



## The Challenge

**Design packaging for a gaming system that enhances the unboxing experience and can be used while playing the video game.**

## Background

Gaming continues to be a booming industry for children, teenagers and — increasingly — seniors. According to Statista, consumers spent 36 billion dollars on video games (including game content, hardware and accessories) in 2017.

On YouTube, unboxing videos of gaming systems are almost as important as the actual games. Viewers want to see how packaging reveals or enhances the unboxing experience. Comments on these videos can make or break consumers' decision to buy the system.

Companies are constantly looking for packaging solutions that set them apart from their competitors. Marketing and design executives want to continue to use paperboard — a sustainable, recyclable and renewable resource — and enhance their package with innovative, distinct features that resonate with the consumer.

## Design Criteria

A top gaming company is releasing its newest gaming console and wants the package to be 100 percent paper-based. The package needs to house the console and one video game controller.

The package should have innovative functional distinctions that enhance the customer's 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 used while playing the video game.

The structural and functional design must enhance brand recognition and influence users to become loyal customers.

In supporting documentation, designers should address ways in which the gaming company can expand the packaging concept to sell its gaming console in traditional retail stores and marketing strategies to encourage repeat buying of the company's products.

The gaming company shares the paperboard packaging industry's commitment to sustainability. Therefore, the package should communicate recyclability and highlight paperboard packaging as a preferred substrate.





## Package Requirements:

- 100 percent paper-based, and made of at least 70 percent paperboard (the 70 percent cannot include fluted or corrugated materials)
- House one gaming console and one video game controller (NOTE: design must fit the dimensions of an on-the-market console and controller; do not include physical console and controller.)
- Outer package dimensions should not exceed 10"H x 10"W x 15"L
- Secure the products and withstand shipping and handling
- Able to be used while playing the video game
- Feature the renewability, recyclability, versatility, and innovative qualities of paperboard

## Submission Instructions:

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

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

All entries with supporting forms and materials must be received no later than Friday, May 31, 2019. Materials may be sent to:

### Paperboard Packaging Alliance

ATTN: Gillian Hunt  
1101 K Street, NW, Suite 700  
Washington, DC 20005

If you have questions, contact Gillian Hunt at the Paperboard Packaging Alliance at 202.463.2599 or [ppa@afandpa.org](mailto:ppa@afandpa.org).

## Submission Deadline: Friday, May 31, 2019

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

## 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

Winning teams will be invited to present their designs to industry executives at the Paperboard Packaging Council's October 23-25, 2019 meeting in Minneapolis, MN.

## Submission Requirements

### 1. Prototype (50 points)

- One complete mock-up of package (do not include physical console and controller)
- 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 that explains how design meets necessary requirements; identifies console and controller brand and dimensions; and describes how the packaging can be used while playing the video game
- 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 forms (available at [www.paperboardpackaging.org](http://www.paperboardpackaging.org))

### 6. Picture of Final Design