

Brief F

## The coffee experience pack

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Kraft is one of the largest food and beverage companies in the world and is well known for its range of major brands seen every day on our supermarket shelves. Coffee is part of the daily ritual for millions of people across the world, and is a pleasure enjoyed by many age groups, cultures and lifestyles.

### Resume of the Brief

The design challenge with this brief is to produce a new, creative and exciting pack for coffee. The final solution must have excellent shelf appeal, be easy to use and hold the products securely. 'The coffee experience' must be evident from the first purchase at store until the product ends its life. This pack shape needs to be attractive and appealing to coffee drinkers and stimulate consumers to purchase this pack over traditional shape packs and conventional brands currently on the market.

You should consider how the packs will be distributed, their ease of display on shelf and how the consumer

will interact with the pack at home.

The package must provide a barrier to oxygen and moisture to provide sufficient shelf life for the product.

### The Prize

Kraft is offering a prize of £500 for the winning design and it will also be featured on Kraft's internal Packaging Innovation homepage.



## Silver

Victoria Pinnington

Blackpool and the Fylde College

A brilliant convenient construction and a desirable premium approach!  
Good use of materials – barrier considerations for sufficient shelf life?  
Very professionally presented throughout.

*Judges' comments*

# Silver

Monika Osinska

Lahta Institute of Design

Beautiful! So simple, stylish and eye-catching. Wonderful mock-up and boards that 'sell' the product fantastically but attention to technical aspects and detail pull it down.

*Judges' comments*





## Commended & Kraft Sponsored Award Winner

Borut Kerzic

Lahti Institute of Design

A professional extension of the Carte Noir brand. Excellent attention to detail throughout, from initial research to finished mock-up. Little material or barrier protections. Very saleable.

### *Judges' comments*

The winning concept was chosen because it took into account all aspects of the consumer experience. This was evident in the spectacular background provided on the target consumer and brand. The pack functionality provided a unique feature to the on the go consumer which we believe would boost the use of our product usage outside of the home.

*Kate Yauk, Kraft*

## Commended

Hannah Crossley

University College Falmouth

Two functional practical solutions. Strong shelf impact throughout. Beautifully made mock ups and good boards. Materials?

*Judges' comments*





## Commended

Dave Kennedy

Blackpool & The Fylde College

Innovative, creative and original that considers the environment throughout. Incomplete use of materials – product protection and barrier, little technical specification. Lovely 'mysterious' graphics and well executed mock up.

*Judges' comments*

## Commended

Laurie Edwards

Swindon College

Fantastic working drawings, boards and mock up taken to a professional standard. Functional, convenient dispensing mechanism. Simple, visual graphics

*Judges' comments*

