

BRIEFING FOR PARTICIPANTS OF THE 2020 #LABELICIOUS COMPETITION



LIVE LIFE, SENSITIVE AND SENSIBLE

1. HUMANDATE

HUMANDATE is a new and innovative manufacturer of sustainable consumer products. This unique initiative is born from a collaboration between on one hand an alliance of FMCG veterans and impact investors, contributing both their knowledge and influence in the world of the so-called old economy, and on the other hand a series of next generation start-ups in consumer product development across the globe in various product categories like food & beverages, body care and health improvement.

All activities of *HUMANDATE* are based on the idea that as human beings we have a mandate from our environment to find the best possible and sustainable balance in delivering products for human consumption and life improvement, while safeguarding our natural resources and minimizing the impact of our activities on planet and people.

We are aware that mandate equals responsibility. Therefore, the challenge to find the sweet spot balance is founded on 2 pillars: being sensitive (towards communities, planet, people, resources etc.) and being sensible (preferring real, pragmatic, improvements over empty rhetoric). These guiding principles are embedded in *HUMANDATE*'s mission statement: "Live Life, Sensitive and Sensible"

The development process for our products, our packaging and our marketing activities is focussed on 2 operational priorities:

- **Smart Technology Benefits:** apply and add new technology in product development, in packaging and in marketing to improve both sustainability performances and customer experiences.
- **Empower Consumers:** focus on product development, packaging and marketing on enabling our consumers to contribute to sustainability performances. For example, by causing less waste (of primary product or supporting materials like packaging), informed choices while buying and while using our products, effective and efficient usage (e.g. quantity guidance, spoilage avoidance) etc.

All regular food and health regulations are not only met, but always stretched to outperform current maximum values and set new benchmarks in the various product categories.

HUMANDATE currently prepares an exciting, confidential, adventure: empowering senior consumers with a new sustainable product line across all product categories (food & beverages, body care and health improvement) unified by one new brand for the entire range of products:

GENERGISE®

2. GENERGISE®

GENERGISE® is a new (to be launched) consumer brand, focussing on the empowerment and wellness of senior consumers. Today, senior consumers are younger than ever before in their mindset, and, fortunately, often healthier and more health aware than any senior generation before them. In spite of these positive elements, this generation does have specific physical requirements if we want to empower them through our products. Although we are aware that age (alone) is an extremely poor instrument to define this consumer group, we do define the age profile at 'over the age of 70' in 2020.

More importantly, within the physical age range, the customer persona profile is: health aware, urban lifestyle, predominantly female buyers, across all types of formal education types and levels, self-conscious. The strongest characterisation is probably "The Sudden Senior", a person who was never conscient of growing older and then suddenly, physically, becomes aware that the body functions (taste, skin, energy level etc.) have changed while the mind is still young and future focussed. This experience triggers the interest for GENERGISE products. By now, you have probably realised that the brand name GENERGISE is a contraction of the words "Generation & Energise".

In our first market release cycle (Q3, 2021) our product range consists of:

- GENERGISE power water base: an organic syrup to add to (tap) water to create a home-made power drink for daily consumption in 5 flavours.
(Clear glass bottles of 500 cl, with bamboo screw cap lid ; model TBD)
- GENERGISE skin product line (5 products): a natural, non-pharmaceutical, vitamin enhanced line of body washes, creams, and peels that moisturise, protect and nourish elderly skin.
(Transparent glass jar with bamboo lid and closing branded adhesive label; model TBD)
- GENERGISE vitamin supplements (a series of 12 different types) specifically developed for senior metabolisms.
(Multi-layer sachet with barrier properties)

From a product development perspective, the composition of our food and beverage products anticipate the change in taste experience as people grow older, our body care products are engineered to match changed skin qualities and our ranges of organic vitamin complements cater for specific needs of this generation.

Our next challenge is branding and labelling our product packaging line. **We specially challenge the youngest generation of label and packaging designers to come up with smart, creative and sustainable label designs for this product line for senior consumers. Please combine insights about physical characteristics of this consumer group with your future focussed creative and technical design knowledge and ambitions.**

3. DESIGN BRIEF FOR GENERGISE LABEL DEVELOPMENT

Parallel to the development of the product range for our first market release cycle (Q3, 2021) as mentioned above, we are currently in search of the label design for the full (future) product range.

