



# BRIEF 2016 ELECTRONIC CONNECTION

BillerudKorsnäs' Packaging Impact Design Award has been running for more than 10 years and is organised in cooperation with leading universities and colleges in France, Germany and Sweden. The competition highlights innovative packaging solutions and takes place three times per year, once in each of the participating countries.

With PIDA, BillerudKorsnäs not only gets the opportunity to meet the future packaging designers but also a possibility to strengthen the connection between education and industry development. The core of BillerudKorsnäs is *Challenge conventional packaging for a sustainable future*. And this is exactly what we are doing in the PIDA competition.

## **THE BRIEF – ELECTRONIC CONNECTION**

In a society where staying connected and always being available is taken for granted, technology has become more important in our every day life. Technology and gadgets have also become more of a “design thing”. Having the latest iPhone, coolest ear plugs, best mobile case etc. This also creates a challenge and possibility for the packaging itself.

New tech gadgets offer connectivity with existing platforms and the “Internet of things” will impact the way we interact with packaging. We will increasingly see more value adding interactive experiences and digital features on packaging as well.

For a consumer today sharing a picture, finding a desired object or reading about a new inspiring trend only takes a few seconds. New technology

gadgets are popping up continuously challenging each other and the consumer's behaviour - therefore we want to challenge the connectivity with the package.

We want you to apply a new up coming technology into the packaging design. Showing us how you can stay connected with the packaging in a smart way and how you can interact with the package.

For many of the new technology gadgets, for example within electronics, the products are packed in plastic boxes or blister packs. The main reason for this is the security purpose - to show that the product has not been tampered with.

There is an ongoing discussion to reduce plastics and the number of companies becoming more aware of the environment and working with recyclable material are continuously growing. Also, for the consumer there is a well known frustration towards the blister packages, since they are difficult to open and are a threat to the environment.

For PIDA 2016 we want you to develop a smart, functional and futuristic package for the premium electronic segment with BillerudKorsnäs Cartonboard material. A package that eliminates plastic, has a high level of innovation but also is user friendly. Combine this with the connectivity aspect and the assignment in short is as follows:

1. Create a smart, futuristic and functional package for the premium electronic segment using a fictive brand and eliminate the plastic boxes.
2. Create a marketing concept and marketing plan of your fictive brand, with focus on staying connected and creating an interactivity with the package using a new up and coming technology. Include the different features and how you can interact, in your market plan. Use BillerudKorsnäs overall message "*We challenge conventional packaging for a sustainable future*" to build your case.

<b>Target group:</b>	<b>Trendy, environmentally friendly, early adopters that want to have the latest things, active in social media.</b>
<b>Type of product:</b>	<b>Activity watches, Head phones, Mobile accessories etc.</b>
<b>Market segment:</b>	<b>Luxury Electronics</b>

<b>Material:</b>	<b>BillerudKorsnäs White, Artisan or Light</b>
<b>Package applications:</b>	<b>A fictive consumer brand Replace blister packs Protection of the product Tamper proof solution – user friendly Opening/closing function made with carton board Optional features: Hanging devices, windows</b>
<b>Important credentials:</b>	<b>Level of innovation Level of user friendliness Level of shelf impact</b>

## **APPLICATION INFORMATION**

The application should 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 construction of the package
- Description of the marketing concept and how the product will be used/ consumed
- Description of the chosen new technology and how it supports your market plan.
- Each group shall have a project name and full contact details to all members of the group (name, address, telephone number and e-mail address)
- Documentation is to be sent in both digitally, via the application from on the website ([pida/billerudkorsnas.com](http://pida/billerudkorsnas.com)) as well as physical samples to a given address before closing date of the competition.
- All documentation needs to be clearly labeled 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 projects are the property of BillerudKorsnäs and will not be returned to the competing university or the project teams but the concept and the idea are owned by each project team.

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

The competing projects will be displayed on BillerudKorsnäs' website, the PIDA Facebook page (pidacommunity) and PIDA homepage.

### **JURY INFORMATION**

The jury consist of representatives from the packaging industry (converters, packaging designers and brand owners), the trade press and BillerudKorsnäs' marketing organization. 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 1-4:

1. The overall packaging impact
2. Level of innovation
3. Shelf impact
4. User friendliness/functionality
5. Feasibility
6. Marketing plan and documentation

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

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