



HELP BRITAIN SAVE



brought to you by



THE CHALLENGE

To find a solution to help people to save.

This needs to be able to, as much as possible, overcome the problems and pitfalls that often get in the way of saving.

We need an idea that encourages people to save.



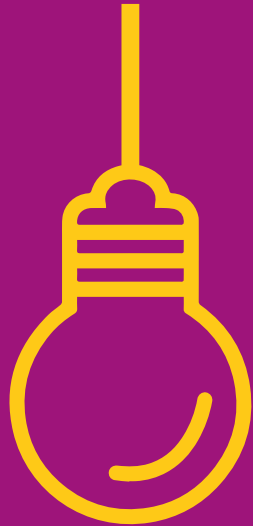
THE BRIEF

We're looking for a way in which Halifax can make it easier for people to save.

We're also looking for a way you could advertise this, but most important are your ideas for how we can encourage the great British public to save.

Telling people through advertising to save is not going to be enough – we need to help them.

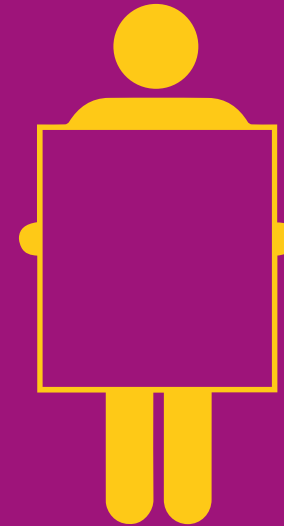
WHAT YOU NEED TO DO



Think of ideas



Produce your ideas



Present your ideas

A BIT ABOUT US

You might want to research Halifax and our competitors, but here is a little bit about us to get you started...

- We're one of the largest high street banks
- We're known for giving extra
- We want to make banking simple and Straightforward

We've never been a serious boring bank
...and because we've always been a little different, we're seen differently and are loved by people.





OUR AUDIENCE: PEOPLE WANTING TO SAVE

They could be...

Someone trying to save for their first home but finding it incredibly tough.

A person wanting to save up for a new car.

Parents wanting to put some money aside for their children.

Someone that wants a rainy day fund – something unexpected might happen in the future and people want to be able to deal with it financially.

WHAT DO THEY WANT FROM THEIR SAVINGS?

They want all their money matters to be incredibly simple and straightforward.

They don't want it to be a hassle – the less they have to think about it, the better.

They know Halifax to be the bank that makes things straightforward and they know it has a history in savings.

These people are eager for something that makes their lives simpler and they would expect it from the Halifax – we just need to give it to them.



BUT WHY AREN'T THESE PEOPLE SAVING?

They get very little back from the banks

Interest rates for all banks are very low, so it's hard to make more money from your savings.

There is not much to encourage people to save.

Life gets in the way

It could be a broken down car, a faulty washing machine, maybe saving for a new holiday or even simply the January sales!



WHAT WE'RE LOOKING FOR...

INNOVATION

**A NEW WAY TO GET
PEOPLE TO SAVE**

A BIT OF INSPIRATION

HALIFAX FRIENDLY REMINDER SERVICE

When your friends owe you money it can be awkward. Halifax created GIFs to send to friends to remind them to give back the money you're owed, and created a video to promote the idea.

HALIFAX SAVER'S PRIZE DRAW

Everyone that has saved over £5000 with Halifax is entered into a prize draw each month where they could win up to £500,000.

LLOYDS SAVE THE CHANGE

Every time you spend with your debit card the amount is rounded up to the nearest £1 and the difference is instantly transferred to a saving account.

FIRST DIRECT BONUS SAVINGS ACCOUNT

Giving all savers a bonus interest rate for every month they don't withdraw any money from their savings account.

HOW COULD YOU ADVERTISE YOUR IDEA?

How might you advertise this idea on television?

What might an advert in print look like to promote this idea?

How might you use social media to promote this idea?

We could use youtube to promote this idea – what would that look like?

If we were to advertise this idea at an event, what would that look like?

There are lots of other ways to advertise your idea so think about the target audience?

What are the best ways to explain your idea to them and use these ways to advertise your idea?



PRESENTING THE IDEA

Be creative with how you present your idea.

Get us excited about your idea as much as you are.

Present it to us in a slick and professional way that brings your idea to life.

There are no boundaries so whatever you think the answer to the brief is, go for it and have fun.



NEXT STEPS

Once you've done your research and come up with your idea it's time to pull it all together.

We want to see all the thinking behind your idea.

You could use Powerpoint or Prezi to create your presentation.

Make sure you include;

Your research of Halifax and your target audience.

What inspired you?

Your idea development, explain why it suits the target audience and why you think your idea would work.

WHAT'S IN IT FOR YOU?

The best entries will be invited to pitch their ideas face to face with Halifax and adam&eveDDB (along with the Ideas Foundation) in adam&eveDDB's awesome offices.

The winner will get £100 of vouchers & a place on The Ladder, The Ideas Foundation's exclusive progression group of aspiring creatives who get access to creative industry opportunities, projects and networks.

Anyone who takes part in the competition gains valuable skills and experience that they can add to their CV:

Proactivity, Research skills,
Creative thinking, Enterprise
skills, Links to industry



HOW DO I SUBMIT MY ENTRY?

When you are happy with your presentation, it's time to upload it on to iamcreative.org.uk so that Halifax and their creative agency adam&eveDDB can look at your ideas.

Please email ideas@ideasfoundation.org.uk to let us know your entry is up!

If you make a film, please upload it to YouTube and put the link in either the presentation or the description box on the I Am Creative website.

GOOD LUCK

Remember

You must upload your work on to the I Am Creative site and email ideas@ideasfoundation.org.uk to get your entry seen and entered in to the competition.

iamcreative.org.uk

