



Carrefour

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pentawards

Student Brief 2024



Open to: Students, recent graduates,
and interns

Deadline: 3 April 2024

Free to enter

The backstory

Carrefour needs to refresh their toys brand image and packaging design on different segments.

The toys range is a very important category, especially on festive occasions. As toys are very often bought as gifts, Carrefour offers a wide range of different non endorsed brands that specializes in different toys segments. Today we realize that the brand portfolio is too complex and the identities very heterogeneous.

We want to simplify the brands by creating a unique global brand that would take all the different segments, by offering a modular design graphic system, adapted to each of the following subcategories:

- Creative
- Educational
- Imitation
- Plush
- Transportation
- First Age
- Board Games

Brief details & Design specs

Age Range: from 3 to 12 years

Gender: Boys + Girls. The brand identity on packs must be unisex.

CSR Politics: This is a very important point: packaging **MUST** be responsible. No Plastic allowed!

Printing methods and colors: CMYK printing plus eventually one Pantone colour, no more than that.

Must Haves: All packs **MUST** have all the information in 3 languages in each facing, with a double facing with other 3 languages (6 on total). All languages must be in identical typefaces and sizes.

PDQ: Please take into account that PDQ can hide 4 cm on the lower part of the packaging.

Toys materials: Our toys are made with wood, plastic or plush.

The challenge

The idea is to create a Brand (imagine a name that must be easily understandable and international), and a design system applied to the packaging on each toys category.



You can choose the product you want from each category, it doesn't have to be an existing product from Carrefour. Ideally one packaging that exemplifies each of the segments, but if not possible, at least **2 or 3 examples** to understand how the graphic system would work across the range.

Complete freedom in the creation as long as all the needed information appears.

We want to convince parents and adults that Carrefour's products are fun and of great quality, and we want to make children dream about them! Understanding what's inside the box, if the product is completely hidden is fundamental. Sometimes the boxes contain kits, or toys that come with accessories.

What should you consider?

- **Packaging second life:** how to give a second life to the normally discarded packaging. Consider that the packaging may also somehow interact with the product itself, ie serve as a background and have images that we can cut and use to enhance the experience
- **Shelf Impact:** How can this brand create an impact on the shelves
- **Replication Capacity:** This brief is not about a single packaging.

It's about hundreds of toys that would use the same graphic solution. It must be thought as a system easy to replicate on different types of boxes.

What to Submit

- Between 5-7 JPEG images
- Brand name
- One sentence elevator pitch description, and main description of up to 250 words
- You have the option to upload a video

How to Submit and Process

1. Create your [free account](#) and submit your entry form
2. Top selected projects will go through the Shortlist phase
3. In this phase, you'll get precise feedback from Carrefour and JDO on how to boost your project and make it even more pertinent and powerful. The Carrefour team will ask you to decline your concept into more toys categories to demonstrate how it works.
4. Time for rework and adjustments! Polish your work based on the feedback you received and provide a new set of 5 to 7 images.
5. Carrefour selects the winner/s.



For additional guidance on how to enter, [download the Student User Guide](#) or contact the Pentawards team at info@pentawards.org

Winners' Rewards

- Portfolio Review with Carrefour's Design Team
- Your idea turned into life! Carrefour will be inspired by your design in the making of the new unified toys brand
- Cash prizes
- A Pentawards trophy
- A feature in the next Package Design Book published by TASCHEN
- Interview opportunities for Pentawards website
- Social media promotion across Pentawards channels
- Winners Gallery online
- Digital certificate
- Winner's labels to promote your achievement
- Opportunity to attend 2024 Gala Ceremony and receive your trophy on stage

In Summary...

No graphic charters are imposed in this project, as a new Brand is to be created. It is the perfect opportunity for you to not only express your creativity, but also have an impact on a whole category of products!

