



D&AD NEW BLOOD AWARDS 2015

John Lewis

Brief set by:
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In collaboration with:
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REINVENT HOME DELIVERY PACKAGING FOR JOHN LEWIS.

**PACKAGING DESIGN / STRUCTURAL
DESIGN / GRAPHIC DESIGN /
PRODUCT & SERVICE INNOVATIONS**

BACKGROUND

John Lewis has been part of the British High Street for 150 years. During that time they have optimised their in-store shopping experience to give enviable standards of quality, service and delivery. Customers often have a strong emotional bond with their in-store shopping experience.

The rapid rise of seamless multi channel retail means that many consumers choose to buy online, rather than buying in person from a store – so they miss out on the physical shopping experience.

THE CHALLENGE

Reinvent the packaging that John Lewis uses to deliver online purchases. Create an engaging, aspirational home delivery experience fit for the modern age of connected, tech-savvy, digital native shoppers.

Give online shoppers the same level of excitement and engagement that they'd feel if they'd gone to a John Lewis store. Don't just address UK customers, think globally – the physical touchpoint of packaging can connect John Lewis to people worldwide.

WHO IT'S FOR

John Lewis is a well known British brand with a wide customer base. Focus on those customers who are ahead of trends and like to try new and interesting things. Appeal to the shopper who's always on the go and so finds it really important to be connected to the world through technology. Appeal to their individuality with something visually engaging and inspiring.

WHAT TO CONSIDER

- John Lewis are looking for innovative structural packaging formats that protect the products during shipping, but also make them stand out from their competitors. Don't be limited by current ideas of what packaging is supposed to be.
- What new and exciting materials, technologies or printing techniques are out there? Think about sustainable materials and manufacturing processes too.
- Go beyond the practicalities. How could you create an emotional link between customers and packaging that makes John Lewis their first choice for online shopping?
- Consider the complete customer

journey. From first glimpse of the packaging as it's delivered to their door, that 'hand shake' moment when they first touch it, the intuitive ease of opening, the moment of surprise and delight as their purchase is revealed, right through to the packaging being disposed of – or does it have an afterlife? How does this experience make them feel about the John Lewis brand?

- How can you use John Lewis' existing brand identity and values to appeal to the young, vibrant target audience? What graphic treatments could you use to make the experience truly inspirational and outstanding?
- How will gift-giving and seasonality factor into your packaging system?

WHAT'S ESSENTIAL

- Design a structural packaging system that could scale to work across the whole John Lewis home delivery platform. Create packaging for **at least** three product formats with different shapes and sizes. You can develop more than three if it helps show the versatility of your packaging system.
- Document and show your research and development, including supporting sketch work, mock-ups, etc.

WHAT TO SUBMIT

See 'Preparing Your Entries', included in your brief pack, for full format specs – work will only be accepted in the formats outlined.

Main deliverables (mandatory)

Upload **either** up to eight **images** or a **video** (max. 2 mins) presenting your solution and process.

Supporting material (optional)

The judges will only look at this if your main deliverables have impressed. This could include executions or mock-ups of your solution, or expand upon your process and the development of your idea.

You can submit the following as supporting material: **interactive** work (websites, widgets, apps, HTML, etc.); **physical** material (prototypes, mockups, etc). If your main deliverable is video, you can also submit up to four **images**. If your main deliverable is images, you can also submit **video** (max. 1 min).

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Deadline:
**31 MARCH 2015
5PM GMT**