



## **Frequently Asked Questions**

### **How do I register for the competition?**

Simply register online at [www.48hrrepack.com](http://www.48hrrepack.com) and enter your contact information. Make sure you mark [competition@48hrrepack.com](mailto:competition@48hrrepack.com) as well as [ines@unitoneatlanta.com](mailto:ines@unitoneatlanta.com) in your “safe senders list” that way we don’t end up in your junk mail folder.

### **Who is eligible?**

This contest is open to all students enrolled in a design or packaging related program in a recognized College or University. Teams made up of eligible students (5 students per team maximum) are also encouraged. Agents and employees of the sponsoring companies are excluded from entering. Entrants must be 18 years or older.

### **I am registered – What happens next?**

On Friday, January 26th at 7 pm EST you will receive an email from us that reveals the design challenge for the 2017 “48 Hour Re-Pack” competition. From this point on you have exactly 48 hours to create your design. All entries must be received by Sunday, January 28th at 7 pm EST.

### **What if I have questions?**

You can contact Ines Kuhn at (404) 551 2505 or at [ines@unitoneatlanta.com](mailto:ines@unitoneatlanta.com) during business hours. During the competition weekend, emails will be checked Saturday morning only.

### **How do I submit my design?**

Complete the **Entry Form** for each package design being submitted for judging.

This **Entry Form** must accompany the following:

#### **For Judging:**

- Photos of your 3D mock up or drawings of your package design
- high res images or drawings that show-case your design
- 1 copy (word or pdf) of the design rationale supporting your entry, maximum 500 words
- 1 YouTube style video with your “sales pitch”, max. 2 minutes. Include a compressed version in your zipped folder AND provide a link to the video URL on YouTube on your Entry Form
- Signed Submission Agreement

#### **For our website <http://48hrrepack.com/past-contests/> :**

- 1 image of your product - 286 pixels (w) x 202 pixels (h) at 72 dpi
- 2-4 images of your product – 700 pixels (w) x 351 pixels (h) at 72 dpi
- Send all

**All documents should be included in one zipped folder; the folder must be named in your name.**



### **How to upload your video on YouTube**

A general instruction how to upload a video on YouTube can be found here:

<http://www.youtube.com/watch?v=qFyIT7rVZ0Q>. You may use the private feature instead of public, when deciding who can watch the video. That way you have better control over your idea. Make sure you leave enough time for the upload. Depending on your file size and upload speed it may take longer that you think. To learn how to compress your file, see this link:

<http://www.youtube.com/watch?v=2vapiUUkkql>. A free video-to-flash-converter can be found here: <http://www.dvdvideosoft.com>. Make sure you send us the URL to your video. Try it all out ahead of time so you don't miss your deadline.

### **What video file format should I send**

We prefer a compressed but still good quality .mp4 video file that we can use to present it on our website and during NEXTPACK.

### **How to create a zip file**

To create a compressed file on a Mac, mark all files you want to add to the zip file then Control-click on the files and choose Compress. This should create the compressed zip file. Rename the file in your name

To create a compressed file on a PC, mark all files you want to add to the zip file then right-click on the files and choose "send to" and the choose "Compresses Folder". This should create the compressed zip file. Rename the file in your name.

### **How to submit your final folder to the 48HR Design Competition**

Please use 'WeTransfer' ([www.wetransfer.com](http://www.wetransfer.com)) to send your final folder to [competition@48hrrepack.com](mailto:competition@48hrrepack.com).



## What are the criteria the design is being judged by?

- 20%** **Promotes responsible use of materials.** Your package should use renewable or recycled materials, be recyclable, and promote recycling.
- 15%** **Improved functionality.** Good packages are easy to use. Does your package promote consumer convenience - i.e. easy transporting, handling, opening, dispensing, resealing, preparing or reuse?
- 15%** **Creativity and originality.** How did you approach the problem in a new and revolutionary way? How does your product stand out on the shelf?
- 10%** **Practicality.** Designed for Business – hits the sweet spot between what a consumer will desire and can afford and what a manufacturer can produce for a profit.
- 15%** **Emotional Connection.** Besides its functional value, does your package create the emotional connection with the consumer, can it create a “got to have it” feel at the point of purchase.
- 25%** **Presentation.** Presentation of the idea is often ignored until last but is often the key to a winning idea. Entrants will be allowed to submit supporting documentation (in .pdf ) and a video (via YouTube or via ftp server) to convey their ideas. (Package images are required.)