



娃哈哈®
2016 GPC STAR
Wahaha International
Packaging Design
Competition

GPC Star 2016

GPC Star Wahaha International Packaging Design Competition

1. BACKGROUND

In order to further promote sound and healthy industrial development, lead the world's packaging trend, cultivate professional packaging talents and improve innovative capabilities, the World Packaging Organisation (WPO) specifically approved the foundation of Global Packaging Center (GPC) in 2010. GPC has always been dedicated to exploring outstanding design works and designers, with an aim to take advantage of design to upgrade products' core value and promote sound development of global design industry.

In 2016, Wahaha Group Co., Ltd (Wahaha), in collaboration with China Creative Packaging Design Center (CCPDC), solicits excellent packaging designs from all over the world and organizes a packaging design competition, which focuses on inspiring design ideas, comprehensively elevating the core value of Wahaha's products, and advocating environmental protection, so as to promote development and communication of the world's packaging design industry.

2. PURPOSE

- (1) To find more excellent designs for Wahaha, a world-renowned brand.
- (2) To create an international communicating and sharing platform for designers and facilitate sustainable development of green packaging.
- (3) To create value for excellent designers, motivate more students to devote to design and thus bring vigor and vitality to the design industry.

3. ORGANIZER

Organized by: China Creative Packaging Design Center(CCPDC), Wahaha Group Co., Ltd(Wahaha)

Hosted by: Global Packaging Center (GPC)

Supported by: World Packaging Organisation (WPO), Asia Packaging Federation (APF), China Packaging Federation (CPF)

4. THEMES

Theme 1:Free creative design for package of brand-new Wahaha beverage products

Design contents include product name, bottle shape, bottle label, exterior package of gift box, etc (the creation must reflect product concept, sales appeal, positioning, target customers and innovation).

Theme 2:Packaging upgrade for existing Wahaha products

Creative design for any one of the existing Wahaha beverage products, contents include bottle shape, bottle label, exterior packaging of gift box (a subversive designs are acceptable given that it's in line with basic features of bottle manufacturing technique.)

Products for reference: Wahaha Pure Water, Get C, G-Vital, Nutri- Express, AD Ca-Milk, Wahaha Ice Black Tea, Longjin Green Tea, Future Cola, Wahaha Juice collection.

(Visit Wahaha's official website at www.wahaha.com.cn for more information)

Introduction to Wahaha

Established in 1987, Wahaha is a large beverage manufacturer in China that integrates product R&D, manufacturing and sales with world-leading output. It is one of China's Top 500 Enterprises, Top 500 Manufacturers, and Top 500 Private Enterprises. Wahaha boasts more than 80 production bases and 180 subsidiaries in 29 provinces, municipalities and autonomous regions in

China, with 30,000 employees and total asset of nearly 40 billion yuan. Over the past 29 years, Wahaha has received high recognition from the state government and the society. It has won more than 1000 honorary titles at state, provincial and municipal level, including the National May 1st Labor Award Certificate, National Advanced Enterprise in Quality Management, National Advanced Unit of East-West Poverty Alleviation Collaboration, Most Respectful Chinese Enterprise, and China Charity Prize.

Wahaha's products are classified into 8 categories, ranging from beverage, dairy products, canned food, baby formula food, health care food, wine, medicine to smart equipment, among which beverage include bottled drinking water, protein beverage (including dairy beverage, vegetable protein beverage and compound protein beverage), carbonated beverage, tea, juice, coffee, vegetable, flavored and sport beverages. Of all the products, sales of bottled drinking water, dairy beverage and mixed congee tin have been leading in China over the years.

In the past 29 years, Wahaha has witnessed a healthy and rapid development momentum thanks to its great efforts in product, technological and marketing innovation, with economic indicators ranking first in China for 18 consecutive years. In 2015, Wahaha overcame the impact of various negative factors in a complex macro environment, and continued to maintain stable and healthy development, contributing 5.6 billion tax payment to the country.

