



## **British Airways i360 - Christmas Bauble Pod**

### **Objectives**

1. To generate increased visitor numbers year on year in the low season.
2. To provide an additional, refreshed and enticing reason to visit to the local resident market.
3. To work in partnership with local community education providers on a project that delivers benefits to student learning and work experience.
4. To put sustainability at the heart of the festive display
5. To make BAI360 pod a magical festive space that visitors want to share on social media

### **The Idea**

- BAI360 launch a design competition to students attending GB Met College and the University of Brighton. We invite design students to submit a decorative festive design for the BAI360 pod aligned to a specific brief and budget.
- The winning student will be expected to source and install the decorations.
- In return, the student will receive a prize of a Christmas party table for 10 at BAI360, annual passes for BAI360 and a professional photoshoot on the pod with their design plus exposure across our own channels and other PR we secure.
- Ideally, we will appoint a local design celebrity to judge the submissions and to join the unveiling on the pod.

### **Timings**

- Competition Launch - w/c 9<sup>th</sup> September
- Design submission - 5pm, Friday 25<sup>th</sup> October
- Short-list announced - Monday 4<sup>th</sup> November
- Shortlisted students presentations - 7<sup>th</sup> and 8<sup>th</sup> November
- Announce winner - Monday 11<sup>th</sup> November
- Winner sources materials - 12<sup>th</sup> – 27<sup>th</sup> November
- Installation on pod - after 5pm on Thursday 28<sup>th</sup> November
- Unveiling event party – Friday 29<sup>th</sup> November
- Decorations remain on pod until scheduled maintenance starts on 6<sup>th</sup> January 2020.



## **Marketing strategy**

- Activate at least three PR pieces a) at competition launch b) winner selection c) unveiling. This potentially could be exclusive with one print and one broadcast partner throughout the process.
- Ensure inclusion in round-up articles about festive activities. Aim big with Time Out and Waitrose magazine!
- Launch event – media, celebrities, influencers, commercial partners. Sky Bar partner could play a significant role in the event.
- Activate organic social media throughout a) at competition launch b) at submission deadline (how many, teasers) c) at short-list d) at winner selection e) purchasing decorations f) building the design g) the unveiling h) sharing UGC throughout December
- Activate paid social media / google ads once the pod is decorated for 'Christmas things to do with kids in Brighton / Sussex'
- Activate e-newsletters to our database telling the story on a monthly basis.
- Provides a further festive backdrop for our Santa flights or other Christmas activity at BAi360

## **The Design Brief**

We are launching a competition to creative students of Brighton (aged 16+) to design and install a stunning festive decorative scheme on board British Airways i360 glass viewing pod.

We want the pod to have all the sparkle of a magnificent Christmas bauble throughout December and into the New Year.

The design scheme should be reflective of British Airways i360 – innovative, imaginative and intelligent.

The design should fit with our architecture and take account of our beautiful location on Brighton beach.

The design and decoration should have sustainability at its core.

The scheme should in no way interfere with our visitors' enjoyment of the views across the city and south coast. It should instead enhance the whole experience on board the BAi360 viewing pod.

The total cost of all decorations should not exceed £1,000. The winning designer will need to source all the products included in their design and then install the decorative design on the pod.

## ***Prize***

The winner will be present at the launch event on board the pod, receive a professional photo shoot and two annual passes for the British Airways i360. The winner will also win a table for 4 at a Christmas party at the i360 including a flight, three-course meal, half a bottle of wine per person and DJ entertainment, worth £220 (date restrictions apply).



### ***Briefing Session on the Pod***

We invite all interested students to spend 45 minutes on the pod in a Q&A session to ask any questions or take measurements on Wednesday 18<sup>th</sup> September at 0830.

Please email [marketing@britishairwaysi360.com](mailto:marketing@britishairwaysi360.com) by Monday 16<sup>th</sup> September to reserve your place stating your name, age, the name of the education facility you attend and your course, on this familiarisation visit. We request that you bring your student ID for proof of identity on

