

Later life wellbeing

active for longer

Today we are witnessing a significant demographic shift across the globe.

For the first time in history, older people in the population are expected to more than double by the year 2030. Coupled with the trends of living longer and extended working lives however, is the data that shows older people suffer higher instances of muscle and joint pain. With baby boomers approaching the later stages of life, many still with active lifestyles, some may be prone to age related conditions such as degradation in motor skills, joint and muscle pain, or simple lessening of hand and wrist strength. However, this is not a generation that wants to be defined by these complaints nor perceived as different to the generations below them.

A fitter, healthier, older population, one that wishes to remain active as long as possible in spite of the normal physical challenges associated with later years as described above, is one that needs to have their aspirations for this active life catered for and supported.

What are the opportunities for both product packaging and services within the context described to provide innovative, intuitive and inclusive solutions that do not to stigmatise older users as a 'special' group?

Background

Muscle and joint pains are prevalent among older people and research shows that the core range of these pain sufferers are:

- slightly more biased to female than male
- 40+ years old and married on average
- either working full-time or retired

It has also been proven that repetitive movement, cold weather, and everyday routine activities are the most common triggers of such pain.

A number of FMCG (fast moving consumer goods) companies, including GlaxoSmithKline Consumer Healthcare have a range of OTC (over the counter) medicine products that target joint and muscle pain sufferers. It is important to offer new packaging design and/or service solutions to the market, which enable customers to get easier access to the product.

Central to this brief is the importance of conveying a sense of empowerment, of 'feeling well' and personal control of this wellbeing.

Brief

How might people susceptible to the aches and pains of older age become more self-reliant and able to manage their physical challenges without recourse to formal, clinical advice?

Propose how a Consumer Healthcare company, through the design and marketing of a pain relief product (analgesic), can play a significant role in this and add value to the packaging of the product, using it to support a wider, user-led strategy that encourages greater self-reliance and self-management with regard to health and wellbeing.

Your proposal can be based around an existing pain management product or you can create a new packaging design or concept, which could explore new platforms and technologies, showing how this is part of a wider communication about self-supported wellbeing.

In developing your response, it is important that you consider the packaging of the product and the design of other related material (either as part of the packaging offer or separate to it). Bear in mind your older, target audience and whether you are creating the desired response from the experience you create around the product and the information you propose. In doing this you need to pay particular attention to creating packaging that is easy to open, interpret, and interact with, both visually and structurally, as this will go a long way towards making a connection with the consumer.

Remember, these types of packaged products sit within the 'over the counter' category and will therefore be purchased in the retail environment. This is the first point of contact with the consumer/ shopper so consider their behaviour in this area – how will you gain their attention and confidence (i.e. shelf impact, sensory and visual cues) and how might you convey the benefit of your packaging solution. Packaging cost may also be a factor to consider as a large number of your target audience may have limited income or be retired.

RSA

This project is not about addressing chronic, long term conditions such as arthritis that require specialist clinical attention. This is about day to day management of growing older.

Bear in mind current global issues such as sustainability within your submission, especially with regard to secondary packaging options where choice of material will be key.

Submission details

Entries must comply with the following:

- A3 boards (max. 4) showing design development and final designs; one board must show all elevations of the product/package to provide an understanding of the assembly and its innovative features
- a short, typewritten text (max. 400 words, sans serif, 14pt) expressing your idea development from research to final designs, to help position your proposal
- a further typewritten list of bullet points (sans serif, 14pt) detailing the principal benefits of the proposal
- any models or mock-ups should be submitted as photographs or printouts mounted on A3 board (this can be in addition to the 4 design boards) – do not submit 3D work at this stage
- one sketchbook only, related to the brief
- students short listed for interview will be asked to prepare a presentation outlining their proposal and will be expected to bring along 3D material to support their presentation
- all work, except sketchbook, should be submitted on A3 lightweight card and carry an RSA label on the back; do not submit work in plastic sleeves or on foam board, metal, wood or Perspex, or in boxes; these requirements are in the interests of students to ensure the safety of their work whilst in storage and transit, and to ensure that it can be displayed for judging

Schedule

Dates for submission of entry forms, fees and work

Thursday 19 November 2009

Deadline for Entry Form(s)/Fee(s) for all projects

(including *Directions Plus*)

Entry Forms/Fees should be sent under separate cover

– **not** with your entry – to:

RSA Design Directions Registrations
8 John Adam Street
London WC2N 6EZ
UK

Monday 16 November
– Friday 11 December 2009

Submission period for all project entries

(except *Design Directions Plus**)

Entries will be accepted at Brooks Transport Services Ltd on any weekday within the dates stated between 08:00-18:00, excluding weekends and bank holidays. Entries arriving after 18:00 on Friday 11 December 2009 may not be accepted

Please remember that all entries should be sent or delivered to:

Brooks Transport Services Ltd
Unit 2/15
Second Avenue
Bluebridge Industrial Estate
Halstead
Essex CO9 2SU
UK

All Entry Forms/Fees should be sent or delivered to:

RSA Design Directions Registrations
8 John Adam Street
London WC2N 6EZ
UK

**Design Directions Plus* – Submission date for entries for these projects is:
Friday 8 January 2010