

Premium
Italian
Coffee
Brand



Premium Coffee Gift Packaging

Summary

New packaging design contest on Desall.com: a famous premium coffee brand and Desall invite you to design a new line of packaging solutions, to serve as gifts for a special occasion, be it Christmas or other celebration.

Official contest page: <https://bit.ly/PremiumCoffeeContest>

Company Description

The contest is promoted by a famous premium coffee brand, a historical Italian company, known all around the world for the quality of its espresso and for its leading position as benchmark innovator in the coffee industry.

What we are looking for

The contest is looking for a **new collection of gift box packaging solutions** dedicated to the products of a famous premium coffee brand. The packaging solutions shall be purposely designed to represent the **perfect gift for our family or for our loved ones**, suggesting cardboard solutions or durable packages, that may be used repeatedly over time with different functions.

Guidelines

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

Product typology: the aim of the contest is to collect **“gift box” packaging solutions**, dedicated to the iconic coffee can of the Italian brand and to its compatible capsules, available in various combinations. In particular, you are invited to suggest **at least 3 different packaging solutions**.

Theme: the packaging solutions of your collection shall be exclusively meant as **gift boxes**, to give to the family and to the loved ones, for **celebrating a special festivity** (for ex. Christmas) or for **another occasion to celebrate along the year, with the partner or with the family**.

Inside the same collection you are free to propose solutions for one or more themes, Christmas or other, as you prefer.

Christmas theme: one of the most interesting themes for the Sponsor is Christmas. In this case, the packaging shall have a **“winter” and festive mood**, rather than purely Christmas, and be dedicated to a secular Christmas, in order to keep the packaging relevant for the whole winter time, also after Christmas. The **theme shall be represented also in the shapes and in the die cut layouts**, not only in the graphic design, if any (as it is a non-mandatory requirement of the contest).

Die cut layout requirements: for the cardboard solutions of your collections, you are invited to keep into consideration some **construction** and **eco-compatibility aspects**, in particular:

- **Transportability:** suggest compact and robust shapes, ideally the cardboard packages shall be stackable.
- **Sustainability:** avoid any overpackaging, that is the excessive use of material for the package, suggesting more sustainable solutions.
- **Internal structure:** your solutions shall be able to keep the cans in their place, preventing them from rotating.
- **External structure:** whenever possible, avoid any sharp edges and cusps.
- **Openings/windows:** the packages shall have windows/openings wide enough to enable the customer to see the product held inside (logo, product name, flavour, etc.). Ideally, these shall constitute a stylistic element which ensures continuity with the design of the entire package. You may also suggest innovative shapes for the windows, keeping into consideration that in that case the window should have a major role in the graphic, which shall justify its presence. The windows shall be placed at least 1,5 - 2 cm away from the edges of the package and at 1,5 – 2 cm away one from the other, in case there is more than one window. One side of the package shall have no windows, as it will contain various info for the customer, as required by the applicable norms. You cannot place windows on the edges of the package.

In order to better illustrate your cardboard solutions, you are invited to **present the structure of the package as a two-dimensional layout** (for some examples of structures and die cut layouts, please see the *Material files*).

Durable packaging requirements: your durable packaging solutions shall be designed in view of **reuse**, also with **different or accessory functionalities** (for ex. tin-container for compatible capsules, fridge container, *moka* coaster, tray, etc.). They shall be designed with **eco-sustainable and durable materials**. This packaging typology shall have an even greater **premium character** and a **higher-positioning**, to be sold also outside the great retailers, such as inside mono-brand boutiques or similar. In particular, your packaging shall contain one or more cans or compatible capsules boxes, at your discretion.

Style and shapes: the packaging solutions you propose shall **draw the attention** of the customer of the famous coffee brand, thanks to their **premium look & feel**. They shall be easily **recognisable** inside the points of sale (mass retailers in particular - for the cardboard packages - or mono-brand boutiques - for the durable packages) and emphasise the **marketed product** (coffee). The style shall fully represent the **wider theme of gifting**, which will be adapted based on the festivity (Christmas or other) and **depending on the theme**, while maintaining an **original, modern and design-oriented** taste. Ideally – for the cardboard packages – the **windows/openings shall form integral part of the design, where they will play a major role**.

Optional (nice to have): at your discretion the possibility to also propose a graphic design for the collection of packaging solutions.

Packaging range: the coffee of the famous Italian brand will be offered in various **formats/packages**, containing the iconic coffee can or boxes of compatible coffee capsules, with different flavours and dimensions. For your proposal, you may keep as a reference some of the following combinations suggested hereafter:

- 1 x 250 g coffee can + 2 x 125 g coffee can
- 3 x 125 g coffee can
- 4 x 125 g coffee can
- 3 or 4 boxes of compatible coffee capsules
- (only for the durable packaging) 1 or more boxes of compatible coffee capsules or 1 or more coffee cans, at your discretion.

You can find more details about the products size and characteristics inside the *Material files*. For some examples of Christmas-themed packages, please refer to the *Material files*.

Values to convey: your packaging solutions shall be perceived as premium gifts, in line with the famous Italian coffee brand, and shall suggest that giving them as a gift will surely represent “the perfect gift for me and for my loved ones”.

Target: your packaging solutions shall be dedicated to well-informed consumers, coffee geeks, coffee lovers, looking for a premium and original product, a solution suitable for anyone wishing to offer a premium gift for Christmas or other festivity.

Required materials: you are invited to propose **a minimum of 3 packaging solutions**, presenting:

- at least 2 cardboard packages and at least 1 durable package;

or

- at least 3 cardboard packages;

or

- at least 3 durable packages.

For the cardboard solutions you are invited to present the structure of the package as a two-dimensional layout, in order to facilitate the design of the die cut layouts (for some examples, please see the *Material files*).

You may draw inspiration from, readapt, modify the die cut layouts related to the examples included in the *Material files*, but at least 2 die cut layouts should be original.

For a better evaluation of your projects, you are required to provide vector files in .AI or .EPS format, to be attached inside a .ZIP archive from the upload page of the contest.

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

Aesthetics (5/5)

Technical feasibility (5/5)

Eco-compatibility (4/5)

Degree of innovation (3/5)

Project presentation (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: 11th February 2020 – 06th April 2020 (1.59 PM UTC)

Client Vote: from 06th April 2020

Winner announcement: approximately before the end of April 2020

Optional deadlines

Concept revision: 11th March 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 web site, via the upload page related to “Premium Coffee Gift Packaging” will be accepted.

Award

1°: €4000

The selection of the winner by the Sponsor 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 entire duration of the option right, it is prohibited for participants to share, propose to third parties or otherwise publish the projects presented, as the Sponsor shall have the possibility to purchase the license for the economical exploitation of projects other than the winner for a of Euro 2,000.00= (two-thousand/00). At the end of the period of the option right, the users will be authorized to propose their projects to third parties but will be obliged to remove from such projects any graphic, logo or other reference to the Sponsor or to any third party's materials.

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.

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.