

## + the brief

There are lots of great packaging solutions on the shelves, but all of us come across products in our daily life that are not very cleverly packaged and where we think we could do better.

For example, someone looked at Marmite. Having been in the same glass jar, lid and graphics forever, you either love it or hate it. But Marmite was moved to a squeezey top-down plastic jar with non-drip valve and it became a modern product that is more convenient (and more hygienic) to use – with such added value that customers are willing to pay more for it! Not only that, but Marmite cleverly uses its old-fashioned graphics in great new marketing solutions.

And this has prompted Britvic to come up with a challenge for you with a very simple brief. Pick any existing packaged product on the supermarket shelf and improve it! Enter this brief if you have a brilliant 3D solution, can make good mock-ups and can explain your ideas on three A3 boards using great graphics.

You must include the original package with your entry to enable comparisons with your innovation. Do that, having come up with something really clever and novel and you could win!

You may consider any materials or a combination of materials depending on the requirements of your product.

### + helpline

For a copy of the terms and conditions relating to this sponsor's brief, and further information please contact Tim Lynch at [tim.lynch@britvic.co.uk](mailto:tim.lynch@britvic.co.uk)

### + the prize

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. There are also two runners-up prizes of £100 each.

## ▶ [brief b]

‘wow! i wish i’d thought of that!’

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Britvic Soft Drinks

Britvic Soft Drinks Ltd is a major manufacturer of soft drinks brands including Pepsi, 7UP, Tango, and Robinsons and is famous for its novel advertising and marketing campaigns (3 out of the best top 10 adverts of all time).

Constant innovation in product development and packaging design keeps Britvic at the leading edge of its sector.

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