

THE #LABELicious COMPETITION 2024 - BRIEF

CONFIDENTIAL: HUMANDATE announces new brand: **SEXTY SOMETHING®**

With this confidential brief, we invite the youngest generation of label and packaging designers to come up with smart, creative and sustainable label designs for this sustainable and attractive product line for senior consumers. The deadline for entries is 7 January 2025.

HUMANDATE, the house of brands that are sustainable by design, will launch a new brand line by the name of **Sexty Something®** on September 1st 2025.

1. THE BRAND STORY FOR **SEXTY SOMETHING®**

SEXTY SOMETHING® is a new - to be launched - brand line for consumers who are born before 1955, who dress with glamour, drive with style and dream about future years to come. While being over sixty, they love life, live like legends, and feel far from the finishing line.

When it comes to sustainability, they feel responsible to make better purchasing choices. The bonus for them personally: products that are healthier for both the inner body and outward appearance.

There's one thing that these consumers hate more than anything else: sustainable products that are designed to evoke an 'I buy green statement' for the outer world, and that - as a research group member phrased it - look "as if something died before it was even created" (end of quote).

That's why, as the result of a brand name study and peer group review, we deposited the trade mark **SEXTY SOMETHING®**. It's a name play on how 'over 60s' typically answer when asked for their age ("60-something"). The 'something' is not to be defined as they still feel 'not a day over sixty' ... and sexy! Hence ... **SEXTY SOMETHING®**

Don't think that these consumers are cliché, cheesy or cheap. In fact, they have 'booming' buying power and they prefer purchasing premium products by default. They demonstrate strong brand loyalty, and act as active ambassadors of brands that have become part of their identity.

2. THE **SEXTY SOMETHING®** PRODUCT LINE

In our first market release cycle (Q3, 2025) our product range consists of:

- **SEXTY SOMETHING® base**: an organic syrup to brew home-made power drinks (5 flavours).
 - o (Clear glass bottles of 500 cl, with bamboo screw cap lid; model TBD)
- **SEXTY SOMETHING® care**: mineral-enhanced body creams to nourish the elderly skin.
 - o (Transparent glass jar with bamboo lid and closing branded adhesive label; model TBD)
- **SEXTY SOMETHING® plus**: 6 different vitamin supplements developed for senior metabolisms.
 - o (Multi-layer sachet with barrier properties)
- **SEXTY SOMETHING® condoms**: packed per 6 in one unit.
 - o This is an accessory product, that will be used for our guerrilla brand campaigns.
"The first safe-sex products that consumers will ask for at the top of their voice, and proudly display at the store check-out".

3. ADDITIONAL DESIGN BRIEF INFORMATION

Parallel to the development of the product range for our first market release cycle (Q3, 2025), our priority challenge is the branding and labelling of this new product packaging line.

We challenge the youngest generation of label and packaging designers to come up with smart, creative and sustainable label designs for this product line for senior consumers. Please combine insights about this consumer group with creative and technical design knowledge and ambitions. The deadline for entries is **7 January 2025**.

In addition to the **SEXTY SOMETHING®** brand story, we collected the following insights:

- We have learned from research that this senior lifestyle audience is more visually driven than information-eager during both the buying process and the usage process.
- Nevertheless, due to their physical age they have specific requirements when it comes to readability, use of colour contrast, font types and size etc.
- In spite of urban legends, they are tech savvy to a certain extent. They use smartphones on a daily basis, they use social media and search engines, they are active app users etc. All under three conditions: it has to be intuitive, functional and valuable.

In our view, **SEXTY SOMETHING®** labels have various roles:

- Representing the brand identity (visibility on the retail shelf, product information for the consumer, interactivity with the user (e.g., health tips, etc.), using the specific features of printing, pre- and post-printing technology);
- Having a functional packaging role (reclosing and opening in packaging, safety seal, etc.);
- Having a functional business process role (identification for logistic purposes, identification for security purposes, identification for authenticity purposes, compliance and anti-counterfeiting purposes, food safety purposes etc.).

The colour (indication) of the **SEXTY SOMETHING®** product range is part of the designer challenge and currently not defined as a brand restriction. We are looking forward to your rationale, focussing on colour perceptions of senior generations that are in alignment with the brand values of **SEXTY SOMETHING®**.

In line with our focus on 'the functional use of smart technologies' and 'empowering' our customers, we aim to make a leap forward in integrating other smart functions in labels for branding and functional purposes. Please spend some "Google" time to find technologies that could be part of your design: Printed sensor technology, Connectivity technology, Biometric technology, Data processing technologies, Blockchain technologies, Digital printing technologies, Personalization technologies, AR/VR technologies etc.

As a modern organic brand, we value sustainability aspects enormously and believe that good design should evoke a holistic approach to sustainability in packaging while offering an exciting brand experience at the same time. Specific aspects of sustainability that we welcome could be found in processes like the technical construction of a label, raw material usage for label production, physical production of the label, application of the label, or recycling of the label.

4. DELIVERABLES

Select (at least) 2 of the 4 product lines as outlined before:

- **SEXTY SOMETHING® base** (power water base)
- **SEXTY SOMETHING® care** (skin product)
- **SEXTY SOMETHING® plus** (vitamin supplements)
- **SEXTY SOMETHING® condoms**

OPTIONAL: Should you come up with new packaging options that are not included in the requirements above, using labels or sleeves, you can add this as a bonus material. This is not a 'must-have' requirement but a 'could-have' requirement.

Produce the unique graphic brand identity for the label design of the selected product line(s) for the **SEXTY SOMETHING®** brand, reflecting the brand essence and specific audience requirements and the generic packaging description of the product line(s).

Produce the technical label description (label construction, substrate, shape e.g. die-cut etc., front and back, cap, optional neck label, closing branded adhesive label etc., where applicable). Explicitly describe and explain the smart functional role (e.g. temperature, allergenic identifier, communication interface, safety function etc., etc.).

Submit the original artwork (e.g. creative design, technical design etc.) as a hires 300 dpi A3-visual in PDF or JPG format. As the submitted artwork is a digital file, it will not be returned to the Entrant.

Write a description in English of how the brief was translated into the submitted solution (including comments about the innovative element, the sustainability angle and the feasibility aspect of the submission) via the online form (max 250 words).

Submission details can be found at www.labelicious.eu/submissions

5. JUDGEMENT CRITERIA

Innovation Factor (35%)

- How does the entry score when it comes to crossing the boundary of known / existing solutions?

Impact Factor (25%)

- How does the entry score when we imagine the impact of the proposed design or solution, both for the brand value and sustainability?

Functional Factor (20%)

- How does the entry score when it comes to meeting all the functional requirements from the briefing?

Feasibility factor (20%)

- Can the entry technically be realized, where the jury encourages design that tests the limit of technical execution?

6. PRACTICAL COMPETITION INFORMATION

The campaign website: <http://www.labelicious.eu/>, contains all additional information.

One of the documents on the website contains the full terms & conditions to enter the competition.

For any questions, please contact the FINAT Secretariat (info@finat.com or +31-70-3123910).