



## **Packaging Speak Out 2024 - Vietnam**

Speak out to the world with packaging design

SCGP proudly announces Packaging design contest 2024  
under the concept of **Packaging for a Brighter Tomorrow**

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### **THE BRIEFS**

#### **The theme “Packaging for a Brighter Tomorrow”**

We believe that the next generations have the potential to create a brighter tomorrow through creativity and a sustainable mindset. Packaging design can be a powerful tool for creating branding and adding value to products, while also empowering environmental responsibility.

We also aim to add values to business and collaborate with business partners/ customers, aiming for sustainable growth together.

#### **Participants can submit packaging designs from the following product categories;**

- Spices & food category for products of NAM PHUONG GROUP: [click here](#)
- KINH DO Mooncake pack or KINH DO Tet Hamper pack

Remark: the submitted packaging designs can consider using the brand logo and identity of the specific brand and product

**Except for illegal products**

#### **Packaging Materials**

Packaging design should utilize paper as its main material, while other materials such as plastic can be used if needed.

#### **REMARK**

The Packaging Speak Out 2024 contest is divided into contests in Thailand and a contest in Vietnam using different rules.

## **ELIGIBILITY & RULES**

- This contest is only available to students aged 17 to 25, who are not older than 25 on the last day of submission.
- No restrictions on gender or nationality
- Must be residents of Vietnam or students of educational institutions, colleges, or universities in Vietnam only.
- Applicants may apply as a team of 1-3 members from the same or different universities. During the contest, each team can reduce the number of team members but cannot change or increase the number of team members.
- An applicant can be in more than one team.

## **SUBMISSION REQUIREMENTS**

- Each team may submit more than one workpiece submission in the Packaging Speak Out 2024 – Vietnam contest, and there is no limit to the number of workpiece submissions.
- Register a team of applicants and submit all workpieces online at <https://thechallenge.scgpackaging.com/vn/speakout-vn> from 9<sup>th</sup> September to 24<sup>th</sup> October 2024, with a deadline of 5.00 p.m. (GMT+7).
- Workpiece submission details
  - **(Required)** The image that to be displayed as a cover photo on the website, image size 1280x720 px (Horizontal), resolution at least 72 dpi, file extension JPG and PNG, maximum size 5 MB, quantity 1 image.
  - **(Required)** Workpiece description in both Vietnamese and English.
  - **(Required at least 1 image, in case of having only one image, applicants can use cover image according to the image size and the details of the workpiece specified as follows)** Workpiece requirements: image size 1280x720 px (Horizontal), resolution at least 72 dpi, file extension JPG and PNG, maximum size 5 MB, quantity **1-5 images**.
  - (Optional) YouTube link of video presentation with no longer than 1.30 minutes.

- The preparation of the 15 finalist teams
  - (Optional) Arrange a design consultation session with SCGP designers from 6<sup>th</sup> – 8<sup>th</sup> November, 2024 according to the staff's scheduling.
  - **(Required)** Develop design to present in the final.
    - Submit an **A2 size** vertical presentation file for the final round's exhibition on 19<sup>th</sup> November 2024, with a deadline of 5.00 p.m. (GMT+7).
    - Submit a 16:9 PowerPoint slide (Embed Fonts) for a stage presentation on 20<sup>th</sup> November 2024, with a deadline of 5.00 p.m. (GMT+7).
  - **(Required)** To support the presentation and exhibitions in the final round, create a mock-up of the workpiece in the actual proportion (1:1).
- If the final presentation is converted to an online seminar, finalist teams must provide a video presentation of mock-up.

### **KEY DATES**

**9<sup>th</sup> September – 24<sup>th</sup> October 2024, with a deadline of 5.00 p.m. (GMT+7).**

Register and submit the workpiece online.

#### **31<sup>st</sup> October 2024**

The results of the 30 shortlisted teams will be announced on the website.

#### **4<sup>th</sup> November 2024**

The results of the 15 finalist teams will be announced on the website.

