



IoPP “48 HR Re-Pack” Student Design Competition

Frequently asked questions

How do I register for the competition?

Simply register online at www.48hrrepack.com and enter your contact information. Make sure you mark competition@48hrrepack.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 29th at 7 pm EST you will receive an email from us that reveals the design challenge for the 2021 “48 Hour Re-Pack” competition. Pick the one challenge you want to work on to create your design. All entries must be submitted back to us by Sunday, January 31st at 7 pm EST.

What if I have questions?

You can contact competition@48hrrepack.com during business hours. During the competition weekend, emails will be checked Saturday morning only.



How do I submit my design?

All documents should be included in one folder; the folder must be named in your team's name and include the following:

Forms:

- **Entry Form**
- **Submission agreement**
- **Student IDs** for all team members.

Design elements:

For Judging:

- High-res images of your 3D mock-up, 2D illustrations or 3D renderings of your final package design solution
- 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

For our website:

- 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

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. Make sure you send us the URL to your video.

What video file format should I send

We prefer a compressed but still good quality .mp4 video file.

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

Please use 'WeTransfer' (www.wetransfer.com) to send your final folder to 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.)