



giffgaff

ReLoved

# Problem

giffgaff wants people to associate refurbished phones with their brand, but the issue is that no-one knows they sell them!

# Insight

Many people feel hesitant getting a refurb phone from giffgaff for the first time, similar to the nerves of a first date. People may feel awkward and uncertain at first, but the chance of meeting someone new and fulfilling makes it all worth it. This experience, whether it's through dating apps or in person, is one that Gen Z are familiar with. Just like a potential partner, phones also play an integral part of our lives, acting as a digital companion side by side in our lives.

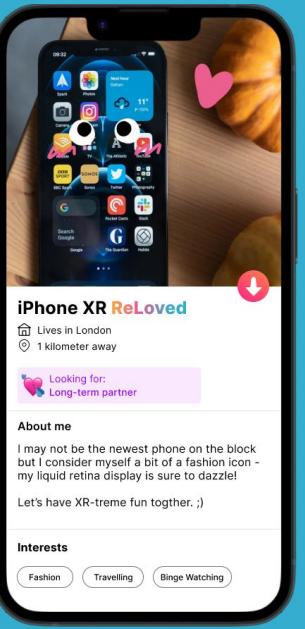
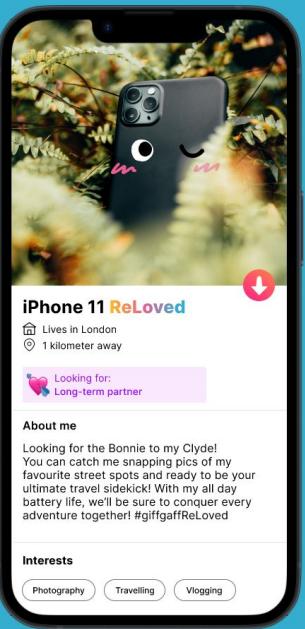
# Solution

Tapping into existing media that Gen Z are already actively engaging in, such as dating apps and streaming platforms.

And thus, launching **giffgaff ReLoved**, because **every phone deserves another shot at love!**



# Dating App Profiles



Several of giffgaff's most popular refurb phones would receive their very own dating profiles. Each would have a short, playful bio from the perspective of the phone - highlighting it's features and what it's looking for in it's future partner. By swiping right, users can get invited to the "giffgaff Speed Dating event" or directed to the website to purchase the phone.

giffgaff ReLoved

Take the Quiz Potential Matches Back to Main Site →

## Refurbished by giffgaff. ReLoved by you.

At giffgaff, we believe that every phone deserves another shot at love. Let us be your matchmaker and help you find your future tech companion!

[Take the quiz](#)

### Meet your potential partners

**iPhone XR ReLoved**  
My day starts blossoming as soon as I wake up. I'm a digital rose, secure in design. That's why I'm perfect for you! I'm £8/mo + £0.40/min.

**iPhone 11 Pro ReLoved**  
You're a new person every day. I'm here to capture it all. I'm £8.50/mo + £0.40/min.

**iPhone 12 5G ReLoved**  
Despite what the name says, I'm not afraid of heights. I'm a climbing pro. I'm £9.34/mo + £0.20/min.

[See all your potential partners](#)

### Why ReLoved?

giffgaff's refurbished peace of mind promise

<b>Sustainability</b> By choosing to refurbish, we're reducing the amount of waste sent to landfills. We're also saving you money by giving you a second chance at your old phone.	<b>Quality Assurance</b> Our phones go through a 30-point quality check before being sold. We're so confident in our process that we offer a one-year warranty.	<b>Next Day Delivery</b> Order before 1pm and we'll deliver your phone the next day. It's like getting a new phone without the wait.
<b>Contract Savings</b> With our contracts, you can save up to 40% off the cost of a new phone. It's like getting a discount on your favorite meal.	<b>No Quibble Returns</b> We're so confident in our products that we offer a 30-day no-quibble return policy. If you're not happy, we'll take it back.	<b>Warranty</b> We offer a one-year warranty on all our phones. So if anything goes wrong, we've got you covered.

# Website Launch

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## iPhone 11 Pro ReLoved

**About Me**  
Look who's come to my digital home... me! I'm the iPhone 11 Pro ReLoved. I've been around the block a few times, but I still believe there's plenty to offer. I may come with some wear and tear, but I like to think it adds character. You can see all the snapping pics of my favourite street spots as well as vlogging with my 4K video camera. I'm ready to be your ultimate travel companion!

