



Barilla Packaging Experience Award

Summary

New packaging design contest on Desall.com: Barilla and Desall invite you to design new packaging experience solutions dedicated to their Pesto sauce for the US market.

Official contest page: <https://bit.ly/Barilla-Packaging>

Company Description

Barilla is an Italian family-owned food company. Established in 1877, it is now an international Group present in more than 100 countries. A world leader in the markets of pasta and ready-to-use sauces in continental Europe, bakery products in Italy and crispbread in Scandinavia, the Barilla Group is recognized worldwide as a symbol of Italian know-how.

What we are looking for

Barilla is looking for **innovative packaging experiences** and **packaging solutions** dedicated to its **Pesto** products, with the aim of becoming category leader in the **US market**.

Guidelines

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

Context: the project is focused on the **US market**, where **customers** are getting to **know the “Pesto” sauce** more than ever (with a growing trend for the market) and already **use it to deliver a burst of flavour and fresh twist** to a **range of dishes**, starting from pasta but also including pizza, sandwiches, fish, chicken, vegetables and a variety of other recipes. Many Pesto brands are already present in the US market, but Barilla aims at becoming **category leader** leveraging on its **high-quality Pesto products**, made of **100% Italian basil and cheeses**. For more information on the Barilla Pesto product line, please visit the [Barilla website](#).

Contest objective: the objective is to imagine a new experience, answering to the following question posed by Barilla *“How can we imprint in the US consumer the concept of **PESTO = BARILLA** through its packaging?”* with the ultimate goal of making Barilla leader in the US market in this product category.

Project typologies: for the purpose of the contest, you are invited to adopt a **consumer-centric approach**, thinking and designing **two solutions which are both mandatory**:

- **Packaging solution A:** design innovative packaging experiences, **based on the current packaging range. No changes to the current packaging (jar, lid, label) are allowed.** You can imagine, for example, new uses of the jar at the end of its life cycle in view of environmental sustainability (upcycling), how digitalisation can be leveraged to enhance the role of the packaging bringing it to a different level of experience or ways to engage consumers and communities through common activities/initiatives that might exploit the use of Barilla packaging aiming to educate/experience around the product “Barilla Pesto” in the US market.



This solution can also consider the interaction of the Pesto packaging with other Barilla products/packaging to develop memorable consumer experiences in various occasions. Furthermore, for this solution take into account **no cost of implementation** in consideration of the current packaging. For more information on the current Barilla Pesto packaging, please download the *Material files* and see the “Size” paragraph.

- **Packaging solution B:** design innovative packaging solutions with a more **long term perspective**, suggesting a fully new structural Pesto packaging solution, that can become an **iconic packaging** for the brand.

Design aspects: your design can take into account several aspects related to the packaging, including, among others:

- **Consumer engagement/interaction and added values in the experience** (solution A-B);
- **Second functionalities** (solution A-B);
- **New functionalities** (solution B);
- **New shapes/materials/technologies** (solution B).

You can focus on any aspect of the packaging, including usage, reuse, storage, entertainment, education, shape, materials etc. Great importance will be given to those solutions that are able to offer **additional functions and/or values**, by driving consumer engagement and building a strong Barilla reputation in the Pesto product category. You are also invited to draw inspiration from new and from future consumers’ lifestyle in the US.

Style and logo: your solutions must draw inspiration from the style and Brand identity of Barilla. **No development of graphic content is required** - if you want to present your packaging with a dedicated graphic design, please use the PESTO Barilla logo attached in the *Material files* complying the following guidelines:

- do not deform the logo in any way;
- do not change the proportions of the elements that make up the Logo;
- do not change the inclination of the brand;
- never superimpose the Barilla Brand on the Pesto brand;
- do not use only one part of the Logo;
- always apply the logo on a monochrome background;
- never use the red outline for Barilla Logo (used in the older version).

Values to convey: your solutions must leverage on the strong brand reputation of **Barilla**, drawing inspiration from its value propositions. In particular, the Brand cares about consumer needs, product quality and the environment.



