

Brief C

PEPSI FRIDGE –PACK

Sponsored by Britvic

BACKGROUND

Pepsi is manufactured and marketed in the UK in partnership with Britvic and we constantly develop new product and imaginative packaging in order to keep Pepsi as the world's number one cola drink.

RESUME OF THE BRIEF

The objective of the brief is to develop a secondary-packaging solution for Pepsi that not only delivers the expectation of great shelf standout, portability for consumer take-home and security of content, but provides the consumer with an in-use benefit by neatly containing the bottles or cans in a fridge-suitable format and giving easy access to the contents and dispensing them. You are to design suitable graphics for this pack to make it look appealing to the consumer in not just its structure and function but also in its shelf presence.

This secondary packaging needs to take into account the following:

- Consideration of shelf – utilisation in store
- Provide a means for the consumer to easily, and successfully get the pack off the shelf and home
- Fit successfully on the shelves or in the door of a standard fridge
- Open easily for dispensing the contents, and displayed instructions for use

- Contain the remaining packs when part full during dispensing.
- Reflect the pack it encloses (glass bottles are a premium-priced product compared to cans)
- Offer something original, innovative or novel
- Enhance the Pepsi brand through structure, materials and graphics

PRIZES

THE BRITVIC AWARD will be given to the winning student who is judged to have provided the outstanding solution to the brief and who will receive a cash prize of £300 and a premium prize of a branded mountain bike.

The runner up will receive a branded mountain bike.

Gold and Britvic Sponsored Award Winner and Design
Cognition Award Winner
Carla Fernández Abasolo

Universidad Cardenal Herrera CEU

“Good, simple solution, very effective. Very professional finish throughout and great graphics too”

Judges comments

“Simple solution that allows transfer from store to fridge and easy open.
Easy to manufacture and produce”

Tim Lynch, Britvic

“This design demonstrates an appreciation of elements of the production
processes involved by using conventional wraparound case technology”

Chris Penfold, Design Cognition





“Good, simple solution, very effective. Very professional finish throughout and great graphics too”

Judges comments

“Great handle solution, good use of fridge space and excellent dispenser. Graphics reflect product and use”

Tim Lynch, Britvic



Gold and Britvic Sponsored Award Runner Up
Laurence Edwards

Swindon College

Commended
Lauren Marie Russell

Norwich School of Art and Design

