



# Eurospin Creativity

## Summary

New graphic design contest on Desall.com: Eurospin and Desall invite you to look for new graphic solutions dedicated to the promotional communication within its stores and on paper-based, in particular flyers.

**Official contest page:** <https://bit.ly/EurospinCreativity>

## Company description

We are Eurospin, the largest Italian discount group. Over 10 million customers have already chosen us and many others discover, every day, the uniqueness of our proposal. After more than 28 Years we now have 1,200 stores employing more than 15,000 employees developing a turnover that in 2019 accounted to over 7 billion Euros.

Eurospin was established in 1993 from the idea of four Italian Entrepreneurs, who meant to give an all-Italian response to the growing customers' demand for savings. Eurospin is the Italian version of the Discount-Store: our property is 100% Italian and the stores satisfy the needs of a typical Italian family, the assortment is built on the daily needs of the Italian gastronomic habits.

Eurospin's challenge is summed up in the name of the brand itself: "SP" means Shopping and "IN" stands for smart.

Smart shopping is the ability to ensure quality products at the lowest price every day. All Brands are Eurospin Private Labels: as a matter of fact Eurospin remains to this day the only chain in Italy, probably in Europe, not to have top food brands in their assortment of packaged products.

This allows customers to access a quality assortment at unbeatable prices, as most investments are focused on maintaining the value for money. We are passionate about sourcing locally where possible, and many of our products are sourced from Italian suppliers.

## What we are looking for

Eurospin is looking for new graphic solutions, which are able to reinterpret some iconic brand images dedicated to the paper-based promotional communication and within its stores (starting with the flyer cover, which will be declined).

This solution will get the concept of the Italian style and smart shopping: that is the ability to ensure quality products at the lowest price every day.



## Guidelines

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

**Project typology:** the contest subject is the graphic reinterpreting of three promotional themes, which are usually printed on several media and dedicated to the active offers communication within Eurospin stores. Below, you can find the three themes to design.

- **Offer everything €1**

Single price, text (in Italian) to be inserted : *"Tante offerte a 1€"*

- **Offer price range**

4 different prices group, text (in Italian) to be inserted : *"Tante offerte a 0,50€ 1,00€ 1,50€ 2,00€"*

- **Offer % off**

Discount in %, text (in Italian) to be inserted : *"Sconto del 30% sui nostri marchi"*

**Please note, all texts must be written in Italian language as you see above - don't translate in English.**

The main subject of the composition should be the text composed of letters and numbers, with a clear visual dominance of the numerical component.

For some examples of the current promotional themes, please refer to the *material files* attached to the contest.

**Style:** there are not particular restrictions related to the style you have to use, so it is not necessary to follow the Eurospin brand style.

The degree of graphic impact is a fundamental aspect, it must strike the observer and clearly convey the message. However, the composition should have an aesthetically pleasing and balanced appearance and be able to adapt to different target media. The inclusion of accessory graphic elements in line with the concepts of "smart shopping" or with the communication objective is allowed, the important is that the textual part is readable and prevails visually. It is also allowed to use free or paid fonts, which must be indicated in the project description, including name and official web link if possible.



**Colours:** the colour range choice will have to prefer impactful and bright colours, which are capable of attracting consumers, for example we suggest red colour. You can select different colour variants related to the proposed themes.

**Target media:** for the purposes of the contest, it is enough to design the three required graphic themes and it is not necessary to submit the graphic design of the entire media.

In order to present your project in the best possible way, you are free to contextualise it within a broader graphic project by inserting it in paper or poster media. The flyer cover is the main communication medium used for promotional themes.

**Logo:** at your discretion, the possibility to include the Eurospin logo attached to the *material files* within a larger graphic design for the entire media (optional).

**Deliverables:** upload all the images that better present your projects, at least one for each theme. Preferably, images in the gallery (maximum 5) must have a proportion of 4:3; allowed format file: .jpg, .gif o .png; colours: RGB; max file size: 1MB.

Instead, attach high resolution images and original files (.ai . psd, ecc..) inside a .ZIP archive. Images can be produced in vector format or raster one. In case of raster format, original files must have a minimum size of 2000x2500 px at 300 dpi (then, the winner will provide necessary variants for declinations).

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

**Aesthetics 5/5**

**Communication ability 5/5**

**Degree of innovation 4/5**

**Versatility 3/5**

**Compliance with brand 2/5**

**Language:** since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.



## Contest Deadline

Upload phase: 10th March 2021 – 11th June 2021 (2.59 PM UTC)

Client Vote: from 11th June 2021

Winner announcement: approximately before the end of August 2021

## Optional deadline

Concept revision: 16th April 2021 (2.59 PM UTC)

**Concept revision:** this is the deadline for requiring an optional revision of your project by the Desall team. In order to request a revision, upload your project, include the description project and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. **The revision 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.desall.com](http://www.desall.com) web site, via the upload page related to this contest will be accepted.

## Award

**Offer everything 1€: €1500**

**Offer price range: €1500**

**Offer % off: €1500**

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 with the brief presented.

## Option right

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of Euro 900,00 = (nine hundred/00) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more info, 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](mailto: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.

**Concept revision:** revision of your project by the Desall team. In order to request a revision, upload your project including the description and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. The revision 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.

**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.

*You can find further instructions on how to create your account, how to submit your project and other information in the [Tutorials](#) and in the [FAQ](#) sections.*