

# student design challenge

 Paperboard Packaging Alliance

## The Challenge

**Design a limited edition innovative toy package that can also be re-used as an interactive structure for the toy.**

## The Background

Give a child a toy and undeniably they are excited and eager to rip open the packaging to get to the desired prize. Whether it's the latest Disney Infinity® action figure or trendy Barbie™ doll, kids influence parents' decision to purchase the latest and most popular toys. Today, the U.S. toy industry is continuing to experience booming retail sales and there is no shortage in demand for safe and innovative packaging to accompany its most valuable products. According to the Toy Industry Association (TIA), the average price of a toy is around \$9, but the estimated 3 billion units sold across the U.S. each year generates approximately \$22 billion in direct toy sales.

Popular children's animated movies use toys to promote movie characters and increase box office sales. The paperboard packaging industry wants not only to meet this demand but enhance the play-and-learn experience with these toys by revamping its packaging to be more interactive with the actual toy.

The must-see animated movie of the year will be released in the fall of 2015. Producers are seeking an innovative paperboard package to showcase the lead movie character.

The toy will be featured as a limited edition item in top retail stores. The package must appeal to 7-10 year-old children, show the toy inside and be easily accessible for consumers to touch and feel. The package should effortlessly convert into a reusable interactive structure to use with the toy at home.

The package must: be made primarily from paperboard; promote the lead character and theme of the movie; address sustainability goals of reducing its carbon-footprint in its packaging; have visible distinctions that set it apart from competing toys; and, serve as an easy-to-convert interactive play structure for the toy.

In supporting documentation, designers should address: ways in which the package could be marketed and displayed; how their design would appeal to 7-10 year-old children; and, how the limited edition toy can spin-off into its own brand of toys that would appeal to both genders.



## The Designed Toy Package Should:

- Address the theme of an animated children's movie and house a leading character toy of your choice from the following traditional toy categories (visit [www.toyassociation.org](http://www.toyassociation.org) for additional information):
  - Dolls
  - Action Figures
  - Building Sets
  - Vehicles
- Include a toy of your choice in the package (price range \$5-\$15)
- Be re-used as an interactive play structure for the toy
- Be a limited edition item
- Appeal to children in the age range of 7-10
- Appeal to movie producers and top critics
- Have measurements not exceed 15 inches in height, width or depth (design should be able to sit independently on a retail store shelf)
- Feature the renewability, recyclability, versatility, and innovation of paperboard
- Contain a minimum of 70 percent paperboard

### Additional criteria:

Provide a design overview that:

- Explains thought and design processes
- Provides an explanation of design, graphic, and packaging choices
- Describes how your design meets the necessary requirements

### Submit a marketing plan that:

- Includes a plan to appeal to e-commerce shoppers by creating a virtual/social media environment that allows the customer to play and shop with the toy online
- Directs retail shoppers to go online and experience the toy virtually
- Describes the transformation of the package to interact with the toy
- Explains how the toy package can be replicated for gender-specific packaging concepts

## Submission Requirements:

### 1. Prototype (50 points)

- 1 complete mock-up of package with full graphics

### 2. Design Elements (25 points)

- 1 plain unglued blank die line
- Materials specification sheet
- Detailed die drawing
- Design overview (see above)
- Photo of finished design





### 3. Marketing Plan (25 points)

- Plan for product usage, positioning, and marketing of toy package with additional promotional materials
- Explanation of features, advantages, and benefits of the design

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

## Submission deadline: Friday, May 29, 2015

### Submission Instructions:

All entries and supporting forms and materials should be delivered no later than Friday, May 29, 2015 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:

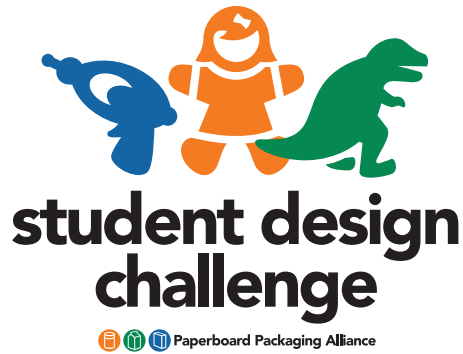
- 1st place: \$5,000 to the team/\$5,000 to the school
- 2nd place: \$3,000 to the team/\$3,000 to the school
- 3rd place: \$1,500 to the team/\$1,500 to the school

The judges will evaluate each entry based on 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 of 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:

- Finished designs that are assembled and structurally sound
- An explanation of which materials were used and why these were chosen
- A picture of the finished design. (Also note that all submitted prototypes, regardless of contest placement, will be professionally photographed for publication when the winners are announced.)





## ACKNOWLEDGEMENT OF INTENT

Please submit this form at your earliest convenience to confirm your program's participation in the 2015 Student Design Challenge. (Please print clearly!) Please scan and return your completed form to [Akilah\\_Robin@afandpa.org](mailto:Akilah_Robin@afandpa.org).

**Yes, I will encourage my students to participate in the 2015 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 2015 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 2015 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.

We relinquish any ownership rights of the design concept and execution of this entry and it becomes the property of the Paperboard Packaging Alliance to be put into the public domain.

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School Name

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School Address

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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)

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Team member name (please print)

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Team member name (please print)

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Team member name (please print)

Signature

Date

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Team member name (please print)

Signature

Date



## 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 2015 Paperboard Packaging Alliance Student Design Challenge.

### PRIMARY STUDENT CONTACT INFORMATION

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Name

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School

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E-mail

Freshman    Sophomore    Junior    Senior    Graduate Student

### ADVISOR CONTACT INFORMATION

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Faculty Advisor Name

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School

Department

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School Address

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School Phone

E-mail

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



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Primary student contact name (from page 1)

## STUDENT #2 CONTACT INFORMATION

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Name

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E-mail  Freshman  Sophomore  Junior  Senior  Graduate Student

## STUDENT #3 CONTACT INFORMATION

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Name

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E-mail  Freshman  Sophomore  Junior  Senior  Graduate Student

## STUDENT #4 CONTACT INFORMATION

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Name

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E-mail  Freshman  Sophomore  Junior  Senior  Graduate Student

## STUDENT #5 CONTACT INFORMATION

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Name

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E-mail  Freshman  Sophomore  Junior  Senior  Graduate Student

## STUDENT #6 CONTACT INFORMATION

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Name

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E-mail  Freshman  Sophomore  Junior  Senior  Graduate Student

## STUDENT #7 CONTACT INFORMATION

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Name

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E-mail  Freshman  Sophomore  Junior  Senior  Graduate Student

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