

Brief B

'Wow! I wish I'd thought of that!'

www.britvic.co.uk

Sponsored by



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).

Resume of 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!

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.

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 is also one runner-up prize of £100.



Gold & Britvic Sponsored Award Winner

Anni-Julia Tuomisto

Lahti Institute of Design

Fantastic! This pack demonstrates both innovations in pack technology, functionality, strong brand identity and visual appeal for the consumer. A highly professional standard; specific material investigation and application would take this even further. Well done!

Judges' comments

Superb use of packaging with product. Great mock up with excellent boards to complement.

Mark Green, Britvic Soft Drinks

Silver & Britvic Sponsored Award Runner Up

Pekka Pölkki

Lahti Institute of Design

An excellent eye-catching concept! The design effectively meets the target market through the use of shape and striking graphics, and exceptional visual impact creates a wonderful 'experience' for the consumer.

Material suitability for the product and tamper-proofing needs to be investigated in more depth.

Judges' comments

Great graphics used on boards. Followed and executed the brief well.

Mock up well made. Development process illustrated well.

Mark Green, Britvic Soft Drinks





Commended

Jack Harris

Blackpool & The Fylde College

An innovative solution, lovely boards, good use of graphics and an appropriate mechanism that give the packs great shelf appeal. Yet it holds only one item as a substitute for three, unlike the pack it is intended to replace.

Judges' comments