

Brief H PREMIUM BISCUIT PACK

Sponsored by Marks & Spencer and WRAP (Waste and Resources Action Programme)

BACKGROUND

Marks & Spencer and WRAP are joint sponsors of this brief and are seeking to encourage students to think about the impact of packaging on the environment.

Both WRAP and Marks & Spencer have initiatives to make sure that as much packaging as possible is designed with sustainability in mind.

RESUME OF THE BRIEF

M&S retail premium quality biscuits enjoy huge success with speciality biscuit ranges for different occasions. A point of differentiation is not only the quality of the product, but how they are presented on-shelf in appealing packaging.

The M&S and WRAP brief is to revolutionise the M&S Premium Biscuit Assortment range for 2008 “milk, dark and white biscuit selection”. In both terms of visual impact, innovative construction and customer friendly use and disposal.

The following constraints apply:

- Ensure a strong presence on shelf.
- Food is the hero, so the products need to be shown on the pack in an appropriate visual way.
- Environmental considerations are becoming increasingly important and materials used

should be from sustainable sources.

- Minimal packaging should be looked at as well as the easy disposability of the pack when empty.
- Ensure that the biscuits are protected and do not break in transit.
- Maintain easy differentiation between flavours on shelf.
- Consider the life of the product and ways that it could be extended.
- Ensure that the pack is functional, (easy to open but tamper proof on purchase).

PRIZE

MARKS & SPENCER AND WRAP AWARD of £250. will be given to the winning student.

MARKS &
SPENCER



Bronze and Marks & Spencer/WRAP Sponsored Winner Gavin Boyle

University College Falmouth

“Great graphics and initial impact is good. We feel the biscuit images need to be larger and more obvious to the customer. Lovely colour selection but generally needs more development”

Judges comments

“This pack proves that less really can be more. Use of single material makes it easier for consumer to recycle. Achieves premium branding via effective print and delightful graphics”

Helen Hughes, WRAP and Hanna Isseyegh, Marks and Spencer

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