



STARPACK
STUDENTS

Student Starpack
Awards 2017

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**COCA-COLA – PACKAGING AS A BRIDGE
TO DIGITISED BRAND EXPERIENCES**

Sponsored by The Coca-Cola Company

The world is changing all around us. To continue to thrive as a business over the next ten years and beyond, we must look ahead, understand the trends and forces that will shape our business in the future and move swiftly to prepare for what's to come.



Prize

£500 in cash and a week's work experience at Hurricane Design in Cheltenham (Coca-Cola's incumbent design partners) to evolve their winning idea and work on other projects for The Coca-Cola Company.

The work experience will include travel, accommodation and meals for the winner.

Helpline

For guidance please contact Sanjay Patel:

✉ sanpatel@coca-cola.com

The Brief

Leveraging new and emerging technologies to enable Coca-Cola consumers to seamlessly link the physical and digital/virtual worlds through mass produced packaging, in an affordable way.

Entrants to the brief do not have to build digital/virtual solutions but use story boards, mood boards and supporting stimulus to bring the idea to life.

Points to consider

- On the packaging, pull out any specific design elements in the packaging that will be used to enable the digital/virtual interaction. These could be new or existing features (such as the cap or decoration).
- From the brand perspective, suggest which brands from our portfolio this innovation would best fit with and why.
- From the business perspective, your solution should ensure that the consumer has to buy the product before being able to use the digital/virtual interaction. Use storyboard and visuals to describe how your solution will ensure that this happens.

Materials to be used

None specified

Additional information

All entrants into this category will need to sign an Intellectual Property agreement.

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The Starpack Awards are organised by IOM Communications Ltd and endorsed by The Packaging Society (a Division of the Institute of Materials, Minerals and Mining)

ASSIGNMENT

Regarding my participation in the Coca-Cola brief (the "Contest") the undersigned Participants hereby accept that any submissions that will be made as part of the Contest and on the basis of any brief, materials or information received from or on behalf of The Coca-Cola Company ("Submissions") shall be subject to the applicable rules of the Contest and further to the following

OPTION AND ASSIGNMENT OF INTELLECTUAL PROPERTY:

1. The Coca-Cola Company or its designee ("TCCC") are hereby granted an optional and global right to acquire any and all inventions, creations and/or Intellectual Property resulting from or imbedded with my Submission against the payment of a fair and reasonable consideration, the actual size, kind and terms of which shall be determined by TCCC in its sole discretion and shall not be contested by the Participant.
2. Notwithstanding anything set forth herein, the Participant shall retain a non-exclusive right to use and display the Submissions for non-commercial use.
3. Upon request the Participant shall execute all documents and perform such acts as may be necessary, useful or convenient to secure or enforce for TCCC statutory protection including patent, trademark, trade secret or copyright protection throughout the world for all New Intellectual Property assigned to TCCC pursuant to this provision.
4. The Participant warrants that it shall not submit or otherwise make available any contributions that infringe any patent, trademark, trade secret, copyright or other proprietary rights of any party.
5. As used herein the term "*New Intellectual Property*" shall mean: All works, including literary works, pictorial, graphic and sculptural works, architectural works, works of visual art, and any other work that may be the subject matter of copyright protection; advertising and marketing concepts; information; data; formulas; designs; models; drawings; computer programs, including all documentation, related listings, design specifications, and flowcharts; trade secrets; and any inventions that may be the subject matter of patent protection; and all statutory protection obtained or obtainable thereon in so far as such work or inventions are created, made, conceived, reduced to practice or authored by the Participant in connection with the participation in the Contest.

Name and address of Participant:

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Date:

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Place:

(Signature)