



STARPACK
STUDENTS

Student Starpack
Awards 2019

BRIEF E

PREMIUM ALCOHOL PACKAGING

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Prize

£400 to the winning student.

Helpline

For guidance with the brief please contact

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Introduction

Premium alcohol products can command a very high price tag so they need packaging to match. There are many brands that have intricate, exiting and engaging packaging that reflects the quality of the product inside and enhances the consumer's experience of buying, opening and using the drink.

The Brief

Design a piece of packaging entirely in plastic for the sale and display of a premium alcohol brand. The pack should contain a bottle of a high quality brand of alcoholic drink (whisky, gin, vodka etc) and project the image of the quality of the product. Students should look at engagement, novelty, surface finish and decoration, function and protection of the product. The pack should aim at a specific brand and be branded accordingly. The objective is to use plastic in a more premium context. Investigate the benefits plastic materials can have over others (clarity, the ability to mould features and mechanisms, surface finishes and colour effects etc) and also how the many types of decoration can enhance the finished pack (in-mould or self-adhesive labels, foil blocking, direct printing or any other finishing techniques).

Points to consider

- Pack needs to be made of plastic
- Must convey a feeling of being a premium, high quality product
- Must engage and delight the consumer and enhance their experience of using the product
- Must present and protect the primary pack (the bottle)
- Working examples of any mechanism employed

Materials to be used

Any plastic material is acceptable that can be moulded in the widely used techniques (injection, blow, injection blow or thermoformed). Exploration of colours and finishes and techniques such as foaming or other advanced methods is encouraged.

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