5. PARTICIPANTS

Individuals, agencies, enterprises, and school teachers and students from all over the world are welcome to participate in the competition. Participants shall chose to enter commercial group or student group.

6. FEES

Free for overseas entrants.

7. ENTRY REQUIREMENT

- (1) Design for one of Wahaha's existing products or create a new product to design. Design should be in line with Wahaha's brand positioning, and does not conflict with the images of its other products.
- (2) Design subjects include bottle shape, bottle label, gift box or exterior package.

(3) Notes: design of bottle shape should be in line with existing beverage manufacturing technique (e.g. bottled water, hot filling, carbonated beverage, etc). Wahaha's logo must appear on the front of the package.

(4) Design sketch should be comprised of the whole and the partial and be presented from different perspectives. The size of the work should be A3(297mmx420mm) with resolution no less than 300dpi. Entries selected for the next round of judging should submit PSD layers and vector files (ai, cdr, tif, psd).

(5) Each entry should submit design statement.

(6) There is no limit to the number of design sketches submitted for each entry (three or more drawings is recommended).

8. AWARDS

Premium Creative Design Award (for both commercial and student groups) :

1 winner. The winner will receive a reward of \$45,000, trophy, certificate, collection of works, priority to join Global Designers Alliance and priority to become Wahaha's signed designer/designing agency. The entry submitted by the winner will be recommended to AsiaStar and WorldStar competitions.

Gold Award:

Commercial group: 1 winner. The winner will receive a reward of \$15,000, trophy, certificate, collection of works, priority to join Global Designers Alliance and priority to become Wahaha's signed designer/designing agency. The entry submitted by the winner will be recommended to AsiaStar and WorldStar competitions.

Student group: 1 winner. The winner will receive a reward of \$10,000, trophy, certificate, collection of works, priority to join Global Designers Alliance and priority to become Wahaha's signed designer/designing agency. The entry submitted by the winner will be recommended to AsiaStar and WorldStar competitions.

Silver Award:

Commercial group: 2 winners. Each winner will receive a reward of \$3000, trophy, certificate, collection of works, priority to join Global Designers Alliance and priority to become Wahaha's signed designer/designing agency. The entry submitted by the winner will be recommended to AsiaStar and WorldStar competitions.

Student group: 2 winners. Each winner will receive a reward of \$1500, trophy, certificate, collection of works, priority to join Global Designers Alliance and priority to become Wahaha's signed designer/designing agency. The entry submitted by the winner will be recommended to AsiaStar and WorldStar competitions.

Outstanding Award:

Commercial group: 4 winners. Each winner will receive a reward of \$1500, trophy, certificate, collection of works and priority

to become Wahaha's signed designer/designing agency.

Student group: 4 winners. Each winner will receive a reward of \$750, trophy, certificate, collection of works and priority to become Wahaha's signed designer/designing agency.

Excellent Award:

Commercial group: 10 winners. Each winner will receive a reward of \$500, trophy, certificate, collection of works and priority to become Wahaha's signed designer/designing agency.

Student group: 10 winners. Each winner will receive a reward of \$300, trophy, certificate, collection of works and priority to become Wahaha's signed designer/designing agency.

Participation Award:

Commercial group: Not limited. Each winner will have priority to become Wahaha's signed designer/designing agency.

Student group: Not limited. Each winner will have priority to become Wahaha's signed designer/designing agency.

Most Popular Award:

1 winner. The winner will receive a reward of \$1500, trophy, certificate and collection of works and priority to become Wahaha's signed designer/designing agency.

Total honorarium amounts up to \$100,000 (for 36 award winners).

