



Press release

10th November 2014, Solna

Road-trip concept for Spotify wins packaging competition

A pop-up store made from BillerudKorsnäs material and designed for use in petrol stations has won the top prize when students from Berghs School of Communication competed to package the digital music service Spotify.

Throughout autumn, students at Berghs School of Communication have been participating in a contest to find the best analogue packaging solution for the digital music service Spotify. The competition, dubbed SPICE:14, was held across September and October in partnership between Berghs, Spotify and BillerudKorsnäs.

Road Trip winner

A total of 12 teams participated in the event, each presenting Spotify with two solutions to make a total of 24 entries. The winning concept is called *Spotify Road Trip* and centres on a pop-up store that can be placed in petrol stations. The idea behind the concept was to exploit the fact that petrol stations are not simply places to refuel, but also environments where customers purchase items to make their car journeys more pleasant.

The team behind the winning concept comprises project managers Sofia Göthlin and Richard Holmquist and graphic designers Sofie Redtzer and Malin Strömblad.

"We were a bit puzzled by the brief," says Holmquist. "How could we make a physical packaging for a digital service? It really forced us to think outside the box."

Benefits for Spotify and BillerudKorsnäs

According to the prize jury, the winning concept shows a clear understanding of users and of the target audience's emotional drives. It also embodies direct problem-solving and simple distribution, while completely meeting the brief.

Jenny Hermansson is Business Director at Spotify and a member of the jury.

"The winning concept has a clear understanding and a good idea," she says. "We believe in the target group and the concept is nicely packaged. It was also a fierce competition with lots of very good ideas. I'm confident that we will be able to realise a number of the concepts and we are very pleased with the competition."

The competition was run by Jimmy Nyström, Business Development Director, BillerudKorsnäs and Jon Haag, Corporate Innovation Manager, BillerudKorsnäs.

"As managers for the project, we think this year's competition has reached an entirely new level. The students have worked really hard for six weeks and are presenting concepts that are fully up to the standard of what's provided by creative agencies. We're impressed!"



BILLERUDKORSNÄS

This year's SPICE:14 competition was the fifth to be held, and it has expanded from a competition for Berghs student to being an integrated part of the Sustainable Packaging Design class at the school.

Read more about SPICE:14 at www.spice14.com

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