

## Brief A

### PET CARE STARTER PACK

Key stage 4 and AS level

Sponsored by Pro Carton

#### Background

Pets form an important part of many families and households in Britain and we are seen as a nation of pet lovers. The pet care market is well established and continues to grow with leading brand owners developing new products and accessories to appeal to small animal owners.

#### Resume of the brief

For this brief, you are asked to design and produce a 'Care Pack for a Small Pet' made from cartonboard. Choose a pet from the range of small animal, reptile or insect groups.

The pack you design must contain 3 pet care products / accessories appropriate to the pet of your choice. These products must fit securely into the construction of your pack and its overall design should be appealing to the customer. You are to develop your own branding and graphics for the pack and ensure that it is evident from your design which type of pet the pack is aimed at. Your pack is to be made primarily from cartonboard, but you may include a transparent window for visibility of products if required.

#### Prize

Pro Carton Award of £500 to the school which in the opinion of the Pro Carton judges, has provided the best overall cartonboard entries. Pro Carton can also offer the winning school

the opportunity to display its winning entries in the Museum of Brands, Packaging and Advertising in London.

IOP: The Packaging Society will award £50 for the best supporting portfolio.



## Supreme Gold and IOP: The Packaging Society Sponsored Award for Best Portfolio, Brief A Manmeet Auluck

The 6th Form College Farnborough

“Well thought through. Fulfills the brief criteria. Lots of fun! Superb detail and construction/functionality. Fantastic product. Well done!”

Judges comments

“In a very competitive field, this portfolio combined hand and computer generated graphics showing detailed thought processes and specifications for an excellent creative and attractive pack”.

Gordon Stewart, IOP: The Packaging Society





“Great solution with novelty after use. Simplicity is often best. Hanging container blister pack, sucker option for secondary use”

Judges comments

Supreme Gold  
Mark Thomas

Hull College

## Gold

1. Charles Oliver, Hull College

“An upmarket pet pack with a sophisticated look, good clear and clever portfolio”

Judges comments

2. Jade Webb, Hull College

“Clever cutting, themed budgie colours, good content, secondary dispenser use.  
Lovely budgie buddie character”

Judges comments



1



2



1

1. Hiren Patel, The City of Leicester College

“Fantastic! Novel shape, colourful graphics and mock up to an extremely high standard. Great opening features and great folio”

Judges comments

2. Dilesh Patel, The City of Leicester College

“Fabulous pack. Whole brief really well thought through especially transit, display and innovative opening feature. Well done”

Judges comments

2



Gold

## Gold

1. Anneka Purrier, The 6th Form College Farnborough

“Excellent construction, fulfils all aspects of brief. Super thorough folder. Even consideration of P.O.S. Well done!”

Judges comments

2. Philippa Grayson, The 6th Form College Farnborough

“Excellent portfolio. Good ideas generated. Great novelty opening feature and strong branding. Well executed final pack”

Judges comments



1



2



1

1. Louise Parker, Hull College

“Rotating top window, professionally thought out art work. Lovely pack shape and graphics, extremely commercial”

Judges comments



2

2. Siri Sothisiri, Malvern College

“Great logo and mock up. Evidence of much research into pet care. Well done!”

Judges comments

Silver

## Silver

1. Rachel Harding, Bungay High School

“Really well thought through project. Meets all criteria. Innovative packaging shape and great mock up”

Judges comments



1



2

2. Pryanka Modi, The City of Leicester College

“Novel shape, well thought through design. Colourful and very detailed portfolio. Novelty cat mask printed on the inside for kids”

Judges comments







1. Sophie Dawber, The 6th Form College Farnborough

“Well presented portfolio. Products well presented in pack. Sophisticated use of colours and ribbons and novelty after use”

Judges comments

2. Sam Dodsworth, The 6th Form College Farnborough

“Excellent portfolio. Imaginative ideas and well developed. A novel functional pack. Made the judges smile”

Judges comments



Silver

Silver  
Jourdain Coleman

The 6th Form College Farnborough

“Very good quality of construction. Extremely functional. Clear precise portfolio”

Judges comments





1



2



3



4



5

1. Bethany Pattison, Hymers College
2. Emily Summer, Hymers College
3. Jade Nicklin, Hull College
4. Sarah Lincoln, Hull College
5. Laura Broadbent, Hull College



Bronze