This document outlines the brand position of *HUMANDATE* in general and the positioning of the GENERGISE brand for the product line for Sudden Seniors. Please find a few additional key persona characteristics below:

- We have learned from research that this inquisitive audience is information-eager during both the buying process and the usage process (they like to know the composition of the products that they buy, how to use it at its best etc.).
- Due to their physical age they have specific requirements when it comes to reading, use of colour contrast, font types and size etc.
- In spite of urban legends, they are tech savvy to a certain extent. They use smartphones on a daily basis, they use social media and search engines, they are active app users etc. All under three conditions: it has to be intuitive, functional and valuable.

In our view, GENERGISE labels have various roles:

- Representing the brand identity (visibility on the retail shelf, product information for the consumer, interactivity with the user (e.g. health tips, etc.), using the specific features of printing, pre- and post-printing technology);
- Having a functional packaging role (reclosing an opening in packaging, safety seal, braille marking, display hanging features, etc.);
- Having a functional business process role (identification for logistic purposes, identification for security purposes, identification for authenticity purposes, compliance and anti-counterfeiting purposes, food safety purposes etc.).

In line with our focus on 'the functional use of smart technologies' and on 'empowering' our customers as described, we aim to make a leap forward in integrating other smart functions in labels for branding and functional purposes. We don't want to steer you in any direction, but save you some "Google" time to list (non-exhaustive) technologies that could be part of your new and fresh idea: Printed sensor technology, Connectivity technology, Biometric technology, Geolocation technologies, Data processing technologies, Blockchain technologies, Digital printing technologies, Personalization technologies, AR/VR technologies etc.

As a modern organic brand, we value sustainability aspects enormously and believe that good design should evoke a holistic approach to sustainability in packaging while offering an exciting brand experience at the same time. Specific aspects of sustainability that we welcome could be found in processes like the technical construction of a label, raw material usage for label production, physical production of the label, application of the label, or recycling of the label.

The colour (indication) of the GENERGISE product range is part of the designer challenge and currently not defined as a brand restriction. We are looking forward to your rationale, focussing on colour perceptions of senior generations, functional colours that work for senior generations and on current colour and design trends that are in alignment with the brand values of GENERGISE.

4. DELIVERABLES

- **Select (at least) 2** of the 3 product lines as outlined before
 - GENERGISE power water base
 - GENERGISE skin product line
 - GENERGISE vitamin supplements
- **OPTIONAL:** Should you come up with new packaging options that are not included in the requirements above, using labels or sleeves, you can add this a bonus material. This is not a must-have-requirement but a could-have-requirement.
- Produce the unique graphic brand identity for the label design of the selected product line(s) for the GENERGISE brand, reflecting the brand essence and specific audience requirements and the generic packaging description of the product line(s).
- Produce the technical label description (label construction, substrate, shape e.g. die cut etc., front and back, cap, optional neck label, closing branded adhesive label etc., where applicable).
- Explicitly describe and explain the smart functional role (e.g. temperature, allergenic identifier, communication interface, safety function etc., etc.).
- The original artwork created by the contestant (e.g. creative design, technical design etc.) in the form of a hires 300 dpi A3-visual in PDF or JPG format. As the submitted artwork is a digital file, it will not be returned to the Entrant.
- The description in English of how the brief was translated into the submitted solution (including comments about the innovative element, the sustainability angle and the feasibility aspect of the submission) via the online form (max 250 words).
- Submission details can be found at www.labelicious.eu/submissions

5. JUDGEMENT CRITERIA (SELECTION)

- Innovation Factor (35%)
 - How does the entry score when it comes to crossing the boundary of known / existing solutions?
- Impact Factor (25%)
 - How does the entry score when we imagine the impact of the proposed design or solution?
- Functional Factor (20%)
 - How does the entry score when it comes to meeting all the functional requirements form the briefing?
- Feasibility factor (20%)
 - Can the entry technically be realized, where the jury encourages design that test the limit of technical execution?

PRACTICAL COMPETITION INFORMATION

The campaign website, <http://www.labelicious.eu/>, contains all additional information.

One of the documents on the website contains the full terms & conditions to enter the competition.

For any questions please contact the FINAT Secretariat (info@finat.com or +31-70-3123910).



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