

WELCOME

Can you believe its July 2018 already? The year has flew by so fast. Looking ahead to the rest of this year, we hope to continue getting the IPSA name out there, to bring in new members and to support the packaging industry.

An evening of debate by experienced professionals in the print, broadcast and digital marketing space is planned for the heart of winter in the Western Cape, please do join us!!!

BATTLE OF THE MEDIA HOSTED BY IPSA

When: 18 July

Where : Mowbray Country Club

Time: 18:00 for 18:30

Cost: R200 for non-members, members are discounted to R150

It includes a two course meal, voting ballot and secure parking. Cash Bar Available.

Each professional will deliver an overview of their portfolio in term of its impact on marketing campaigns within the packaging area: be it FMCG, freight, electronics, converting, supplying or education.

They will be unpacking some facts about the media platforms in terms of:

Client Reach in the packaging industry

Innovation: latest trends and offering; showcase a case study or two

Cost Effectiveness & typical timelines for development and execution of campaigns

After a 20 min presentation, the media professional will be allowed to take 4 questions.

Once all three professionals have concluded, dinner will be served and discussions can be continued over dinner.

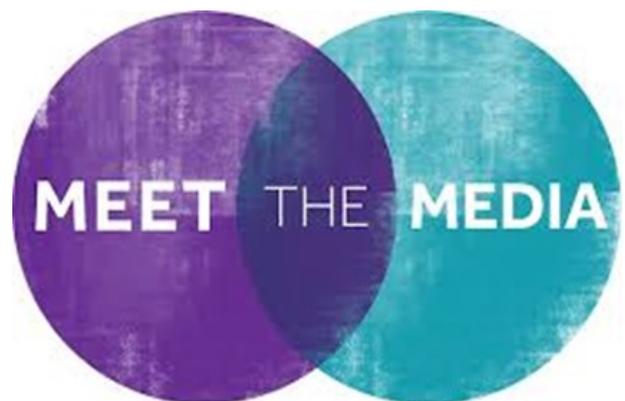
The evening is set to be informative and fun with the voting meant to not be a serious affair – just a means to focus the discussions around the dinner table.

Book as soon as possible as there are limited seats available.

Contact Phumi Dlamini or Kathleen Hoogenhout on your Western Cape Committee to book your seat by no later than 11 July.

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AMARULA LOSES THE ELEPHANT

Our members showed a strong interest in this particular topic and a full house of 20 arrived at SA Litho for the event. They were not disappointed.

Samarien Dekker, the Global Brand Development Manager for Distell, is clearly passionate about the plight of the African Elephant. The image of the African elephant is strongly associated with the Amarula brand through the design of the label, so when the opportunity to support research into elephant behaviour arose the fit was natural and credible. In 2002 the Amarula trust was born from a vision to protect the African Elephant.



In 2015-2016 the poaching statistics became truly alarming. 96 elephants were killed every day, this is one every 15 minutes. Drawing off the media outrage around the death of Cecil the Lion, the idea to name the elephants and thus personalise them blossomed into a 360-degree campaign with global reach. The CEO of Wildlife Direct, Dr Paula Kahumbu, was brought on board as spokesperson, and the Name Them and Save Them campaign took flight. A Youtube video tailored to different countries and cultures invited people to design and name an elephant depicted on an online diorama. These names and designs were then fed into SA Litho's Mosaic digital platform.

Under the eye of Claudia Agostinelli, the Marketing Manager for Digital at SA Litho, 400 000 different names were collated, processed and turned into 400 000 unique labels each with an individualised elephant created from elements from the on-line programme and its own name. Labelled bottles were driven through every channel during March 2017.

The campaign peaked on International Elephant Day, the 12th August 2017, when the elephant was completely removed from the labels for a limited edition.

The talk was inspirational from emotional, branding and technical viewpoints, a 360 achievement in its own right.



PACK FACTS

Over the years people have tried many ways to get their products on the market and make them stand out from their competitors, some good and others ... well we will let you judge for yourself.

