

# FILA



# FILA PACKAGING AWARD

FILA



## Summary

New packaging design contest on Desall.com: FILA invites you to propose a new graphic and packaging design project for two new perfumes dedicated to the FILA Fashion and FILA Sport lines.

**Official contest page:** <https://bit.ly/FILAaward>

## Company Description

FILA was born at the beginning of the Seventies as a sporting brand and until the Nineties it remained a benchmark brand for people looking for high-performance and professional sporting apparel.

In 2016 the new owners decided to relaunch the FILA brand, riding the heritage fashion wave inside the premium fashion and defining two major souls for the brand that continue to exist today, the Sport and the Fashion souls.

## What we are looking for

FILA is looking for new concepts for the packaging and the graphics of two new perfumes, man/woman or unisex, customised for the FILA Sport or FILA Fashion lines, interpreting the brand values with a unique and disruptive project.

## Guidelines

For the correct realisation of your proposals, keep into consideration the following guidelines:

**Objective of the contest:** you are invited to propose an **innovative and disruptive concept** for the **graphics and the packaging** of **2 FILA perfumes** (1 man version + 1 woman version or 2 unisex versions), customised for one of the two brand souls, **Sport** or **Fashion**, with the aim of creating a **graphic project capable of eliciting an emotional response** in the consumer and of being **highly recognisable on the shelves**.

**Project elements:** you are invited to design the packaging, the graphics to be applied on the packaging and to customise the perfume cap and bottle:

- **Design of the packaging:** for a more practical producibility, the **shape of the packaging shall be geometric and simple**, preferably a **parallelepipedon**. The most characterising feature of the packaging might be the use of an innovative typology of opening, to offer a more rewarding and emotional user experience.



- **Graphics of the packaging:** the fundamental element for the customisation of the packaging is the graphics that will be applied on it, which shall be capable of eliciting an **emotional response in the consumer** and of being **highly recognisable on the shelves**. For more info about the style, please refer to the *Style* paragraph.
- **Cap:** you may customise the cap in the **colour/graphics of the internal part**. The **shape** will remain **unchanged**. Inside the *Material files* you will find the layout with details about the size of the cap.
- **Bottle:** you may customise the bottle through a **label or more in general by applying some colouring/graphics to the entire bottle**, without changing or modifying the design of the bottle itself. You are free to customise the bottle as you prefer, without necessarily maintaining its transparency. Inside the *Material files* you will find the layout with details about the bottle size.

Inside the *Material files* you will also find a .PSD template to use for presenting your proposal.

**Style:** in line with the brand values, your graphics shall have an **eccentric and disruptive style**, highly **recognisable on the shelves** and capable of **drawing the attention** of the consumers, thanks to its **unique and explosive character**. Your projects shall comply with the FILA brand identity in the apparel sector and may accordingly reflect its Sport or Fashion souls.

- **FILA Sport:** loyal to the origin of the brand, that relies on the values of performance, history, tradition, sport champions;
- **FILA Fashion:** it reminds of values of luxury, unicity, collaborations with big brands and celebrities, streetwear.

With the aim of creating truly unique and original solutions, you are free to suggest the **graphic elements or subjects you prefer** and to **use the styles, the technique and the colour palette** you like most, without necessarily re-proposing the typical brand colours (red, white and blue) and with the possibility for you to take a different direction from the style and design of the perfumes already launched on the market by the brand. At your discretion the possibility to reinterpret one or both lines, as long as your proposal includes at least two perfumes.

**Logo:** the FILA logo (attached as a vector file in the *Material files*) shall be applied on the decoration of the bottle and on your packaging, but it shall not necessarily be a major or a characterising element of the graphic project. You may decide how to position and – if need be - how to customise the logo according to the line you opt for, FILA Fashion or FILA Sport. For more information about the use of the logo please refer to the *brand book* provided in the *Material files*.

**Size:** for the layout and the size of bottle and cap, please refer to the *Material files*. The packaging shall preferably have a parallelepiped shape and comply with the standard dimensions for this product typology.



**Production technologies:** the external **packaging** will be realised with paper and board and shall keep production costs low. At your discretion the possibility to propose finishes/surface post-processing for both the packaging and the various customisations.

**Target:** in general, the two perfumes will address a very wide public, man/woman aged 15-30 years. However, based on the line you choose, FILA Fashion or FILA Sport, the consumer might have different tastes and preferences.

**Deliverables:** upload all the images that better present the graphics and the packaging of the **two perfumes** (rendering, descriptions, etc.) specifying for each what line you have chosen, FILA Fashion or FILA Sport. At your discretion the possibility to represent more versions, for a minimum of two different products. For a better representation of the bottle and of the cap, you are invited to apply your design to the template provided in the *Material files*: “FILA-design-template.psd”. For the packaging, 3D views will be most welcomed, or else 2D views, as long as they can show every side in a clear way. You may attach additional materials or in-depth descriptions inside a .ZIP archive.

**Evaluation criteria:** in the evaluation of your submissions the Sponsor will take into account the following criteria:

**Emotional impact and on-shelf visibility (5/5)**

**Aesthetics (4/5)**

**Compliance with the brand and with the target (4/5)**

**Originality (4/5)**

**Feasibility and economic sustainability (3/5)**

**Language:** since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

## Contest timeline

Upload phase: 20<sup>th</sup> December 2019 – 27<sup>th</sup> February 2020 (1.59 PM UTC)

Client Vote: from February 27<sup>th</sup> 2020

Winner announcement: approximately before the end of May 2020



## Optional deadlines

Concept revision: 20<sup>th</sup> January 2020 (1.59 PM UTC)

**Concept revision:** deadline for requiring an optional revision of your project by the Desall team. In order to request a revision, upload your project, include the description project and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. **The revision is NOT mandatory:** it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

## Eligibility and submission

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can present one or more projects, but only the projects published on the [www.desall.com](http://www.desall.com) web site, via the upload page related to “FILA Packaging Award” will be accepted.

## Award

1°: €5000

The selection of the winner by Sponsor name will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.

## Option right

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of Euro 3,000.00= (three-thousand/00) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more info, please login and read the **Contest Agreement** from the upload page. For questions about the brief please use the “Have a question” button or write to [contest@desall.com](mailto:contest@desall.com).



## Submission Guidelines

**Project images:** the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.

We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.

For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.

For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.

In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.

In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.

You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

**Descriptions:** we suggest you to use the appropriate fields, “Abstract” and “Description”, to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the “Abstract” field you have maximum 500 characters to include a short summary of your project while in the “Description” field you can include all the remaining information.

**Additional material:** in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the “Archive File” field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the “Video File” field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

**Concept revision:** revision of your project by the Desall team. In order to request a revision, upload your project including the description and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. The revision is NOT mandatory: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

**Hidden option:** only in case of public gallery contests, you can submit your project with “hidden” design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.

*You can find further instructions on how to create your account, how to submit your project and other information in the [Tutorials](#) and in the [FAQ](#) sections.*