

KYOORIUS STUDENT AWARDS: OPEN BRIEF BY PIDILITE



A NEW FEVICOL MR

Packaging structure and graphics for the glue that holds generations together.

BACKGROUND

Fevicol is a brand of adhesives owned by the Indian company Pidilite. Before Fevicol came to the production line, adhesives were usually made from animal fat, colloquially known as "saresh". These had to be boiled before application and the fumes emitted a very bad odor. Fevicol eliminated these problems.

Fevicol is one of the largest selling adhesives brand in India and it is used as if it were a common noun to mean white adhesive. It is also marketed in 54 countries worldwide.

The brand which was originally launched as an easy-to-use glue for carpenters now also covers an extensive range of consumer, craftsmen, engineering and industrial adhesives.

CREATIVE CHALLENGE

Repackage Fevicol MR 100 gms Squeeze bottle and extend its range to include one new product – Fevicol MR Craft glue.

Generations of kids have grown up on Fevicol MR glue from their early play days, through art and craft projects at school or home. Targeted at a younger school going audience, you need to find ways to refresh the bottle, cap applicator and label design to make this product exciting on the self and for use.

CONSIDERATIONS

- Ensure that the logo maintains the brand architecture of Fevicol MR, but explore graphical avenues that would make it more appealing for all groups of school children.
- Don't be limited by what an adhesive bottle should look like. Explore more fun ways to interact with the bottle. Look at shapes, colors, transparencies etc.
- Understanding the various uses of the glue and the ways that it is applied, look at functional applicators that help to better these applications.
- While the bottle cap may be the same for both, we can look at different applicators / colors and label designs
- The new products should be a part of the Fevicol MR family, and recognizable as so, but don't be limited by material, size or shape.

DELIVERABLES

- Design structure for the new bottle (with cap and applicator) of Fevicol MR
- Design the new graphics for the your proposed design of the bottle

REFERENCES

- Download an image of current Fevicol MR pack
- Download the Fevicol logo

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SUBMISSION GUIDE

- A2 size presentation board (40×60 cm) where your work will be mounted.
- The board must be mounted on cardboard and should not be more than 2mm thick.
- This board will be a summary of your entry work. Limit your work to a maximum of TWO boards only.
- It should contain key visuals (maximum 5 visuals) with brief captions (maximum 10 words) and a summary text (maximum 100 words).
- Supporting Entry text must be pasted behind the presentation board, and should not exceed 500 words.
- A Case Film, if appropriate can also be submitted to further support your entry. Please use your discretion to decide whether a Case Film is crucial to explain your project.
- Any Case Film, if submitted must be no longer than 90 seconds. Please encode your video in HQ compressed as a QuickTime file using a H.264 or MPEG codec. The resulting file should have Audio and Video as one file, encoded as PAL no larger than 720p. Output size should be no larger than 500 MB.
- A soft copy of the presentation board along-with a soft copy of each image must be uploaded on the entry site at the time of submission along with supporting Entry text and Case film, if any.

IMPORTANT DATES

Entry collection opens	20 March 2014
Entry deadline	19 May 2014
Jury session	June 2014
Awards ceremony	Kyoorius Designyatra 2014, Goa

**For enquiries relating to the Kyoorius Student Awards,
email awards@kyoorius.com**



**KYOORIUS
STUDENT
AWARDS**

In association with



THE DESIGN AWARDS BY
kyoorius

KYOORIUS STUDENT AWARDS: TERMS & CONDITIONS

This contest is organized by Kyoorius Exchange, a division of Transasia Fine Papers Pvt. Ltd. Having its offices at 2nd Flr, Kohinoor Estate, 165 Tulsi Pipe Road, Lower Parel, Mumbai 400013 hereinafter referred to as "Kyoorius".

Eligibility Criteria

Anyone currently enrolled in a full time education programme is eligible to enter the student awards. You can be enrolled in any education programme – not limited to design or creative programmes.

The student awards are also open to recent graduates if you have graduated between – 1 January 2013 & 31 March 2014.

Entering the Contest

Entry is open to individuals working alone or groups of up to four persons working as a team.

- 1.1 All members of a team must fit the eligibility criteria outlined above. If you enter as a team, the winning entitlements will be handed to the primary entrant.
- 1.2 Entrants should register on the Kyoorius Student Awards site, download a brief, generate a response to that brief and submit their work digitally in accordance with the deliverables as laid out in their chosen brief and in accordance with the Submission Guide.
- 1.3 Entrants can download and respond to as many briefs as they wish; they may also submit more than one response per brief. Each Response is considered a separate entry and will need to be accompanied by the relevant fee.
- 1.4 All Responses must be the original work of the entrants. Entrants who incorporate any images, writing, music, or other creative material belonging to someone else must obtain the other party's permission. Entrants may be asked to evidence their ownership of the response and should keep dated records of all working materials.
- 1.5 The entry fee must be paid for every submitted response. All entries must be created, uploaded and paid for by the closing deadline – 21 April 2014.
- 1.6 All Entries must be submitted via our Online entry system. Physical work where relevant, may be submitted as supporting material only.
- 1.7 Kyoorius accepts no responsibility for lost or undelivered entry material. Proof of postage does not guarantee that work has been received by Kyoorius.
- 1.8 In order to assist Kyoorius in promoting the winning work after judging, all entrants are asked to provide or confirm credits for each entry. These must include:
 - a. Full names of entrant(s), including all team members
 - b. All contact details of entrant(s) – mobile, postal & email address
 - c. Full names of tutor(s) (as applicable)
 - d. All contact details of tutor(s) – mobile, postal & email address
 - e. The name & address of the college or university
- 1.9 Contact details of winning & nominated entrants will be passed to sponsors, in order to help promote the winning work.
- 1.10 Kyoorius is under no obligation to refund payments made for either individual Entries or groups of Entries.

