

THE JDE DECORATIVE JAR
SUSTAINABLE DESIGN
COMPETITION

Design Brief

Are you a design student with a distinct visual style?

Who cares about sustainability?

And would love to win \$5,000 AUD?

Then the JDE Decorative Jar Sustainable Design
Competition has your name on it.



THE HISTORY OF DECORATIVE JAR PROJECT

Jacobs Douwe Egberts (JDE) is responsible for global household coffee brand names including Jacobs, Tassimo, Moccona, Ti Ora, Senseo, L'Or, Douwe Egberts, Super, Marcilla, Kenco, Pilão and Gevalia.

One of JDE's most iconic and recognisable visual properties, is our iconic glass Stopper Jar which is available in multiple countries across Moccona, Douwe Egberts and Marcilla brands.

Since 2012, JDE has collaborated with artists and designers to produce a range of screen-printed, limited-edition jars, sold in selected markets. Previous partnerships include Orla Kiely in the UK, and Peter Alexander in ANZ.



DESIGNERS OF TOMORROW

In 2022, JDE is partnering with the next generation of young, socially-conscious designers, to create a sustainability-themed, limited edition collection of 100% recyclable glass coffee jars to inspire people to take small steps towards a more sustainable world. The design theme aligns to JDE's mission for all our packaging to be 100% recyclable by 2025.

The Decorative Jar Sustainability Design Competition will give up and coming designers, from a selection of top ANZ, Asian and European design schools, the chance to showcase their design work and give a global voice to their sustainability cause on a set of limited-edition coffee jars, which will be sold throughout stores across these global regions.



WHAT IS THE TASK?

- Create a design wrap for the JDE coffee jar that brings to life the concept of sustainability in a visually appealing and distinctive way using a maximum of five colours from the Pantone palette on page 7. The design must invoke or champion the concept of sustainability (as interpreted by you).
- In addition, with each design you submit you'll be asked to also include a short explanation (100 words or less) that outlines why your theme of sustainability is important and how your design inspires others to take small steps towards a more sustainable future.

BE REWARDED FOR A GOOD CAUSE

- Not only will you be helping to create change through sustainable design, the six winning designs chosen by JDE, will each have their design featured on limited edition coffee jars across the ANZ, APAC and European regions. Plus, each winning entry will be rewarded with \$5,000 AUD.

WHAT ARE THE TIMINGS?

- The brief is open and available for download on 12:01am AEST on August 31, 2021. If you're reading this, then the competition has already started.
- All designs must be submitted by 11:59pm AEST on September 19, 2021. Once submitted, designs CANNOT be changed, retracted or altered in any way, so make sure you're happy before uploading.



GUIDANCE TO HELP YOU CREATE A WINNING DESIGN

When people see your design, what should they do:

1. Winning designs will appear on the outside of a Jar, which will sit on a busy supermarket shelf. First and foremost, people should notice your design in that environment. Therefore, your approach should embody a strong design aesthetic, being both visually eye-catching and appealing.
2. After seeing your design, people should understand what area of sustainability you've chosen to focus on (as interpreted by you).
3. Buy the coffee jar product. The design should be something people want to collect and upcycle into beautiful showcase keepsake pieces for their home, thus reducing packaging waste and encouraging others to make small steps towards a more sustainable future.

Important things to consider

- Sustainability can be thought about from many different perspectives, and need not always mean environmental. While it's up to you to bring to life sustainability in whatever way you wish, we are looking for designs that bring the concept of sustainability to life in an adult, elegant and beautiful way.
- Before you get started, take a look at previous Jar designs for Moccona, Marcilla & Douwe Egberts to get a feel for our styles.
- It is preferable that people can see the coffee inside the Jar, so your design should avoid completely obscuring it. Large patterns and designs are acceptable, as long as the coffee can still be seen in some way.
- Consider the colour and texture of what your design will sit over (ie. it will not be seen against a clean, white background).
- The jar is a circular object, and could (and will) be placed in any orientation on-shelf, so your design should not require it be seen from only one angle. We encourage you to use the Jar's circularity to help inform or inspire your design.
- The jars will be sold in multiple countries, so do not use words, letters, or symbols that require translation, or would not be universally understood by multiple audiences (including non-English speaking people).



ENTERING AND JUDGING

How to enter:

To enter a valid submission in the Decorative Jar Sustainability Design Competition, all entrants must:

- Be enrolled at one of the selected school in the terms and conditions.
- After reading the brief in full, download the Jar artwork die line PDF. from www.moccona.com.au/jardesign
- Create a CMYK design overlay that fits within the blue keyline. The design must use only those colours included in the colour palette found in this brief.
- When you're ready to upload your design, visit www.moccona.com.au/jardesign and complete the entry form. Along with uploading your design, we'll ask you to include your personal details (only so we can contact you if you win). And you'll be asked to include a description of 100 words or less outlining why your theme of sustainability is important and how your design inspires others to take small steps towards a more sustainable future.
- Designs must be submitted in CMYK Pantone colour format.

