

## THE CHALLENGE

**Design packaging for the contents of a subscription box package that enhances the customer experience and can be reused for storage.**

## BACKGROUND

A subscription box is a recurring delivery of niche consumer products. Deemed a brilliant marketing strategy, many e-retail companies are providing subscription box services to a wide range of customers that cater to their specific interests and/or needs. According to the Subscription Box Trade Association, 2,500 subscription box companies have launched in the past three years alone, creating industry projections for more than \$90 billion in annual revenues over the next decade. More importantly, 23 percent of online shoppers sign up for a subscription service, with the average subscriber receiving 4 monthly boxes.

Subscription box companies understand the unboxing experience of the box inside the shipping box has become a sensation and niche product companies are constantly looking for packaging solutions that sets them apart from their competition.

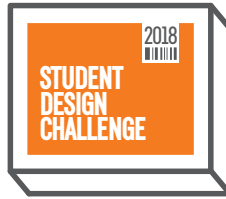
A group of startup companies have created subscription box services for their new niche product lines to target adult consumers. The startup company founders want the inner set of packages of the subscription box to be made primarily from a sustainable, recyclable and renewable resource – paperboard. The packages should have innovative functional distinctions that enhance the customers unboxing experience and set it apart from competing products. It should be optimally designed to protect and secure the products during shipping and handling and be able to be repurposed for storage. Most importantly, the structural and functional design must enhance brand recognition and influence customers to become loyal subscribers.

Designers are asked to create the inner paperboard boxes of a subscription box for three items in one of the following product categories: travel-size cosmetics, on-the-go snacks or fitness gear essentials (socks, leggings, sweatbands etc.)

In supporting documentation, designers should address ways in which the brand can expand the packaging to sell items in traditional retail stores and marketing strategies to encourage repeat buying.

The paperboard packaging industry is committed to sustainability. Therefore, the package should communicate recyclability and highlight paperboard packaging as a preferred substrate.





## Package Requirements:

- The package and inner packages should be made of 70 percent paperboard (the 70 percent cannot include fluted or corrugated materials)
- The three inner packages can be designed for any one of the following product categories:
  - Travel-size cosmetics
  - On-the-go snacks
  - Fitness gear essentials
- The outer package dimensions should not exceed 10”H x 10”W. The inner packages should fit within the outer package dimensions.
- Secure the products and withstand shipping and handling
- Appeal to adult customers
- Include an innovative functional feature that distinguishes itself from other packaging such as, but not limited to, opening and reclosing features
- 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:**

- Explains the design process from concept to execution
- Includes a plan to expand the packaging to sell items in traditional retail stores and marketing strategies to encourage repeat buying
- Includes a plan to appeal to adult customers (no age range specified)

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

## Submission Instructions:

The following Student Design Challenge forms are available at [www.paperboardpackaging.org](http://www.paperboardpackaging.org):

## HELPFUL TIPS

- Fulfill all submission requirements
- Make sure final design is fully assembled, structurally sound and can withstand shipping
- Provide picture of design

- Acknowledgement of Intent
- Team Contact
- Certification of Originality forms
- Graduate Student Advisors Guidelines form

All entries with supporting forms and materials must be received no later than Friday, May 25, 2018. Materials may be sent to:

### **Paperboard Packaging Alliance**

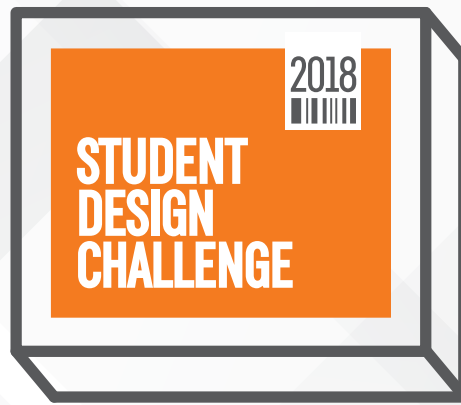
ATTN: Akilah Robin  
1101 K Street, NW, Suite 700  
Washington, DC 20005

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



## SUBMISSION DEADLINE

Friday, May 25, 2018

## SUBMISSION REQUIREMENTS

### 1. Prototype (50 points)

- One complete mock-up of package and inner packages
- 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

### 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 Team Contact, and

#### Certification of Originality forms

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

### 5. Signed Graduate Student Advisors

#### Guidelines form

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

