



The Challenge

Design a creative and functional movie theater candy package and explain how it could be merchandised. *Submission deadline: May 10, 2013*

The Background

The snack you choose at the movie theater can be just as important as what movie you decide to see. Whether you're an M&M's guy or a Skittles girl, we all have our special treat that we look forward to each time we go to the movies. Whatever our concession allegiances, they tend to be deeply ingrained. And for most of us, a trip to see our favorite actor or the newest action movie would not be complete without some goodies. Not even the steep prices have deterred us. According to The National Association of Theater Owners, concession stands have been referred to as the lifeblood of the movie theater business, accounting for approximately 40 percent of theaters' net revenue in the U.S.

Movie theater vendors are always looking for the next "big thing" to keep their concession stands fresh and enticing. As additional focus is put on candy packaging, brand managers have come to realize that the package is just as responsible for sales as the product inside. However, it's extremely hard for a new product to compete with the traditional favorites.

To address this challenge a leading candy company is seeking new, creative, and innovative paperboard packaging for its latest candy line, which will be distributed in movie theaters and retail stores. The colorful bite-size candies are a delicious combination of milk chocolate and fruit flavors all in one package.

Company executives are seeking a package that attracts the attention of people who would not typically purchase candy at the movie theater, as well as true candy lovers. It must be easily usable for customers, and have visible distinctions that set it apart from the more traditional, better known candy brands.

In addition to the movie theater package, which is fairly large, company executives seek a smaller version for retail to demonstrate how the dispensing/closing feature translates to multiple sizes.

As an extension to the design provided, executives ask that you design the carton that is used for distribution/shelf display/point of purchase use as well. This can be a very creative way for the product to stand out in the concession stands.

In supporting documentation, designers should address ways in which the package could be marketed and displayed. You should also explain how the retail package dispensing feature would aid in "on-the-go" snacking or one-handed convenience.



Additionally, supporting documents should address why customers should choose your product over those of competitors despite brand loyalty. Explain how your design would improve customers' movie experience without the hassle of candy spilling into their laps as they try to enjoy a movie and a snack at the same time. Finally, your design should promote the fact that customers would get the best of both worlds with this new candy combining chocolate and fruit flavors.

Designed Package Should:

- Serve as the final package purchased by consumers at movie theater concession stands. Measurements should be in the range of H=3-1/2", W= 6-1/4", D=3/4". (Package should be able to contain candy the size of Skittles.)
- Include a smaller version for retail stores
- Include innovative openings and/or closures
- Accompany a merchandiser used for shelf display
- Include a stopper to prevent spills
- Provide appeal for a diverse audience and age group (i.e. marketing content for the new candy line)
- Use paperboard as the primary packaging substrate

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 and consumer

Submit a marketing plan that:

- Describes the benefits of this design over a traditional movie theater candy package
- Explains how the design is more convenient for simultaneously eating and watching a movie
- Notes what features would carry over to other sales channels like retail

Submission Requirements:

1. Prototype (50 points)

- 1 complete mock-up with graphics (movie theater package)
- 1 retail-size carton (plain or with graphics)
- 1 merchandiser for either concession or retail stores

2. Design Elements (25 points)

- 1 plain carton to demonstrate product dispensing feature (movie theater package)
- 1 plain unglued blank (movie theater package)
- Materials specification sheet
- Detailed die drawing
- Design overview (see above)
- Photo of finished design



3. Marketing Plan (25 points)

- Plan for product usage, positioning, and marketing
- Explanation of features, advantages, and benefits of the design both for the retail chain and consumers
- Detailed description of how the design will compete with better-known candy packages

4. Completed Acknowledgement of Intent, Team Contact, and Certification of Originality forms, available online at www.paperboardpackaging.org/student_design_challenge/index.html)

Submission Deadline: Friday, May 10, 2013

Submission Instructions:

All entries *and* supporting forms and materials should be delivered by the submission deadline to:

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

If you have questions, contact the Paperboard Packaging Alliance at 202.463.5164 or ppa@afandpa.org.

Prizes and Judging:

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

1st place: \$2,000 to the team/\$2,000 to the school

2nd place: \$1,500 to the team/\$1,500 to the school

3rd place: \$1,000 to the team/\$1,000 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 looks like
- How the components lay out on a production sheet
- How the blank transforms into a finished package