#### **6<sup>th</sup>– 8<sup>th</sup> November 2024**

The 15 finalist teams make an appointment with an SCGP designer for an online design consultation session.

#### **23<sup>rd</sup> November 2024**

The final round of Packaging Speak Out 2024 - Vietnam. Each 15 finalist teams will deliver 5 minutes presentation on the stage, and the committees will announce the winner.

## **JUDGING CRITERIA**

### **1. Creativity and design concept**

Creativity and design that align with the theme of **Packaging for a Brighter Tomorrow**.

Moreover, the packaging design is strongly recommended to show these functions creatively;

- Sustainable packaging for e-commerce: upcycling packaging or design for repurposed applications
- Gift set: outstanding packaging design that shows its uniqueness
- Marketing display: design that changes the packaging's main materials from traditional one such as wood, steel, and acrylic to paper instead

### **2. Customer - centricity**

- **Functionality of the packaging**

The functionality answers the needs of the target customers of the category that the packaging design applies for:

- 1) sustainable packaging for e-commerce
- 2) gift set
- 3) marketing display

- **Aesthetic of the packaging**

The appearance is attractive and suitable for the target customers; attractive appearance for end-users and visually appealing or customizable to meet the specific branding requirements of business partners/ brand owners.

### **3. Marketability**

- Packaging must be practical for commercial production.
- The packaging is economically aligned with the product inside, offering great value. (i.e., the material used, the complexity of the production process, and the cost of the packaging make sense with the selling price of the product)

### **Score weighting for each category**

<b>Category</b>	<b>Creativity and design concept</b>	<b>Customer-centricity</b>	<b>Marketability</b>
Sustainable packaging for e-commerce	30%	40%	30%
Gift set	40%	50%	10%
Marketing display	40%	50%	10%

## **AWARDS**

### **Packaging Speak Out 2024 – Vietnam**

#### **::: Finalist Round :::**

#### **The Judge's selection of 5 finalist teams/ category**

Top 15 finalist teams will receive a digital certificate exclusively for the finalists from SCGP.

- **The Best of Challenge (1 award/ category)**

The highest-scoring team will be awarded a cash prize of VND 30 Million and a framed certificate.

- **Runner-Up (1 award/ category)**

The team ranked second in each category will be awarded a cash prize of VND 15 Million and a framed certificate.

- **Honorable Mentions (3 awards/ category)**

The teams that do not receive the Best of Challenge and Runner-Up awards will receive prize money of VND 5 Million each.

**Note** All participants who submit the workpiece will receive a digital certificate from SCGP acknowledging their participation in the contest.

## **RULES & REGULATIONS**

1. Applicants of the contest undertake to provide real and true information and a submitted work must be complete as indicated in the application form. In case of providing false information or failure by the applicants to fulfill the obligations under these rules, the applicants will be disqualified.
2. Applicants must be the creator of the work that they submit to the contest. Their work must be their original concept and not a copy of anyone else's copyrighted material. A matter of the workpiece must not contain content that provokes conflict in society. Upon submitting their work to this contest, they are solely responsible for any infringement on copyrighted materials and guarantee their work has never been through any contests before. If the committee finds out they infringe upon these rules, the applicants will be disqualified and SCGP will have the right to take back all the prizes. Thus, applicants agree to compensate the organizer if the organizer incurs a loss as a result.
3. Applicants agree to give copyright ownership to SCGP and grant SCGP the right to use the materials submitted to be used for commercial activities and to be used to promote the projects participating in it.
4. The 30 workpieces in the preliminary round will become the copyright of SCGP and be eligible to be altered, duplicated, and copied for commercial purposes.
5. The 15 finalist teams must participate in every session of the contest otherwise applicants will be disqualified. In the event of any accident or emergency, the contest organizer shall be informed by applicants for further consideration.
6. Upon submitting an application form, applicants agree to be bound by the rules and regulations of the contest. The referee's decision is final and may not be subject to any discussions or correspondence.
7. 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/en/privacy-notice>