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'Conquering New Markets and Consumers' - Design and Creativity Contest of the Verallia Portugal



The Verallia Portugal presents, for the first time in Portugal, a contest of Design and Creativity under the theme "Conquering New Markets and Consumers". The challenge is extended to higher education students of design schools and is searching for new market trends in the world of glass packaging.

The Verallia Portugal promotes the contest of Design and Creativity "Conquering New Markets and Consumers". Candidates must be registered in the present academic year (2013/2014) and attend an institution of higher education of art and design. The challenge consists on anticipate new trends in consumption responding to non-existent needs of the glass packaging area. Proposals may also be geared to niche or mass market, offering solutions for glass packaging, advantageous for consumers and differentiating in the glassmaker.

A website has been created especially for this contest with all institutional and legal information, and with the possibility of projects submission and online voting. The responsible jury for evaluating the submitted proposals are from different business areas and are assumed as customers of the Verallia Portugal, as wine and packaging media, as design and trends agency and as elements of the Verallia.

The voting will take place on the 2nd half of 2014 after the projects submission by students. The Verallia Portugal will award the five most popular proposals and better ranked by the jury, and the first three will receive cash prizes. A summer internship in the Verallia Portugal and an interview with the General Director and the Human Resources Director, are reserved to the fourth and fifth prizes, respectively.

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