



Clothing Gift Experience



Summary

Chicco invites all creatives to dive into the world of childhood and devise an experience concept centred on gifting and purchasing Chicco clothing items.

Official contest page: <https://bit.ly/Clothing-Gift-Experience>

Company description

Chicco is a multi-specialised parenting brand. Parenting is a concept that means more than biological parenthood, it is an extended attitude, including also grandparents, uncles, friends and all the caregivers of children in general. For over 60 years, Chicco has been working closely with and for families, listening to and supporting their needs by developing simple and effective solutions thanks to Chicco Research Center which is in constant dialogue with families, observation of children's and parents' behaviours, as well as being in continuous collaboration with experts and scientific community. Today, Chicco is one of the top 10 Italian consumer goods brands with a global market of over 120 countries and 360 single-brand stores, out of which 111 are located in Italy.

What we are looking for

Chicco invites you to dive into the world of childhood and devise a concept **centred on the experience of "gift"** pertaining to the purchase of Chicco clothing items for the celebration and commemoration of the milestones in the life of a child, from pregnancy to up to 5 years of age.

The purchase of Chicco clothing items is often the perfect gift for children and/or their parents during the first years of their lives. This aspect should be considered as the starting point in devising an experience that revolves around the moment of purchase and which can and should **expand beyond the gift and its content**.

This is made possible by the following reasons:

- Chicco is recognized as a leading company in the prenatal clothing sector thanks to its history, expertise and reliability.
- Chicco clothing is considered to be the perfect gift. Its high quality standards make sure the customer looks good in front of the receiver and, thanks to a timeless, democratic style, guarantee that the receiver's taste is matched.
- Chicco clothing is often associated with special occasions, such as those most important to family life, those celebrating the holidays or the first achievements of the child.



Guidelines

For the correct realisation of your proposals, please take into consideration the following guidelines:

General guidelines

The concept should generate a unique and engaging gift experience that is catchy and gratifying for the target audience. Below you can find a list of general guidelines that all proposed concepts should follow:

- The gift experience should revolve around **kids clothing** products. The concept should aim at amplifying the experience of **gifting** so that it becomes memorable, while also incentivizing the purchase of the products. Cross selling should be avoided (i.e. utilizing other types of Chicco products, such as toys, as purchase incentives).
- The objective of the experience is to **engage** and **build customer loyalty** for those who purchase the gift and parents and kids who receive it.
- The experience should incentivize its repetition in time, for example by offering gift solutions for recurring events, holidays, milestones and experiences from the prenatal period up to the 5 years of age of the child. In other words, the experience should lay the foundation for future engagement of the target users.
- The experience could be perceived in different ways both by **customers** purchasing the gift (for example through an in-store experience), and **parents** and **kids** receiving the gift (for example through a recurring domestic experience).
- It is possible to devise an experience/activity that helps parents **make new, happy memories** in the company of their children and family.
- The experience may or may not be linked to a piece of clothing. What is key is that it produces **meaningful value** to the target user.
- The experience may include aspects related to themes of **environmental sustainability** and **social commitment**.

Possible concept approaches

The following paragraphs present three different approaches to refer to for the development of your concept: gift box, in-store experience, digital experience. These three approaches are based on the user experience taking place along the various touch points of the brand. These are to be intended as examples or starting points to develop your concept. It is possible to develop a concept that is based on one of the three approaches, as well as a concept that draws from all three and which generates a multichannel type of experience.

Concept proposals that are able to develop a multichannel experience will be given preferential attention during the selection process.



