



## **Extraordinary coffee moment**

**Link:** <http://des.al/illymoment>

### **Summary**

*illy*, Italian company specialized in the coffee production, is calling all creative talents of the world to join the “Extraordinary coffee moment” contest with the aim of creating a **floor display** that allows people to identify the *illy* product and convey the Brand values within the mass retailers.

### **Description**

*illy* is the famous Italian brand worldwide appreciated for the high quality and unique velvety taste of its coffee, the product of which it wants to be the only reference in the world in terms of culture and excellence. *illy* wants to create an experience of **maximum enjoyment**, providing the best-quality coffee nature can give us and the most advanced technologies allow to produce.

*illy* wants to promote an *off shelves initiative* creating a **floor display** to place within the mass retailer areas with the aim of drawing the attention of new or loyal costumers, increasing the product sales and conveying the idea that *illy* wants to reserve a moment of well-deserved pleasure to its own customers.

### **What we need**

The participants should concentrate on the study of a design for an *illy*-branded **floor display** that allows for **exhibiting** and giving **maximum value** to the product.

The installation shall display the 250g *illy* cans that will sell in combo with a biscuits pack, expressly researched for the initiative. Furthermore, the display shall be matched by a **mountable booth to employ for possible tasting sessions**.

In particular, for the correct development of the proposals, creatives are invited to consider the following guidelines.

**Communication:** research an appealing display that may draw the customers attention and push to purchase. The installation should be conceived so as to allow *illy* to communicate the idea behind “Making The Ordinary Extraordinary, Beautifully” that the customers will fulfil when tasting the *illy* coffee. In fact, aware of the excellence of its own product, *illy* wants to be the only coffee elected by those customers who want to concede themselves a daily pleasure, or a pleasant moment to live and share in the weekends but also a well-deserved and satisfying breakfast.

**Brand target:** the end consumers of the *illy* coffee belong to the **30-55 years age-range** and include coffee lovers and *connoisseurs*.

### **Display characteristics:**

- **Size:** the suggested size for the display is 510mm (width) x 630mm (depth) x 1500mm (height). It shall host 48 packages measuring 250mm (width) x 100mm (depth) x 220mm (height). Each package shall host a 250g *illy* coffee can (overall weight of coffee + can equals 400g) and a 300g biscuits pack.

Consider the use of one or more shelves to distribute the weight of all packages over the whole structure. Furthermore, the display shall also have some **niches** to host informative leaflets and/or some useful spaces for additional communication material of the product.

- **Production techniques:** the display will be made in **cardboard** and sent to the point of sales already assembled. The display should be assembled by means of folding and/or joints (for cost reasons, avoid gluing techniques).

- **Note well:** the display should be conceived so as to make the product **easily reachable by the consumer**; for this reason it is advisable to set the topmost shelf at a maximum height of 1200mm, and the lowest shelf at 300mm from the ground. Besides, to better ease the reach of the product, include some empty space between the package and the upper shelf. It is important that the **design gives maximum light and visibility to the packages**. The employment of lights is allowed but discouraged, for cost reasons.

### **Tasting booth characteristics:**

- **Size:** once mounted, the **booth** should cover a maximum area measuring 900mm (width) x 500mm (depth) x 900mm (height) so as to host two capsule coffee machines with the following size: 260mm (width) x 290mm (depth) x 320mm (height). The booth shall have some niches for storing the coffee capsules and a space for inserting a small bin.

- **Production techniques:** the booth will be made in **cardboard** and should be conceived so as to be easily assembled by the operator when required.

- **Note well:** the **booth design** should be conceived **in harmony with** the style employed in **the floor display** and allow the operator to easily carry out all the needed activities.

### **Timeline**

Upload phase:	20th December 2013 - 30th January 2014
Community Vote:	31st January 2014 - 6th February 2014
Winner announcement:	February 2014

### **Eligibility and submission**

Participation is free of charge and is opened to designers and creative talents of any nationality and age. Participants can choose to present one or more projects, but only the projects published on the web site [www.desall.com](http://www.desall.com) through the upload page devoted to "Extraordinary coffee moment" will be accepted.

### **Award**

1st: € 2000  
2nd: € 500  
3rd: € 300

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