

black+blum

L O N D O N

DESIGN BRIEF

FOOD AND DRINK ON-THE-GO PRODUCTS FOR TEENS



A DESIGN COMPETITION FOR 11-14 YEAR OLDS

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Dan Black (Black+Blum) and Tim Weston (Oakham School) have teamed up to bring you an exciting competition and prizes that will allow children to research market needs, test their creativity, improve presentation skills and work towards a marketable design proposal.

COMPANY CONTEXT

BACKGROUND

Founded in 1998, Black+Blum is based in London - one of the most diverse and creative cities in the world with a thriving community of design-orientated companies. Our products are sold through a wide variety of retailers in over 60 countries worldwide and we have warehouse centres in the UK and the USA. Following successes in various product categories, our focus is now firmly on further developing our fast-growing and internationally popular food & drink on-the-go range. Both of these sectors are benefiting from growing consumer trends, notably in the areas of health, wellness, and especially ecological awareness.

Ten years ago, we launched our first lunch box, when children, got fun lunch boxes and adults made do with boring food containers. Adults today can now get modern, sophisticated, aspirational lunch boxes that cater specifically for them.

VISION

People who own Black+Blum products feel great about using them everyday.

FOOD AND DRINK ON-THE-GO

People are increasingly realising the importance and benefits of sustainable, healthy living. Our unique, on-the-go designs offer a range of tailored solutions for all their hydration and nutritional needs. Taking your own food and drink with you brings many health, environmental and economical benefits.



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GET DESIGNING

Position Black+Blum as the leading premium brand for all your food and drink on-the-go needs

We want you to expand our adult lunch range into the teen market

Design anything you want - water bottles, lunch boxes or accessories like cutlery, lunch bags aimed specifically at you.



WHY?

There is a growing awareness of the importance of a healthy diet, staying hydrated and the impact this has on energy levels and concentration. Growing teenagers are not always catered for well in school canteens or if they are bringing their own food and drink from home.

Taking your own food and drink with you, also helps the planet by reducing food waste and food waste packaging from convenience foods (often bought by teenagers).

WHO?

14 - 21 year olds
(includes the student market)

CONSUMER RESEARCH

Are there any existing products that already cater for this market?

When does a kids lunch box/water bottle, become a teenagers'? Is there a clear division?



QUESTIONS TO ASK

AUDIENCE

- + What do teenagers eat?
- + What should they eat?
- + How much do they eat?
- + What drinks do they drink?
- + How much do they drink?
- + How is this product perfect for teenagers?

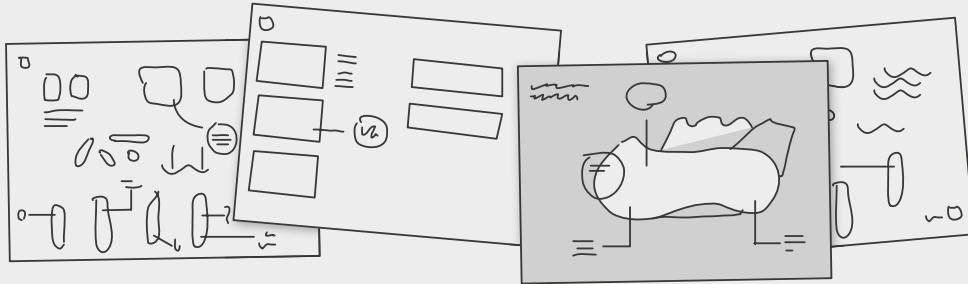
PRODUCT FEATURES:

- + Is it microwave safe and/or dishwasher safe?
- + Should it insulate food/drink?
- + Should it be leak-proof?
- + Should it come with cutlery?
- + Could it be personalised and if so, how?
- + How easy is it to recycle?
- + How easy is it to clean?
- + How much should it cost?
- + Could it link with technology? (through apps, social media, payment etc)

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PROJECT DELIVERABLES



3-4 SHEETS OF A3 WORK

To include a mood board, ideas modelling etc. Culminating in a presentation image.

GUIDELINES FOR PRESENTATION OF ENTRIES

Written work including annotations to be submitted in a minimum of Arial 11 or equivalent. ICT should be used where appropriate to enhance the presentation of work.

TIMING

Submissions by 16th April 2021

Judged by:

Dan Black, Co-founder and Lead designer at Black+Blum
Tim Weston, Head of Design and Technology at Oakham School

COMPETITION RULES

- + A maximum of 3 entries per school (schools will need to pre-select entries)
- + The competition is open to children 11-14 years of age
- + All entries to be received by 12.00 on the 16th April 2021
- + Entries must comply with the guidelines for deliverables
- + All entries must include a competition entry form that has been completed by their school

PRIZES

1ST
PRIZE



10.2 - inch iPad Wi-Fi 32GB

2 x
RUNNER-UP
PRIZES



Black+Blum Stainless Steel Lunch Box and Water Bottle (worth £50)

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ENTRY FORM

Entry Form (to be submitted with all entries)

First Name of Entry:

Age of Entry:

Teacher Name:

Teacher Signature:

Teacher email:

School Name:

School Address:

In signing the entry form the teacher is acknowledging that to the best of their knowledge the child has had limited assistance in completing the work submitted for the competition. They confirm that the child is 11-14 years of age, and where other sources of work have been used this is cited. They give Dan Black and Tim Weston the right to publicise and celebrate the names and work of winners via social media and other channels.

All entries must be sent electronically in PDF format to -
black_blumcompetition@oakham.rutland.sch.uk

Prize winners will be announced before 30th April 2021
Prize winners will be contacted via teacher email and school address.

