

RSA DESIGN BRIEF

POSTAGE STAMPS: DESIGN PROPOSAL

CONCEPT SUMMARY

Six postage stamps will be produced each with their own identifiable colour and image or text. A larger identifiable image will become visible when all six stamps are brought together in a specific and predetermined way.

The stamps will feature the Union Jack and The Queen's head to represent the UK in global correspondence.

The stamps will be available to purchase only as a set of six to maintain the combined image.

SPECIAL FEATURES

The individual stamps will contain an icon or text for the specified renewable energy source and a uniquely identifiable colour to enable the quick and easy retrieval of the correct value stamp.

The stamp will be printed using thermochromatic ink which visually reacts to temperature change. When the stamp is pressed on the envelope, the heat exchange creates a unique imprint on the stamp. The ink can also go transparent to reveal an additional image or text.

The larger image produced by correct location of the stamps is the secondary feature of the stamps as the main one is to promote renewable energy to the younger generation.

TARGET PLATFORM

The platform will remain unchanged from the existing. The stamp has evolved but the platform remains unchanged. It is a receipt of a service and anyone in the UK can use it.

TARGET AUDIENCE

The unique effect thermochromatic printing has will appeal to the younger generation where user-generated content is a vital part of sharing their individuality. This encourages the collection of the stamps to show off the individuality to recipients of the mail. From this it would be far more likely for a younger person to take a further interest in stamp collecting in general.

Existing stamp collectors may not like the inclusion of such a non-standard ink however due to the nature of stamp collecting and the limited edition of the concept set means they would still be desirable.

CONCLUSION

The concept stamp set will show how the use of existing technology can reinvigorate a stereotyped past time and generate new interest. The ability to put a unique mark on a stamp before you send adds to the personal touch that a letter seems to signify more and more. It will appeal to the younger generation leading to more people becoming interested in stamps.