

DESIGN CATEGORY

SUPPORTING



**Irish
Guide
Dogs**
for the blind

SPONSORED BY



WHO WE ARE:

Irish Guide Dogs for the Blind (IGDB) is Ireland's national charity dedicated to enabling people who are vision impaired and families of children with autism to achieve improved mobility and independence.

The charity provides Guide Dogs to those who are vision impaired and Assistance Dogs to the families of children with autism.

For over 40 years we have worked with our community of Breeders, Puppy Raisers, Home Socialisers, Temporary Boarders, Trainers, Staff, Volunteers and supporters to change as many lives as possible.

WHAT ARE THE ORGANISATIONAL OBJECTIVES?

Quite simply, the goal of the organisation is to change as many lives as possible through the provision of dogs who are bred and trained to the highest standards whilst ensuring the welfare of the dogs is maintained at all times.

THE CREATIVE CHALLENGE

COMMUNICATIONS OBJECTIVE:

·Point of Sale and Collection Boxes Redesign/Messaging
(Current donation devices photos below)

WHAT PROBLEM ARE WE TRYING TO SOLVE?

- There are numerous collection boxes and point of sale IGDB items around the country in retail stores and which are also used at fundraising activities led by volunteer Branches of IGDB.
- The income from these has fallen in recent years. The way people donate in shops has changed. Many people are no longer carrying cash and are increasingly look to ways to donate digitally.
- Issue is to look at a new approach to collecting funds to address the change in donation habits but also how to redesign the "Collection dogs" which are prevalent nationwide.
- Need to be able to attract people to the devices/items.

TARGET AUDIENCE/S:

Anyone! Donating needs to be as easy as possible.

INSIGHT/ TRUTH:

- There is competition from the collection points of other charities.
- Material needs to be eye-catching - images of pups/dogs draw attention!

KEY MESSAGE:

- Donate and change lives by allowing IGDB provide Guide and Assistance Dogs that enable people with a vision impairment or families of a child with autism to enjoy the same freedom and independence as everyone else.
- No matter how big or small, every donation helps change lives.
- Its' easy and quick to donate! Clear instructions.

TONE OF VOICE : *How does this brand speak/ behave?*

Warm, friendly

PROOF?

- It takes €53k for one Guide Dog to be bred, trained and cared for during its working life.
- 85% of funding comes from fundraising and the generosity of the public.
- It takes €5M a year to run the charity
- We need donations to keep providing these services.

WHAT IS THE DESIRED RESPONSE? CALL TO ACTION

Donate now.

Find out more at www.guidedogs.ie

<https://www.guidedogs.ie/ways-to-help/ways-to-donate>

SPECIFIC REQUIREMENTS – DESIGN

- An A3 design which will include a logo/brand identity including 3 visuals of how this identity would look in the real world
- 150 word description of how the brand identity fits the brief
- 150 word description of how this brand would evolve
- Entries must not contain any agency branding.

Best of Luck!

CONTACT DETAILS

CHARITY CONTACT: NIAMH WINGATE, niamhwingate@guidedogs.ie ; 0860322957

BRIEF CONSULTANT: SUSAN CLEARY - sueclearyconsulting@gmail.com

IAPF : SHREESHA HEGDE - shreesha@iapf.com ; 0894977781