



2009/10 STARPACK THE COCA-COLA COMPANY GRADUATE BRIEF

Register now and enter this brief for
Industry Recognition and Great Prizes

- + Open to all graduates from all UK, Scotland, Ireland and European Colleges and Universities
- + Graduates may enter from full or part time courses and from any of the creative disciplines including product design, 3D packaging, branding, marketing and graphic courses
- + Graduates may enter who have qualified from HND, BA Hons and Masters Courses
- + Free entry to all eligible graduates

www.starpack.uk.com



ORGANISED BY



ON BEHALF OF



PROUDLY SPONSORED BY



STARPACK AWARDS

THE COCA-COLA COMPANY GRADUATE BRIEF

Background

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of nearly 1.6 billion servings a day.

One of these brands is 'Powerade'. Launched in 2001, 'Powerade' is an isotonic sports drink developed by scientists to help people participating in sports or exercise to perform at their best for longer, by helping you to rehydrate and energise.

'Powerade' is an optimum combination of fast-acting carbohydrates, minerals and electrolytes, designed to help prevent dehydration and delay the onset of muscle fatigue during exercise.

The Olympics is an event that showcases the world's fastest, strongest and fittest Olympians in virtually every sports discipline and 2012 sees London host this prestigious event. The Coca Cola Company have chosen this event and their 'Powerade' brand to be the challenge of their graduate brief.



Register now

For further details or to register please contact Rachel Brooks at rachel.brooks@iom3.org



Student Starpack

Starpack is organised by IOP: The Packaging Society,
a division of IOM3: The Institute of Materials,
Minerals and Mining

The Brief

You are required to design and develop a single or multipack package for the 'Powerade' brand to support the brand sponsorship the Olympic Games 2012.

The design must be clearly identifiable as a special Olympic edition as well as maintaining the brand attributes – Hydration, Performance and Fuel to stretch your performance. Your design should consider the different size formats the brand is available in across the range - 500ml PET Bottle, 1ltr PET, and 33cl cans.

All aspects of the current packages are able to be changed but consideration for the filling and decoration process should be included and displayed in your support work. The Package may also be used as the drinking vessel of the Olympians so efforts should be made to ensure the package is instantly recognisable by shape, function, colour or a combination of all three.

Consideration may be given to a range of different materials, but justification will need to be evident in your submission back-up work.

Assessment Criteria

- + Creative innovation in pack shape and function
- + Recognition and pack visibility, from a distance and in-use, linked to the Olympic theme
- + Suitability of design across the range
- + Key brand attributes represented by design
- + Convenient and easy accessibility of product for the consumer
- + Simplicity of design to be implemented into the supply chain

Entry submission

- + All entrants will need to supply 3 A3 design development boards indicating research and concept progression of their ideas.
- + Students to then choose one of the following formats for final design:
 - A 3D model/s of their final solution in an appropriate material.
 - A 2D schematic/visual of the final solutions with dimensions and specifications
 - A computer aided design solution indicating 3D modelling and specifications
- + Closing date for entries 5 March 2010

Prizes

- + Winners final design will be prototyped by the Coca-Cola Company (where appropriate) to a full working model for Graduate Portfolio
- + To the winner a £1,000 Powerade Mountain Bike and Pop-Up Tent
- + An opportunity to meet and network with the European and UK Coca-Cola Design Managers and participate in a Portfolio Workshop
- + Additional Networking Opportunities with major design and manufacturing organisations at the winners presentation
- + 1 year free Graduate Membership of IOM3
- + Profile in IOM3 Publications
- + VIP Visit to Materials Resource Centre at London IOM3 Headquarters
- + Certificates and additional PR recognition to runners-up