Brief F: Listerine Mouthwash – the next generation

Sponsored by Logoplaste

The market for mouthwash applications is growing consistently every year driven, greatly, by health officials promoting the enormous benefits that using a mouthwash can bring to us.

The Brief

The aim is to create a distinctive pack, or range of packs, that can be used for a new Listerine mouthwash – a future generation of design that gives this leading mouthwash brand differentiation from others.

Think of the container and product as one complete pack – creative graphics and brand identity are key to offering a simple but functional packaging solution.

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

- Retail display and shelf impact
- Consumer convenience
- Unique dosing application, offering the consumer a certain number of controlled doses. Design sells. Value for money sells.
- Pack sizes
- Storage and use of the products – can contents be completely emptied? Zero waste.
- Second life – what happens after the pack is empty, and could it be reused or recycled - or easily disposed of?
- Ease of opening
- Tamper proof on purchase
- High speed manufacturing methods and complete supply chain functionality
- Unique selling points – functional packaging advantages
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- Consumers like packaging that is ‘different’, that offers value for money but still looks ‘sophisticated and trendy’
- Can biomimicry thinking help inspire a unique pack design? What natural models could you take inspiration from?

Materials to Use

For the mock up – any material / model is acceptable.

Prize

An all-expenses paid trip to Rome, Italy, to visit Logoplaste’s dedicated manufacturing plant for Listerine Mouthwash containers

You will work with our teams focusing on design, packaging and engineering support, followed by a visit / overview of the J&J Listerine manufacturing plant.

A visit will also be included, along with a personal tour guide, for you to enjoy some of Rome’s unique art and culture.

Helpline

For guidance with the brief contact Chris Clarke - chris.clarke@logoplaste.com

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For general enquiries contact Rachel Brooks, email rachel.brooks@iom3.org

Sponsor background

Logoplaste are leaders in plastic packaging, providing an overall service for packaging R&D, in-house production and quality systems, backed by technical support and advice.

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