



It's a wild life!

PIDA - Brief 2022

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 2022, we invite the contestants to share this mindset and shake up the packaging industry. The task is to create a packaging concept that is inspired by nature in an innovative way.

Background

Our nature has evolved over billions of years and over time, fantastic and ingenious solutions have emerged. This year's PIDA competition takes inspiration from nature's fantastic diversity and functions. How can we transfer the smart features we find in nature into innovative packaging solutions?

For today's consumers, it is important to choose products that reflect our values and identity. As a premium brand today, it's important to attract the consumer and rapidly tell the brand story.

The 2022 assignment – It's a wild life!

Create a sustainable, innovative package that has taken inspiration from the smart features of nature. How can we transfer those functions from nature and transport into innovative packaging solutions?

Your fictive brand has a value base in sustainability and quality. The product is produced in a sustainable way with natural raw materials. The package enhances the consumer experience with minimal impact on the future.

Generation Z belong to what are the largest generation on the planet. They are the world's largest consumer group, with high demands on lifestyle and sustainability. This means that your product needs to stand out and quickly attract the right target group.

Create a package that rapidly shows the value of your brand, you have 10 seconds to attract the consumer!

Use a fictive brand and create a unique playful experience that talks to our emotions. Be wild and crazy!



BILLERUDKORSNÄS

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 film with a digital presentation of your packaging concept. The presentation should include a group picture of the team members, a clear demonstration of the overall different features inspired by nature and sustainability implications (the material used, how the waste can be handled, or 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

Generation Z - environmentally aware, politically savvy and determined to make a change.

Market segments to focus on

- Cosmetics & beauty care
- Premium food & confectionary
- Luxury Drinks
- Graphical

Material

- CrownBoard Prestige
- 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).
- Produce physical packaging prototypes, the prototypes (3 sets) should be sent to a given address before closing date of the competition.
- The One-Pager, the presentation and the film are to be sent digitally, via the application form on the website (www.billerudkorsnas.com/pida). All documentation must be labelled clearly with the name of the project.



BILLERUDKORSNÄS

Practical information

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

- Application period and important deadlines
- Registration and event dates
www.billerudkorsnas.com/pida

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 promotional 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 criteria's:

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:

General questions: Lena.Dahlberg@billerudkorsnas.com

Sweden: Johan.Jervall@billerudkorsnas.com

France: Edith.Baillarge@billerudkorsnas.com

Germany: Jorg.Storneke@billerudkorsnas.com

The UK: Gareth.Fisher@billerudkorsnas.com

USA: Daniella.Kohler@billerudkorsnas.com

Helpful links

More about BillerudKorsnäs >> www.billerudkorsnas.com

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

More about PIDA >> www.billerudkorsnas.com/pida