1. Gift box

The gift box is a type of packaging that contains a selection of Chicco clothing items. Follow the guidelines below to best develop your proposal:

- It is recommended that the developed solutions go beyond the simple concept of “a collection of products within a container”. The experience should pertain to the whole purchasing process as well as to the intended use of the gift box.
- Alongside the selected clothing items, the gift box experience may also include the provision of complimentary services, such as Chicco coupons or an external service.
- The gift box experience may include the personalization of packaging based on the personal preferences of the customer or tailored to those who will receive the gift.
- The proposed packaging may consist of cardboard or durable materials. The chosen solution should ensure that the box can be utilized over time, in more than one way and for more than one purpose.
- The proposed gift box should be designed to ensure good visibility within both monobrand and multibrand stores.
- It is possible to design a dedicated space for the gift box that will be located inside the store.
- The gift box experience should aim at being as self-explanatory as possible, especially when taking place within multibrand stores.
- The experience and the gift box should be an exclusive product of Chicco, and should not be utilized by and for other brands.
- Only clothing items from the standard Chicco collections can be selected for the gift box, and should be picked from the store shelves.
- Size wise, the gift box should be designed with the seasonal nature of clothing in mind, as well as based on how many pieces of clothing the gift box can accommodate. You can design up to three different sizes for the same gift box. [Click here](#) to see an example of Chicco clothing collection.
- The packaging of the gift box should grab the attention of target users thanks to a look & feel that is curated and fun at the same time. The gift box should be clearly visible within the store, adding value to the “gifting” experience. The chosen style should be consistent with the brand while also being original, modern, and with an attention to design. The design of the gift box should truly represent the “gift” theme, and offer ways to adapt to the different memorable occasions it may be purchased for.



2. In-store experience

The in-store experience is designed to take place within a store. Follow the guidelines below to best develop your proposal:

- The experience should be made available both within monobrand stores, managed by Chicco staff, and within multibrand stores. Within the latter, it won't be possible to instruct the staff about specific actions required for the full enjoyment of the experience by the customer. In such cases, for instance, the customer may be guided through the experience by pieces of communication material that engage the user without the need for staff mediation.
- The experience may include the creation of an outfit based on personal preferences.
- The experience may include the personalization of pieces of clothing and, additionally, the use/creation of accessories utilized for the personalization.
- The experience may be designed to support the current Chicco "baby registry" service, which consists of a list of products that one can share with friends and relatives to suggest gift ideas. This is a service that is already available and that could be amplified into an in-store or online experience. The baby registry could be the first "memorable event" from which positive memories and experiences may ensue.
- Beside the baby registry, the experience may celebrate a wider range of "memorable events" of the child's life, such as: baby shower, first Christmas, first birthday, first teeth, mother's day, father's day, grandparent's day, or the first achievements such as the first steps, the first day of kindergarten etc.
- Chicco clothing is currently sold in various types of stores, each with its own requirements and limitations. The proposed concepts may include variations to fit the following types of store: Chicco monobrand stores, multibrand stores, boutique store, department store corner. For such a reason, concepts that adopt a modular approach will be given preferential attention. While monobrand stores only rarely present limitations to installations, all the other store typologies require installations and display stands to measure between 50 cm and 170 cm in height. Alternatively, the limited space available on shelves and counters could be considered, too (approximately 30 cm in height).

Download the *material files* from the contest page to see how the space is managed in some sampled Chicco and multibrand stores.

3. Digital experience

The digital experience consists of an online experience pertaining to the Chicco e-commerce platform, social media etc. Follow the guidelines below to best develop your proposal:

- The experience should gratify and engage the customer and the receiver of the gift.
- The experience may be designed to boost the other two approaches (gift box, in-store experience). Alternatively, it may be a fully, start-to-end digital experience.
- Proposals may be designed to boost the experience related to the **Chicco gift card** that is already available online and in store.



- Social media may play an important role in promoting the experience, or even be a part of the experience itself.
- Thanks to the pool of information provided by customers upon registration and available through the Chicco database, it is possible to target certain types of customers with custom experiences and custom timings.

It is possible to develop a concept around new and different approaches than those suggested above.

Target user

The gift experience targets different kinds of users with different levels of engagement.

