



Create a range of packaging solutions that improve the stand-out, pouring experience and navigation of the Castrol brand.

Context

As vehicles have become more complex, sophisticated, and reliable the level of owner interaction has reduced significantly and oil changes are carried out by specialists in automotive workshops.

There is, however, a continuing need to 'top-up' oil between services to replenish that which is 'burnt off' during everyday usage. As a category, oil has become more complex with a range of products to suit different needs. This has resulted in it being very difficult to easily identify and navigate the category. In fact, research indicates that consumers spend eight minutes on average at fixture, considering their purchase.

However, despite this, on average 84% of people drive their car with lower oil levels than recommended. Having the correct level can result in fuel economy gains of 2-3 mpg, and reduced wear and tear on the engine.

Finally the consumer experience of pouring oil is always rated as below average using traditional packaging solutions.

The Creative Challenge

The challenge is to create a range of packaging solutions that improve the stand-out, pouring experience and navigation of the Castrol brand, resulting in improved consumer loyalty and affinity.

We are keeping things deliberately very broad. For the purpose of this exercise there are deemed to be no manufacturing restrictions.

Target Audience

You may wish to consider males/females separately, or produce something that appeals to both.

Mandatories

If you wish you can incorporate the Castrol logo into your work, available in the project pack online.

Deliverables, Artwork and Additional Information

For guidance on how to submit your work please adhere to the main deliverables information at <http://student.aisforawards.org>

Any additional supporting information referenced in the brief, including artwork and logos, can be found in the project pack at <http://student.aisforawards.org>