

Brief A

PREMIUM ADULT HEALTH DRINK

Sponsored by Ardagh Glass

BACKGROUND

Ardagh Glass is the UK's leading glass packaging manufacturer supplying glass containers for the food and drink sector including some of the worlds most famous brands such as Coca Cola, Budweiser, Carlsberg, Necafé, Bacardi and Smirnoff.

RESUME OF THE BRIEF

To create and design an iconic glass container for the adult health brand for the premium soft drink market. In addition it would be useful to give consideration to the following:

- Innovative glass container design (i.e. shape and embossing).
- Brand name and graphics.
- Decoration (label etc).
- Environmental considerations (e.g. recycled content & recyclability).
- Promotional material (e.g. advertisement, bar promotion, POS material).
- Focus on design elements that will differentiate your product from existing brands and add relevant consumer appeal.

PRIZE

ARDAGH GLASS offered £250 to the winning design and the design will be transformed to a professional model. The winning design will be featured in Ardagh Glass trade PR and promotional material.

Gold
Juho Viironen

Lahti Institute of Design

“Great product name and has great branding/shelf appeal. Boards well presented and shows the thought process well. So subtle yet great impact at the same time”

Judges comments





“Eye catching design that completes the brief well. Great graphics and type used. Boards are well presented and concise. A good concept throughout”

Well researched, shows off glass to very good effect, innovative, shelf stand out, good secondary decoration, original beautiful boards.

Nigel Keenlyside, PR for Ardagh Glass and Dean Arey, Ardagh Glass



Silver and Ardagh Glass Sponsored Award
Maria Rentola

Lahti Institute of Design

Silver
Guilherme Jardim de Oliveira

Lahti Institute of Design

“Beautiful graphics and branding and the shape is elegant too.
Well thought through project and well presented”

Judges comments





Commended
Saana Hellsten

Lahti Institute of Design

Commended
Thomas Ålerfe

Lahti Institute of Design

