

“The Perfect Shape for The Perfect Water”

Design Contest

Marketing Brief

1. PURPOSE

The creation of a unique/ideal bottle for the Aqua Carpatica brand.

Aqua Carpatica is a top premium product with the naturally sparkling natural mineral water.

We ask for a design solution for the ideal bottle of the Aqua Carpatica brand.

The brand is to be launched on the market in 2010.

It is an international contest held by Carpathian Spring (the company of Aqua Carpatica) and Cohn&Jansen (project manager).

It's an open contest, meaning that every designer from a company or freelancer, or every design or branding company can participate.

2. DESCRIPTION OF THE EXCLUSIVE MINERAL WATERS MARKET

The exclusive market of mineral waters is a narrow one, aiming the connoisseurs, who are turning the mineral water consumption into an art. The specific locations are exclusive four star restaurants, specialized water bars, exclusive high class locations, where water is treated more like wine and its taste is highly valued.

The most prestigious brands on this market are: Bling, Ogo, Voss, Ty Nant, Tau, Elsenham, Ramlosa, Apollinaris, Saint Georges, Hildon etc.

3. TARGET FOR AQUA CARPATICA

On the international markets the product will be positioned as a top premium product (naturally sparkling natural mineral water) targeting only HORECA.

The final target for Aqua Carpatica is constituted by the chefs in the exclusive four star locations, who are to recommend this product to their clients.

On the Romanian market the product will target both mass market and HORECA.

Competition on the Romanian market is: Dorna, Borsec, Harghita, Perla Harghitei, Biborteni, Bucovina.

4. BRAND POSITIONING

Our brand, Aqua Carpatica, is the most pure natural mineral sparkling water in the world. The proof is the mineral elements (see below):

Mineralization (calculated)	1800 mg/l
Natural CO ₂	±2400 mg/l (related to the atmosphere pressure)
Nitrate NO₃	0
Nitrite NO₂	0
Sodium Na ⁺	3.5-5 mg/l

Brand values are:

Purity: content of the water;

Naturally Sparkling: hidden away from the side effects of civilization, preserved by a natural protection barrier;

Beneficial for health: commitment for low premium diets;

Unicity: our mineral content makes this water unique in the world.

5. NAMING

Aqua Carpatica is the registered trade mark for our brand.

The origin of the name is coming from The Carpathian Mountains: it is the spring water that lays there.

The Carpathian Mountains and the pine forest are a natural protection barrier for the preservation of the original purity of these mineral water reserves.

6. DELIVERABLES

a. short description of the idea

- the project and comments to the practical possibility of the implementation, information about materials and industrial production methods/techniques for a **0.75l bottle**
- description of the benefits and advantages
- sustainability and recycling

b. project drawings in scale 1:1 (front view, top view), sections, details in 5:1

c. 3D virtual model of the project and surface rendering

d. any freestyle illustration of model in real life situation, animation etc.

The deliverables have to be submitted only in electronic format - pdf format A3 landscape.

See the contest regulation for more details on www.theprecfectbottle.ro.

7. TIMING

Final deadline of the submissions is Sunday January 10th 2010.

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