

[graduate brief]

innovation through design

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PI³ is an independent holistic branding and design consultancy specialising in FMCG and Healthcare brands. Iconistic branding is a process designed to deliver optimisation of investment in brand communication.

PI³ also understand that packaging solutions must work effectively throughout their client's supply chains, from raw material specification, to production and distribution efficiencies and ultimately through to superior in store merchandising capability.

+ www.pi3.com

+ the brief

The packaging industry has had to carry a number of criticisms, with concerns from both the consumer and environmental agencies about over packaged goods and the waste management of materials.

With sustainability, recyclability and imposed restrictions with associated environmental issues, the demand on current designs for packaging are both complex and wide ranging. This graduate brief sets you a challenge and asks you to use all the research and design skills gained from your time at University or College.

+ starting point

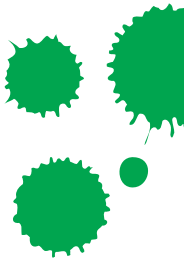
Take an overview of a packaging sector within today's commercial FMCG (fast moving consumer goods industry) retail environment. For example – fruit and vegetables, snacks, everyday food, luxury products, toiletries, health and medical, beauty, or one of your choice.

Your task is to design a revolutionary, new concept in packaging that not only saves materials, but aims to effectively change the way a product can be formed or used.

Consider an innovative and effective way to not only protect, preserve and promote the products, but also ensure economic use of materials, as well as space and production requirements through the supply chain.

Look at the possibility of combining products together in one pack, where compatible or complementary to each other. Another consideration may be looking at products taking on a different form to make them more efficient, and easier to be used and packaged.

One such example of this can be seen in the case of washing powder, which was always historically packaged in an oversized, bulky carton that was often difficult to handle and store. Modern design methods and changing consumer needs has seen this packaging downsized to either small, recyclable containers of concentrated powders and even easy-to-use washing tablets, which is considerably more convenient for both retailers and consumers.



+ judging criteria

Research – evidence of relevant market knowledge and application.

Innovation – a new concept that does not relate to any traditional or existing packaging methods.

Feasibility – a design that could easily be sold in today's market.

Consumer appeal – a solution that the consumer would find effective and easy to use.

Retail – an efficient pack that would display well at the point of purchase.

Transit – distributional aspects and restrictions that may affect the design of your pack.

Environmental – consideration of the current and future environmental issues relevant to packaging.

+ to consider

Use and benefits of chosen material.

Design impact on both the consumer and retailer.

Disposability, recyclability and potential re-use of the pack.

Relevant print and finishing techniques.

Potential creative merchandising and promotional opportunities.

You may use appropriate graphics and/or branding where necessary, to support your final design.

+ entry submission

You must provide the following:

Concise and clear development boards showing research, concept progression, target market, and final design specifications.

One good quality mock-up of your design, constructed in a suitable material readily available to you.

No less than 500 words to justify and explain your final solution.

+ helpline

For guidance with the Graduate Brief and information regarding materials please contact Annette Bigglestone at Annette_bigglestone@hotmail.co.uk or Steve Kelsey at s.kelsey@pi3.com

For registration visit the website at www.starpack.uk.com/students on or before 25 February 2009

free entry!

To individuals who graduated in the summer of 2008 from either full or part-time design courses at both UK and European Colleges and Universities.

+ the prize

- Two weeks work experience at PI3, Notting Hill, London – accommodation and expenses included.
- An invitation to the winners' presentation day, May 2009 at the headquarters of IOM3 in London.
- Guest at Starpack Industry Awards dinner in May 2009, which will provide fantastic networking opportunities for new graduates.
- Editorial coverage in relevant IOM3 publications.
- VIP visit to the IOM3 Materials Resource Centre in London.