Create packaging for a 21st Century Scotch whisky.

Packaging Design Brief
Brief set by: Graham Shearsby, Design Bridge
Written by: Graham Shearsby, Design Bridge
Sponsored by: Design Bridge

Creative Challenge
The Scotch whisky packaging category is steeped in a rich history of codes and imagery. Almost all of the brands we are familiar with started way back in the 1800’s and most still echo that historical period in their physical manifestation.

Specifics
We need a name that reflects the brand’s positioning (the product is a smooth, premium blend of highland and lowland whiskies sourced from small distilleries). The physical ‘container’ is completely open to creativity (but with a respect to its sustainability).

Benefits:
Nominated and Yellow Pencil winners will be eligible to interview for the D&AD Graduate Academy, with the chance to undertake a paid industry placement.

Deadline for this Brief:
Enteries for this brief must be submitted by Friday 9 March 2012. Supporting objects must be received at D&AD offices by Friday 16 March 2012.

Deliverables
Upload images of your work. You may also post supporting objects.

Further Information
See www.dandad.org/studentawards @baby_pencils