Brief D: Impactful packaging

Sponsored by DS Smith Packaging and Nestlé

DS Smith is a major supplier of corrugated packaging and works closely with Nestlé to develop innovative shelf-ready and other packaging.

The Brief

The confectionery aisle is one of the most overcrowded in the supermarket. Your challenge is to disrupt the category and create stand-out on shelf for any Nestlé confectionery brand. Use either corrugated or cartonboard as your main material, but other materials may be introduced to bring your design to life.

Standard criteria for success

- Answers the brief
- The concept
- Model: One good quality mock up to withstand transport and handling
- Development boards: 3 x A3 boards showing concise and clear presentation of ideas from your initial ideas through to the final concept

The following will also be taken into account if relevant to the brief

- Innovation – Recognition of good ideas. Creative use of material
- Consumer market – relevance to target audience and predicted uses
- Display – shelf impact, shape, format and graphics to give good shelf presence

In addition the sponsor wishes you to consider the following points

- Look at creative ways to fold and crease the material to optimise the strength characteristics
- Consider innovative use of shape and form for the structure of your design, as well as creative use of graphics (where appropriate)
- Research the pack/product of your choice and outline any commercial advantages you feel are offered
- Consider the environmental effect of your design offer, indicating how your solution compares favourably to the replaced pack/product

Please ensure each of the key criteria is addressed as this will help your chances of success.

Prizes

For the three most outstanding entries, the DS Smith Packaging AWARD offers prizes as follows: £500 for 1st prize, £250 for 2nd prize and £125 for 3rd prize.
2015: Brief D (continued)

Helpline

Materials requests and guidance with brief: simon.saunders@dssmith.com

For general enquiries contact rachel.brooks@iom3.org

Material

If several students are entering from your college/uni it would be very helpful if requests for material can be consolidated by the tutor so it can be sent as a batch to each college/uni site for their initial design offers. Should each entrant then wish to receive specific thickness/grade to hone their designs then this can be sent out to individual addresses

Sponsors’ Background

With a turnover of £4 billion, DS Smith is the UK’s leading supplier of corrugated packaging, a position we have achieved by working with our customers to deliver solutions that reduce complexity and deliver results throughout the Supply Cycle.

Nestlé UK & Ireland is a subsidiary of Nestlé SA, the world’s leading nutrition, health and wellness company - a major player within the UK and Irish food industry employing 8,000 employees across the 23 sites. We are proud to produce some of Britain’s best-loved brands such as Kit Kat, Nescafé, Smarties, Buxton, Go Cat and Shreddies. www.nestle.co.uk