

UK Startup Set To Crack Social Gift Market

Message Eggs officially launches at TEDx Brighton today, offering an entirely new social gift experience into the global £170 billion online gift market.

Co-founders Libby Davy and Graeme Sutherland are helping people express heartfelt messages that celebrate key moments in life or show support. Message Eggs has a proven core offer that enhances self esteem and relationships, and a scalable, social model that could just crack gift giving wide open.

The company enters a market ripe for innovation according to key retail trends. Their first offer is the Message Eggs commissioned gift experience - beautiful, handcrafted eggs with messages hidden inside, for special events like birthdays, anniversaries or weddings, or when someone needs extra care. It's digital and physical, multi-sensory and ultra-personalised.

Recipients hear how they are loved, valued and respected by their friends and family anywhere in the world, and relive some of their best memories. Messages are collected via a personalised webpage for each commission. "Imagine a surprise party in a box or that amazing thing someone did for your friend's wedding, but much easier. You get to be at the centre of making something truly meaningful happen." Libby said. "The feedback's been so positive, we've had to water it down. It's very Brighton, very now."

Libby, a Fellow of the RSA and Goldsmith's participatory art alumni, said. "We've started talking to purpose-led investment partners who see the potential of sensitively handled, emotionally-rich kin networks, and we're ready to grow. If we can crack England, imagine what the USA will be like!"

She had the original idea while at art school and following the death of her mother. Her husband Graeme, an experienced full stack developer and early dot com / Silicon Valley veteran, built the web-based system to make that work. Together with 1000 early adopters and a growing team, they now have a proven model and are open for business.

“Because we give people permission and help to go a bit deeper, or just put the effort in, the quality and quantity of the messages is very high. People say things that might never be said. Sometimes it’s the most unlikely people that crack hearts open and get the laughs,” Libby said.

Although it looks like a high-end gift, there are options and price points from £50 up to fully bespoke, and it’s available by donation for people living with major illness. The main offer starts at £189 and they ship globally. “We’ve even seen people on low incomes keen to give it as an individual or group gift,” Libby said.

It’s great for every stage of life and well supported through close networks, but they never spam or share data. Privacy options are sacred in this very human process.

The Message Eggs gift experience is the first in a series of life-affirming services and keepsake products being released over the next few years. To see how it works and read their inspiring case studies go to message-eggs.com. Allow more than three weeks.

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Contacts

[Libby Davy](mailto:libby@message-eggs.com) on 07968 687 107 or libby@message-eggs.com for interviews with founders, advisors, experts, customers, participants and recipients.

Photographs, Videos, Animations

High resolution photographs, videos interviews, short films etc at message-eggs.com/media. New animations to introduce Message Eggs coming soon.

Competition Prizes

Message Eggs are giving away packages valued at £189. Contact us to arrange an allocation for your audience.

Feature Writers

Got a special occasion coming up or someone you want to share your care with? Apply to give or receive Message Eggs. Allow more than three weeks.

BACKGROUNDER ATTACHED

Message Eggs - Backgrounder

Key Trends - Gift Market / Retail

- Smart personalisation, story, physical/digital, multi-sensory, social, ethical and unisex. [Lowe Open 2015](#)
- Gift experiences: “People aren’t looking for ‘stuff’ anymore, they’re looking for experiences” [AdAge](#). “To make your friend, spouse, or family member feel closer to you, give an experience” [Psychology of Gift Giving](#) and
- “...seemingly endless possibilities for personalized products, services, and communication.” [McKinsey](#) 2014 p 12.
- Gift market analysis. [Economic Report](#) and [Gifting Report 2015](#)
- “...gifts that have sentimental value. Those are the rarest... the rarer something is, the higher its value. [Washington Post Economics](#)
- Mindfulness, happiness, positive psychology
- Ethical, purpose-led companies. Laloux at [RSA](#) and [Do Lectures](#)

Case Studies on our website:

- The range of occasions has been broad. As parents age, adult children ‘seize the day’ with birthdays and anniversaries. Bridal parties commission for unique and meaningful weddings. Friends give it as an individual or group gift. Family and godparents for birth through teens and beyond.
- A bride and groom heard great memories and heartfelt congratulations from friends around the world, some who couldn’t join them on the day. See Weddings category.
- A shy teenage son found the words to thank his father for what he had taught him over 16 years. See Paul’s 50th.
- During a birthday, a father told his daughter how proud he was of her for the first time, just days before dying. In another, it was a father to a son for his 50th.
- Case studies also show Message Eggs to be supportive and enriching during illness or tough times. With every commission there’s at least one important message; often they all are. See Nina’s and Kathryn’s stories for great examples.