



D&AD Student Awards 2012

Create the packaging for a 21st Century Scotch whisky.

Packaging Design Brief

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Sponsored by: **Design Bridge**

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Deadline for this Brief:

Entries for this brief must be submitted by Friday 9 March 2012.

Supporting objects must be received at D&AD offices by Friday 16 March 2012.

Benefits:

Nominated and Yellow Pencil winners will be eligible to interview for the D&AD Graduate Academy, with the chance to undertake a paid industry placement.

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Packaging Design Brief

Create packaging for a 21st Century Scotch whisky brand that challenges category convention and rituals and appeals to an international female consumer.

Creative Challenge

The Scotch whisky packaging category is steeped in a rich history of codes and imagery. Almost all of the brands we are familiar with started way back in the 1800's and most still echo that historical period in their physical manifestation.

There is an overt theme of masculine prowess, 'heather and weather,' ancient castles and a world of 'glens' and 'macs' of conservative traditions. But what could an authentic, modern Scotch whisky look like in 2012?

We want you to create packaging for an innovative, new brand that is firmly rooted in the 21st century, is progressive and challenges the category conventions.

Specifics

We need a name that reflects the brand's positioning (the product is a smooth, premium blend of highland and lowland whiskies sourced from small distilleries). The physical 'container' is completely open to creativity (but with a respect to its sustainability).

It's time for a new generation of whisky....

Deliverables

Upload images of your work. You may also post supporting objects.

Please see the Formatting Guidelines PDF for more information.

Further Information

See www.dandad.org/studentawards
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