

Register now for the BNO Packaging Talent Award 2019!

How to participate?

1) Send an email with your name and postal address and a statement that you agree with the competition conditions to packagingtalent@bno.nl. Please tell us where you are studying or when you graduated. If you are an intern please let us know where your internship is. We will send you a registration number.

2) The case:

A new design for the three savoury snacks of Nestle's MAGGI: Broth, Noodles, Rice Cup. Always work out one variant of the snacks (e.g. vegetarian Opkikker, Rice Curry and Chili Noodles) and make sure your designs fit together nicely, so that the whole range becomes a "savoury snack family".

You can also think of a name (also usable outside the Netherlands)

3) Read the briefing carefully, orientate yourself on the brand and start working.

The files on the website will help you make your design.

Ideas for a new structural design for the packages are very welcome: a new 3D design could perhaps make the packaging more biodegradable or recyclable. It can also provide a distinctive look on the shelf in the supermarket compared to competitors like Unox (Cup-a-Soup, Good Noodles) and Yum Yum.

It is up to you whether you choose the simple approach or whether you give yourself a more complex assignment.

4) Do not contact Nestlé. If you have any questions please contact Rita van Hattum at the Association of Dutch Designers (BNO): 0206244748.

If necessary, an extra explanation will be published on the website so that everyone has access to the same information. For news, check out Facebook (facebook.com/BNOpackagingtalentaward) and Instagram (@bnonextpack).

5) The presentation of your design can be submitted digitally and/or physically. See for yourself what is best. Most important is that the idea behind your design is made (visually) clear, e.g. by concept story and mood board. Finally, a shelf photo also works well.

What we ask:

- Minimum 2 (maximum 4) A3 design presentation boards - physical or digital
- One A4 with a substantive explanation of the design (background vision) - digital
- One A4 explanation of the technical production (material, etc.) and commercial feasibility of the design - digital
- A model /mock-up (physical) - optional.

6) The judging takes place anonymously as much as possible, which is why it is important that you put your registration number on all parts of your entry. If you want to send a mock-up or dummy, make sure you add an envelope with your name and address (with your registration number on top).

7) Make sure that your entry is sent to packagingtalent@bno.nl by 2 September 2019 at the latest. Or will be delivered at BNO, WG Plein 600, 1054 SK Amsterdam.

8) You will receive a confirmation by email when your design is received.

9) If you send a mock-up, please indicate whether we have to return your design after the competition. If yes, we will send your entry back within 3 months after the announcement of the winners.

- Nominations and results

The nominations for the BNO Packaging Talent Award will be announced at the end of September/beginning of October 2019.

Winners will be announced at SUPERFAST (conference during the Dutch Design Week) on the 25th of October.