

Brief 1

Little bits of fun

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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.

The Resume of the Brief

Small 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 need 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 for 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.

The Prize

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

Silver & Nestle Sponsored Award Winner

Yuki Miyagi

Lahti Institute of Design

What a 'fun' concept! A clever structural design that has the potential to be extended across a range of 'animal' designs. Efficient use of materials

Judges' comments

A very well thought out entry. The student demonstrated good design development and consideration of all aspects of the brief. Most importantly the packs really are 'little bits of fun'

Ben Mortimer, Nestlé





Silver

Ana Sanabria

Central Saint Martins College of Art and Design

Good concise boards and well represented strong mock-up. Point of purchase mechanism for maximum impact, that cleverly reflects the 'Smartie' brand.

Judges' comments

Bronze

Thomas Oliver

University Campus Suffolk

A modern stylish concept, offering excellent consumer functionality and handling.
Boards generally need further development.

Judges' comments





Commended

Bryony Higginson

Swindon College

All eye-catching 'retro' design approach that answers the brief well, however this would be a costly concept to produce. Concise well-presented boards.

Judges' comments