

BNO Packaging Talent Award 2019

Briefing: MAGGI savoury snacks

Our history begins in 1886 with **Julius Maggi**. There is great poverty in Europe. Forced by necessity, women start working en masse outside the door. There is not enough time or money to prepare meals. Malnutrition is the result. Julius wants to eliminate malnutrition by making cooking a nutritious meal easy, fast and affordable for everyone.

A century before refrigerators find their way to kitchens, throwing away food is a thorn in the side. To reduce food waste, Julius dries vegetables, peas and herbs as a solution to make food last longer. As a pioneering entrepreneur Julius Maggi, driven by his mission, eventually travels all over the world. Julius' products become part of local cuisines and local cuisines in turn inspire Julius' products.

Read more about Julius Maggi here: <https://www.nestle.com/aboutus/history/nestle-company-history/maggi>

Anno 2019: People's eating and living habits have changed. People have different wishes and needs. We behave differently. We work sitting where we used to do physical work. Lack of time and the need for convenience are still strongly present today. Themes such as health and sustainability are living more and more. And we like to travel to other countries through our food to discover new tastes and dishes.

MAGGI is also changing. For more than 10 years now, we have been working on salt reduction in order to comply with the maximum daily salt intake according to the guidelines of the World Health Organization (WHO). In the Netherlands, more than 80% of our products comply with the current guideline of a maximum of 6 grams of salt per day and more than 60% of our products already comply with the new guideline of a maximum of 5 grams of salt per day. We use ingredients that you know from your own kitchen cupboard. And we want to achieve a waste-free future. Our target is that 100% of our packaging should be recyclable or reusable by 2025.

About our savoury snacks

In addition to the well-known stock cubes, the Dutch MAGGI range consists of more than 100 different products, including our savoury hot snacks: a growing category. People choose snacks to recharge and literally just refuel. Go for a healthy boost or choose 'mood food' to enjoy to the fullest.

In the first category, MAGGI Opkikker plays a relevant role. This popular savoury tea, low in categories and responsible for salt, is the favourite break of many.

In the second category, MAGGI introduced noodles and cups last year. MAGGI has been at home in countries around the world for over a century. In countries like India and Malaysia, MAGGI has been the most eaten snack for years. We would like to bring these experiences to the Netherlands.



In packaging design, the worlds of snacks are far apart. Moreover, these worlds are coloured in a fairly traditional and predictable way. This makes it an interesting subject for us to take a closer look at. Can we bridge the gap and bring these worlds together and into the future through our packaging?

The assignment

Create a new packaging design for our savoury snacks. Our question is to develop a 'new umbrella proposition'. What will our savoury snacks with the different product lines look like in the future? They are water-toothed and delicious, but in a new way that is better suited to the experience, wishes and needs of tomorrow. A contemporary design, in which you can think of the existing packaging box. A new packaging that surprises people.

Translate the identity to a:

- drinking broth box
- noodles sachet
- rice cup

1. The fronts of the packaging are the most important for the jury, an all-round design is very much appreciated. You only have to work out one variant of each snack, so 1x drinking broth, 1x noodles, 1x rice cup.
2. In addition, the jury would like to see the idea behind the packaging design in the form of a concept visualisation (e.g. concept story and moodboard).
3. How the design works on the shelf to help messenger find their favorite product is highly appreciated.
4. Everything is free, from proposing a new umbrella name to adapting (word) images and other elements. With the exception of the MAGGI brand logo, which must be used in accordance with the brand guidelines. If you come up with a new name (not mandatory), it is important that the umbrella name can also be used outside the Netherlands.
5. Make sure that all essential information is on the front of the packaging, including the nutrition compass.
6. The jury would also appreciate an alternative physical 3D package. For example, a new form of packaging can bring a new product idea to life. Or perhaps make the packaging more recyclable or reusable. It can also create a distinctive look in the snack shelf, especially compared to Unox (cup a soup, good noodles) and Yum Yum.

Conditions

- The MAGGI brand logo that must be used in accordance with the brand guidelines.
- If you think of a name: umbrella name (names) must also be usable outside the Netherlands.