Robinsons launched a ground-breaking super-concentrated, squeezy-bottled, squash that can be used anywhere to make water tasty – see www.robinsonssquashd.co.uk. And we will be also launching it under the Tesseire brand outside the UK, shortly.

Aim
Simple - what would you do to make it a better bottle and display carton, and re-work of the graphics to make it even more desirable and give it greater stand-out on shelf.

points to consider
It’s a given that you need to provide a highly finished model …. But what you need to do is produce three development boards that simply, clearly, and succinctly show your investigation work, your creative thinking and why it is an improvement on what’s out there already.

Please don’t just go for graphics – think about the carton and where the carton might be used (in grocery stores, garage forecourts, or the corner shop) – maybe each route needs a different solution? Think about the bottle and whether it could be made more convenient, have improved dosing, and so on.

Simplicity and clarity of creative thinking, with thought-through benefits that would accrue from the improvement, will make yours the winning idea!

criteria for success
The panel of judges will mark the brief taking into consideration:

- 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:

- Consumer Convenience:
  - Opening, closing, handling
- 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

materials to use
Any materials can be used to simulate the bottle and carton.

Sponsored by
Britvic Soft Drinks

the prize
Britvic Soft Drinks will award £500 to the winning entry.

sponsor background
With great brands like Robinsons, Tesseire, J2O, Tango and Fruit Shoot, and exclusive agreements to make and distribute global brands like Pepsi and 7UP on behalf of PepsiCo, Britvic is dedicated to creating and building brands that delight consumers. Britvic has a strong track record of innovation in products and packaging, are is renowned for compelling and effective marketing. www.britvic.co.uk

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Register online at:
WWW.STARPACK.UK.COM/STUDENTS
on or before 27 February 2015

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