

★ 2015 STUDENT ★

GOLD PACK

Graphic Design

Yay!! Finally...
The work is amazing!

Check this bro!
Beyond creative...

I'm so emotional
right now!

*Award
Winners*

Sponsors



Inspired by life



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Judging

THE ORGANISING COMMITTEE AND COMPETITION JUDGES REPRESENT A RANGE OF DISCIPLINES AND ARE SELECTED FOR THEIR EXPERTISE IN THE APPROPRIATE FIELDS.

Regional judging panels firstly selected entries, which were submitted for national judging.

The national judging panel was:

Graphic Design

Madelaine Fourie

Sandra Rowley

Laura Dicks

Leigh-Jeanne Thomas

Bill Marshall

Vanessa von Holdt

Specialised Exhibitions, organisers of the PROPAK Exhibitions, are the founding sponsors of this competition. Additional sponsorship and support is received from players throughout the packaging industry. Without this sponsorship these awards and the opportunities given to students who enter the competition - and who are exposed to the exciting world of packaging through doing so - would not exist.

We hereby acknowledge and thank each of the sponsors listed on the previous page for their contribution towards the 2015 competition.

The Student Gold Pack Awards are organised under the auspices of The Institute of Packaging South Africa, by **Vanessa von Holdt**.

Winners



Amy-Louise Staak
Stellenbosch Academy
of Design & Photography



Karabo Moloji
Vaal University of Technology



Ashley Wallendorf
Stellenbosch Academy
of Design & Photography

In-Flight Meal for Emirates



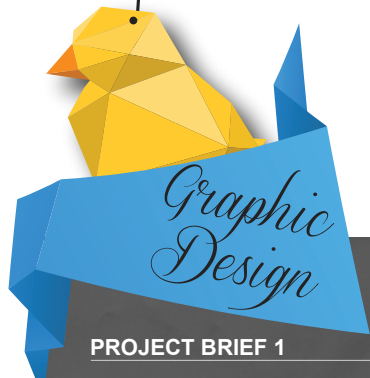
Kiwi Shoe Polish Gift Set



**Get Real: Kotex Promotional
Gift Pack for Tampons**



sappi
Inspired by life



PROJECT BRIEF 1

IN-FLIGHT MEAL

You are challenged to create the packaging for an in-flight meal, which would be provided and consumed on an airline of your choice – you may choose an existing airline or create your own airline brand.

Your graphics, choice of packaging materials and on pack communication should clearly express the core values and attitude of the Airline brand, which you have chosen. This project is to be seen as an opportunity to use the packaging as a medium to communicate directly with the airline's customers to reinforce their experience and perceptions of the airline brand.

This meal pack can be created for a breakfast, lunch or dinner, to be served during the flight. It must include more than just one food element – i.e. salad + main meal + dessert.

Your packaging should be practical to manufacture, store, handle, consume from during the flight and discard.

Best in Project

Amy-Louise Staak
Stellenbosch Academy
of Design & Photography



In-Flight Meal for Emirates

Beautifully executed project, which met the brief clearly, offering an engaging experience for children through the airline meal. The concept incorporates different pack formats and appropriate graphics which create interest and awareness about travel amongst young passengers.

Runner Up

Liora Freeman
Stellenbosch Academy
of Design & Photography



Delightfully Different: Turkish Airlines

A clever box design which is engaging right from the start of opening to reveal the meal contents. The graphics are culturally inspired offering passengers a warm welcome from the airline's country.

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FINALIST

Aalia Jhaveri
Durban University
of Technology

With love SAA

The practicality and logistics of this pack works well for the airline. Researched with excellence, the concept is not only interesting and different for the consumer, it is also easily feasible for the airline.



