

Packaging Design Competition  
[www.modelgroup.com/myp](http://www.modelgroup.com/myp)



**Model  
Young  
Package  
2024**

**Deadline: 31. 12. 2024  
Prize money: 28 000 €**

**MODEL**

## The Topic

This year, the Model Young Package challenges talented designers like you to redefine sweets packaging with “Sweets in the Box”. It goes from chocolate, fruit gum to candy or cookies – this year's challenge is your opportunity to reinterpret and reinvent the packaging of your favorite sweets.

Craft packaging that captures the essence of each treat, be it an exquisite praline collection for special moments or a design bursting with colors for juicy candies. Unleash your creativity and reimagine packaging that not only delights but sets trends. Join us in shaping the future of packaging design – where your vision takes center stage.

## Briefing

### Option 1 - Omnichannel solution

- Create a packaging solution for retail, transport, and e-commerce.
- Prioritize a design that enhances the overall presentation and handling of the product.
- Ensure adaptability by seamlessly fitting any distribution channel.
- Consider an all-in-one or modular multi-part solution, combining gift and postal packaging for e-commerce.
- Explore the use of multiple parts, like a gift box and matching shipping box, for added versatility. (Only, if necessary)



*Figure 1: Omnichannel packaging*

### Option 2 – Special solution

- Propose an innovative primary, secondary, or tertiary packaging solution for sweets using paper-based materials that meet modern packaging criteria. You have the freedom to choose whether you prefer an especially efficient and material-saving solution, a uniquely designed work of art, or functional packaging with an additional benefit.
- Showcase creativity by presenting a packaging idea that may not conform to the initial briefing but fulfills all essential requirements.
- Demonstrate versatility in design, considering unique use cases for sweets packaging within the chosen packaging tier.
- Utilize paper-based materials to align with sustainability goals and contemporary packaging trends.
- Embrace the open nature of the briefing to unleash creativity and present a sweets packaging solution that goes beyond traditional constraints within the specified packaging tier.



*Figure 2: Special solution*

## Additional features of designed packaging

- Emphasize a high-class and distinctive design distinct from conventional packaging.
- Tailor the packaging precisely to the content for appropriate presentation.
- Enhance the unboxing experience with a unique and thoughtful design approach.
- Embrace a "less is more" philosophy throughout the design process.
- Prioritize ease of handling while ensuring the packaging feels as special as the contents.

## Material

The prototype is fully based on paper / cardboard. Other adjustments and use of other materials must be consulted with Model in advance.

## Scope

For the purpose of evaluation, a PDF file including the following is required:

- photos of a real prototype
- vector blueprint
- text description

The file needs to be submitted in an online registration form at [modelgroup.com/myp](https://modelgroup.com/myp)

After the registration deadline, shortlisted authors will be requested to ship their prototype to one of Model designated addresses.

## Evaluation

Firstly, the digital submissions will be evaluated by the technical team if they meet the contest's criteria. Afterwards, the fitting prototypes will be requested to be delivered on-site to be judged by the jury.

The final prototypes will be evaluated on site by the jury, consisting of high-profile representatives from the industry and the representative of the company Model.



Figure 3: Jury session in 2023

Key criteria:

- Flexible use
- Ease of use
- Cost effectiveness
- Genuine design
- Sustainability / Material efficiency

For further information, contact us at [myp@modelgroup.com](mailto:myp@modelgroup.com).

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