The Challenge:

Design an innovative men’s cosmetic gift set package that can also be used as a merchandiser display.
Submission deadline: May 30, 2014

Background:

Just a few years ago, the choices for men’s grooming products were limited and straightforward. Mainstream grooming essentials for men included just shaving cream and aftershave. Today, men’s grooming products are one of the fastest growing sectors within the beauty industry. According to Mintel, a Chicago-based research firm, sales of men’s toiletries will hit $3.2 billion by 2016, up from $2.2 billion in 2006. Now that men’s grooming products are mainstream, shaving cream and aftershave are not enough.

Top consumer product goods companies and traditional cosmetics companies are introducing new products into the marketplace every day in order to meet the growing demand. Department stores and luxury retailers are constantly looking for “must-have” products to keep their stores fresh and enticing. Retailers are looking for products that have packages that attract consumers.

To celebrate the 10th anniversary of its men’s grooming products line, a leading luxury cosmetic company will launch its first men’s collection gift set that will include a facial wash, a facial lotion and a facial exfoliating scrub. The men’s collection will be a part of the launch of the Men’s Grooming Center at a leading high-end department store, which is attracting the attention of beauty bloggers and editors as well as rival companies.

Company executives are seeking a package for the gift set that attracts both loyal customers and those who would not typically purchase men’s grooming products.

The gift set package must be made primarily from paperboard; promote the company’s sustainability goals of reducing its carbon-footprint in its packaging; have visible distinctions that set it apart from competing brands; and serve as a merchandise display for the new line of products and be easy to convert back into a package for purchase.

In supporting documentation, designers should address ways in which the package could be marketed and displayed; how it can be reused for other purposes such as storage; how their design would compel customers to become loyal brand supporters; and how the men’s grooming collection can spin-off into a women’s cosmetic collection, for “his and hers” purchasing.
The Designed Gift Set Package Should:

- Include three sections/slots for products; facial wash, facial lotion, and facial exfoliating scrub (actual products in package not required, however if you choose to use actual products, please empty the contents of the products or reseal the opening of the products to prevent damage to designed package during shipping)
- Accommodate products (facial wash, facial lotion, and facial exfoliating scrub) that are no more than 3 fluid ounces in size
- Feature the renewability, recyclability, versatility, and innovation of paperboard
- Contain a minimum of 70 percent paperboard
- Appeal to men in the age range of 18-35
- Appeal to industry executives

Measurements:
Gift set package H=12", W=12", D=12" (design should be able to sit independently on a cosmetics counter)

Additional criteria:

Provide a design overview that:
- Explains thought and design processes
- Provides an explanation of design, graphic, and packaging choices
- Describes how your design meets the necessary requirements

Submit a marketing plan that:
- Describes the benefits the design offers compared to traditional men’s cosmetic packaging
- Explains how the gift set package can be replicated for “his and hers” packaging concepts

Submission Requirements:

1. Prototype (50 points)
   - 1 complete mock-up of gift set package

2. Design Elements (25 points)
   - 1 plain cut, scored, and glued blank
   - 1 plain unglued blank
   - Materials specification sheet
   - Detailed die drawing
   - Design overview (see above)
   - Photo of finished design

[more]
3. Marketing Plan (25 points)
   • Plan for product usage, positioning, and marketing of gift set package with additional promotional materials
   • Explanation of features, advantages, and benefits of the design to be used as a cosmetics counter display

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

Submission Deadline: Friday, May 30, 2014

Submission Instructions:
All entries and supporting forms and materials should be delivered no later than Friday, May 30, 2014 to:

   Paperboard Packaging Alliance
   1101 K St., 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:

   1st place: $5,000 to the team/$5,000 to the school
   2nd place: $3,000 to the team/$3,000 to the school
   3rd place: $1,500 to the team/$1,500 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:

   • Finished designs that are assembled and structurally sound
   • An explanation of which materials were used and why these were chosen
   • A picture of the finished design