



# Awaken the Senses!

## PIDA - Brief 2021

**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 2021, we invite the contestants to share this mindset and shake up the packaging industry. The task is to create a packaging concept that awaken the senses!

### Background

What makes a package unique and memorable? Is it the touch, the sight, the sound, the scent? Alternatively, perhaps all of the above? When experience a package we use all our senses and in a more and more digital world the importance of talking to the senses in packaging is increasing.

Online, things like ASMR (google it!) is growing rapidly in popularity and unboxing videos showing off a new product in its package by using all senses is increasingly popular. As a luxury brand today it is important to grasp that opportunity of meeting the consumer and touching the senses.

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

- Online/digital content, like ASMR (google it!) or augmented reality
- Brands that have specific sounds associated with the package, for example a pop sound or opening experience
- Feel and touch with tactile surfaces
- Sight illusions

## **The 2021 assignment – Awaken the Senses!**

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 fictive brand and creating a unique experience that talks to our senses. Be bold, be playful!

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

- Create a sustainable, packaging concept for a fictitious, premium consumer brand using CrownBoard from BillerudKorsnäs
- Produce a short film showcasing the experience of your concept & 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
- A One-Pager description of the concept and product-/package explanation with an outline or a drawing of the structural design of the package.

### **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 food & confectionary

### **Material**

**Our new range of Cartonboard:**

CrownBoard Prestige, CrownBoard Artisan or CrownBoard Craft

### **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
- 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 (3 sets) should be sent to a given address before closing date of the competition.
- The One-Pager, the presentation and the film are to be sent in digitally, via the application form on the website ([pida.billerudkorsnas.com](http://pida.billerudkorsnas.com)). All documentation must be labelled clearly with the name of the project. The One-Pager should also be sent in together with the physical packages.

## Practical information

More practical information will be found on the PIDA homepage regarding the following

- Application period and important deadlines
- Registration and event dates  
<http://pida.billerudkorsnas.com>

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 (PIDA community) 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 criterias:**

1. Aligns with the brief
2. Level of innovation
3. Sustainability
4. User friendliness/functionality
5. Feasibility
6. Documentation (films) and 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](http://www.billerudkorsnas.com))

More about the material >> ([billerudkorsnas.com/Cartonboard/](http://billerudkorsnas.com/Cartonboard/))

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