

# STUDENT BRIEF





**Open to:** Students, recent graduates, and interns

**Deadline:** 1 April 2022

**Free to enter**

## Diversity & Inclusion

### The backstory

The LEGO® brand plays a big role in many kids' lives. It invites kids to imagine, build and play out whatever they have in their creative minds and it hopes to inspire everyone to see the endless, playful possibilities in the world around us.

The LEGO Group wants to be a pioneer when it comes to Diversity & Inclusion – believing that the toy industry can and should do more in this area in order to further inspire, enable play and touch the lives of kids, teenagers and adults.

### What's the challenge?

Through an example of product packaging design, the LEGO Group wants you to solve and tackle issues and challenges that are closely connected to Diversity & Inclusion.

Your packaging can address and support one (or more) key D&I issue(s) of potential LEGO consumers:

- people of diverse backgrounds
- gender equality
- age and/or disability
- etc.

The final box should be inclusive both in how it presents to the target audience (consider the full user journey from shopping, purchasing, opening etc.) and in how it represents what the LEGO brand stands for.

Remember that while your packaging design should address the needs of your chosen audience, it shouldn't come at the cost of appealing to the broader LEGO consumer.

## Things to think about

Now more than ever, the world needs to create safe and inclusive environments where everyone can embrace creativity and problem solving. The LEGO experience delivers this opportunity.

The LEGO Group has provided brand guidelines which are accessible from the entry form. However, you are free to consider how adapting their current tone of voice and visual identities could make their products more attractive to your chosen audience.

Research, research, research. The key way to deliver a strong creative concept for this brief is by truly understanding your audience and their consumer journey while interacting with the product.

## The important stuff

Your packaging must:

1. Consider production techniques
2. Be scalable – can it work for everything from small products to larger sets?
3. Be based on existing LEGO sets – do not create a new product ([see LEGO.com](https://www.lego.com) for current examples)

## What and How to Submit

Create your free account to access the entry form and then include the following:

- Up to 5 x JPEG images
- Elevator pitch description (one sentence), and main description of up to 250 words
- Include any specific details on any particular elements you have incorporated (i.e. sustainability, accessibility, etc) that you want addressed
- You also have the option to upload a video as part of your entry

For additional guidance on how to enter, [download the competition User Guide](#) (see pages 21-30) or contact the Pentawards team at [info@pentawards.org](mailto:info@pentawards.org)

## Winner's Rewards

The selected winner will get exclusive opportunities and experiences within the LEGO Group, a special Pentawards trophy, and a guaranteed place in the next The Package Design Book.

## Other useful info

- <https://www.lego.com/en-dk/aboutus>
- <https://www.lego.com/en-dk/sustainability>