



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.

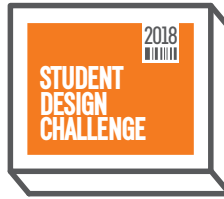
A group of startup companies have created subscription box services for their new niche product lines to target adult consumers. The startup company founders want the inner set of packages of the subscription box to be made primarily from a sustainable, recyclable and renewable resource – paperboard. 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:

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

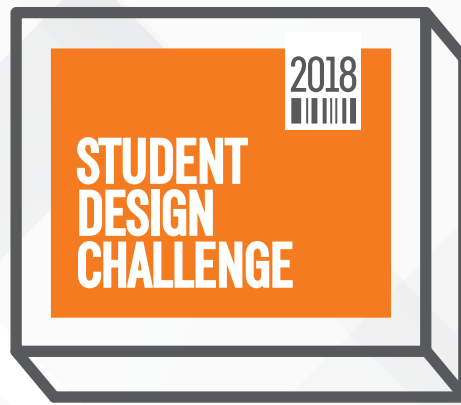
ATTN: Akilah Robin
1101 K Street, NW, Suite 700
Washington, DC 20005

If you have questions, contact Akilah Robin at the Paperboard Packaging Alliance at 202.463.2737 or ppa@afandpa.org.

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

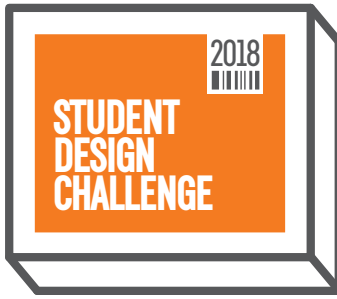
(available at www.paperboardpackaging.org)

5. Signed Graduate Student Advisors

Guidelines form

(available at www.paperboardpackaging.org)





Acknowledgement of Intent

Please submit this form at your earliest convenience to confirm your program's participation in the 2018 Student Design Challenge. (Please print clearly!) Please scan and return your completed form to ppa@afandpa.org.

YES, I will encourage my students to participate in the 2018 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 2018 challenge, but please forward information to:

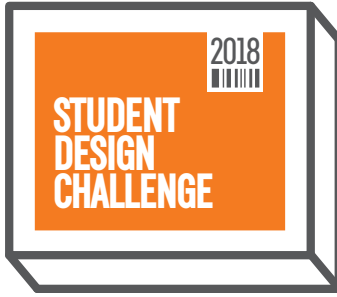
Name _____

Title _____

School _____

E-mail _____

Phone _____



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 2018 Paperboard Packaging Alliance Student Design Challenge.

PRIMARY STUDENT CONTACT INFORMATION

Name

School

E-mail

Freshman Sophomore Junior Senior Graduate Student

ADVISOR CONTACT INFORMATION

Faculty Advisor Name

School

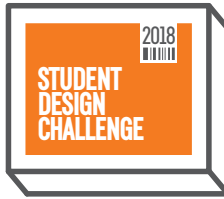
Department

School Address

School Phone

E-mail

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



Primary student contact name (from page 1)

STUDENT #2 CONTACT INFORMATION

Name

E-mail Freshman Sophomore Junior Senior Graduate Student

STUDENT #3 CONTACT INFORMATION

Name

E-mail Freshman Sophomore Junior Senior Graduate Student

STUDENT #4 CONTACT INFORMATION

Name

E-mail Freshman Sophomore Junior Senior Graduate Student

STUDENT #5 CONTACT INFORMATION

Name

E-mail Freshman Sophomore Junior Senior Graduate Student

STUDENT #6 CONTACT INFORMATION

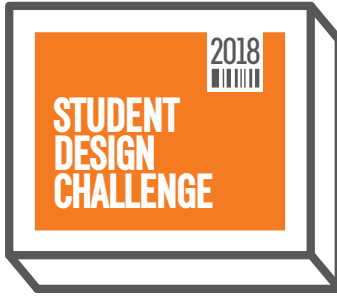
Name

E-mail Freshman Sophomore Junior Senior Graduate Student

STUDENT #7 CONTACT INFORMATION

Name

E-mail Freshman Sophomore Junior Senior Graduate Student



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 2018 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.

Paperboard Packaging Alliance reserves the right to promote the Student Design Challenge entries in any marketing campaigns, including advertising, website postings, social media, email blasts and print communications, etc. through a royalty-free irrevocable license and will credit students and their respective institutions in any application. Participating students and/or University (subject to individual University's Policy) reserve the right to promote Student Design Challenge participants for the institution's own communications efforts. Any such promotions will be coordinated with PPA and will name PPA. All other ownership rights in the entry remain with the student(s).

School Name

School Address

Team member name (please print)	Signature	Date
---------------------------------	-----------	------

Team member name (please print)	Signature	Date
---------------------------------	-----------	------

Team member name (please print)	Signature	Date
---------------------------------	-----------	------

Team member name (please print)	Signature	Date
---------------------------------	-----------	------

Team member name (please print)	Signature	Date
---------------------------------	-----------	------

Team member name (please print)	Signature	Date
---------------------------------	-----------	------

Team member name (please print)	Signature	Date
---------------------------------	-----------	------



Graduate Student Advisors Guidelines

Graduate student advisors must adhere to the following guidelines in order to participate in the Paperboard Packaging Alliance's 2018 Student Design Challenge:

- Advisor(s) must be a full-time graduate student (has already earned a bachelor's degree or other first degree and not currently working in the packaging field)
- A maximum of two graduate student advisors are allowed to participate on each student team in addition to the undergraduate program professor/advisor
- Advisor(s) can participate in conducting market research and field surveying for the marketing plan
- Advisor(s) can provide expertise on the design elements of the package die line and detailed die drawing
- Advisor(s) cannot create the concept, name or initial idea for the package
- Advisor(s) cannot design the logo or graphics for the package prototype

Graduate Student Advisor Program Incentives

- Advisor(s) will receive 10 percent (equally split between advisors) of the cash award if the student team places in the Challenge
- Advisor(s) on winning teams will be included in all press/marketing related media
- Advisor(s) will be featured on the Paperboard Packaging Alliance's website

GRADUATE STUDENT ADVISOR #1

Full Name

Signature

GRADUATE STUDENT ADVISOR #2

Full Name

Signature

Supervising Professor's Verification

I verify that the above graduate student advisors followed the required guidelines in participating in the 2017 Paperboard Packaging Alliance Student Design Challenge.

Name

Signature

Please direct all questions to Akilah Robin (ppa@afandpa.org)