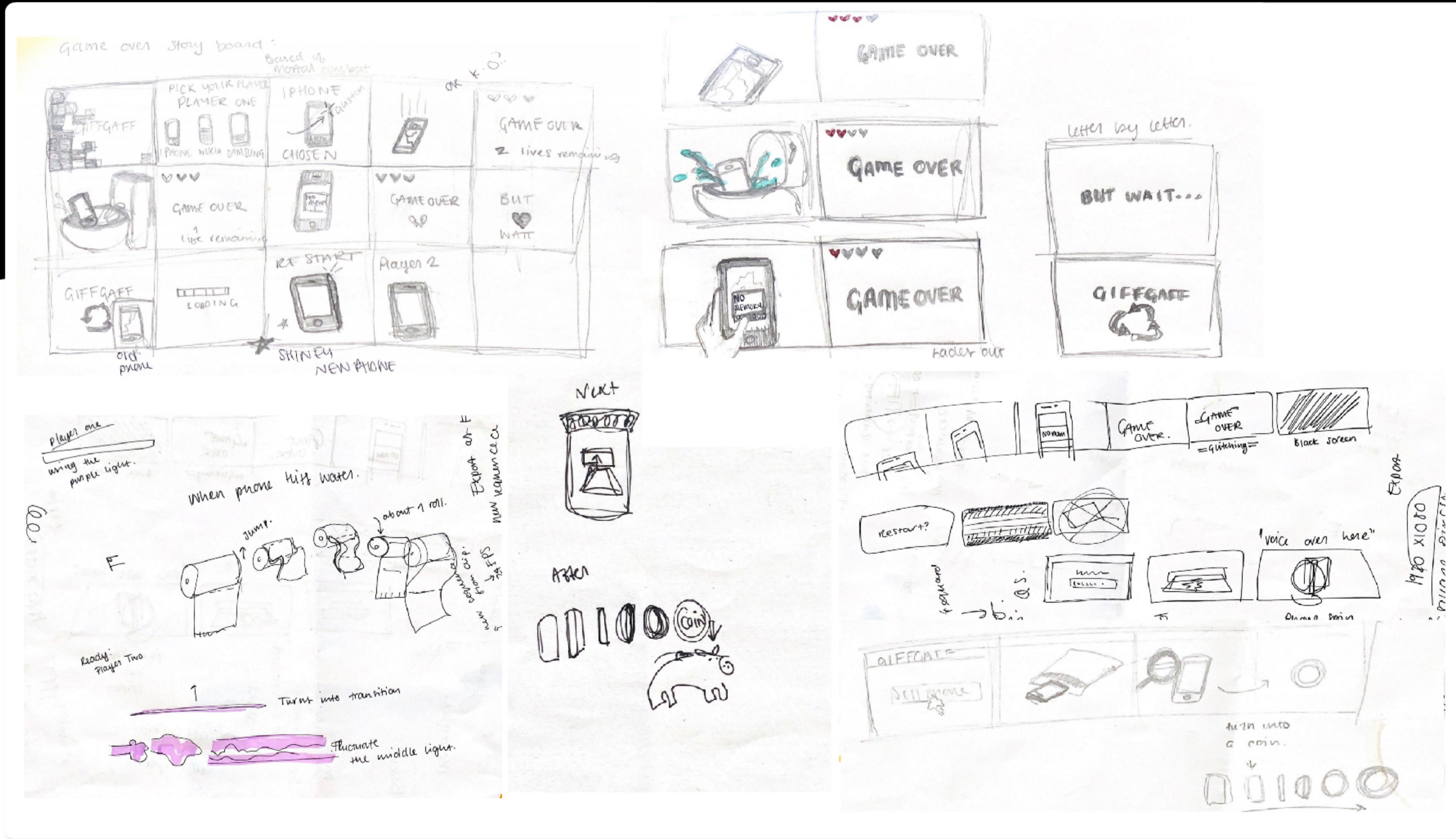




**giffgaff**  
**REBOOT?**

the mobile  
network  
run by you

# Storyboarding

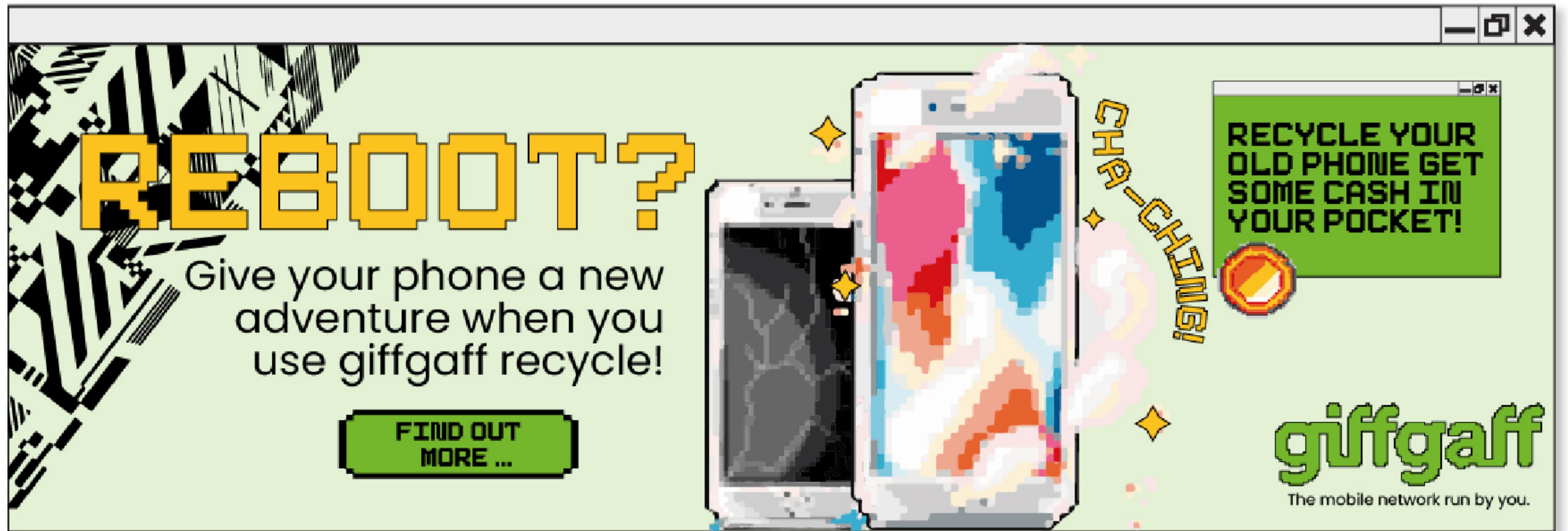


From researching giffgaff it was clear that the company had a high demand for sustainability from the community. So to stand out amongst the other mobile recycling sites, this fun animation with a twist on visuals would attract new and existing customers to sell. After conducting a survey it seemed that people only seemed to recycle with competitors due to their publicity.

"Giffgaff pays more than game shop such as Cex or online websites and more important they are legit in case you worry."

- Oriana, on the community forums

The story boards show the development of the animation. The idea that our phones can have another adventure when you recycle them. Their lives can carry on even if you've finished the game.



The retro game style continues through the digital banners and encapsulates the ease of recycling your old phone whilst keeping the quirky style.

The banners would work with the gifs, as well as being linked to the giffgaff website.



The gifs are used in the TV advert and allows for the promotion of the giffgaff recycle story.

The heart as a symbol of rebooting your phone.

The coin for the money that you can earn from recycling the phone. The recycle symbol shows the whole reason for the advert, to recycle old phones to be either refurbished or broken down and recycled for other things.

## Digital assets



# Advertising



These mock ups show where the digital banners would be used to attract both new and existing consumers. The instagram posts and twitter would be linked allowing for the ease of recycling of phones. Additionally, the TV advert would be easily transferable to social media.

The advert shows the life and the gradual death of the phone up until the game over. But that's not the end! You can reboot your phone by recycling it and allowing someone else to take on the adventure.