The Challenge: Runway to Retail

Design a marketable package for a limited edition high-end PDA/smart phone and provide plans for altering the packaging to accommodate a mass market run.

Background:
A fictitious company is preparing to unveil a limited run of a new PDA/smart phone intended to attract a fashionable and tech-savvy consumer. The new product will feature the latest technology, allowing for easy access to phone, texting, internet surfing, and a variety of interactive apps, and will be marketed exclusively to those with a high disposable income.

The product’s packaging needs to reflect the same level of perceived value of the $300 phone that it protects, and provide for high visual impact for the product. Company executives have chosen paperboard packaging for the product not only for its billboard qualities, but also to comply with the retailers’ desire for sustainability merits and to appeal to consumers’ increasing desire to buy ‘green’.

To build on the buzz surrounding the new elite device among tastemakers, company executives intend to follow the launch with a more reasonably priced product designed for the mass market. In addition to creating a prototype of the paperboard package for their new smart phone, they are requesting a detailed plan for taking the paperboard packaging developed for the initial rollout and making it more accessible and cost effective for the broader market. This needs to be accomplished while maintaining the integrity of the brand.

Criteria:
Create a retail package that:
- Protects the product
- Reflects the exclusivity intended for the limited-run phone on retail shelves
- Presents the product in a visually impactful way
- Uses paperboard as the primary packaging substrate
- Can be modified for potential automation or more efficient hand packing

Submission Deadline: May 13, 2011
Additional Criteria:
Provide a design overview that:

- Explains the thought and design processes
- Provides an explanation of design, graphic, and packaging choices
- Describes how your package meets the necessary requirements
- Details the features, advantages, and benefits of the package for the customer, consumer, and retailer

Submit a marketing plan that:

- Describes retail store product positioning and marketing plan
- Explains how the initial design can be altered to accommodate the cost implications of the envisioned larger scale product expansion
- Documents the resemblance between the two packages, while detailing device protection and cost savings for the second version

Submission Requirements:

1. Prototype (60 points)
   - One finished set-up prototype package with graphics. (Prototypes should contain a stand-in PDA/smart phone, to be provided upon receipt of the enclosed Acknowledgement of Intent form. Dimensions and photos of the stand-in are available at www.paperboardpackaging.org.)

2. Design Elements (20 points)
   - One cut and scored unprinted carton blank
   - Materials specification sheet
   - Detailed die drawing
   - Design Overview (see above)

3. Marketing Plan (20 points)
   - Retail store product positioning and marketing plan
   - An explanation of features, advantages, and benefits of your package for retailers and consumers
   - Detailed description of how the initial design will be altered to accommodate the cost implications of the mass market

4. Completed Acknowledgement of Intent, Team Contact, and Certification of Originality forms

Submission Instructions:
All entries and supporting forms and materials should be delivered no later than May 13, 2011 to:

Michelle Haynes  
Paperboard Packaging Alliance  
1111 19th St., NW  
Suite 800  
Washington, DC  20036

If you have questions, contact Michelle Haynes at 202.463.5162, or by e-mail at michelle_haynes@afandpa.org.
Prizes and Judging:

Winning student teams and their academic programs will receive monetary awards.

1st place: $2000 to the team / $2000 to the school
2nd place: $1500 to the team / $1500 to the school
3rd place: $1000 to the team / $1000 to the school

The judges will evaluate each entry based upon the creativity of the packaging solution, the professionalism of the presentation, and the completeness of the submission as outlined in the Submission Requirements section.

PLEASE NOTE: It is imperative to fulfill ALL of the submission requirements listed above to earn the maximum score. Ignoring any bullet point will compromise the winning potential of your entry. The judges want to see the finished package and:

- What and why the specific materials were chosen
- What the blank(s) look like
- How the components lay out on a production sheet
- How the blank transforms into a finished package