Target: your solutions will be addressed to the **US market only**, keeping into consideration the **consumer** segment (primary use at home), with a specific focus on **US / Gen X, US / Millennials, US / Gen Z**, all interested in or already using Pesto products in general.

Size: the current packaging contains **6,2 oz** of product and has the following dimensions: **diameter 2,46 in (62,5 mm), height 4,05 in (103 mm)**. Keep these information as the starting point for your proposals, both for Packaging solution A and for Packaging solution B (see paragraph Project typologies). For a sample photo and a basic 3D of the current packaging, please refer to the *Material files* attached.

Materials: for the structural packaging (refer to solution B) you are free to suggest the materials you consider more appropriate for the project typology, keeping into consideration the important aspects of **sustainability, ecology, recyclability**, etc. For your projects, make sure you **do not suggest the use of materials that compete with the food chain**. (i.e. do not suggest materials based on food-derived products such as corn-based PLA or other materials that use resources destined to the world's food supply, etc.)

Technologies/Production cost: for the structural packaging (refer to solution B) you must take into account the industrialisation requirements for packaging on a large scale production.

Regarding the costs:

- for the **Packaging Solution A** take into account no cost of implementation in consideration of the current packaging;
- for the **Packaging Solution B** there are no specific constraints on the cost of implementation, as long as your solution is scalable for mass production.

Revision (10/02/2021):

Barilla is pleased to recommend a series of tips to best develop the brief, on the basis of the entries received on the platform to date.

- You are invited to propose within the same upload both solution A (based on the current packaging) and solution B (an innovative structural packaging). Barilla will take into account only submissions that include both solutions.
- For solution A it is possible to change the content of the label to support the project idea. For example, QR codes and tags for augmented reality can be added. A graphic redesign that only accomplishes a refresh of the label style will not be considered a solution.
- You are invited to propose complete and structured solutions, describing in detail the idea behind the presented concept, including additional views of the packaging and the experience and showing in a schematic way all phases of use.



Deliverables: upload all the images that better present your two **solutions**, providing renderings, descriptions on the **new consumer experience** and **added value** of your projects, **details about usage, functionality** and **aesthetics**, CAD files (if any), **use-case scenario** and **details on the new materials/technologies** (if any). **High-resolution images (required)** and other materials can be provided in the Archive file (only .ZIP format) to attach from the upload page.

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

Degree of Innovation 5/5

Project presentation 5/5

Brand compliance 4/5

Functionality/usability 4/5

Technical feasibility 3/5

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

Contest timeline

Upload phase: 11th December 2020 – 11th March 2021 (1.59 PM UTC)

Client Vote: from 11th March 2021

Winner announcement: approximately before the end of May 2021

Optional deadlines

Concept revision: 11th January 2021 (1.59 PM UTC)

Concept revision: deadline for requiring an optional revision of your project by the Desall team. In order to request a revision, upload your project, include the description project and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. **The revision is NOT mandatory:** it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

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 “Barilla Packaging Experience Award” will be accepted. Both individual and team projects are welcome (for team projects, please specify all the authors in the abstract).



Award

1°: €4000

The selection of the winner by Barilla 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 fee of Euro 2,500.00= (two-thousand-five-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 use the “Have a question” button or write to contest@desall.com.



Submission Guidelines

Project images: the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.

We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.

For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.

For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.

In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.

In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.

You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

Descriptions: we suggest you to use the appropriate fields, “Abstract” and “Description”, to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the “Abstract” field you have maximum 500 characters to include a short summary of your project while in the “Description” field you can include all the remaining information.

Additional material: in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the “Archive File” field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the “Video File” field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

Concept revision: revision of your project by the Desall team. In order to request a revision, upload your project including the description and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. The revision is NOT mandatory: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Hidden option: only in case of public gallery contests, you can submit your project with “hidden” design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.

You can find further instructions on how to create your account, how to submit your project and other information in the [Tutorials](#) and in the [FAQ](#) sections.