



# student design challenge



## The Challenge

Design an unconventional, innovative premium package for dry goods food packaging. The package should contain a structural component that enhances its function and stands out on upscale grocery store shelves.

## The Background

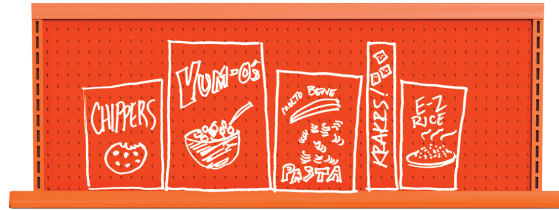
take a stroll down today's dry goods aisles at the grocery store and you will most likely see paperboard packaging as the preferred substrate for many brands. Paperboard, made from a renewable and recyclable resource, has served as a strategic billboard for top brands for decades. Leading consumer packaged goods (CPG) companies continue to use paperboard packaging as their preferred packaging choice not only to showcase their brand and product, but also because of its sustainability and unique design capabilities.

Conventional dry goods packaging features broad, uninterrupted panels for colorful graphics and advertising; whether it's pasta, rice, crackers, cookies or cereal, paperboard efficiently contains and protects the product. A leading CPG company is rethinking its marketing strategy to appeal to adults willing to purchase high-end or premium product brands in upscale grocery stores.

Executives will launch the high-end redesigned package for an existing product at an upcoming food expo. With the launch of these brands, the CPG executives are also seeking a premium paperboard package. The package should be worthy of placement on the second or third shelf of grocery store aisles, also known as the "bull's-eye zone." Most importantly, the structural and functional design must be innovative and appeal to company executives and adult shoppers.

The premium package should maximize useable space for product protection, address ways to keep the product fresh, offer an innovative functional feature that distinguishes itself from conventional packaging, include ergonomic components for easy use at home and stocking the package at grocery stores, and explore new shapes and forms while still showcasing brand recognition to loyal customers.

Designers can choose to create a paperboard package for one of the following product categories: pasta, crackers, cookies, rice or cereal. The package must be made primarily from paperboard, positively disrupt and capture customers' attention while shopping and have visible functional distinctions that set it apart from competing packages.



The paperboard packaging industry is committed to sustainability. Therefore, the package should address consumers' interests in sustainable packaging and highlight paperboard packaging as a preferred substrate.

In supporting documentation, designers should address ways in which the package could be marketed and featured on a point of purchase (POP) display in grocery stores.

## Innovative Premium Package Requirements:

- Contain one dry goods product of your choice from the following categories:
  - Cereal
  - Cookies
  - Crackers
  - Pasta
  - Rice
- Include an innovative functional feature that distinguishes itself from other packaging such as, but not limited to, opening, reclosing, dispensing and measurement features
- Maximize useable space that secures and protects the product while maintaining product freshness
- Include ergonomic components that promote easy use in store and at home
- Contain a minimum of 70 percent paperboard (the 70 percent cannot include fluted or corrugated materials)
- The package weight should not exceed 12-24 ounces (the solution should be scalable to larger or smaller packages)
- Sit independently on a grocery store shelf
- Appeal to adult shoppers at upscale grocery stores
- Appeal to CPG executives
- Feature the renewability, recyclability, versatility, and innovative qualities of paperboard

## Additional Criteria:

**New!** Provide a one-page executive summary about the package that:

- Explains the design concept and functionality
- Describes how your design meets the necessary requirements

Submit a marketing plan that:

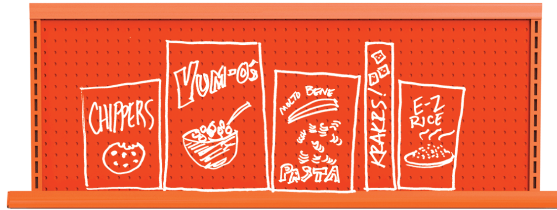
- Includes a plan to appeal to adult consumers interested in sustainable packaging
- Provides a visual concept for a POP display
- Explains the design process from concept to execution

## Submission Requirements:

### 1. Prototype (50 points)

- One complete mock-up of package
- Product protection
- Distinctive functionality





- Structurally sound
- Full graphics

## 2. Design Elements (25 points)

- One plain, unglued, blank die line
- Detailed die drawing
- Design concept and execution
- Photo of finished design on grocery aisle shelf

## 3. Marketing Plan (25 points)

- One-page executive summary
- Plan for product positioning and marketing for shoppers at upscale grocery stores
- Explanation of benefits of the design functionality
- Market research for product

## 4. Completed Acknowledgement of Intent, Team Contact, and Certification of Originality forms

(available at [www.paperboardpackaging.org](http://www.paperboardpackaging.org))

## 5. New! Signed Graduate Student Advisors Guidelines form

(available at [www.paperboardpackaging.org](http://www.paperboardpackaging.org))

**Submission deadline: Friday, May 27, 2016**

### Submission Instructions:

All entries with supporting forms and materials must be received no later than Friday, May 27, 2016. Materials may be sent to:

Paperboard Packaging Alliance  
ATTN: Akilah Robin  
1101 K Street, NW, Suite 700  
Washington, DC 20005

If you have questions, contact Akilah Robin at the Paperboard Packaging Alliance at 202.463.2737 or [ppa@afandpa.org](mailto:ppa@afandpa.org).

### Prizes and Judging:

Winning student teams and their academic programs will receive monetary awards (If applicable, advisor(s) will receive 10 percent (equally split between advisors) of the cash award):

- 1st place: \$5,500 to the team/\$5,000 to the school
- 2nd place: \$3,300 to the team/\$3,000 to the school
- 3rd place: \$1,650 to the team/\$1,500 to the school

The judges will evaluate each entry based upon the Submission Requirements section.

### Helpful Tips:

- Fulfill all submission requirements
- Make sure final design is fully assembled, structurally sound and can withstand shipping
- Provide picture of design
- Have professor review the entry before submission











# Graduate Student Advisors Guidelines

Graduate student advisors must adhere to the following guidelines in order to participate in the Paperboard Packaging Alliance's 2016 Student Design Challenge:

- Advisor(s) must be a full-time graduate student (has already earned a bachelor's degree or other first degree and not currently working in the packaging field)
- A maximum of two graduate student advisors are allowed to participate on each student team in addition to the undergraduate program professor/advisor
- Advisor(s) can participate in conducting market research and field surveying for the marketing plan
- Advisor(s) can provide expertise on the design elements of the package die line and detailed die drawing
- Advisor(s) cannot create the concept, name or initial idea for the package
- Advisor(s) cannot design the logo or graphics for the package prototype

## Graduate Student Advisor Program Incentives

- Advisor(s) will receive 10 percent (equally split between advisors) of the cash award if the student team places in the Challenge
- Advisor(s) on winning teams will be included in all press/marketing related media
- Advisor(s) will be featured on the Paperboard Packaging Alliance's website

### GRADUATE STUDENT ADVISOR #1

\_\_\_\_\_  
Full Name

\_\_\_\_\_  
Signature

### GRADUATE STUDENT ADVISOR #2

\_\_\_\_\_  
Full Name

\_\_\_\_\_  
Signature

## Supervising Professor's Verification

I verify that the above graduate student advisors followed the required guidelines in participating in the 2016 Paperboard Packaging Alliance Student Design Challenge.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Signature

**Please direct all questions to Akilah Robin** ([akilah\\_robin@afandpa.org](mailto:akilah_robin@afandpa.org))