

Brief E

Frozen ready-meal pack

www.iceland.co.uk

The logo for Iceland, featuring the word "Iceland" in white text on a red-to-orange gradient rectangular background.The logo for The Benson Group, featuring a green leaf-like graphic above the text "The Benson group" in blue.

Sponsored by

Iceland Foods are working in partnership with some of our key suppliers – Trident West, Benson Group, Paragon Print & Packaging. Iceland is an established destination shop for frozen foods. With over 600 stores nationwide, it is known for its great value and excellent quality at great prices, making it easy for customers to provide great meal solutions for every occasion, and every budget.

Resume of the Brief

Consideration of the environmental impact and customers changing attitude to waste, Iceland requires the new lightweight packaging of the future. Ready meals are currently made up of 3 components; the tray, the lid and the sleeve or carton housing.

Your brief is to find an innovative solution to the current format that is eye catching and appealing to value conscious families. The design must include the Iceland logo and 'promise', a product shot, barcode and price.

The final design must also consider – product protection; holding the weight of the item; visibility in-store; displaying

essential information; and reducing packaging levels. You may consider any materials.

The Prize

2 weeks exclusive work experience funded accommodation (if required) at either Trident West or Trident Hull, Paragon Print and Packaging and Benson Box. The winning design will have a fully printed 3D mock-up produced for your portfolio.

Bronze & Iceland Sponsored Award Winner

Tuomas Järvenpää

Lahti Institute of Design

Clever branding and graphics concept, including information graphics. Great shelf impact. Clean, well presented mock up and boards taken to a very high standard. Material, structure and stackability needs investigating further.

Judges' comments

An innovative idea with strong and striking graphics. Good material research and strong brand appeal. Ticks each criteria of the brief.

Lisa McCleary, Iceland





Bronze

Marika Luoto

Lahti Institute of Design

A novel concept! Structure and consumer convenience and handling carefully considered. Graphics and branding could be stronger.

Judges' comments

Bronze

Maisa Mutanen

Lahti Institute of Design

Interesting 'hanging' capability. Does it display the right way round?
Space utilisation could be better, however the design very engaging and works particularly well across the range.

Judges' comments





Commended

Matt Parker

East Surrey College

Very Iceland! Strong graphics developed across a range.
Clear concise boards and mock ups and material suitability

Judges' comments