



\$999 DESIGN CONTEST

www.aiab.info

In an effort to encourage creativity and entrepreneurship we've created a design contest for those who participate in ***Art in a Bottle*** events.

CRITERIA

People buy beverage & condiment brands because of what's on the outside and what's on the inside. For many, the taste and perceived quality of the contents is vital. For others, the way the container looks and feels (material, label, name) is even more important. This contest is intended to reveal some great ideas by you or someone you know. In the process, you/they could win up to \$999!!

THREE CATEGORIES / THREE PRIZES

\$333 - Packaging Science aka Container Love

There's a science that goes into creating a beautiful container. Whether you're launching your own artisan honey or craft beer, you have a shape and material in mind.

\$333 - Creative Writing aka The Spiel

As you create a brand, you should be crafting a story that communicates who you are. Some brands have natural and original stories while others have worked hard to come up with one.

\$333 - Production aka Special Sauce

There is a way of doing things that may or may not be visible to the naked eye. This is where formulas, strange procedures, secret recipes and other tricks of the trade help differentiate a brand from the rest. Some call it magic, others call it intellectual property.

HOW TO APPLY

Step 1: Review the Criteria

Step 2: Complete the Form (electronically)

Step 3: Email your submission to info@aiab.info no later than February 1, 2019.

The review of submissions will be conducted by a committee of product owners, distributors and designers. Feedback will be provided to finalists. Contestants can replicate this form to include more detail. You are not limited to space provided. Questions should be directed to the info@aiab.info address. Please refer to 'Hospitalented Contest Rules.'

FORM

YOUR NAME: _____ # _____

Special Sauce: *Describe the concept*

Pick any type of beverage or condiment. Then tell us in great detail what you would do to make it different or better. Make sure to tell us what it is (e.g. soda, wine, whiskey), how it's made (get granular!), and any other detail that sets it apart from existing brands.

The Spiel: *Tell the story*

Share your product's origin story. It does not to be true, but it should be believable. You can also tell a story about how it's made, what makes it special, or something else that sets it apart from others.

Container Love: *Describe the package*

This is where you illustrate the way that the container will look or be fabricated. Talk about materials, shape, inspiration, colors, texture, and size. Share how the brand will come across through a surface design or label. If you have design skills, feel free to create a mockup. Spare no detail!

**RESPONSES ARE TO BE TYPED.
HAND-WRITTEN SUBMISSIONS WILL NOT BE ACCEPTED.**