



**NO ORDINARY
VISION**

Summary

Widiba, in collaboration with Desall, launches a new challenge open to all creative people of the world to find innovative solutions for furnishing accessories, gadgets or corner-areas for the promotion of the Widiba brand inside partner sales points.

Official contest page: <http://bit.ly/WidibaContest>

Company Description

Widiba is the new bank from the Montepaschi di Siena Group that entered the market in September 2014, after a year of exchange of ideas with over 150 thousand users that have practically contributed to its birth, from the conception and selection of the name (**Wise-Dialog-Banking**) to the proposal of 3.500 ideas that have become services and products of the new bank. The innovative technology at the service of the needs of the people, the participation and a listening attitude are at the core of every activity of Widiba: a new “social” model which is complementary to the traditional one, in order to intercept the new needs of financial customers.

What we are looking for

Widiba has made a partnership with a retailer from the small-scale distribution that sells products and services not related to the bank industry. For this reason, Widiba is looking for innovative solutions to **promote its brand and bank account inside the partner sales points**, through **furnishing accessories, gadgets or corner-areas** designated for the opening of a new account. It might be about an **element** or a **series of related elements** able to **intrigue the clients** and **provide the partner with the visibility tools for being able to introduce Widiba**.

Guidelines

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

Product typology: you can submit **furnishing accessories, gadgets or corner-areas**. Keep into consideration that these elements will be placed inside the sales points of the Widiba partner (retail, not bank industry).

Values to convey: your solutions shall be able to convey the bank innovativeness (**No Ordinary Bank**) and the other values of Widiba, which are:

- **No Ordinary:** the aim of Widiba is to change the way banking is done, coming closer to the factual needs of people: thus becoming a “no ordinary” bank which listens to people and is able to provide concrete answers to the people requests;
- **Participation and listening attitude:** Widiba, starting from the name and logo up to the range of services, proposes a “participated” model, where people contribute to co-build the value and the products/services;
- **Technology and innovation:** a range of innovative and technological services make Widiba one of the pioneers in the market. The logic behind the technological innovation is to simplify and make the bank functions tailored to the people.

Concept: No Ordinary Vision.

Widiba is a No Ordinary bank

No Ordinary shall also be the “vision” that you will show in your project and the way people will see Widiba, within the partner venue, and discover the bank that changed the way banking is done.



Characterising elements: while thinking about your project, consider the peculiar elements of Widiba, which are the **magenta colour** and the **spring** included in the logo. Other charactering elements are: the **vocal password** (to access your account all you need to say is “Widiba, my voice is my password” and you will enter in your personal profile page), the **32 style graphics for debit/credit cards** to match your own style and the internationalisation of the platform available in **9 different languages** (Italian, English, Russian, French, Spanish, Portuguese, Romanian, Arab, Chinese) to address the needs of different nationalities.

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

Deliverables: upload all the images that better present your projects (rendering, descriptions, CAD files, etc.) and, if necessary, remember that you can also attach a .zip archive containing extra materials. Don't forget about the abstract and description to give further info about your projects. You can submit as many entries as you like!

Timeline

Upload phase:	26 th May – 02 nd Jul 2015 (1.59 PM UTC)
Community Vote:	02 nd Jul – 09 th Jul 2015 (1.59 PM UTC)
Client Vote:	from 09 th Jul 2015

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 web site, via the upload page related to “NO ORDINARY VISION” will be accepted.

Award

1st: €2000

The selection of the winner by Widiba will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.

License fee

For the duration of the option right, the Client offers an extra chance to all participants setting a price of Euro 1,500 (one-thousand-five-hundred) 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).