Remark:

- 1. All honorarium above is pre-tax. Participant is obliged to pay taxes in accordance with the laws and regulations of his/her country/region.**
- 2. All winners will have priority to become Wahaha's signed designer/designing agency, and benefit the opportunities of participating in star award competitions in various countries.**

9. JUDGING PANEL

Carl Olsmats (Sweden)

Qinghou Zong (Mainland CN)

Jianhu Yu (Mainland CN)

Hanqing Chen (Mainland CN)

Hui Zeng (Mainland CN)

Daiqiang Le (Hongkong CN)

Qiuquan Wu (Hongkong CN)

Xiaohua Wu (Mainland CN)

Weiya Liu (Mainland CN)

Pansong Lin (Taiwan CN)

10. JUDGING PROCESS

- (1) Preliminary judging: the judging panel picks out the entries competent for semi final (for IPR protection), and releases them for public notice;
- (2) Vote: public reviewers vote for the selected entries from preliminary judging within prescribed time, and the winner of Most Popular Award is determined based on the ballots.
- (3) Final judging: judging panel determine the winners of the awards and release winners list for public notice.

11. REGISTRATION

Online registration: visit www.gpc.pdc.com (GPC Cloud Design), click on *2016 GPC Star* and submit your information as instructed.

(Entries selected for the next round of judging as well as award winners will be announced on the website)

12. IMPORTANT DATES

Entry collection:

June 6, 2016 - September 30, 2016 for commercial entries;

June 6, 2016 - December 31, 2016 for student entries.

Judging time:

October 1, 2016 - October 15, 2016 for commercial entries;

January 1, 2017 - January 15, 2017 for student entries.

Exhibition of semi finalists:

October 26, 2016 - October 28, 2016 for commercial entries

(World Packaging Design and Technology Conference, Hangzhou, CN)

Award presentation:

February 18, 2017 for all winning entries.

Release of award winners for public notice:

February 28, 2017 for all winning entries.

13. DISCIPLINES

(1) All entries should be original designs. The participant will take full responsibility for any consequences caused by copyright infringement.

(2) Competition result will be announced through GPC's WeChat ID and GPC Cloud Design's official website. Failure to contact the Organizer for collecting the award beyond the time limit is deemed as waiver of rights.

14. ENTRY COPYRIGHT

According to related state laws and regulations, participants submitting entries of his own accord are considered by the Organizer as having made an irrevocable statement about the entries' copyrights as follows:

(1) Originality statement

A. The entry should be original works of the participants, which does not infringe upon any patents, copyrights, trademark rights and other intellectual property rights owned by any other person.

B. The entry has never been publicly released in any newspaper, magazine, publication, website or other media; it has never been filed for any patent or registered for any copyright; it has never been entered into any other competition or business channel in any form.

C. Authors of the entries selected for semi final are required to guarantee that the entries will never be entered into any other design competition in the same form or transferred to any other party. Or the Organizer has the right to disqualify the author for participation, semi final and award winning, and recall the awards. The Organizer reserves the right to pursue legal responsibilities to this regard.

(2) Intellectual property rights and rights of commercial use of all award winning works are owned by Wahaha Group Co., Ltd (including copyrights, patents and trademarks).

15. PRESS & PUBLICATION

The Organizer will include award winning works and the authors' list in Collection of *2016 GPC Star Wahaha International Packaging Design Works*, and give out to the award winners for free.

16. FINAL EXPLANATION

In the principle of fairness, justness and openness, the Organizing Committee will release competition schedule and final results at GPC Cloud Design's official website and in other related publicity.

The Organizing Committee has the rights of final interpretation and jurisdiction. In the event of disputes over the works, you

can call the Organizing Committee to report and provide related evidence for proof (e.g. the materials that are plagiarized). Once this turns out to be true, the award winners will be disqualified, and the reward, trophy and certificate will be revoked.

17. ORGANIZER'S RIGHTS

The Organizer has the right to adjust the number of awards, or cancel or add awards based on the actual situations of the competition.

The Organizer has the right to exhibit and advertise all entries and award winning works.

18. CONSULTATION

Contact Person: Cherry Wu

M.T(0086)15906699070

Tel.: (0086)0571-86895295

Fax: (0086)0571-86895258

Email: cherry.wu@gpcenter.com

Organizing Committee of GPC Star Wahaha International Packaging Design Competition

May 2016