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Bring the future!

PIDA - Brief 2019

BillerudKorsnäs – the company behind PIDA (the Packaging Impact Design Award) – is guided by a bold vision statement:

We challenge conventional packaging for a sustainable future

In the assignment for PIDA 2019, we once again invite the contestants to share this mindset and join our challenge to make a difference.

The task is to create a sustainable packaging concept that does exactly that:
Challenge the conventional for a sustainable future.

Background

Sustainable packaging is on everybody's mind today, and one trend today is to re-place or reduce plastic in packages. We are convinced that a lot more can be done with fibrebased packages. As consumers, we demand more and want to feel that we contribute to a more sustainable future. Functionality is critical for a positive reaction and sustainability are important for the impression of the product and brand. When it comes to sustainability, as much as 72 % of all consumers are willing to pay more for a product packed in a more sustainable package than one in a conventional package. And brand owners could benefit from the differentiation of a sustainable packaging.

The 2019 assignment – Bring the future!

The key word is **sustainability**.

How will a sustainable package look 2030?

Create a sustainable, innovative and functional packaging concept that differs from the conventional solutions we see in the stores and in e-commerce today.

Use a fictitious brand and create a functional and unique experience.



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For example:

- Think new – create a solution that solves a problem of today.
- Reduce the amount of non-sustainable material that makes a difference or maybe transform a plastic package into a fibre based premium package.

Be innovative, be bold!

Basic rules of the competition

- Create a sustainable concept for a fictitious, premium consumer brand using BillerudKorsnäs Cartonboard material.
- Produce a short film showcasing your concept and package
- Produce a digital presentation of your packaging concept (PowerPoint or similar). The presentation should include a clear demonstration of the overall different features and sustainability implications. The material used and other aspects to consider include protection of the contents and user friendliness.
- A one-pager description of the concept and product-/package explanation with an outline or a drawing of the structural design of the package.

Target audience:

Modern, urban consumers with high expectations on packaging, active on social media

Market segments to focus on:

Cosmetics & beauty care

Fashion

Premium chocolate & confectionary

Material:

BillerudKorsnäs White, Artisan, Light or Carry

This year's biggest news is a Grand Final to appoint an overall winner of PIDA 2019. The winning teams from each country will win a trip to Luxe Pack Monaco where the Grand final winner will be announced!





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Application information

The packaging design project entered into the competition must include the following mandatory information. Missing or incomplete information may lead to non-acceptance of the project.

- Product and/or brand name
- Each group shall have a project name and submit full contact details to all members of the group (name, address, telephone number and e-mail). Maximum 3 persons per project team.
- Physical packaging prototypes (3 sets) are to be sent to a given address before closing date of the competition.
- The One-Pager, the presentation and the film are to be sent in digitally, via the application form on the website (pida.billerudkorsnas.com). All documentation must be clearly labelled with the name of the project. The One-Pager should also be sent in together with the physical packages.
- The film should be maximum 90 seconds, preferably 60 seconds

Find more practical information on the PIDA homepage:

www.pida.billerudkorsnas.com

- **Application period and important deadlines**
- **Registration and event dates**

The packaging projects entered into the competition are the property of BillerudKorsnäs and will not be returned to the competing university or the project teams. The concept and the idea will however remain the property of each project team. BillerudKorsnäs claims the full right to use any of the competing projects in our marketing and/or promotion activities without any time limit and/or prior approval or financial compensation. The competing packaging projects will be displayed for example on the BillerudKorsnäs website, the PIDA Facebook page (PIDAcommunity) and PIDA homepage.





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Jury information

The jury consists of representatives from the packaging industry (converters, packaging designers and brand owners), the trade press and BillerudKorsnäs. The judgments of the jury are non-revocable.

The jury will judge the projects based on the following criteria where the main focus is on 1-5:

1. The overall packaging solution
2. Sustainability
3. Level of innovation
4. Feasibility
5. User friendliness/functionality
6. Shelf impact (ability to stand out in a physical or virtual marketing landscape)
7. Documentation (film, presentation & One-Pager)

Contact

If you have any questions or if you require information, please contact:

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Helpful links

More about the material >> billerudkorsnas.com/Carbonboard

More about PIDA >> pida.billerudkorsnas.com

More about BillerudKorsnäs >> billerudkorsnas.com

Read more about our innovation projects

The Paper Battery and The Paper Bottle for carbonated drinks

>> billerudkorsnas.com/about-us/innovation-projects

