



2 in 1 Postcard / NZ Souvenir Pens



ENTRANT

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CATEGORIES ENTERED

Conceptual Design
By a Tertiary Student

FOODSTUFFS
Proudly New Zealand



SPECIAL FEATURES



The package chosen to redesign and repackage is a set of souvenir pens with New Zealand Icon graphics.



The icons consist of sheep, cows, kiwi birds and tikis. The original set came from the \$2 shop so each pen cost .50cents.



The target audience will be a wide range of age, mainly tourists.



The concept is to create a postcard that comes with a New Zealand Icon pen.



This creates added value for the product as well as nearly zero waste for the packaging.



The purchaser can either keep the pen or send it to the receiver of the postcard.



The postcard is perforated from the tab that holds the pen.



The package is durable and environmentally friendly.



It is cheap to produce as it is a 2 colour job on brown paper stock.