

# Giallo Zafferano

*smart cooking contest*



## Summary

Banzai Media and GialloZafferano are proud to invite all the creative people of the world to explore new scenarios and possibilities around the way we cook while we are connected to the Internet.

**Official contest page:** <http://bit.ly/GialloZafferanoContest>

## Company Description

*This brief is also available in Italian ([Download](#))*

Banzai Media is the most important Italian digital publisher, reaching more than 18 million users every month thanks to the rich offer of contents delivered by GialloZafferano.it, Pianetadonna.it, Studenti.it, ilPost.it, Liquida.it and many more. Thanks to GialloZafferano and Italians favourite digital chef Sonia Peronaci's recipes, over 800 thousand foodies browse the website on a daily basis making GialloZafferano by far the top Italian food and cooking website. GialloZafferano mobile app is also available on smartphone and tablet.

## Description

Banzai Media and GialloZafferano are now calling all creative people to explore new possibilities, scenarios and experiences enabled by the power of the Internet applied to the way we live and cook, considering the almost ubiquitous presence of the Internet in our daily lives through the use of several devices.

## What we are looking for

In this phase we are looking for new ideas for unprecedented **scenarios** related to cooking, including brand new **services** and a new **connected device** that will be used and placed **inside the kitchen** as a new tool to either **help people to cook** or to **enhance their cooking experience**.

Most importantly, you should start thinking about the whole scenario, which entails a new range of **services**, and only later – as a consequence – gives life to a new device.

## Guidelines

**Internet of Things:** one of the device's core feature would be the **ability to connect to the Internet and/or to other existing devices** (e.g. smartphones and tablets), which unleashes innumerable possibilities of interaction between devices and services. You will expand your vision beyond the device, suggesting a whole scenario in which the device will play the key role.

**Style:** the look and feel has to be coherent with the GialloZafferano graphics (logo and style of the GialloZafferano website) – there are no other particular constraints for the device, except for it being suitable for the kitchen and easy to use.

**Functions and services:** the device might have several functions to help in the cooking process or to enhance the cooking experience, either through hardware features or through a specific service delivered over the Internet.

**Target:** the new scenario will involve anyone who likes to cook, however the closest target would be the current GialloZafferano audience which is mostly made of women aged 25-44 which are professionals, self-employed workers or housewives.

**Deliverables:** first include your proposals with respect to the **new scenario described** including a **series of new services** and your **device** proposal, explaining the interactions between the person who is cooking and the device. Describe attentively other possible interactions with other devices and services. In addition to the abstract and description

fields available from the upload page, you can also attach slides and other descriptive materials inside a .zip archive to better present your projects.

### **Timeline**

Upload phase: 28<sup>th</sup> Jan - 31<sup>st</sup> March 2015  
Community Vote: 31<sup>st</sup> March - 7<sup>th</sup> April 2015  
Client Vote: from 7<sup>th</sup> April 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](http://www.desall.com) web site, via the upload page related to “GialloZafferano smart cooking contest” will be accepted.

### **License fee**

For the duration of the option right, the Client might decide to purchase a license fee on any of the submitted projects that were not selected as the winner for Euro 1,500 (one-thousand-five-hundred). This license will allow him to economically exploit the purchased project.

### **Award**

#### **1st: €1500**

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