Sponsors' Logos and Names

- 2.1 Sponsors may submit their own branding or that of the sponsors' clients for the purpose of inviting responses. The logos issued to the student may not be used for any commercial or republication purposes.
- 2.2 All sponsors operate strict controls on the use of their names, trademarks and logos. Any misuse of sponsors brands by an entrant will lead to the disqualification of all that entrant's responses and may expose the entrant to legal liability and subsequent legal claims.
- 2.3 By submitting a response, entrants agree to use the sponsor branding only in accordance with these terms and conditions, and any prevailing sponsors' terms and conditions.
- 2.4 The sponsors permit entrants to use the submitted branding for the sole purpose of responding to the brief sponsored by that sponsor.
- 2.5 Entrants may:
 - a. Only use sponsor branding on Responses submitted to the Kyoorius Student Awards 2014;
 - b. Include a submitted Response in their personal portfolio after the Nominations have been announced, in exactly the same format as that submitted to the Kyoorius Student Awards 2014.
- 2.6 Entrants must not:
 - a. Use sponsor branding on any other material or for any other purpose;
 - b. Upload their submitted Response to any Online location before the Nominations have been announced, whether as part of an open or access-restricted site, unless all sponsor branding is first removed from the uploaded version of the response;
 - c. Denigrate sponsors or sponsor branding, subject sponsor branding to derogatory treatment or otherwise bring the sponsor and /or its brands into disrepute;

- d. Do anything to suggest that the entrant is endorsed, associated or otherwise affiliated with the sponsor;
 - e. Provide or make available sponsor branding to any third party for any purpose.
- 2.7 For the avoidance of doubt, the sponsors for the Kyoorius Student Awards 2014 are as listed on the briefs page on awards.kyoorius.com/2014/student/.
- 2.8 For the avoidance of doubt, the sponsor clients for the Kyoorius Student Awards 2014 are as detailed on the individual briefs.
- 2.9 Entrants who submit a Response that contains any trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding.

Ownership of Your Work

- 3.1 Entrants retain ownership of their responses submitted into the contest, but where such work incorporates sponsor branding entrants may only use the work for personal references and promotion as part of a portfolio.
- 3.2 By submitting a response, entrants grant Kyoorius and the relevant sponsor an exclusive license for the duration of copyright protection to reproduce or distribute a reproduction of their entry in all media in order to promote, or act as a historical record of, the Kyoorius Student Awards or a sponsor's involvement with the Kyoorius Student Awards; or as part of any Kyoorius publication (whether Online or offline).
- 3.3 Entrants agree that, should a sponsor wish to develop or use a response for commercial purposes, the entrant will enter into negotiations with that sponsor to agree terms for such development or usage before negotiating with any other party in relation to the response.
- 3.4 No additional agreement will be needed for the winning entry. The sponsor of the brief can use the winning entry for commercial purposes.

Judging the Contest

- 4.1 Kyoorius & D&AD will appoint a jury that shall be composed of judges who, in Kyoorius' sole discretion, have the appropriate qualifications to judge the work. Responses will be considered in accordance with the awards selection criteria. These are:
- a. An excellent creative idea;
 - b. Great craft or execution;
 - c. Answers the brief.
- 4.2 Each jury will award a select number of the responses whom the jury considers, in its sole discretion, to be the best responses.

- 4.3 The jury is not limited in the number of Responses it can award, and similarly there is no guarantee that a jury will grant an award in a category, if they do not feel that work is of the standard required.
- 4.4 The jury has the right to edit pieces submitted as part of a response and to ask for only certain parts of the response to be displayed or promoted.
- 4.5 General feedback will be gathered from the jury, and may be made available to view on the Kyoorius Student Awards website when the nominations are announced. Individual feedback will not be available.
- 4.6 If Kyoorius is made aware of any concerns that a response does not constitute the original work of the entrant, Kyoorius will contact the entrant and ask for evidence that proves the entrant's assertion to be the creator of the work. Kyoorius will also contact credited tutors for further information. Kyoorius will consider the evidence gathered and decide whether to allow the response to remain within the contest or to remove it. Kyoorius' decision is in its sole discretion and is final.

Prizes

- 5.1 The prizes to be awarded to the winning entry are:
- a. One Red Elephant Trophy
 - b. Cash prize of INR 50,000/-. In case more than one winning entry in response to any brief a cash prize of INR 25,000/- will be awarded to each winning entry.
 - c. One student pass for Kyoorius Designyatra 2015
 - d. Entry details in the Kyoorius Awards Annual
 - e. One certificate for each of the entrants (if part of a team)
 - f. right to use the relevant Red Elephant Mark
- 5.2 The prizes awarded to the nominated entries are:
- a. Entry details in the Kyoorius Awards Annual
 - b. One certificate for each of the entrants (if part of a team)

General Points

- 6.1 Kyoorius reserves the right to make changes to these Terms and Conditions, if necessary, from time to time.
- 6.2 The Terms and Conditions are subject to Indian law and any dispute that is not resolved by consultation between the parties shall be referred to the courts of Mumbai.

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