**Creative Brief**

VIP Raffle 2017 – GWTW

**Project Team**

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**Project Schedule**

Project required by: 17.04.2017 (we want to be live and functional online on the 18th, will need a few days after we get the final creative for Thank you letter before it will be in place online).

Send Brief to Agency: 28/03/17

Agency Review Brief and phone call: 29/3/17

V1 creative: 6/4/17

V2 creative: 11/4/17

**Campaign Overview**

**Aim**

To create images and logos relating to the to the VIP Raffle 2017 for the Good Ways To Win (GWTW) website and an automated ‘Thank you’ email for people who purchase tickets. The VIP Raffle 2017 has an exclusive invitation theme.

The pack is thinner than normal and the outer envelope is designed to look like a wedding invitation. The colour theme is silver and blue. In this pack, instead of the usual photos of prizes, illustrations have been used. It also uses handwritten notes to give it the personal touch.

**Scope**

To have images created that can represent the VIP Raffle (VIP17) on the GWTW website. These images will be for:

1. VIP raffle logo
2. a homepage pod ( double) and a navigation ‘button’
3. VIP Raffle landing page + hero image
4. Thank you email
5. Social images

Please see separate document ‘Raffle Content for GWTW – HR17’ for webpage copy

**Background**

Each year GWTW website is used as a platform to digitally market and sell the Marie Curie raffles. We want to continue that along with a generated thank you email for VIP17, this time we would like to experiment with a different form of imagery on the thank you email.

**Objectives**

To have VIP Raffle imagery for links to the main VIP Raffle page and imagery for that page. To create a smooth supporter journey for people who wish to join the raffle online through consistent branding with the pack that will be mailed to many supporters.

**Deliverables**

1. **Digital logo for the VIP Raffle 2017**

*Aim:* a stand out logo that grabs attention and conveys elegance and ‘VIP’ feel (e.g., in DM pack handwritten notes are used a lot) while incorporating the VIP logo used on the Direct Mailing for a smooth user journey for those who received the DM

*Audience:* various online

* + Theme consistent with physical VIP Raffle pack
  + To incorporating the elegance used on the DM pack (grey/blue colour, decorative swirls )

1. **GWTW Homepage landing box and navigation button**

*Aim:* convert those landing on the homepage to click through to find out more about the raffle/play by creating excitement about the raffle and its prizes

*Audience:* social/DM online responders/direct from landing page

Design similar to the XR16 and DR17. Please updating last year’s VIP, rather than re-writing DR17, to enable having DR17 and VIP17 on site simultaneously (showing both the results of DR17 and having VIP live to enter.) Navigation button can be similar to usual, using the logo.

LANDING BOX:

* + Creative to include logo. ‘Stand out’ logo, like we have with the star for the lottery, would be great (if it can be incorporated)
  + Images: 1st prize Napa Valley illustration + fan of money. If room for other illustrations (2nd prize of spa day, 3rd prize perfume experience) that would be good. Please see DM raffle tickets for an idea
  + Text of prize amount should take high presence on the pod and ‘group’ the prizes. Wording: ‘£12,500 worth of prizes’. Something like:



* Stand out ‘Play now’ button – possibly in circle (like lottery CTA)

1. **Raffle page hero image + page**

Aim: Provide a smooth user journey for those coming in from the Directs Mailing and convert to ticket purchase and to convey message about raffle to those who haven’t received the Direct Mail. Continue the high-end look and feel of the DM/landing box.

Audience: social/DM online responders/direct from landing page

* To include logo
* Main: Potentially top 3 prizes and money fan the fact that money can be won and that top prize is getaway or £8,000, similar to above example. Background colour of silver incorporating the ‘swirls’. Coloured images
* Copy: Win £8,000 or a holiday of a lifetime

1. **Thank you email**

Aim: To continue excitement at raffle after entry and make prizes clear and to create a consistent user journey by matching back to what is used on the website. Also to make supporter feel thanked and ensure they know the meaning of the cause, to encourage another play at a later date through engagement with the cause. If the idea of a VIP accepting an invitation can be incorporated

Audience: all online ticket purchasers

* + **Header image:**
    - use of all prizes, money amounts
    - The logo
    - **Heading 1:** Good luck in the VIP Raffle 2017
    - **Heading 2 (underneath image):** Thank you for your very important support
  + **Body text:**

Dear <Mrs Sample>

Thank you for being one of our **V**ery **I**mportant **P**layers and for entering our VIP Raffle 2017. This means that you could be opening an envelope containing a **cheque for £8,000** or be jetsetting off to **our luxury gastronomy getaway for two in Napa Valley, California** as our first prize winner. You could also win one of our many other top prizes, worth from £1,000 to £500, or one of our many runner-up cash-only prizes.

**You’ve helped provide vital support to those living with a terminal illness**

The money you have raised for Marie Curie through buying VIP Raffle tickets help across the country for people living with terminal illness, and their families. Without you the important work we do wouldn’t be possible and we really appreciate your support. Thank you for your kindness and generosity and let’s hope it’s you opening that exciting envelope in July!

If you have any questions about the raffle or just want to keep in touch, please email us at [goodwaystowin@mariecurie.org.uk](mailto:goodwaystowin@mariecurie.org.uk).

Yours sincerely,

Gemma Dixon

Raffle Fundraiser

1. **Social Image**

Aim: As this raffle is predominantly set as a raffle for our Very Important Players, and not generally to everyone, social media promotion for this campaign will be limited; however, we would like one image to promote it, using the creative and prize imagery