



Powerup your bubbles

Summary

New product innovation contest on Desall.com: Dulcop launches a new creative challenge inviting you to enrich the entertainment experience of their iconic soap bubbles toy, suggesting new playing functionalities suitable to any place and moment of the year.

Official contest page: <http://bit.ly/PowerupYourBubbles>

Company Description

Founded in 1938, with over 300 licensed and generic products, Dulcop is the largest manufacturer of soap bubbles and bubble toys in Europe. Production and logistics cover an area of over 10000 sqm.

The efforts of Dulcop are directed to a process of continuous improvement with the aim to provide a flexible but reliable service, suitable to the ever-growing needs of modern retail. Dulcop products are present in over 50 Countries.

What we are looking for

Soap bubbles are currently a game played in the warmest periods of the year and in outdoor contexts given the fact that soap bubbles, inside the home environment or other indoor contexts, might stain or wet. Thanks to its *know-how* and to its extensive experience in this industry, Dulcop now relies on the community of Desall to enrich the playing experience of their iconic soap bubbles.

The topic of this multi-phase contest is to research new ideas that might deseasonalize the soap bubble toy, introducing a new way of playing or entertainment functionalities, or else of reuse, for the whole toy or part of it (for ex. using the Dulcop bottle as token/coin holder), suitable for any moment of the year and for any context, with the possibility of being used with or without bubble play, or even when the bubble liquid is over.

In particular, in this first phase participants are invited to suggest ideas and playing functionalities for the whole bubble toy, fully embodying the Dulcop payoff “any time is bubble time”. In the second phase, in addition to further developing the winning concept of the first phase, participants will be invited to suggest alternative ideas for the game on top of the cap (maze) and to further elaborate on the feasibility aspects, with the aim of reducing the number of components needed and to improve the final design.

Guidelines

For the correct realisation of your proposals, keep into consideration the following guidelines:



Main elements of the current Dulcop soap bubbles

Cap: the cap is the element that, in addition to closing the bottle containing the soap bubble liquid, offers an additional playing experience for the kids, represented by the maze game. For this purpose, the current caps have a small ball and a transparent coloured glass that offers a multi-sensory playing opportunity for the kids. Another distinctive element of the cap is the coloured glass that has become an iconic element of Dulcop.

Wand: this element is built-in in the cap through a *snap-fit* and consists of a shaft out of which two different-size circular elements are derived, to allow you to create bubbles of different sizes.

Dulcop bottle: it is the cylindrical element containing the soap bubble liquid, with specific dimensions and characteristics, as further detailed in the document attached in the *Material files*.

Contest objective: in order to **deseasonalize the soap bubble toy**, you are invited to suggest **ideas and concepts**, showing **new playing or entertainment functionalities for the entire toy**, suitable to the various moments of the year and to different contexts, indoors and outdoors. **You are not supposed to make any change to the current Dulcop bottle** (see *Material files*). With the aim of deseasonalizing the toy as a whole you may also think of a new role to be played by the **game on the cap**, that will nonetheless be the topic of the second phase of the contest. You may even suggest the **employment of additional small accessories**, that should nevertheless have the lowest impact on the production costs.

Playing experience: in your proposal keep into consideration **all the aspects related to the playing dynamics**. Try to imagine new interaction inputs, for example, the possibility of **collecting several Dulcop bottles** to offer new playing possibilities or functionalities. In addition, you may think about a way to use the bottle both in relation to the soap bubble game and when the liquid is over. Don't underestimate the importance of **using colours** and **audio feedbacks** (currently rendered by the small ball/rattle used in the maze game) in a view of a multi-sensory interaction.

Style and colours: the **style** and **colours** of the soap bubble toy play a major role in the **appeal and playfulness** in the eyes of the target customer, creating an **attractive chromatic effect** inside the product display: such an effect is obtained through a distinctive coloured element, represented by the coloured glass (see *Material files* for some examples). In order to achieve this effect, you are invited to **preserve a distinctive coloured element on the cap or to suggest alternatives that may serve the same purpose**. Use **vivid colours** and opt for **alternating colours** between different elements. The graphics applied on the bottles are not covered by the scope of the contest.



How and where to use: the soap bubble is in itself an outdoor toy, however the objective of the contest is to suggest a **playing experience suitable also for indoor contexts**, in a view of **making it relevant throughout all the seasons of the year**.

Target: the soap bubbles are mainly addressed to a target of **children aged between 3 and 8 years** and their **parents**.

Materials: the soap bubbles toy will be entirely made of **polypropylene (PP)**. For the transparent parts, the use of **transparent polypropylene** is allowed.

Deliverables: upload all the images that better present your ideas and playing concepts with **renderings** and other materials (descriptions, CAD files, etc.) and, if necessary, remember that you can also attach a .zip archive containing extra materials. Don't forget about the abstract and description to give further info about your projects. You can submit as many entries as you like!

Evaluation criteria: in the evaluation of your submissions Dulcop will take into account the following criteria:

- Degree of innovation**
- Functionality/usability**
- Technical feasibility**
- Economic sustainability**
- Project presentation**

Language: Since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

Timeline

Start of upload phase:	24 th May 2017
Concept revision ¹ :	26 th June 2017 (1.59 PM UTC)
End of hidden option ² :	15 th July 2017 (1.59 PM UTC)
End of upload phase:	6 th September 2017 (1.59 PM UTC)
Community Vote:	6 th September – 13 th September 2017 (1.59 PM UTC)
Client Vote:	from 13 th September 2017
Winner announcement:	approximately before the end of September 2017



¹ **Concept revision:** deadline for requiring a revision on your project by the Desall team. In order to request a revision, save your project as draft and send your request via e-mail or through the contact form.

² **End of “hidden option”:** deadline for setting the design privacy of your submissions to “hidden” (cf. [FAQ](#))

Eligibility and submission

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can present one or more projects, but only the projects published on the www.desall.com web site, via the upload page related to “Powerup Your Bubbles” will be accepted.

Award

1st: €3000

The selection of the winner by Dulcop will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.

Option right

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a price of Euro 1800 (one-thousand-eight-hundred) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more info, please login and read the [Contest Agreement](#) from the upload page.

For questions about the brief please write to contest@desall.com