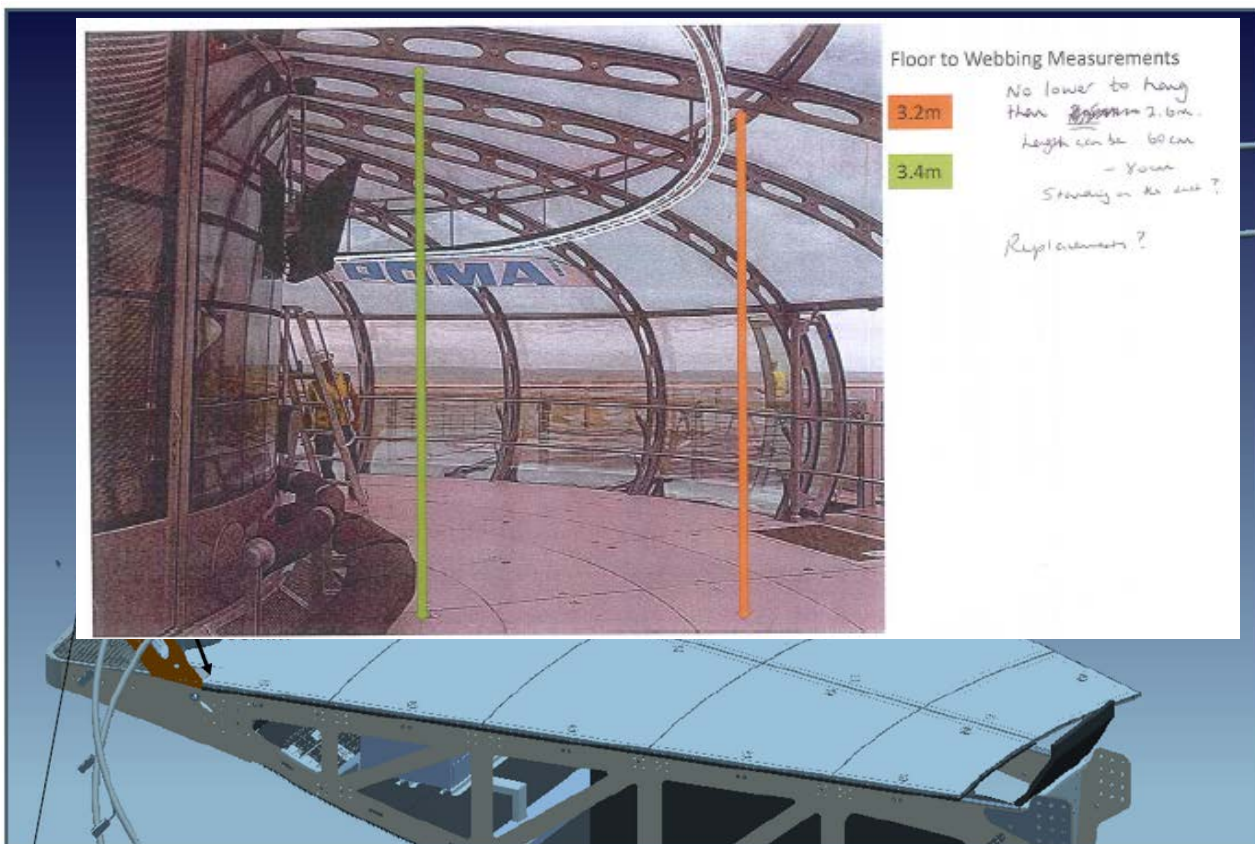
### ***Submissions***

All submissions should be emailed to [marketing@britishairwaysi360.com](mailto:marketing@britishairwaysi360.com) by 5pm on Friday 25<sup>th</sup> October. Submissions must include a description and statement about your design, together with drawings of your design, photos of sample decorations, materials and lighting, budget and timing plans.

- By submitting an entry for the competition you confirm that you have read and accept the contest rules and declaration.
- Please refer to the competition rules for technical requirements and specifications.
- Submissions will be judged on a) creativity b) material selection c) budget control d) schedule control.

### Technical Requirements and Specifications

- The pod has 24 sections
- The height from floor to ceiling of the pod is 3.4m sloping down to 3.2m where decorations can be installed. Decorations should hang no lower than 2.6m from the floor.
- The total square metrage is 141m<sup>2</sup>
- There are 24 rafters (webbings) to attach decorations to.



- The decorations must be fixed and only removable with either a specific tool or with some difficulty i.e. the visitor should not be able to reach up and pull the decoration from its position.
- Stickers or vinyls (plastic free) are acceptable but they must not obscure the view above child knee height up to 6'8" in height.
- We would love all decorations to be sustainable, recyclable and plastic-free.
- All decorations should be of a temporary nature but should be robust enough to last more than one month.
- Preferably LED lighting.



### **Restricted Items**

Flammable items, sharp or breakable items, fake snow, confetti, loose glitter, halogen lighting, compressed devices e.g. aerosols and canisters, fauna or flora. This list is not exhaustive.

### **Competition Rules**

1. There is no entry fee
2. Entrants must submit their entries via email to [marketing@britishairwaysi360.com](mailto:marketing@britishairwaysi360.com).
3. Material specifications – as per brief
4. Entrants are requested to provide a statement about their design. These descriptions are shown to the judges as background information to clarify the inspiration behind the design.
5. The closing date for submitting entries to the 2019 contest is by 5pm on Friday, 26<sup>th</sup> October.
6. BAI360 reserves the right to refuse entries that do not fit the brief.
7. The judges' decision is final and no discussion or correspondence can be entered into on their decision.
8. Reasonable efforts will be made to notify all entrants as to whether their design has been selected as a winner or special mention.
9. Declaration 1. I am the entrant of the design submitted for the contest. 2. I am the only copyright holder 3. If my design should be short-listed or selected as winner of the BAI360 Christmas Pod Design Competition 2019, I grant British Airways i360 permission for its unlimited use for activities under the auspices of Christmas Pod Design Competition without any remuneration being due. 4. I grant British Airways i360 permission to use prize-winning material in the contest, on board the pod, in printed, on the website and for the promotion of British Airways i360 Christmas Pod activities without any remuneration being due. This permission is limited to 5 year period from the announcement of the 2019 award. 5. I grant British Airways i360 permission to use material submitted in the competition and selected by the jury indefinitely and without any remuneration being due, on its website, in print advertising, in exhibitions and printed photo books 6. I guarantee that to the best of my knowledge no third party can claim rights or raise objections to publication/reproduction/distribution of the design submitted. 7. I guarantee that model release forms (where appropriate) have been obtained from persons featured in the submitted images for all sales, marketing, educational and publicity uses and that no additional releases are required in respect of names, trademarks, designs or works of art depicted in the design.