Purchasing customers

- Parents: they give the product to their spouse (for 0-2-year-old kids) or to their child (3-5 y/o).
- Relatives: they give the product to the parents (for 0-2 y/o kids) or to the child (3-5 y/o).
- Friends (adults): they give the product to the parents (for 0-2 y/o kids) or to the child (3-5 y/o)
- Friends (3-5 y/o kids): under the guidance their parents, they give the product to their schoolmates or friends

Gift receivers

- Children 0 to 2 years of age: currently this is the core business age range for this kind of gift that, in the celebration of first achievements and memorable moments, has a strong emotional component.
- Children 3 to 5 years of age: gifts for children within this age range are less centred on family members, and more focused on holidays and recurring occasions, such as friends' birthdays. The core objective for this age range is to find strategies that prolong the experience and promote its recurrence up to the five years of age.

It is possible to develop solutions aimed exclusively at one of the indicated age ranges, but proposals that are creative and target both age ranges (0-2 y/o and 3-5 y/o) will be given preferential attention.



Indirect target

- Chicco monobrand stores: for monobrand stores, the level of control on the experience is higher because store staff can be instructed about the actions/activities to perform, thus easily generating a commercial advantage in the face of a small investment.
- Multibrand stores: in this case, it is more challenging to exert a high level of control of the in-store experience. To generate a commercial advantage also for this type of store, it is necessary to devise ways that make the experience available in monobrand stores replicable in multibrand stores, too.

It is possible to develop solutions that are aimed exclusively at monobrand stores or multibrand stores. However, creative proposals offering a solution applicable to both indirect targets will be given preferential attention.

Target cost

These are the indicative prices for the clothing items that can be included in the “gift” experience: 14,99€ - 19,99€- 29,99€ - 49,99€ (retail prices)

The eventual additional price for the gift box/gift experience should not be higher than 4€ per item (retail price).

Deliverables: upload all images in order to present your projects in the best possible way. The images in the gallery (maximum 5) must have a proportion of 4:3. Allowed file formats: .jpg, .gif o .png; colours: RGB; max file size: 1MB.

Evaluation criteria: in the evaluation of your submissions the Sponsor will take into account the following criteria:

Originality 5/5

Ease of management 5/5

Adherence to the brief 4/5

Ability to engage the user 4/5

Consistency with the brand 3/5

Language: Desall is an international community, and as such all submitted texts should be written in **English** (abstract, description, tags, ecc.).



Contest Timeline

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| Upload phase: | 9 November 2021 – 8 February 2022 (1.59 PM UTC) |
| Concept review: | 9 December 2021 (1.59 PM UTC) |
| Client vote phase: | from 8 February 2022 |
| Winner announcement: | approximately by the end of March 2022 |

Concept review (optional): designers can apply, by the date indicated above, for a concept review of their projects by the Desall Team. To apply, 1) upload the project(s), including its description, and save as draft (SAVE DRAFT) from the upload page; 2) send your request to the Desall Team via email to contest@desall.com or through the contact form. **The review is NOT mandatory:** it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Eligibility and submission

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can present one or more projects, but only the projects published on the www.innovation.artsana.com website, via the upload page related to this contest, will be accepted.

Award

1°: €4000

The selection of the winner by the Sponsor will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency of submitted projects with the presented brief.

Option right

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of Euro 2000,00 = (two thousand/00) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals. For more information, please login and read the [Contest Agreement](#) from the upload page. For questions about the brief please use the “Have a question” button or write to contest@desall.com



Submission Guidelines

Project images: the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.

We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.

For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.

For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.

In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.

In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.

You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

Descriptions: we suggest you to use the appropriate fields, “Abstract” and “Description”, to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the “Abstract” field you have maximum 500 characters to include a short summary of your project while in the “Description” field you can include all the remaining information.

Additional material: in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the “Archive File” field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the “Video File” field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

Hidden option: only in case of public gallery contests, you can submit your project with “hidden” design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.