



# Brief 2017

## Challenge the conventional!

BillerudKorsnäs – the company behind PIDA (the Packaging Impact Design Award) – is guided by a bold vision statement: We challenge conventional packaging for a sustainable future. In the assignment for PIDA 2017, we invite the contestants to share this mindset and shake up the packaging industry. The task before you is to create a packaging concept that does exactly that: challenge the conventional!

### **Background**

There is room for improvement in this world, also when it comes to packaging. Conventional packaging can be perceived as unpractical, wasteful or just plain boring – or made without concern for the future of the planet. An important mission for young packaging designers is to change all that and come up with better solutions, for example in terms of function, environmental impact or consumer appeal.

To an increasing extent, consumers choose brands whose values they share and that feel right in terms of lifestyle and identity. When consumers expect more from the brands they choose, they also expect more from the packaging. Not least when it comes to sustainability.

### **THE 2017 ASSIGNMENT**

#### **Challenge conventional packaging for a sustainable future**

The key word is *challenge*. The assignment is to present a packaging concept that does the job in a different way than the conventional solutions we see in the stores today. Challenge conventional over-packaging. Challenge unnecessary use of plastic. Challenge poor user-friendliness. Challenge the mediocre and everyday. Challenge whatever you find lacking in conventional packaging. Be innovative. Be bold. Be a rebel. Show the jury the unexpected.

#### **Basic rules of the competition**

- Create a sustainable packaging concept for a fictitious, premium consumer brand using BillerudKorsnäs Cartonboard material.
- Explain clearly how this concept challenges conventional packaging and how it contributes to sustainability
- For the submitted project, present a marketing concept and marketing plan for this fictitious brand, with focus on sustainability. The project should include a clear description/demonstration of the overall different features and sustainability implications (the material used, how the waste can be handled, if the box can have a second usage after being emptied, etc.) Other aspects to consider include protection of the goods/ contents and user friendliness.

**Target audience:** Modern, urban consumers with high expectations on packaging.

**Market segments to focus on:**

- Luxury drinks
- Cosmetics & beauty care
- Chocolate & confectionary
- Premium food
- Graphical & media
- Pharmaceutical & healthcare

**Material:**

BillerudKorsnäs White, Artisan, Carry or Light.

**Application information**

The packaging design project entered into the competition must include the following mandatory information. Missing or incomplete information may lead to non-acceptance of the project.

- Product and/or brand name.
- An outline or a drawing of the structural design/construction of the package.
- Description of the marketing concept and how the product will be used/ consumed.
- Description of how this packaging concept challenges conventional packaging in a sustainable way and how this is reflected in your market plan.
- Each group shall have a project name and submit full contact details to all members of the group (name, address, telephone number and e-mail address).
- Physical packaging prototypes (2 sets) are to be sent to a given address before closing date of the competition.
- Documentation is to be sent in both digitally, via the application form on the website ([pida/billerudkorsnas.com](http://pida/billerudkorsnas.com)) All documentation must be clearly labelled with the name of the project and if more than one item, total number of pages/items.

**Practical information**

More information to come regarding the following:

- Application period and important deadlines
- Registration and event dates
- Application templates: Will be sent out after brief meeting

The packaging projects entered into the competition are the property of BillerudKorsnäs and will not be returned to the competing university or the project teams. The concept and the idea will however remain the property of each project team.

BillerudKorsnäs claims the full right to use any of the competing projects in our marketing and/or promotion activities without any time limit and/or prior approval or financial compensation.

The competing packaging projects will be displayed for example on the BillerudKorsnäs website, the PIDA Facebook page (PIDAcommunity) and PIDA homepage

**Jury information**

The jury consists of representatives from the packaging industry (converters, packaging designers and brand owners), the trade press and BillerudKorsnäs. The judgments of the jury are non-revocable.

The jury will judge the projects based on the following criteria with a main focus is on 1–5:

1. The overall packaging solution
2. Level of innovation
3. Shelf impact at point of sale (ability to stand out in a physical or virtual marketing landscape)
4. User friendliness/functionality
5. Sustainability
6. Feasibility
7. Marketing plan and documentation

## Contact

If you have any questions or if you require information, please contact:

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## Helpful links

BillerudKorsnäs is a leading provider of strong, light, renewable and recyclable packaging material and solutions.

[More about BillerudKorsnäs >> \(www.billerudkorsnas.com\)](http://www.billerudkorsnas.com)

BillerudKorsnäs cartonboard is a portfolio of four premium products, with strength, shapeability and printing properties that offer great freedom for the packaging designer.

[More about the material >> \(billerudkorsnas.com/Our-Offer/Materials/Cartonboard/\)](http://billerudkorsnas.com/Our-Offer/Materials/Cartonboard/)

[More about design, techniques and effects >> \(explorecarton.billerudkorsnas.com\)](http://explorecarton.billerudkorsnas.com)

PIDA is a prestigious international competition that has run for twelve years and engages some 200 design students every year. PIDA is an investment in the knowledge development of the industry and an arena for meetings between future packaging designers and industry operators.

[More about PIDA >> \(pida.billerudkorsnas.com\)](http://pida.billerudkorsnas.com)