

## Initial Thoughts

My first thoughts when I saw the Lady Geek brief related back to some personal research I'd done on laser engraving, which led me to think of the seasonal cardboard Graze promotional cut-outs.

I think of the Graze cutouts as being quirky illustrations and fun to put together, all in all an entertaining additional feature to the standard snack box.



I initially began with the concept of a small figure, similar to the graze figures, and then considered the relevance to "celebration" and also considered the universal appeal of a character which could appear doll-like.

Thinking about what would make a truly unique and appealing congratulation, I thought of Lady Geek's mission of bringing empathy back into companies, and wondered what post-brought congratulation would make me feel the best.

Remembering how the most relatable feelings of accomplishment have come through the

gold stars handed out by teachers when a piece of work had been completed to brilliant standard, or an otherwise special achievement, or medals achieved through sporting events. It stood out to me the celebratory feeling of wearing a medal that says, "Well done." or something of the sort.

A medal is a very gender neutral celebration, and even if it's a sarcastic medal, it still brings a smile to the face. A medal can easily be open to interpretation, and during different times of the year or for different clients the face design can change.



## Medal Design

Before drawing the concepts of the medal design, I considered what the medal surface would be made out of.

Going with a traditional die-cut medal making process is both extremely expensive<sup>1</sup>, if you don't go for a large print run, and would be heavy to ship. I also think from a design perspective, a die-cut traditional looking medal would not work with the Lady Geek brand. Lady Geek are innovative and contemporary, and a classic medal looks far too old-fashioned.



Going back to the Laser Cutter, the items produced look a lot more modern and quirky. The laser cutter produces clean and professional lines, in the end creating a great product. Perfect for the premium nature of Lady Geek. The designs for the laser cutter are easy to create, as it just requires working knowledge of Adobe Illustrator.

As cost is an important feature of the promotional item produced, I've made sure to consider it through the process. The images above are examples of the types of laser cutting I've examined.

Measuring round objects I have, I have established a decent size for a medal is 75mm square at most.

The largest plywood laser engraving sheet is 790 x 384 mm, at a cost of £6.72<sup>2</sup>, which 75mm will fit into 50 times. This would mean each medal would cost 14p (rounded up to the nearest penny).

If the total cost of the item is not more than £2.38, it's possible to also replace the plywood medal with acrylic<sup>3</sup> as if the largest sheet is used, the average price of each golden medal would be 76p, which is 62p more than the plywood medal.

1 <http://www.customademedals.co.uk/#/custom-made-medals/4559977376>  
2 <http://www.razorlab.co.uk/materials/info/?id=169>  
3 <http://www.razorlab.co.uk/materials/info/?id=175>

At these prices the medal will be very affordable to create, and it leaves us plenty of wiggle room for presentation and postage. As I have estimated the cost of one sheet of laser cut medals, which leaves us with 50 medals. I will be using that number to estimate the further amounts of items which may be subject to bulk discounts.

## Medal Concepts



Quickly it appeared that the design had to have definite focus on making sure the text did not feel patronising or sarcastic, but instead felt like a genuine compliment or celebration of the receiver's acts.

In my research of genuine and great feeling compliments I saw Innocent Smoothie's "chain of good" campaign<sup>4</sup> which encouraged people to send quirky and amusing compliments to their partners, friends and family.

That is a great design inspiration.



I believe, as illustrated by these two badges, the Lady Geek logo should be worked into the final design on the badges.

Using the Lady Geek logo both brings the medal under the Lady Geek brand identity, giving extra visibility, and provides a great reminder of who the congratulations was from.

Having a medal without the Lady Geek logo, looks very generic.



Due to the method of creation, it's possible to have up to 50 unique medals in one print run, though this level of variety may not be possible, due to the the time it will take to create 50 different designs.

As shown here it is possible to create a great and simple design, and then find placement for the Lady Geek logo.



These two concepts are non-traditional Medal designs. Laser cut designs only have limitations of strength as a mould is not needed. The strength depends on the material used, in this case plywood or acrylic, and the width cut.

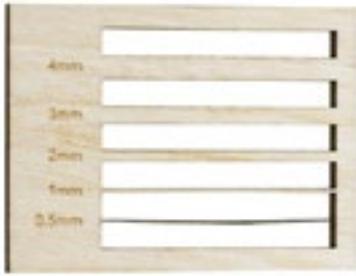




The medal design itself can incorporate as many or as little cut-outs as needed, taking into consideration the structural aspects of the plywood. Experimentation with laser design may be needed if a particularly intricate design is required.



As is with printing the logo at small sizes, thin lines may come out faint or not at all.



A medal does not look properly like a medal without a good ribbon. There's many great ribbons out there. I would recommend a grosgrain ribbon, or a satin ribbon. Polyester is the cheapest, but feels awful and generally looks bad in comparison. Satin is shinier than grosgrain, but both come in a great range of colours.

I chose some colour examples in the old logo colours, but there are many great ribbons available in the new logo. A ribbon size between 20mm and 30mm would be best. While the medal's ribbon-hole can accommodate any size, a larger ribbon gives more gravitas to the presentation, and feels more impressive around your neck.



Comparing the prices of different online shops, I've found shops on eBay as cheap and easily available source for ribbons. This turquoise and white medal ribbon is £6.89 for 50m<sup>5</sup>. I measured a ribbon I had to hand for a decent length, which was 72cm. At that length the medal should hang in front of the body well. I found 72cm fits into 50m just less than 69 times. This means it costs about 10p a time for each medal.



It's possible of course if you can find a cheaper ribbon, or prefer a more expensive ribbon such as the green grosgrain to the right, which is 100m for £15.99<sup>6</sup>, meaning an approximate cost of 12p per medal.

