

Young Ones Awards 2019

Avery Dennison

Brief: Help find our tribe.

Who is Avery Dennison?

Avery Dennison Corporation (NYSE: AVY) is a global materials science and manufacturing company specializing in the design and manufacture of a wide variety of labeling and functional materials.

If you are a label or packaging designer, we can make your design happen. We love labeling and packaging as much as you do.

What is the product?

In January 2019, we are launching a website called M_use.

This site is to inspire the community who love packaging and playing with different materials and exploring the possibilities that designers imagination can muster.

The platform - M_use - is designed to profile the magic of materials - both in their invention and application, and to create a platform to explore, discuss and collaborate on materials for the future.

At launch M_use will be mainly focused on materials for labeling and packaging in the food and drink categories - but throughout 2019 will be expanded to other material segments.

The site will be filled with examples of all the materials available. The inspiration will come from examples of how to push those materials to make designers ideas become a reality.

What is the Challenge?

The examples and inspiration will be on the M_use. We now need to find the tribe – the community of people who love design, labeling and packaging.

Your job is to create a campaign and an activation to attract packaging lovers to M_use.

Success is when M_use is full of designers engaging with the site and each other.

Who are the M_use community?

They are designers who want to stand out.

They are creatives who love labeling and packaging design.

They are printers who are looking to create the label of the future.

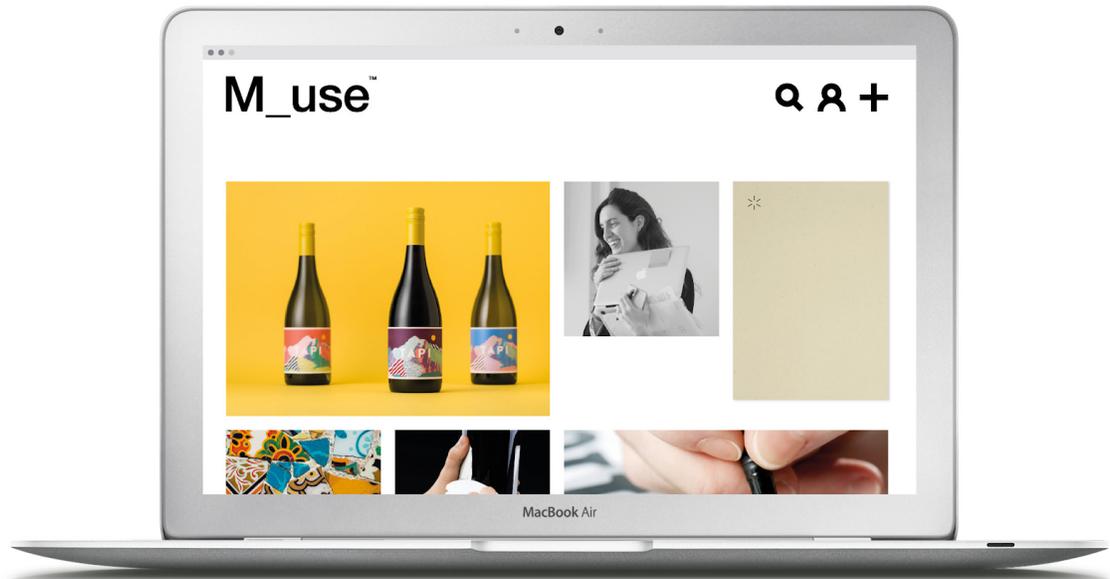
They are brands exploring possibilities

What to Consider:

- Research, research, research

Go to <http://www.label.averydennison.com> and see what they do. The more you understand, the better the ideas.

See the visual below as a reference to what M_use will look like once launched.



Check out design companies that produce award winning packaging. Go to www.pinterest.com and look at all the amazing packaging out here.

• Be brave

There is a lot of noise out there. You need to catch designer's attention. Only bold and brave ideas will work.

What must YOU produce to enter?:

1. A campaign to get the designers attention and introduce them to M_use. Think YouTube or Instagram. Think mailers to design firms. Think design magazine.
2. An activation idea where designers can go to a physical space/place and actually interact with the materials. This activation should not only get the designers to interact with the materials but create something inspirational with the materials. So inspiration is the end result.