



Awaken the Senses!

PIDA - Brief 2021

BillerudKorsnäs – the company behind PIDA (the Packaging Impact Design Award) – is guided by a bold vision statement:

We challenge conventional packaging for a sustainable future

In the assignment for PIDA 2021, we invite the contestants to share this mindset and shake up the packaging industry. The task is to create a packaging concept that awaken the senses!

Background

What makes a package unique and memorable? Is it the touch, the sight, the sound, the scent? Alternatively, perhaps all of the above? When experience a package we use all our senses and in a more and more digital world the importance of talking to the senses in packaging is increasing.

Online, things like ASMR (google it!) is growing rapidly in popularity and unboxing videos showing off a new product in its package by using all senses is increasingly popular. As a luxury brand today, it is important to grasp that opportunity of meeting the consumer and touching the senses.

To an increasing extent, consumers choose brands whose values they share and that feel right in terms of lifestyle an identity. When consumers expect more from the brands they choose, they also expect more from the packaging. Not least when it comes to sustainability.

- Online/digital content, like ASMR (google it!) or augmented reality
- Brands that have specific sounds associated with the package, for example a pop sound or opening experience
- Feel and touch with tactile surfaces
- Sight illusions



The 2021 assignment – Awaken the Senses!

Create a sustainable, innovative and functional packaging concept that differs from the conventional solutions we see in the stores and in e-commerce today. Using a fictive brand and creating a unique experience that talks to our senses. Be bold, be playful!

Basic rules of the competition

- Create a sustainable, packaging concept for a fictitious, premium consumer brand using CrownBoard from BillerudKorsnäs
- Produce a short film showcasing the experience of your concept & package
- Produce a digital presentation of your packaging concept (PowerPoint 16:9 format). The presentation should include a group picture of the team members, a clear demonstration of the overall different features and sustainability implications (the material used, how the waste can be handled, if the box can have a second usage etc.) Other aspects to consider include protection of the contents and user friendliness
- A One-Pager description of the concept and product-/package explanation with an outline or a drawing of the structural design of the package.

For more detailed information, see the “Guidelines for project documentation.”

Target audience

Modern, urban consumers with high expectations on packaging, active on social media

Market segments to focus on

- Cosmetics & beauty care
- Luxury drinks
- Premium food & confectionary

Material

Our new range of Cartonboard:

CrownBoard Prestige, CrownBoard Artisan or CrownBoard Craft

Application information

The packaging design project entered into the competition must include the following mandatory information. Missing or incomplete information may lead to non-acceptance of the project.

- Product and/or brand name
- Each group shall have a project name and submit full contact details to all members of the group (name, address, telephone number and e-mail address).
- For the students with possibility to produce physical packaging prototypes, the prototypes (3 sets) should be sent to a given address before closing date of the competition. For students with no possibility to produce physical prototypes (due to the covid-situation), the project will be judged based on the concept description.



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- The One-Pager, the presentation and the film are to be sent in digitally, via the application form on the website (pida.billerudkorsnas.com). All documentation must be labelled clearly with the name of the project.

Practical information

More practical information will be found on the PIDA homepage regarding the following

- Application period and important deadlines
- Registration and event dates
<http://pida.billerudkorsnas.com>

The packaging projects entered into the competition are the property of BillerudKorsnäs and will not be returned to the competing university or the project teams. The concept and the idea will however remain the property of each project team.

BillerudKorsnäs claims the full right to use any of the competing projects in our marketing and/or promotion activities without any time limit and/or prior approval or financial compensation. The competing packaging projects will be displayed for example on the BillerudKorsnäs website, the PIDA Facebook page (PIDA community) and PIDA homepage.

Jury information

The jury consists of representatives from the packaging industry (converters, packaging, designers and brand owners), the trade press and BillerudKorsnäs. The judgments of the jury are non-revocable.

The jury will judge the projects based on the following criterias:

1. Aligns with the brief
2. Level of innovation
3. Sustainability
4. User friendliness/functionality
5. Feasibility
6. Documentation (films) and One-Pager

Contact

If you have any questions or if you require information, please contact:

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Helpful links

More about BillerudKorsnäs >> (www.billerudkorsnas.com)

More about the material >> (billerudkorsnas.com/Cartonboard/)

More about PIDA >> (pida.billerudkorsnas.com)