HEALTH IN A HURRY

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Prize

£500 and a week’s work experience at our Bardon site.

Helpline

For guidance with the brief contact Kate Jackson:

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Introduction

Shopping and lifestyle habits are changing. In our fast-paced, tech-enabled lives we demand convenience but without sacrificing on health. It’s no longer just about cutting calories, but also about what is good for ourselves and the planet.

The Brief

A new online health brand is launching that promises to prepare, pack and deliver fresh meals, snacks and drinks to health-conscious consumers’ homes and workplaces in 90 minutes or less. Create a solution using cartonboard as the primary packaging material to deliver products through this innovative, on-demand supply chain. Orders may range from a single meal to multiple items. The design must also provide a positive and engaging experience to delight the end-user and encourage brand-loyalty.

Points to consider

• The needs of each user in the supply chain.
• How to protect and preserve the products.
• A clear style or graphic system that is appropriate to the brand’s healthy credentials.
• Use of colour, board materials and finish.
• Identify and research the target market.

Materials to be used

Cartonboard. Any other materials and technologies.