



PIDA - Brief 2018

Unbox your brand & package!

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 2018, we invite the contestants to share this mindset and shake up the packaging industry. The task before you is to create a packaging concept and an unboxing experience that does exactly that: challenge the conventional!

Background

Unboxing is the ritual moment of opening your package for the first time. It is the consumer's first interaction with the product and an opportunity for a luxury brand to shine. Functionality is critical for a positive reaction and sustainability is important for the impression of the product and brand.

Unboxing videos on social media are a very common way for consumers to share their experience and their relations to the product. As a luxury brand today it's important to grasp that opportunity. 54% of product information that we post on social media are perceived as a recommendation and free commercial for the brand.

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. As much as 72 % of all consumers are willing to pay more for a similar product packed in a more sustainable package than one in a conventional package and brand owners could gain from differentiation, by packaging sustainability.

THE 2018 ASSIGNMENT

Unbox your brand & package

The key word is *unboxing*. Create a sustainable, innovative and functional packaging concept that differs from the conventional solutions we see in the stores and in e-commerce today. Using a fictitious brand and creating a unique unboxing experience.

Basic rules of the competition

- Create a sustainable, unboxing packaging concept for a fictitious, premium consumer brand using BillerudKorsnäs Cartonboard material.
- Produce an unboxing film showcasing the unboxing experience of your package
- Produce a digital presentation of your packaging concept (PowerPoint or similar). The presentation should include a clear 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 etc.) Other aspects to consider include protection of the contents and user friendliness

Target audience: Modern, urban consumers with high expectations on packaging, active on social media

Market segments to focus on:

- Cosmetics & beauty care
- Luxury drinks
- Premium chocolate & confectionary

Material:

BillerudKorsnäs White, Artisan, Light or Carry

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
- A One-Pager description of the concept and product-/package explanation with an outline or a drawing of the structural design of the package.
- 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). There is a recommendation of maximum 3 persons per project team
- Physical packaging prototypes (3 sets) are to be sent to a given address before closing date of the competition.
- The One-Pager, the presentation and the unboxing film are to be sent in digitally, via the application form on the website (pida.billerudkorsnas.com). All documentation must be clearly labelled with the name of the project. The One-Pager should also be sent in together with the physical packages.
- The film should be maximum 90 seconds, preferably 60 seconds

Practical information

More information to come regarding the following:

- Application period and important deadlines
- Registration and event dates

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 where the main focus is on 1-5:

1. The overall packaging solution
2. Level of innovation
3. Shelf impact (ability to stand out in a physical or virtual marketing landscape)
4. User friendliness/functionality
5. Sustainability
6. Feasibility
7. Documentation (film, presentation & One-Pager)

Contact

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

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Helpful links

More about BillerudKorsnäs >> (www.billerudkorsnas.com)

More about the material >> (billerudkorsnas.com/Cartonboard/)

More about PIDA >> (pida.billerudkorsnas.com)