

Brief K EASTER EGG PACKAGING

Sponsored by Tesco

BACKGROUND

Tesco, the UK's largest retailer, is working towards environmental sustainability and a major project is underway to reduce its packaging by 25%.

RESUME OF THE BRIEF

Your brief is produce an Easter Egg Pack design that reduces the current packaging by at least 25%.

Existing easter egg packaging is often criticised for using too much packaging material, and is emotive to customers. The actual size of the egg is often small compared to the overall size of the packaging. There is also a lot of volume for the customer to dispose of once the product has been consumed - for example, the plastic and carton board currently used for some of the packs.

It is important that the pack you design is not only economical with materials but innovative and creative in structure and form and not only protects and contains the egg but is also functional and easy for the customer to use and dispose of. You should also consider the use of packaging that could be left behind in the store, because Tesco currently recycle 70% of their waste material, so if they can help by taking some of the packaging instead of the customer, then they will!

PRIZE

THE TESCO AWARD is a period of work experience within one of their Design Agencies and exposure to the way Tesco gets a product designed to achieve fitness for purpose, and create maximum shelf impact.



Gold and Tesco Sponsored Award Winner
Roman Klementsoy

Lahti Institute of Design

“Fantastic concept. Eye catching, simple and original. It answers the brief well and has the potential for many more designs. Well presented throughout. We think it can be simplified even further too! Well done”

Judges comments

“Great, simple design that is effective and efficient. Holds great shelf presence and functionality too”

Tony Hackforth, Chair of Judging Panel on behalf of Tesco





“It is a great concept. Simple, visual and answers the brief well but the boards don’t give very much detail at all. It would be good to see more exploration. It would be fabulous to see more characters explored”

Judges comments

Silver
Monika Osińska
Lahti Institute of Design

Silver
Alun Jenkins

UWIC

“It is good that you have explored designs that show the consumer why we celebrate Easter. Also, the use of the design to limit waste is very good. Clear concise boards”

Judges comments





1. Michael Todd, University Campus Suffolk
2. Sonia Yu, Blackpool & the Fylde College
3. Donna Hopkins, Blackpool & the Fylde College



Bronze

Commended

1. Kirsty Wright, Blackpool & the Fylde College
2. Enni Viuhkonen, Lahti Institute of Design

