



# YOUNG LIONS COMPETITIONS



## BRIEFING DAY

## DESIGN CHARITY

**16TH FEBRUARY, DENTSU IRELAND**



**Children  
In Hospital  
Ireland (CIH)**

WITH THANKS TO:



### Who are Children in Hospital Ireland?

Children in Hospital Ireland (CIH Ireland) is a national organisation established by parents in 1970 to promote a positive hospital experience for all children and families.

- With a team of 300+ volunteers across 14 hospitals nationwide, CIH Ireland facilitates play and recreation opportunities, thereby easing the experience of hospitalisation for children and their families.
- Where possible, CIH Ireland provides play materials to 22 paediatric units across the republic of Ireland.
- CIH advocates on behalf of all children and their families to ensure they receive the highest quality of care in hospital and have access to the supports they need, before, during and after hospitalisation.

### What are the organisational objectives?

**Our Mission:** Promoting and supporting the well-being of children, young people and their families before, during, and after hospitalisation.

**Our Vision:** - An Ireland where every child and young person availing of hospital services has their fundamental rights fully respected.

#### Strategic Objectives:

- Provide support to children and their families in and around the time of receiving hospital care. We do this primarily through delivering a volunteer-led play service across 14 hospitals in Ireland and through the provision of information for parents and carers.
- Be a strong, recognised and effective voice advocating for the highest standards of care for children, young people and their families before, during and after hospitalisation.

# THE CREATIVE CHALLENGE

## Communications objective:

Develop a suite of packaging materials for our play items to be delivered to the hospitals that maximises our brand identity, are sustainable and are in line with infection control guidelines. Including a delivery box, A4 and/or A5 size packaging for individual play packs.

## Additional information:

Currently, our play packs are packaged in biodegradable plastic sealed bags with a CIH label on each pack and delivered in a large brown cardboard box.

In 2023, we piloted the use of A4 paper envelopes for the packs with stickers on the outside to distinguish the contents, however, many packs were crumpled in delivery and feedback was not overly positive.

- Materials need to be recognisable and distinguishable from hospital products/branding.
- Packaging of play packs must be in line with infection control guidelines – must be sealable.
- Contents within play packs must be somewhat visible / identifiable or packaging must distinguish between age ranges/interests.

## What problem are we trying to solve?

Clear recognition of CIH as the provider of the play materials that are donated to the hospitals.

New design must stand out and be clearly understood

Trying to include sustainable packaging description as part of your design (see above notes) we currently use biodegradable plastic sealed bags.

## Who is the target audience?

- Hospital Staff
- Volunteers
- Families – Children and Parents

These would be groups who understand what we do, some would be more familiar with our services than others.

## Insight/truth:

Although CIH is reasonably well known by the hospitals, the breadth of what it does is not fully understood, through play and providing play packs mental well-being of children is enhanced, tension and fear that can be associated with being in hospital is removed.

## Key messages:

- These play items are supplied by Children in Hospital Ireland to children patients
- The contents are fun, interactive and use safe materials.

## Tone of Voice:

Fun, Friendly, Accessible

## Proof:

- In 2023, CIH has assembled over 27,000 activity packs in 2023 and will continue to deliver these play materials going forward.
- A lot of effort and public support has gone into the assembling and distribution of these fun, play materials so we would like them to reflect the effort.
- Our boxes can often get misplaced within the hospitals so we'd like them to be more visible/recognisable.

## What is the desired response?

All stakeholders in the hospitals can easily identify the packaging as being from CIH Ireland

## OTHER INFORMATION

Additional Resources will be provided in a zip file sent by Shreesha following the briefing. Particularly relevant to the Design Brief are:

- 2023 Volunteer Feedback Survey Results
- The Accidental Activists – CIH 50th Anniversary Memoir

## Samples



## SPECIFIC REQUIREMENTS – DESIGN

An A3 design board which maximises brand identity including 3 visuals of how this identity would look in the real world on packaging and play packs for the hospitals

- 150 word description of how the branding fits the brief
- 150 word description of how this concept can evolve

Entries must not contain any agency branding.