**Status:** Newly refurbished and looking for a new connection!  
**Age:** Released September 2019 (I'd say age is just a number tho!)

**Height:** 5.84 inches  
**Weight:** 194 grams  
**Location:** Currently chilling at the giffgaff warehouse, but I'm willing to travel anywhere for my soulmate!

[Interested?](#)

### Available Options

<b>Condition</b> Good, Very Good, Excellent, Like New	<b>Storage</b> 64GB, 256GB	<b>Colours</b> Gold, Midnight Green, Silver, Space Grey
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**Ready for a date?**

Want to make it official now? Or, let's go on a date first, and meet me at the giffgaff ReLoved Speed Dating event!

[Buy Now!](#) [Speed Dating Event](#)

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## The giffgaff ReLoved Matchmaker

question 01 of 10

if your dream refurb phone was in a TV show, what type of character would it be?

- 1 The main character! Bold, vibrant and always ready for a good time.
- 2 The laidback, comedic side character. Cool as a cucumber.
- 3 The fashionista - always up to date with the latest trends in tech.
- 4 The know-it-all nerd, full of knowledge on the latest gadgets and gizmos.
- 5 The wise sage, classic and timeless. Likes to reminisce on the good ol' days of home buttons and indistructable phones.

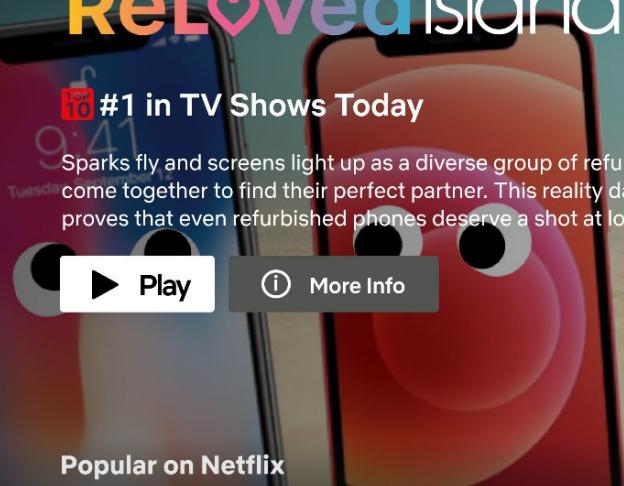
giffgaff would launch a website in the style of a dating site to act as an extension to the dating app profiles

The site would also feature a short, fun matchmaking quiz, which would help users find their perfect refurb phone match

N SERIES

giffgaff

# ReLoved Island



#1 in TV Shows Today

Sparks fly and screens light up as a diverse group of refurbished phones come together to find their perfect partner. This reality dating parody proves that even refurbished phones deserve a shot at love.

[Play](#)[More Info](#)

## Popular on Netflix



In collaboration with ITV (whom giffgaff has working with in the past), **giffgaff ReLoved Island** would be a parody of the show beloved by Gen Z. It would be a series of shorts featuring refurb phones looking for their ideal match. The phones would be the same as the one's on the dating app & website.



## Speed Dating Event

giffgaff is an online-first brand, without any physical stores.

This may make some people reluctant to buy a phone from them, especially when it comes to refurbished phones.

So, giffgaff would launch a pop up dating event in cities & uni campuses, letting people try refurb phones hands-on.

This would strengthen the confidence in people who are already interested in refurb and alleviating concerns people may generally have about refurb.

# Exclusive Phone Cases

Attendees can receive event exclusive phone cases for their new partner!

This acts as a promotion for giffgaff refurb, both during and after the campaign, especially since people often see the back of people's phones in public.



## ReLoved Stories

One of giffgaff's core values is listening to their community.

giffgaff would encourage both new and longtime refurb owners and to share their #giffgaffReLoved Stories on social media.

giffgaff ReLoved Stories

giffgaffmobile 5d ago

110 likes

giffgaffmobile We believe every phone deserves another chance at love. Lia met her tech match from our giffgaff ReLoved speed dating events! She loves snapping Insta-worthy pics with her refurbished iPhone 11. Share with us your #giffgaffReLovedStories for a chance to get featured!

View all 8 comments

# Creative Process