JUDGES SPECIAL MENTION
BMI RESEARCH
insights
to
grow
Best research and write up of concept

FINALIST

Quinette Martins
Midrand Graduate Institute

In-Flight Fortune



FINALIST

Birgitta Le Roux
Greenside Design Center

Delft In-Flight Meal Packaging



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FINALIST

Letitia van Heerden
North West University

SAA Limited Edition
South African Culture Celebration



FINALIST

Rachel Penkler
Stellenbosch Academy
of Design & Photography

In-Flight Meal for Air Mauritius

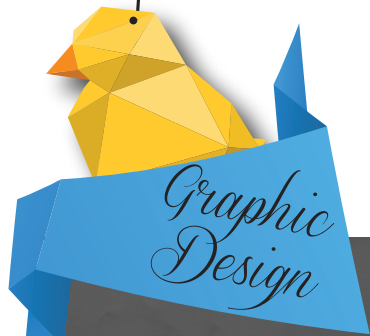
FINALIST

Lucia Alminda Kok
North West University

Mango - Celebrate With Us



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PROJECT BRIEF 2

PROMOTIONAL GIFT PACK

You are challenged to create a gift pack for an existing strong brand in a category of your choice. You need to choose a product that is not commonly purchased as a gift.

Your proposed packaging should transform the product into a desirable gift to purchase and give away, while still being true to and in harmony with the brand's positioning.

You may wish to combine your product with other variants of the brand or promotional items that could be associated with the brand.

Best in Project

Karabo Mloi
Vaal University of Technology

Kiwi Shoe Polish Gift Set

The cleverly executed and chosen graphics and elegant shape of this pack really add value to the Kiwi brand, uplifting the product offering to a stylish and desirable gift.



JUDGES SPECIAL MENTION



Ease of implementation,
commercial practicality

Runner Up

Ashley Wallendorf
Stellenbosch Academy
of Design & Photography



Get Real: Kotex Promotional Gift Pack for Tampons

This project met the brief with excellence while also pushed the boundaries of turning a 'grudge' purchase into a gifting occasion. The packaging offers many value added elements through its structural design and the graphics and on pack communication were well executed to be intriguing while not detracting from the Kotex brand.

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FINALIST

Marli Groenewald
North West University

Lion Alpha Male
Shoe Polish & Matches

The judges were most impressed by the incredibly high standard and professionalism of the mock-up produced.



FINALIST

Eva Holstvig Faerch
Greenside Design Center

Five Roses Tea:
Reading Promotional Pack



FINALIST

Megan Jeanes
Durban University of Technology

Philips LED Reusable Packaging



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GoLD PACK

FINALIST

Caylin van der Walt
Stellenbosch Academy
of Design & Photography

Twinnings
Loose Leaf Tea Bar



FINALIST

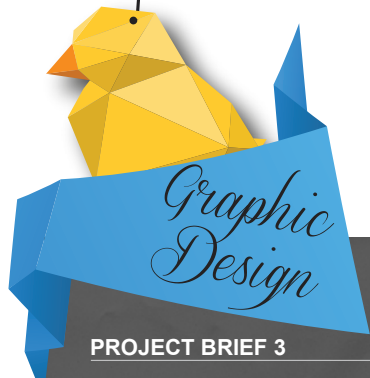
Eric Khupe
Vaal University of Technology

Nescafé Limited Edition Gift Set



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PROJECT BRIEF 3

BACK TO SCHOOL STATIONERY

You are challenged to create a 'back-to-school' themed pack for a basic item/type of stationery or a combination of basic items.

Your packaging solution should clearly communicate the attributes of the item/s it contains and it should promote the use of the items in a school environment. Your on pack communication and graphics should not only add value to the basic stationery item/s but should also entice the consumer to buy your product over all the competing brands in this category.

The packaging should be easy to display in store and should offer enhanced convenience to the consumer and offer a practical, easy and unique consumption experience.

Best in Project

Nontobeko Kunene
Durban University
of Technology

Pepstores: Moving Forward with Malume

A simple but highly engaging concept where the packaging turns into a reusable toy that would appeal to a broad spectrum of the school going market.



Runner Up

Andrea Kleynhans
North West University

Back-to-School Stationery Spy Kit

This puzzle concept is both intriguing and engaging, turning the packaging into an exploration opportunity for children.



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FINALIST

Wilmine Jansen Van Vuuren
Vaal University of Technology

Minion Stationery



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2016 Student Gold Pack will be launched in March 2016

For more information contact:
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That was
AWESOME man!

