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

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

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

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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 college bookstore or convenience store 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 26, 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.