5 <http://www.ebay.co.uk/itm/50mt-x-27mm-STRIPED-MEDAL-RIBBON-GREEN-TURQUOISE-WHITE-or-RED-BLACK-/351049312299>

6 <http://www.ebay.co.uk/itm/Wholesale-Grosgrain-Ribbon-Full-100-Yard-Rolls-6mm-10mm-13mm-19mm-25mm-/201151231973?var=&hash=item2ed58c37e5>

Most ribbon will not go higher than 20p per medal, so buying a more expensive ribbon will not cut highly into the total cost.

## Packaging Design

The medal cannot be sent on it's own. It would both be confusing to the reciever, and would not be presented as premium a product as Lady Geek deserves.

There are two options, which can be combined if the total price allows for it or if Lady Geek wishes to combine them.

### Option 1



The first option is to use a box to present the medal formally. These can be bought for 66p each<sup>7</sup> at a size which would easily fit a 75mm medal.

As the box is unbranded, it's possible to use many different methods of branding, from using a £3.31 gold marker<sup>8</sup> to write personal messages on the box. To using custom stickers to consistently and professionally label the boxes.

Custom round stickers from MOO<sup>9</sup> would fit the best centered on the box. MOO has high quality print products, and at the maximum price of 52 stickers for £15.59 each sticker costs 30p.



It's possible to order stickers at much cheaper prices, it's possible to get 1000 stickers at the same size for 5p each<sup>10</sup> though it has a higher minimum order, and MOO allows for upto 52 different stickers so it would be more cost effective if individual stickers were wanted for different achievements or industries.



7 <http://www.swiftbox.co.uk/jewellery%20boxes.htm>

8 <http://www.amazon.co.uk/PILOT-PERMANENT-METALLIC-MARKER-MEDIUM/dp/B0015IXPM6>

9 <http://www.moo.com/uk/products/round-stickers.html>

10 <http://www.discountstickerprinting.co.uk/adhesive-stickers-labels/gloss-stickers.html>

## Option 2

The second option is to use a promotional postcard to both present the product and provide a space to send the receiver a personal message.

If there's a wish of a higher variety of postcards, MOO sells them at 53p each when buying 50<sup>11</sup>, all in full colour with double-sided printing and the ability to have at least 10 individual designs on the glossy or matt finished side.

If only one design of postcard is needed, then it's possible to buy 100 double-sided postcards at a cost of 20p each<sup>12</sup>.



The postcard can also have the box attached where the medal is. If the box is to be attached to the postcard this will require double sided foam pads<sup>13</sup>, at least two per box. This costs less than a penny per medal.

If the medal is to be attached without a box, it should use either be attached using removable glue dots<sup>14</sup> at a cost of less than a penny per dot. Or attached using a dressmaking pin<sup>15</sup>, also less than a penny, which looks attractive but has a larger risk of injury.

11 <http://www.moo.com/uk/products/postcards.html>

12 <http://www.banana-print.co.uk/postcards/>

13 <http://www.ebay.co.uk/itm/400-Double-Sided-Adhesive-Foam-Pads-Sticky-Fixers-For-Card-Craft-Making-5x5x3mm-/141509524775?hash=item20f29ffd27>

14 <http://www.ebay.co.uk/itm/NEW-500-Glue-Dots-Sticky-Craft-Clear-Card-Making-Scrap-Removable-6mm-EASY-TACK/161779219245>

15 <http://www.ebay.co.uk/itm/Pearl-Dress-Making-Pins-Corsage-Floral-Heads-Craft-Box-1-5-Inch-100-1000-/181668713882?var=&hash=item2a4c4c959a>

## Final Cost

While the original Design Brief specified £3.00 per item, there was no clarification made on whether this included packaging and shipping, so I will be including these in my final calculations.

As the medal requires more than a basic envelope, both because a heavy item can damage a flimsy envelope and lead to the item getting lost in the post, and because the medal might be itself damaged without protection.

The medal will most likely need the 115mm x 195mm padded envelope<sup>16</sup> which costs £8.40 for 50, leading to a price of 17p per medal.

The total shipping weight of a medal is not likely to be more than 100g, but the parcel itself will be a large letter, so the royal mail ships that at first class for 95p and second class for 74p<sup>17</sup>.

The minimum costs for a medal and packaging in a run of 100 is:

Plywood Medal	£0.14
Ribbon	£0.10
Postcard	£0.20
Glue Dot	£0.01
Envelope	£0.17
Second Class	£0.74
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Total Min. Cost	£1.36

The maximum costs for a medal and packaging, using what I've mentioned, in a run of 50 is:

Plywood Medal	£0.14
Ribbon	£0.12
Box	£0.66
Sticker	£0.30
Postcard	£0.53
Foam Pads	£0.01
Envelope	£0.17
Shipping	£0.95
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Total Max. Cost -	£2.88

As you can see if we used the basic set up, then it would be possible to swap the Plywood Medal for the Acrylic Medal, but using the Acrylic Medal in the most expensive set-up would require not using the Box, or swapping the sticker, postcard and shipping out for the cheaper options<sup>18</sup>.

If it's ensured that the designs are quickly agreed upon, and that there's not too many to create, I believe it should only take a week for the maximum cost medal to have all the parts ordered. As long as delivery is prompt, the medals should be ready to send out by the third week after the project is started.

<sup>16</sup> [https://www.ideal-envelopes.co.uk/packaging\\_and\\_padded\\_envelopes](https://www.ideal-envelopes.co.uk/packaging_and_padded_envelopes)

<sup>17</sup> <http://www.royalmail.com/price-finder>

<sup>18</sup> This saves 79p, and there must be a deficit of 62p in order to be able to use acrylic instead of plywood.