

Brief J

Multi-choice cereal pack

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Pro Carton is the pan-European association for cartonboard manufacturers and carton makers, and promotes the many benefits of choosing cartons for packaging products. Cartonboard is made from the thinnings and off cuts of trees taken from carefully managed European forests, which are mainly used for sawn timber.

Resume of the Brief

Pro Carton would like you to address the subject of cartonboard cereal packs and look for solutions that are both innovative and functional as well as eye-catching and space efficient on the supermarket shelf. You are required to design

and produce a carton range of your choice (minimum 3 maximum 5) which fits within one package.

The pack is to be made primarily from cartonboard and its structure and shape should enable the products to be not only protected but also held securely for transit and retail display.

Consideration should also be given to how the cereals may be dispensed and effective ways for the consumer to access the products.

The multi-choice cereal carton needs to inspire the consumer to experiment with the different combination of cereals on offer. This brief encourages new design solutions

that look at the effective function, use and shelf appeal of the packaging.

The Prize

The Pro Carton Award of £500 will be given to the winning student and the winning pack will be displayed in the Museum of Advertising, Packaging and Brands in London.



Gold

Maria Elisabetta Bortolin

Blackpool & The Fylde College

Lovely! An easy to fill environmentally friendly, structurally sound concept.
An innovative marketable approach that is cleverly interchangeable.
Dual purpose tab mechanism is excellent!

Judges' comments

Silver & Pro Carton Sponsored Award Winner

Ilari Laitinen

Lahti Institute of Design

A very professional graphic approach and the finished mock up is excellent. Nice concept confused by the 'chain linking' for the manufacturing process!

Judges' comments

In a busy supermarket aisle, this pack design would stand out on shelf. This unique concept has been well thought through with the individual carton and multi-pack requirements working well together. The attention to detail on the accompanying boards was excellent.

Jennifer Buhaenko, Pro Carton





Silver

Oliver Jennaway

University Campus Suffolk

Wonderful tessellating space-saving concept for environmental material minimisation. Manufacturing processes could be expensive; lid and base label could add additional steps. Graphic element lets this down.

Judges' comments

Silver

Steven Robertson

Hull School of Art and Design

Structurally this is very clever, quite ingenious!

Appropriate 'on-the-go' business graphics – could reflect the product better though.

Excellent consumer convenience. Concise boards and a sound mock-up.

Judges' comments





Bronze

Anni-Julia Tuomisto

Lahti Institute of Design

Forms an interesting arrow shape selecting 'go' and on the move. The boards could show further graphics, filling and manufacturing research and development

Judges' comments