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‘little bits of fun’

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Nestlé

Nestlé was founded in 1866 by Henri Nestlé and is today the world's biggest food company. The company's priority is to bring the best and most relevant products to people, wherever they are, whatever their needs, throughout their lives.

Nestlé is interested bringing the 'fun' back into buying small portions of confectionery. Think about how buying and consuming a small amount of your favourite confectionery can be not only more convenient, lower cost and a healthier option, but also how the whole experience can be more fun.

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Smaller pieces of confectionery, including the 'fun-sized bars,' are often seen as the healthier option. They are a convenient size for lunch boxes and food 'on the go' for all ages.

Your challenge is to design a new exciting way of selling, buying and consuming smaller pieces of confectionery. Consideration needs to be given to the selling environment and your solution needs to be appropriate or adaptable for supermarkets, smaller shops and street vending vans.

Space is always at a premium within confectionery areas so do not over-package the products. Look at new ways the consumer might purchase and access the confectionery and consider the full product lifecycle. Protection and ensuring the product reaches the consumer intact and undamaged is essential.

Bring the 'fun' element into the whole experience from purchase to consumption. Your designs should be different, interesting, creative and convenient for the customer.

Design new solutions for both the primary packaging and any additional packaging needed to transport, store and sell the product. You may choose a specific target market or make it for general appeal. Consider a range of materials that may be appropriate for your design solution dependent on its role and requirements.

You may choose either the Smarties or Aero brand to work on. For each brand, one portion is defined as either 20 individual Smarties or 1 individual 20.5g 'snack size' Aero. The solution should enable the consumer to buy a single portion or multiple portions.

+ helpline

For further information and guidance with this brief contact Ben Mortimer at ben.mortimer@rdyo.nestle.com

+ the prize

Nestlé is offering a travel award valued at £500 for the winning entry.