Competition timings

- Entries close: 11:59pm AEST on September 19, 2021.

Judging criteria

Entries will be judged by the Promoter on a set of key criteria as follows:

Uniqueness:

How unique the entrant's Jar design entry submission is and how it embodies an adult, elegant and beautiful aesthetic to drive collectability and upcycling.

Sustainability:

How the theme of sustainability is incorporated in the design submission and how the artists statement outlines why their chosen theme of sustainability is important and inspires others to take small steps towards a more sustainable future, in 100 words or less.

Mandatories:

How the entry submission has adhered to the mandatory guidelines, including;

- Only used 5 colours or less from the Pantone colour palette brief and not used gradients or tones.
- Stayed within the brief dieline and not used line detail thinner than 0.5mm.
- Ensured the coffee product will be able to be seen inside the jar.
- Checking your design works from all angles by wrapping it around a jar or circular object.

One final point

Judge's decision is final and JDE reserves the right to amend or alter winning designs to make them more compatible for printing purposes, if required.

By entering this Competition, all entrants agree not to publicly share, announce or communicate any information about the Competition, including any submitted designs until the Promoter publicly announces the winners on the Moccona.com.au website.

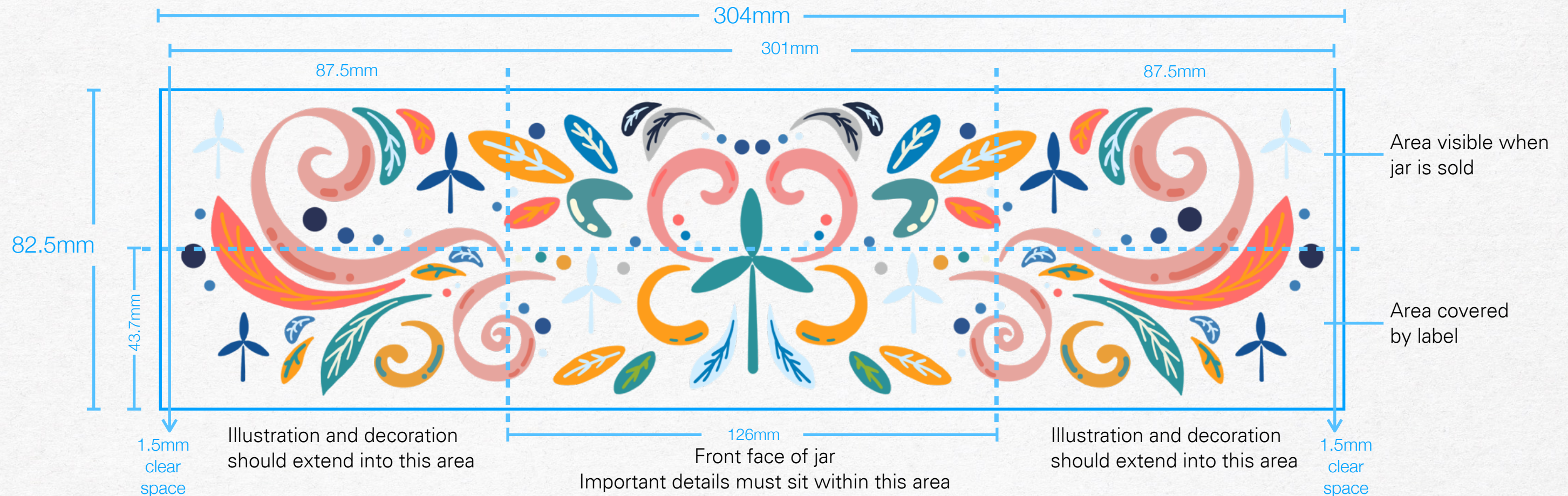
COLOUR PALETTE

Only use a maximum of five colours from the included colour palette. You do not need to use all the colours, only those you choose. But do not introduce other colours not listed in the brief. All artwork to be produced in flat colour - no gradients or tones.



ARTWORK SPECIFICATIONS

SCREEN PRINT AREA



Dos and definitely Don'ts

- Your design must stay within the specs provided. We have no way of printing anything outside them, and this includes printing or changing other parts of the Jar. Do stay within the specifications.
- Test your design by wrapping it around a jar or round object to ensure it works outside of a flat-lay design.
- Avoid fine details and lines less than 0.5mm, for two reasons. First, the design will be competing for attention on a busy supermarket shelf, so subtle details won't get noticed. Second, the screen-printing process does not accommodate fine details or very small elements.
- Do download the dieline from www.moccona.com.au/jardesign



Good luck!