Anti-Theft Lunch Bags

This one gets thumbs up. I wish these were available when I was at school!



Just Laid?

We all know where our eggs come from but do we really need to be reminded in such a graphic way

Star Trooper Coffee Sip Lids

This one gets two thumbs up what a clever way to fit a sip lid to your coffee!



Clever with an Earth appeal

Have you paid your subscriptions yet? Please check with your company!!!

EVENTS CALENDAR

Diarise and book these dates—IPSA needs as many members as possible to connect and network at different levels. The engagements below have been structured to give a good balance between fun and education. Where possible, costs are subsidised by your memberships fees and sponsorships received. Watch your inbox for details of upcoming ad hoc factory tours usually numbers are limited.

18 July **BATTLE OF THE MEDIA**
VENUE: The Mowbray Golf Club
TIME: 18:00 for 18:30
RSVP: Phumi or Kathleen



22 August **ANNUAL QUIZ EVENING**
VENUE: The Mowbray Golf Club
Early bird bookings for tables of six open
RSVP: Ingrid Schoeman

26 September **ANNUAL SEMINAR:** David vs Goliath—The World of SMMEs and corporates. How to giant-proof your SMME when doing business with corporates (red tape, complicated decision structures and tender processes, and payments, etc.)

TIME: 11:00
VENUE: TBC



30 October **GOLF DAY**
VENUE: DURBANVILLE GOLF COURSE
TIME: 11:00

ONE YEAR DIPLOMA—IMPORTANT DATES

12 July	Exam 1
16 August	Test 4
25 August	Assignment due
20 September	Test 5
18 October	Exam 2



Test 3 saw a wonderful return to form for our class of 2018. With six Cum Laude and another three Distinctions, we have half the class in the honours.

We are very proud of our students. Congratulations to you all.

GOLD PACK 2018

Yes, you heard right – the prestigious Gold Pack awards are now held annually.

If you have a packaging solution that is exceptional in its class or brings innovation to any of the specialist categories, please head over to the website www.goldpack.org.za for the entry details and make sure you submit your forms by the 15th of July.

Finalists will be notified by the 18th of September and winners will be announced at the always spectacular awards dinner on the 7th of November.



EDUCATION

The Students have started working on their projects and as always, the briefs provide some unique challenges. Often a voice offering advice or just experience can make all the difference. If you would like to make yourself available to help, please contact Ingrid or John



Project brief 1- Bottled Water:

The brief is to specify the packaging for a new brand of bottled water. This includes the selection of closures and labelling for the bottle with detailed reasoning for the selections. The term bottle is used loosely and can be interpreted as any form of sealed pack. Secondary packaging must also be developed. The key point is to show on shelf differentiation in an overtraded market. Points to be considered are market segment, consumption occasion and environmental concerns.

Project Brief 2 - My First Cup Cake:

The brief is to specify the packaging for a baking kit targeted at young children to introduce them to the joys of baking. The kit should contain all the food ingredients required to make the cupcakes. The packaging of each of the ingredients included in the kit must be carefully selected and specified. All substrate and format selections must be supported. This combination pack should be easy to use as well as adhering to the required labelling legislation required by each individual ingredient. Points to consider are communication and graphics for the target market and ease of use.

Project Brief 3 - Hair Grooming Kit:

The brief is to specify the packaging for a combination pack of hair grooming aids such as shampoo and conditioners, combs, brushes and any other items that may be suitable. Each pack in the kit must be clearly described and specified with a suitable support for each selection. This pack could be created as a travel pack, a starter pack or a gift pack – or all three perhaps. Select your target market and ensure the contents

COMMITTEE MEMBERS

Chairman:
Lecturer/Educational tours:
Vice Chairman/Seminar:
Education/Quiz/Speaker events:
Secretary:
Membership/Music Quiz:
Finance:
WIPSA/Battle of the Media:
Speed Networking/Golf Day:

Kathleen Hoogenhout
John Byett
Kiril Dimitrov
Ingrid Schoeman
Emma Dawson
Melissa Mulholland
Shereen Digre
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