Port, GY1 4DD

Telephone number: 723069

Web site: www.batif.gg

Aim of advertisement: To attract Business travelers and holidaymakers to purchase their foreign currency through BATIF Bureau de Change

Target market: a broad range 18+, seasonal holiday makers (i.e. skiing, summer holidays), regular business travelers, world travelers, backpackers etc.

What makes service / business / product special? The BATIF team, local business, place orders easily online (online currency calculator), by phone - call 723069 or across the BATIF counter or other Post Office branches (excluding the Co-op branches)

Any specific points to be included? FREE 48 hour home delivery including Saturdays if ordered before 1pm on Thursday, 64 currencies are available to order, no fees for online orders between £100 - £2500, competitive currency buy back (notes only), sign up for a rate alerts online: receive an email when your chosen currency rate goes above or below your specified rates.

We suggest you include the logo in your advertisements:

BATIF
BUREAU DE CHANGE
AT GUERNSEY POST



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It is important that the advertisements you design reflect the direction shown by the business in this brief.

Business name: HS2

Address: 3 Le Pollet, St Peter Port, GY1 1WQ

Telephone number: 721313

Web site: www.justhype.co.uk (use for research purposes only).

Aim of advertisement: To promote a new brand in our store – “Hype”

Target market: Male and female aged 12 - 40.

What makes service / business / product special?

Fantastic range of clothing and backpacks, only available at HS2

Any specific points to be included?

HS2 logo and address

Hype logo

We suggest you include the logo in your advertisements:



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It is important that the advertisements you design reflect the direction shown by the business in this brief.

Business name: Printed

Address: Cachette House, Garenne Park, Vale, Guernsey GY6 8NX

Telephone number: 01481 259188

Web site: www.printed.gg

Aim of advertisement: To promote our general printing

Target market: We can print on nearly anything!

What makes service / business / product special?

We supply a range of clothing which we can print any design on to, we also print giant (and tiny) banners, stickers, t-shirts, books, posters, pens, postcards and stationery.

Any specific points to be included?

We are a local business, high quality printing, quick turnaround time with a friendly and professional service.

We suggest you include the logo in your advertisements:

The logo for 'Printed.' consists of the word 'Printed.' in a bold, white, sans-serif font, centered within a blue rectangular background that is slightly tilted.

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It is important that the advertisements you design reflect the direction shown by the business in this brief.

Name: Sark Tourism

Address: Visitor Centre, Sark, GY10 1SA

Telephone: 832345

Website address: www.sark.co.uk

Aim of advertisement: Promotion of Sark as a tourist destination.

Target market: Businesses; like Banks, Insurance Companies, Trust Companies etc.

What makes service / business / product special?

Sark is different. It's quiet, peaceful, and full of wildlife / wild flowers. Stunning coastal scenery

Any specific points to be included?

Sark is the world's first dark sky island

Sark will be the Bailiwick entry for the 2017 Britain in Bloom Competition

We suggest you include the logo in your advertisements:



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Name: Sigma Group

Address: Braye Road, Vale, GY1 3SD

Telephone: 01481 241111

Website address: www.sigmaci.com

Aim of advertisement: To raise awareness of the services we offer

Target market: Business Clients.

What makes service / business / product special?

We offer complete business solutions: IT, payroll, service, maintenance and sales on printers and computers, office furniture, stationary supplies.

Any specific points to be included?

We are a pan island firm, we offer free delivery. Our motto is: Your Business, Completed.

We suggest you include the logo in your advertisements:

sigma



Your business, completed.

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It is important that the advertisements you design reflect the direction shown by the business in this brief.

Business name: Specsavers

Address: La Villiaze, St Andrew's, GY6 8YP

Telephone number: 233667

Web site: www.specsavers.co.uk

Aim of advertisement: To encourage people to buy their glasses from Specsavers

Target market: glasses wearers, old and young

What makes service / business / product special?

Fashionable, affordable glasses for all, plus great customer service

We suggest you include the logo in your advertisements:



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It is important that the advertisements you design reflect the direction shown by the business in this brief.

Business name: World Travel

Address: Maison Saumarez, Route De Cobo, Castel, GY5 7RX

Telephone number: 252277

Aim of advertisement:

Promote what we sell including holidays to Lapland

Target market: Family holidays to Lapland

What makes service / business / product special?

This product is very unique and a once in a lifetime trip to Lapland and to meet Father Christmas

Any specific points to be included? We would like the advert to be aimed at Travel, but including Lapland and Santa

We suggest you include the logo in your advertisements:

