



### **SCGP Packaging Speak Out 2024**

Speak out to the world with packaging design under the concept **PACKAGING FOR A BRIGHTER TOMORROW.**

SCGP organizes a creative packaging idea contest at the higher education level for the 9th consecutive year.

This year, SCGP and TMA invite the young generation to

**"Creating and developing brands campaign through sustainable packaging under the theme Reduce-Reuse-Recycle."**

Be a part of a great change for a better world

under the concept **PACKAGING FOR A BRIGHTER TOMORROW.**

**Total prize money of 200,000 Baht.**

**Along with the winning team's right to intern at SCGP.**

A platform for Generation Z to revolutionize quality of life through design.

If you want to amplify your thoughts, this is your stage to make it happen.

**Read more details and submit your work at the website**

**[thechallenge.scgpackaging.com/th/](https://thechallenge.scgpackaging.com/th/)**

**From July 15 - September 20, 2024**

## Details and Rules of the SCGP Packaging Speak Out 2024 Contest

1. The 2024 contest theme is **Creating and developing brands, adding value to products through packaging design for society and the environment under the theme Reduce-Reuse-Recycle.**

- Present a brand development plan and product value, with a clearly defined target group, and design packaging for society and the environment of the presented brand and product, which must have components as specified in "[SUBMISSION REQUIREMENTS](#)"

2. The contest theme "**PACKAGING FOR A BRIGHTER TOMORROW**" means

- Developing a plan to create a brand and ways to add value to products through better packaging for consumers, considering concepts and creating packaging that cares for society and the environment, creating sustainability.

3. Interested contestants choose to **submit brand development work for products in the following** industries:

- Fresh food, ready-to-eat food, and processed food, including agricultural products such as fresh fruits and vegetables, grains, seafood, frozen food, and snacks

- Beverages

- Consumer goods

- Electrical appliances and electronics

- Clothing, textiles, and footwear

- Furniture

- E-commerce business

- Delivery and return services for food and various goods

- Except for illegal goods

4. Design packaging that aligns with the brand and adds value to the consumers, using either paper or plastic material, or a combination of paper and plastic components.

### Eligibility & Rules

- Applicants must be students aged 17-25 years, currently studying, and not older than 25 years on September 20, 2024, which is the last day for submitting contest entries.

- No gender or nationality restrictions.

- No restrictions on place of residence or educational institution.

- Applicants can apply as a team with 1-3 members, who can be from different universities and different fields. Each team can reduce the number of members during the competition but cannot change or increase the number of team members.

- Each applicant has the right to apply as a member of more than one team.

## Submission Requirements

- In the SCGP Packaging Speak Out 2024 contest, each team can submit more than one entry.
- Register the applicant team and submit entries online at <https://thechallenge.scgpackaging.com/th/speakout> **within July 15 - September 20, 2024, with submission closing at 5:00 PM (GMT+7).**
- Details of the submitted work

- **(Mandatory)** Brand development plan and product value, with a clearly defined target group, and design packaging for society and the environment of the presented brand and product, which must have at least the following components:

1. Business environment analysis
2. Setting brand development goals
3. Defining target customers and details of target group insights
4. Designing packaging for society and the environment of the presented brand and product
5. Marketing activities and brand development through packaging
6. Measuring marketing and brand results

- **(Mandatory)** 1 image representing the work that can be used as a cover photo on the website. The image should be sized 1280x720px (landscape), resolution 72 dpi, in JPG or PNG format, with a file size not exceeding 5 MB.

- **(Mandatory at least 1 image, in case of only one image, the cover photo can be uploaded according to the specified size for work details)** Images of packaging work details, image size 1280x720 px (landscape), resolution 72 dpi, file extension JPG or PNG, size not exceeding 5 MB, 1-5 images.

- **(Optional)** YouTube video link for work presentation, duration not exceeding 1.30 minutes.

- Preparation for the 15 finalist teams

- **(Optional)** Schedule online consultations on design with SCGP designers and on marketing and brand building with the Marketing Management Group (TMA) during October 3-18 and October 21-30, 2024, according to the schedule provided by the team.

- **(Mandatory)** 15 finalist teams participate in Branding Bootcamp by Chulalongkorn Business School on October 19-20, 2024, at Bangkok Art and Culture Centre. All participants who attend fully will receive a certificate from Chulalongkorn University.

- **(Mandatory)** Develop packaging work for presentation in the final round.

1. Submit PowerPoint slide file size 16:9 (Embed Font) for stage presentation **by October 30, 2024, by 5:00 PM (GMT+7)**.

2. Submit brand development plan presentation file through packaging, size A2 (portrait), 1 piece, for the organizers to use in the final round work exhibition **by October 30, 2024, by 5:00 PM (GMT+7)**.

- **(Mandatory)** Create a 1:1 scale mock-up of the packaging work for work presentation and exhibition in the final round.

