



## Have you got a canny design up your sleeve?

**Deadline for submissions: Friday 11 August 2006, midday**

The Can Makers, Design Business Association and the Museum of Brands, Packaging and Advertising are teaming up to offer a fantastic profile-raising prize exclusively to DBA members.

This autumn, ten full-page adverts will run in *Marketing* magazine each featuring a different piece of winning work from a competition to find the most creative and 'canny' graphic designs for a next generation drinks can.

As a DBA member, this is a one-off opportunity for your consultancy to win one of these ten coveted adverts, which have a standard rate card of £5,995.

### **Who can make a submission?**

The competition is *only* open to DBA members and ten winners will be selected.

### **Benefits of taking part:**

- A fantastic opportunity to raise your company's profile with *Marketing* magazine's 50,162 business readers
- Your winning work will be displayed as part of an exhibition at the Museum of Brands Packaging and Advertising - open to both business and the public
- Have your winning work positioned in front of leading marketers from beverage companies as part of a wider initiative by The Can Makers to promote the use of drinks cans
- Give your team the opportunity to really go to town on a creative project outside the normal constraints of both client and budget!

### **Background**

The Can Makers actively encourage marketers and designers to think of drinks cans when reviewing the packaging mix for beverages, particularly those that fall outside of the range of products traditionally associated with can-packaging. This competition, run in association with the DBA and the Museum of Brands, Packaging and Advertising, aims to help them achieve this.

### The task

- To create a surface graphic design for a next generation drinks can.
- You are free to use your imagination as to the type of drink, but it must not be (or resemble) an existing brand or label to avoid copyright issues with brand owners.
- You must use an existing can size, but are able to choose the size of can which you think is most appropriate to the drink from 15cl to 500cl (see appendix No 1 for the full list of sizes).
- Changes to the structural design of the can are not permitted.
- There is no need for DBA members to design to the constraints of existing printing technology.
- Design consultancies must submit their mock-up cans to The Can Makers, New Bridge Street House, 30 – 34 New Bridge Street, London, EC4V 6BJ by midday **Friday 11 August**.
- The can designs should be submitted at actual size, as 3-dimensional mock-ups.
- Each can must be accompanied by a signed and completed entry form.

### What happens next?

- The ten most creative and eye-catching cans will be chosen by a judging panel including:
  - Michael Wolff
  - Keren House, Aricot Vert
  - Chris Griffin, The Museum of Brands, Packaging and Advertising
  - Simon Gresty, The Can Makers
  - David Knowles, The Can Makers
  - Deborah Dawton, DBA
- The ten selected cans will then be professionally photographed and feature in individual advertisements in *Marketing* magazine over a ten week period starting at the beginning of September 2006.
- Each advert will feature a winning can design enabling you to showcase your work to the readers of *Marketing* magazine. Your contact details and web address will also be included.

**Timetable**

11 August	Entry deadline for submissions
17 August	Judging to select the ten winners
11 September	Winner 1 appears in Marketing
18 September	Winner 2 appears in Marketing
25 September	Winner 3 appears in Marketing
2 October	Winner 4 appears in Marketing
9 October	Winner 5 appears in Marketing
16 October	Winner 6 appears in Marketing
23 October	Winner 7 appears in Marketing
30 October	Winner 8 appears in Marketing
6 November	Winner 9 appears in Marketing
13 November	Winner 10 appears in Marketing
December	Exhibition of winning work at the Museum of Brands, Packaging and Advertising in London

**Further information**

For any questions regarding the challenge please contact:

Jon Hay-Campbell at The Can Makers  
Email: [jhay-campbell@gciuk.com](mailto:jhay-campbell@gciuk.com)  
Tel: 020 7072 4149

Or Hannah Paterson at the DBA  
Email: [hannah.paterson@dba.org.uk](mailto:hannah.paterson@dba.org.uk)  
Tel: 020 7251 9229

## **Appendix No 1**

### **Can sizes that can be used:**

150 ml – slim can  
250 ml – slim can  
284 ml – slim can  
300 ml – slim can  
330 ml – slim can  
330 ml  
440 ml  
500 ml  
1 pint

For information on the surface area available for graphics, please contact Jon Hay-Campbell at The Can Makers on Tel: 020 7072 4083 Email: canmakers@gciuk.com

## **Appendix No 2**

### **Rules of the competition**

1. Consultancies are strictly limited to one entry.
2. Entrants must create a surface graphics design for an existing drinks can size. Changes to the structural design of the can are not permitted.
3. You must design the label/surface graphics for a new or imaginary product. For copyright reasons, your design must not be based on or resemble an existing product or brand.
4. The design created is to remain the intellectual property of the design consultancy, subject to The Can Makers having the right to use it for publicity purposes as part of this initiative. In this instance the consultancy's web address will always be included as a credit.
5. The winning cans are to be made available to The Can Makers for advertisement and display purposes. Work will not be returned unless specifically requested. In this instance, work will be returned at the end of 2007.
6. The judging panel reserve the right to select the can designs to feature in the advertisements in *Marketing* magazine and exhibition and their decision is final. No correspondence will be entered into.

# Have you got a canny design up your sleeve? Entry form

Design consultancy .....

Contact ..... Job title.....

Address .....

..... Postcode .....

Tel: ..... Email .....

Website .....

Signed ..... Date: .....

I have read, understood and agree to abide by the rules of the competition.

Original signature of consultancy principal or director must be included for the entry to qualify for judging.

**Please describe the type of drink you are proposing in a maximum of 50 words:**

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**Please describe in no more than 50 words, why your can design should win:**

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### **About The Can Makers**

The Can Makers was formed in 1981 as the body representing the UK manufacturers of beer and carbonated soft drinks cans and their raw material suppliers. The organisation now consists of the three can manufacturers: Ball Packaging Europe, Crown Bevcan UK and Rexam who supply the UK market, together with their raw material suppliers: Alcan Rhenalu, Alcoa, Corus Packaging, Hydro Aluminium, Darex UK, ICI Packaging Coatings, and Valspar. AMG/Shardal Castings, the specialist detinning company, and the multipack supplier ITW Hi-Cone are also members.

Members of The Can Makers work together to promote the benefits of drinks cans and to aid communication between the industry and its customers: the brewers and soft drinks manufacturers and the retailers, as well as the packaging industry, the media and consumers.

### **Design Business Association (DBA)**

The Design Business Association is the trade association for the design industry and represents over 350 design consultancies. Established in 1986, it exists to promote professional excellence through productive partnerships between commerce and the design industry and to champion effective design, which improves the quality of people's lives.

### **About The Museum of Brands, Packaging and Advertising**

The Museum, dedicated to the marketing industry, opened in December 2005. Featuring over 10,000 consumer products and promotional items, it documents the progress of the branding, packaging and advertising industries over more than 150 years. It is an essential research tool and showcase facility for the marketing industry, set up as a registered charity. The Museum is supported by major sponsors Kellogg's, Cadbury Trebor Basset, Twinings and Vodafone, with many sponsors and affiliations including the Can Makers and DBA.

[www.museumofbrands.com](http://www.museumofbrands.com)

2 Colville Mews, off Lonsdale Road, Notting Hill, London, W11 2AR

Open: 10am to 6pm Tuesday to Saturday and 11am to 4pm Sunday.

Admission: Special DBA members rate of £5