

« Create France's Postal service's new holiday Packaging! »**Contest Objective**

ColiPoste, the french leader in shipping, launches a contest to find **it's new packaging for it's Collisimo box**, in limited edition during the 2010 holidays !

BRIEF

Create the **new design/ packaging**, which will be sold **in all postal offices** and used by the whole French population in 2010 for every holiday!

It's up to you to bring your «**festive, celebration, present, holiday** » spirit to this design!

Be **imaginative, trendy, sober, off beat...** Make sure we want to send and receive your package and that it reflects the desire to make people happy.

Create the exterior design, but also don't hesitate to imagine its interior (see guidelines)!

Beware do not focus your creative proposition solely on the **Christmas theme**, but create an original design, **that can be used for all gift occasions during the year** !

Your first and lastname will appear on the design that will be printed to tens of thousands of packages and sold on all postal offices in France!

Guidelines

Respect the size and shape of the given package (downloadable [here](#) and on the contest page)

Respect the technical guidelines below

Keep a Hi resolution .PSD or .AI file, CMYK colors

Submit your own original creations

- Do not submit "simple" pictures with no editing or design added
- Each design you submit should be unique and different: the same design with only different colors will not be accepted.
- The design should cover the whole surface in a coherent and aesthetic manner: Each side viewed separately should make sense and the whole should be harmonious and creative.
- The packaging should be festive

TECHNICAL GUIDELINES – COLISIMO PACKAGING

- **Keep the exact given exterior sizes on the downloadable file** (given in millimeters)
- **Keep the size and position of the grey « Colissimo » banner (at the center of the package)** and also all the information written on it.
 - o Color reference (pantone) of the grey « Colissimo » banner : **5405**
- **Keep the « La Poste » logo as is on the grey banner.**
 - o Color reference (pantone) of the yellow logo: **109U.**
- **A proposition for the packaging's interior is a plus.**

In that case watch out for the specific guidelines : 1 or 2 colors maximum, only 50% of the surface can be printed on, with only a « pattern » type of creation.
- Be careful in your design to imagine the « volume » it will have (the designs will be flat but they will then be in 3D once mounted for real – so think about sides and how continuous drawings will look all around)

Print materials

- **The designs should be in 300 dpi minimum (accepted format on eYeka: JPG)**
- **Keep a Hi resolution .PSD or .AI file , CMYK colors**
- The template is available [here](#), or on the contest page

Prizes

Early Bird Prize: 4 prizes of 150 euros

4 designs will be selected among the creations submitted before **January 30th**, on <http://www.eyeka.com/partner/colissimo2010>

First Prize: 3 000 euros

One design selected among the creations submitted between **January 18 and March 29, 2010** 11h59PM France Time. (On <http://www.eyeka.com/partner/colissimo2010> and on <http://www.imagine-colissimo.fr>)

Most voted: 10 prizes of 300 euros

For the 10 most voted designs between **March 30 and May 17, 2010** on <http://www.imagine-colissimo.fr>

Contest Dates

Design uploads on Eyeka: <http://www.eyeka.com/partner/colissimo2010>

Starts : **January 18 2010**

Time : **12.00 GMT (France time)**

Date de fin : **March 29 2010**

Ends : **23.59 GMT (France time)**

Design uploads on the microsite: <http://www.imagine-colissimo.fr>

Starts: **February 1st 2010**

Time : **12.00 GMT (France time)**

Date de fin : **March 29 2010**

Ends : **23.59 GMT (France time)**

Votes on the microsite: <http://www.imagine-colissimo.fr>

Starts: **March 30 2010**

Time : **12.00 GMT (France time)**

Ends : **May 17 2010**

Time : **12.00 GMT (France time)**

Notes on the Terms & Conditions

Infringement Notice

Contestants undertake to submit creative and original works.

Contestants warrant that they hold all rights upon submitted works and warrant that the use of the works in the contest does not violate any third parties' rights.

Contestants acknowledge that in case of breach of these rules, the organizer shall be entitled to deem their participation and the prize granting as void.