- If there is a change in the final round presentation to an online meeting, finalists must prepare a video of the mock-up to open during the final round work presentation.

#### Key Dates for the SCGP Packaging Speak Out 2024 Project

- **July 15 - September 20, 2024, submission closes at 5:00 PM (GMT+7)** Start announcement, public relations, along with opening team registration and submitting entries online.

- **August 31, 2024** (Venue: C-ASEAN between 09.00 - 12.00 hrs.) Invite to attend Seminar and Orientation

- **September 27, 2024** Announcement of the 15 finalist teams on the website.

- **October 3-18, 2024** Schedule online consultations on design with SCGP designers.

- **October 19-20, 2024** 15 finalist teams participate in Branding Bootcamp between 10.00 - 17.30 hrs. at Bangkok Art and Culture Centre.

- **October 21-30, 2024** Schedule online consultations on marketing and brand building with the Marketing Management Group (TMA).

- **October 30, 2024 by 5:00 PM (GMT+7)** Submit presentation file, size A2 (portrait), 1 piece, for the organizers to use in the final round work exhibition.

- **November 2, 2024** (Venue: SCBX Next Tech, 4th floor, Siam Paragon between 12:00 - 16:40 hrs.) SCGP Packaging Speak Out 2024 final round event, each of the 15 finalist teams will present their work for 5 minutes, followed by a 5-minute Q&A session with the committee, and the announcement of the winners.

## Judging Criteria

### 1. Comprehensive - Effectiveness of brand development strategy (35 points)

- Understanding business environment and consumer behavior.
- Setting appropriate, challenging, and creative objectives.
- Developing an effective brand strategy that aligns with consumer needs and sustainability.

### 2. Creativity and Packaging Design (30 points)

- Concept in packaging design for society and the environment under the theme Reduce-Reuse-Recycle that helps create branding and add value to products creatively and distinctively.
- Alignment with the theme PACKAGING FOR A BRIGHTER TOMORROW that is feasible for a better future for consumers, both in creating added value for products, for society, environment, and a sustainable world.
- Packaging is appropriate, protects the product, and includes label information.
- Packaging suits the target group's needs.

### 3. Practicality and Marketability (35 points)

- Brand and packaging development plan is feasible in the industrial aspect.
- Brand and packaging development plan is feasible for business implementation.

## Awards

### ::: Finalist Round :::

**The judge's selection for 15 finalist teams:** All 15 finalist teams will receive electronic certificates from SCGP.

### ::: Final Round :::

**The Best of Challenge Award (1 award):** The team with the highest score receives a prize of 70,000 Baht, a framed certificate, and the right for all team members to intern at SCGP during April-July 2025.

**Silver Star Award (1 award):** The team with the second-highest score receives a prize of 30,000 Baht.

**Bronze Star Award (3 awards):** Teams with the 3rd to 5th highest scores receive a prize of 20,000 Baht each.

**Honorable Mentions (4 awards):** Teams with the 6th to 9th highest scores receive a prize of 10,000 Baht each.

Note: All participants who submit contest entries will receive certificates from SCGP in electronic document format to confirm their participation.

## Rules & Regulations

1. Contest applicants must provide accurate information, and submitted work must meet all requirements stated in the application form. Providing false information or failing to fulfil these obligations will result in disqualification.
2. Applicants must create and submit original work for the contest. Their submissions must not infringe on copyrighted material, contain provocative societal content, or have been entered into any previous contests. By submitting their work, applicants acknowledge sole responsibility for any copyright violations and guarantee its originality. Violation of these rules will result in disqualification, and SCGP reserves the right to reclaim any prizes awarded. Applicants agree to compensate the organizer for any losses incurred as a result.
3. Applicants agree to give copyright ownership to SCGP and grant SCGP the rights to use the submitted materials for commercial activities and to promote the relevant projects.
4. SCGP will retain copyright ownership of the 15 selected works in the finalist round, which may be modified, duplicated, and reproduced for commercial purposes.
5. All 15 finalist teams must participate in every session of the contest or face disqualification. In case of an emergency or accident, applicants must inform the contest organizer for further consideration.
6. The organizer will deduct 5% withholding tax from the applicants' prize money.
7. By submitting an application, applicants agree to abide by the contest rules and regulations. The referee's decision is final and may not be subject to any discussions or correspondence.
8. Applicants acting by will, allow SCGP to transfer personal information such as user name, address, and email address (The information above refers to "User" afterward) to SCGP and/or an authorized representative. Applicants grant an agreement to SCGP to record, process and store the information above only as necessary to ensure the safety policy of SCGP. More information can be found in the SCG Policy at <https://www.scgpackaging.com/th/privacy-notice>
9. Participants in the team that win The Best of Challenge award will have the opportunity to join the Internship Program with SCGP from April to July 2025. They are required to notify their intention to participate in the internship with SCGP no later than November 15, 2024.