



## EXPRESS ANY WELL KNOWN CONSUMER BRAND THROUGH THE DESIGN OF A NEW AEROSOL-BASED PRODUCT

### The brief

Choose any consumer brand from any product category (household care, beauty/personal care, DIY, pest control, food or whatever) which either uses an aerosol as part of its offer, or which you think could benefit from doing so, and design a new aerosol-based product that better expresses the brand through its look, feel and above all function.

### Considerations

Remember this is not about re-branding, it is about expressing brand in 3D. Think about how to project the look and feel of that brand on an object.

Brands need functionally innovative delivery systems to meet or exceed consumer expectation. They must be simple to communicate and market and should be compelling at the point of purchase. When you have chosen your brand and product category, map and understand the brand and its visual language before you think about your design concept.

An aerosol is a pre-pressurised pack that dispenses a product that may or may not be a spray, such as a gel, foam, jet, powder, or mousse. They are consistent in performance from start to finish, highly convenient, ready to use and easily portable. The aerosol can be part of a wider delivery system – for example, where the aerosol is inserted into a product to power it like a toilet cleaner – or a stand-alone product such as a deodorant or air-freshener. Aerosols have not used CFCs since 1989 and are readily recyclable when empty.

### Expectations

Your final presentation must show clear insight into both brand and user in addition to the following:

- Practicality and safety in use
- Innovative or clever delivery systems that bring functional and emotional benefits to support the brand
- Brand relevance and visual appeal in the market place
- Consideration of materials used

### Background

For any company manufacturing and selling tangible products, the product itself is the single biggest manifestation of its brand. Their consumers will interact with it often on a daily basis – how it feels, performs, looks and, taken together, how these things emotionally engage with people, must be consistent with and support that brand – and this is 3D branding.

The actual 'product' is the gunge, powder, liquid or other consumable. However, as consumers see the whole thing that they buy as the product (not just the stuff inside the can). The look, feel and performance of the delivery system is an integral part of both the product and its brand.

### Deliverables

Work mounted on no more than four A2 or A3 boards. 3D models can be submitted in addition to your boards.

### Further information

[www.bama.co.uk](http://www.bama.co.uk)

### Brief set by

Sue Rogers, British Aerosol Manufacturers' Association and  
Dick Powell, Seymourpowell

### The prizes

- First – £1,000 (US\$1,800/€1,400), D&AD Student Yellow Pencil and Certificate plus free D&AD membership for one year
- Second – £400 (US\$720/€560), D&AD Student Yellow Pencil and Certificate
- Commendation – £250 (US\$450/€350) and D&AD Certificate
- All shortlisted and winning entries are also published in the D&AD Student Annual

Full details of the competition are included in the Terms and Conditions document, available to download at [www.dandad.org/studentawards07](http://www.dandad.org/studentawards07)