

POSTAGE STAMPS

SUPPORTING DOCUMENTATION

THE BIG IDEA

Users will use body heat to turn the thermographic ink layer transparent and capture the underlying image with their mobile device. The underlying image is a QR tag, similar to a barcode, that can be interpreted by the mobile devices.

The QR tag directs the mobile device to a mobile internet site where contextual information regarding the particular stamp is provided.

The site functions as a social photo network encouraging the taking and sharing of photos with mobile devices relating to renewable energies, climate change and dependencies on fossil fuels.

Each photo can be rated and the highest will be turned into a stamp and sent to the uploader. The process can be recurring on a predetermined time-frame.

The level of involvement will vary from user to user however the social and sharing aspect of the process will inevitably draw the user-generation focussed individual into providing their own views on the problems and solutions to the issue of diminishing energy resources and climate change.

CONCEPT SUMMARY

Six postage stamps will be produced, each with their own identifiable colour and the required Queen's head and price.

The stamps will be printed with thermographic inks which become transparent when exposed to heat.

When the inks become transparent, an image is revealed which can then be captured by a mobile device.

The mobile device is directed to a social network involving photo sharing and relating to renewable energies, climate change and reducing dependencies on fossil fuels.

SPECIAL FEATURES

Printed using thermographics.

Utilising QR tag technology.

Communication through social networking.

Encouraging younger generations.

Raising awareness of issues.

TARGET AUDIENCE

The unique effect of thermochromic printing will appeal to the younger generation where the traditional view of stamp collecting is mainly viewed as boring and unexciting. The mobile social networking and photo sharing aspect of the stamp shows the wider areas in which the younger generation are being encouraged to participate.

Existing stamp collectors may not like the inclusion of such a nonstandard ink and an image that appears to make no sense at the outset however due to the nature of stamp collecting and the unique effect of the ink combined with the unusual imagery should encourage even the most stubborn of collectors to add them to their collection.

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 take the interactivity of a stamp to new levels will appeal to the younger generation leading to more people becoming interested in stamps.