



THE CHALLENGE

Design an interactive package for a fitness tracker that can be reused to store the product and allows customers to try on the product.

THE BACKGROUND

Fitness trackers are wearable technology that can track different data from miles ran to the heart rate of the person wearing them and much more. Growing awareness to live a healthier lifestyle is attributed to increased sales of fitness trackers in the past year. Millennials also play a significant role. In fact, one university is requiring their first-year students to wear a fitness tracker to help them meet fitness goals.

A leading fitness tracker company is hosting a nationwide competition for the best package to showcase their new line of fitness trackers that targets college students. The company is looking for a package designed by students for students that can be sold at college bookstores and convenience shops. The package can be designed for either a wristband or necklace tracker.

Company executives are seeking a package primarily made from sustainable, renewable paperboard that can easily be recycled or repurposed for storage. The package should have visible functional distinctions that set it apart from competing products and positively disrupt the customer's experience when shopping. It should secure the tracker while allowing customers to try it on. Most importantly, the structural and functional design must be innovative and appeal to both company executives and college students.

In supporting documentation, student designers should address ways in which the brand can expand the line to include packaging for additional fitness gear and create a visual of how it could be marketed and featured on a point of purchase display in stores.

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.



Package Requirements:

- Highlight the features of the fitness tracker
- Be sturdy enough for trying on and re-storing the fitness tracker
- Include an innovative functional feature that distinguishes itself from other packaging such as, but not limited to, opening and reclosing features.
- The package can be designed for any one of the following products:
 - Wrist band tracker
 - Necklace tracker
- Include a paperboard point of purchase (POP) display to showcase package dimensions should not exceed 12”H x 12”W
- Secure the product and sit or hang independently on a store shelf
- Withstand shipping and handling
- Include ergonomic components that promote easy use in store and at home
- The package dimensions should not exceed 6”H x 6”W
- The retail value of the product should be \$40-\$50
- Appeal to college students and company executives
- Contain a minimum of 70 percent paperboard (the 70 percent cannot include fluted or corrugated materials)
- Feature the renewability, recyclability, versatility, and innovative qualities of paperboard

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

Additional Criteria:

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 college students interested in health & fitness
 - Provides a visual concept for the paperboard POP display
 - Includes a plan to expand the brand with packaging for additional fitness gear (other innovative trackers, sweat band, water jug, headphones etc.,)
- Explains the design process from concept to execution





SUBMISSION DEADLINE

Friday, May 26, 2017

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)

- Plain, unglued carton blank
- Detailed production 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
- 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)

5. **Signed Graduate Student Advisors Guidelines form**

(available at www.paperboardpackaging.org)

Submission Instructions:

All entries with supporting forms and materials must be received no later than Friday, May 27, 2017. 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.

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.





Acknowledgement of Intent

Please submit this form at your earliest convenience to confirm your program's participation in the 2017 Student Design Challenge. (Please print clearly!) Please scan and return your completed form to ppa@afandpa.org.

YES, I will encourage my students to participate in the 2017 Student Design Challenge. I anticipate _____ teams from my school will participate.

Name _____

Title _____

School _____

Address _____

City _____

State _____

Zip _____

E-mail _____

Phone _____

Fax _____

NO – I do not anticipate participating in the 2017 challenge, but please forward information to:

Name _____

Title _____

School _____

E-mail _____

Phone _____



Certification of Originality

(must be printed clearly, signed by all team members, and submitted with entry)

We, the undersigned, hereby certify that our design entry into the 2017 Paperboard Packaging Alliance Student Design Challenge is an original concept and has been fully executed by us. We further authorize the Paperboard Packaging Alliance to develop publicity in the trade press and general news media concerning our participation in said competition, as well as in connection with any national awards we might receive.

Paperboard Packaging Alliance reserves the right to promote the Student Design Challenge entries in any marketing campaigns, including advertising, website postings, social media, email blasts and print communications, etc. through a royalty-free irrevocable license and will credit students and their respective institutions in any application. Participating students and/or University (subject to individual University's Policy) reserve the right to promote Student Design Challenge participants for the institution's own communications efforts. Any such promotions will be coordinated with PPA and will name PPA. All other ownership rights in the entry remain with the student(s).

School Name

School Address

Team member name (please print)	Signature	Date
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Team member name (please print)	Signature	Date
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Team member name (please print)	Signature	Date
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Team member name (please print)	Signature	Date
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Team member name (please print)	Signature	Date
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Team member name (please print)	Signature	Date
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Student and School Contact Information

(must be printed clearly and submitted with entry)

Please provide contact information for all team members and the faculty advisor on the project. Each team should designate one member to serve as the primary contact on issues related to the 2017 Paperboard Packaging Alliance Student Design Challenge.

PRIMARY STUDENT CONTACT INFORMATION

Name

School

E-mail

Freshman Sophomore Junior Senior Graduate Student

ADVISOR CONTACT INFORMATION

Faculty Advisor Name

School

Department

School Address

School Phone

E-mail

Provide contact information for all other team members on the following page



Primary student contact name (from page 1)

STUDENT #2 CONTACT INFORMATION

Name

E-mail Freshman Sophomore Junior Senior Graduate Student

STUDENT #3 CONTACT INFORMATION

Name

E-mail Freshman Sophomore Junior Senior Graduate Student

STUDENT #4 CONTACT INFORMATION

Name

E-mail Freshman Sophomore Junior Senior Graduate Student

STUDENT #5 CONTACT INFORMATION

Name

E-mail Freshman Sophomore Junior Senior Graduate Student

STUDENT #6 CONTACT INFORMATION

Name

E-mail Freshman Sophomore Junior Senior Graduate Student

STUDENT #7 CONTACT INFORMATION

Name

E-mail Freshman Sophomore Junior Senior Graduate Student



Graduate Student Advisors Guidelines

Graduate student advisors must adhere to the following guidelines in order to participate in the Paperboard Packaging Alliance's 2017 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 2017 Paperboard Packaging Alliance Student Design Challenge.

Name

Signature

Please direct all questions to Akilah Robin (ppa@afandpa.org)