

GSB Facebook Competition Design Brief

Task Outline

Create imagery for a facebook competition (header and banner image)

Task Description

Who are we:

GSB is New Zealand's largest Business Group Buying organisation, helping organisations nationwide reduce their running costs. We offer members the best deals from over 100 Contracted Suppliers, anything from vehicles, stationery to electronics and coffee.

The project:

The facebook photo competition asks everyone to show us their most tragic, ancient or funniest piece of technology to go in the draw to win 2 tech prizes

1. We need 1 image to display on the competition page to explain how to enter & the prizes up for grabs
2. and a banner image (based on the same look as the 1st image) to advertise the competition on the facebook timeline

Deadline

Thursday 11th October

Target Market(s)

20-60 year old - business professionals or people in the workforce

Look & Feel diagram



Requirements

The design should encompass a fun & ironic look and possibly include images of cartoon-like electronic devices (e.g sad face computers, bandaged up phones etc)

Likes – simple, clean & clear, uncluttered

Dislikes – Overcrowded images, text, & colours. Overly expressive typeface

Colour Palette –Please sample the colours from our 2 website's palette to fit with the brand of www.GSBexpress.co.nz & www.gsb.co.nz

Our logo (dominant) & our sponsor/supplier logos (provided)

Dimensions & wording/text to be in the image will be included in the files

Files (for the designers to download)

Text & content to include in the image

Laptop image (Toshiba)

smartphone image (placeholder smartphone)

GSB group buying power Logo

M2 Telecommunication logo

Noel Leeming tech solutions logo

Noel Leeming logo

Toshiba Logo



Dimensions & wire diagram

facebook

Sign Up | Connect and share with the people in your life.

GSB Express vs Facebook

Competition image

Width 750 px
Height: 450 to 500px
Height can be anything between these dimensions

View entries Submit an entry

Use the form below to submit a photo.

Picture:

From Facebook OR Choose File No file chosen

How does this photo show you are the biggest fan of The Hobbit?

Do just snap a photo with your phone and:

- Twitter Tweet a photo and tag it with #HobbitandFacebook
- Instagram Upload a photo and tag it with #HobbitandFacebook

facebook

Sign Up | Connect and share with the people in your life.

Note: This wire diagram is only to demonstrate the hierarchy of information that needs to be conveyed so don't feel restricted to stick to this layout

Name of competition GSB Logo

Competition introduction text

How to Enter

Prizes

Sponsor Logos

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Banner image

843 x 403 pixels

Name of competition

Enter now