



## The Challenge

**Design a sustainable and marketable package for a 2.5" decorative papier-maché globe commemorating the 40th anniversary of Earth Day.**

### Background

WKA Promotionals is an international supplier of specialty commemorative items. Sold online and in finer boutique stores, items from WKA's distinguished catalog become keepsake souvenirs and gifts.

In anticipation of the 40th anniversary of Earth Day, to be celebrated in April 2010, WKA has added a new item to their catalog: a commemorative Earth Day globe. WKA will sell only 10,000 of the globes, and each one will be hand packed and individually numbered. WKA has contracted with a local artist to design and produce the papier-maché globes, which are made of recovered paper and hand-painted.

WKA now needs to source the package. They believe the package should be as special as the globe inside. WKA designs their packages to function as eye-catching displays online, on the store shelves, and in the buyer's home. In addition, WKA wants the package to reflect the values of Earth Day, namely sustainability and environmental awareness.

### Criteria

Create a retail package that:

- Adequately protects the artist's work
- Creatively displays the globe online, on retail shelves, and in the buyer's home
- Promotes the values of Earth Day
- Includes a functional aperture allowing the buyer to "touch and spin" the globe within the package
- Uses paperboard as the primary packaging substrate

**Submission Deadline: May 14, 2010**

### Submission Requirements

1. Prototype (60 points)
  - One finished set-up prototype package (with graphics) containing a stand-in foam globe, which PPA will furnish upon receipt of the Acknowledgement of Intent form contained in this packet.

## 2. Design Elements (20 points)

- One cut and scored unprinted carton blank
- Materials specification sheet
- Detailed die drawing
- Design Overview, a brief description of:
  - Thought and design processes
  - Explanation of design, graphic, and packaging choices
  - Description of how your package meets WKA's packaging criteria

## 3. Marketing Plan (20 points), a brief description of:

- Retail store product positioning and marketing plan
- An explanation of the features, advantages, and benefits of your package for retailers and consumers

## 4. Completed Team Contact and Certification of Originality forms

## Submission Instructions

All entries and supporting forms and materials should be delivered to the attention of Michelle Gaskins, Paperboard Packaging Alliance c/o American Forest & Paper Association, 1111 19th Street NW, Washington, DC 20036. Contact her directly with any questions at 202.463.5162, or by e-mail at [Michelle\\_Gaskins@afandpa.org](mailto:Michelle_Gaskins@afandpa.org).

## Prizes and Judging

Winning students teams and their academic programs will receive monetary awards.

|                             |              |                    |
|-----------------------------|--------------|--------------------|
| <b>1<sup>st</sup> place</b> | team: \$2000 | university: \$2000 |
| <b>2<sup>nd</sup> place</b> | team: \$1500 | university: \$1500 |
| <b>3<sup>rd</sup> place</b> | team: \$1000 | university: \$1000 |

The judges will evaluate each entry based upon the creativity of the packaging solution, the professionalism of the presentation, and the completeness of the submission as outlined in the Submission Requirements section.

PLEASE NOTE: It is imperative to fulfill ALL off the submission requirements listed above to earn the maximum score. Ignoring any bullet point will compromise the winning potential of your entry. The judges want to see the finished package and:

- What and why the specific materials were chosen
- What the blank(s) look like
- How the components lay out on a production sheet
- How the blank transforms into a finished package

## Additional Notes

- Paperboard can be requested through the PPA offices via phone, fax, or email.
- PPA member companies are available for consultations and as possible supply sources to complete the challenge.
- For more information or to download contest forms visit [paperboardpackaging.org](http://paperboardpackaging.org).

**paperboard packaging: a renewable and recyclable resource for innovation**

● Paperboard Packaging Alliance ● 1111 19th Street, NW, Suite 800, Washington DC 20036 ● [www.paperboardpackaging.org](http://www.paperboardpackaging.org)