



**#
THE
PERFECT
PACKAGING
EXPERIMENT**

**I EDITION CARTONAJES SALINAS COMPETITION.
THE PERFECT PACKAGING EXPERIMENT 2017**

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THE PERFECT PACKAGING EXPERIMENT

1. THE PROJECT, DESCRIPTION

Every year, on christmas season we offer our clients a small present as a greeting card. This gift always comes in a really carefully designed box to show all our potential in design, technique and productive capacity.

At the end, a box designed to show off.

The box has the Salinas brand, and inside a colour coherence, we usually change designs quite a lot, always respecting the essence of our corporate image.

In our *Instagram* (@cartonajessalinas) during the time the contest is open, we will be posting all the boxes from other years.

The objective on launching the competition is to support new designers to show their talent.

This boxes will end up in the hands of marketing directors, copywriters, purchasing departments and directives that work on big perfumery, cosmetics, fashion, drink companies, etcetera.

Just as we normally do, we will work side by side with winner designer to create his box as it is intended, and applying improvements and changes that both sides agree on.

The box will contain an object whose photos and measurements will be sent by e-mail to anyone that registers (we would not like our clients knowing beforehand which is the gift they are going to receive) as well as a small information brochure with information about the winner designer, most outstanding features of the project, etcetera.

Format of this brochure will be open, designer can suggest it or leave it on our hands.

We will also send everything needed to make the design: logo, colours, etcetera.

2. DOCUMENTS TO BE SUBMITTED BY CONTESTANT

Contestant must send via e-mail (perfectpackaging@cartonajessalinas.com) the project. If using “*We Transfer*” or any other sending method, the *download link* must be sent with the e-mail, we do not want to loose any work.

The project must feature the following documents:

- 3D Digital Model, layout, simulation or drawing. We need to appreciate the final aspect of the project.
- Blueprints or proposal blueprints for the project.
- Open final artwork or detailed design brief in order to be able to study and evaluate how the printing and production is stated
(materials, size, pieces, accessories, etcetera)
- Project description, inspiration, characteristics, innovation, intention, etcetera.

PACKAGING DESIGN REPORT



PROJECT: THE PERFECT PACKAGING EXPERIMENT

DATE:

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CREATIVITY

INSPIRATION

It is a deluxe box designed for a specific target of people that work on luxury, product and packaging on a daily basis.

It involves causing surprise, looking for the "wow effect".

A box that you will fancy saving or having on your desk.

Being an inspiration to other projects.

BRAND

It is compulsory that Salinas logo appears on a visible and outstanding spot.

Brand's colour range:
Orange P. 158 Brown P. 1545.
Black and White. It is possible to suggest other colour as long as they respect brand's essence.

LAYOUT

Free layout, but real, making it able to be produced in our facilities. A lot of information can be found on our website. You can also e-mail us your doubts.

TEXTURE

Materials also take part in a design, you can suggest them or state the effect you would like to achieve.

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MARKETING

OBJECTIVES

The contest offers you a prize to the best design and a personal marketing campaign that otherwise would be unthinkable to have. Think about it when you are designing.

TARGET COST

Production costs are on our charge.

TIMING

It is important that you send your project as closed as possible to save development and production times.

CONTENT

Content has to be conveniently anchored to ensure it reaches the client unchanged, and shines bright when opening the box.
It has to have a bed or a clamping system such as foam or cardboard.

SELLING TYPE

This boxes and its content wont be comercialized in any way, they are intended for promotion-gifting.

DISTRIBUTION

International: Spain, France, Switzerland, Germany, Mexico, USA...

RELEASE

Planned on 2nd week of december.

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STRATEGY

TARGET

Directores de marketing, creativos, directores de compras, directores generales de las principales marcas con las que trabajamos.

SIMILAR PRODUCTS

Our website and Social Networks are the best catalogue to obtain inspiration and see what we can do.