The Challenge:
Design a functional and creative package for a quick-serve chain kids’ meal, and address how the plans could be altered to serve an additional purpose.

Background:
Providing fast, inexpensive meals for kids has long been a priority for quick-serve industry chains, whose executives understand the power children have over a family’s spending habits. Enticements have come to include toys, games, giveaways, and ties to major movies and entertainment relevant to this audience.

Recent criticism and legislative action has created new scrutiny for these companies, in some cases banning the toys and inserts altogether, while also demanding healthier alternatives and readily available nutritional content information for parents.

To address this challenge, executives in a fictitious quick-serve company are seeking a new and improved paperboard package to house a sandwich, side, and drink for their youth audience. Marketing executives are seeking a package that allows for a more interactive experience for kids, creating an opportunity to still entertain, educate, and appeal to this audience even if required to omit a toy inside. Operations executives require a functional package that can be quickly and easily set up and executed in the confines of the kitchen. The container must be designed to securely house and protect the meal, but also seeks to take advantage of the billboard and other functional benefits of paperboard.

As an extension to the design provided, executives ask that in the supporting documentation, designers address ways in which the base package could be modified to serve the alternative function of housing a cup of coffee and a pastry for a new seniors’ combo. Company research has found that this is increasingly important demographic seeks opportunities for fellowship and conversation, and such an enticement leads to brand loyalty.

Criteria:
Create a package that:

- Protects and separates kids’ meal elements — sandwich, side, and drink
- Provides interactivity for target audience (i.e. games/marketing content or structural elements that provide extended usage of the package)
- Allows for efficient and timely implementation in the kitchen
- Can be modified to package and protect a seniors’ coffee and pastry combo
- Uses paperboard as the primary packaging substrate

Submission deadline: Friday, May 11, 2012
**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 kids’ meal container
- Explains how the initial design can be altered to accommodate a seniors’ breakfast combo (coffee and pastry)

**Submission Requirements:**

1. **Prototype (60 points)**
   - One finished set-up prototype kids’ meal package (with graphics)
     - Include the container being used for a beverage (either an 8oz. cup, 6.75oz. juice box, or 8oz. milk bottle)
     - Identify the side (either small fry, small pouch containing carrot sticks or sliced fruit, or 3oz. cup of fruit or applesauce)

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

3. **Marketing Plan (20 points)**
   - Plan for product usage, positioning, and marketing
   - Explanation of features, advantages, and benefits of the design both for the retail chain and consumers
   - Instructional sheet to assist store associates in erecting and displaying the package at retail
   - Detailed description of how the initial design will be altered to accommodate the secondary usage as a coffee and pastry carrier

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

**Submission Instructions:**

All entries and supporting forms and materials should be delivered no later than Friday, May 11, 2012 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 email 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 looks like
- How the components lay out on a production sheet
- How the blank transforms into a finished package.