


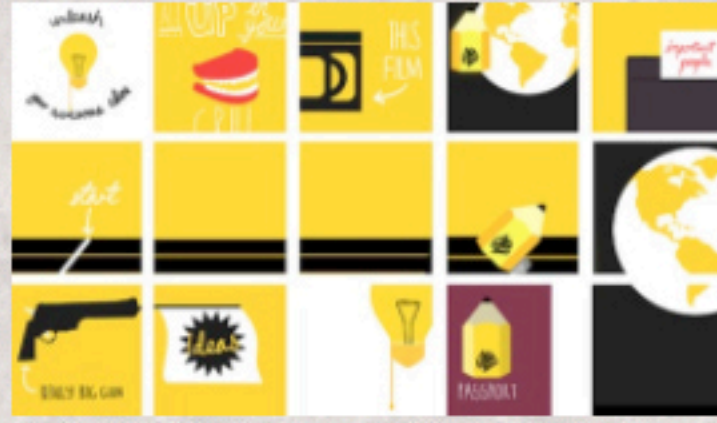
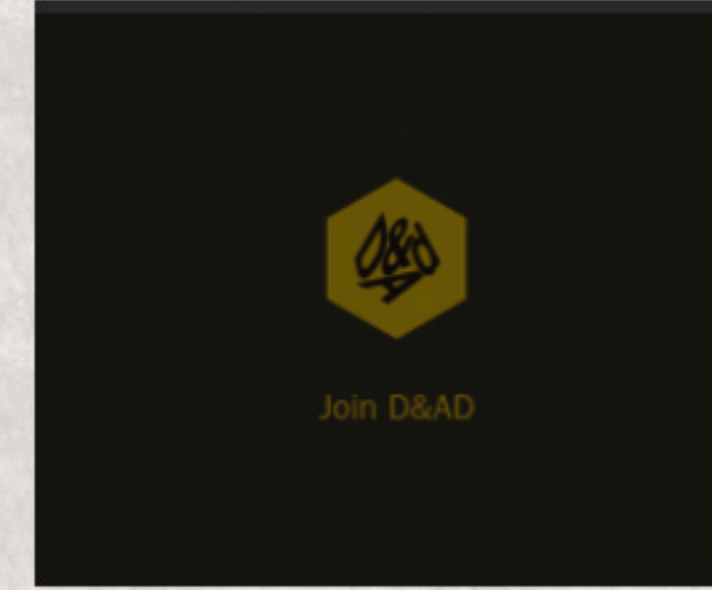
D&AD takes over The Stable for Judging week



New content daily  
March 24 – 28



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CLICK TO VIEW WHO'S JUDGING WHAT

## Do you know why you chose that muesli this week?

Boxer & Co is the Sydney design company that made Big Sister look a lot less like your mum and gave good ol' Aussie SunRice its exotic allure.



D&AD: IT'S NOT ALL ABOUT YOU



CLICK TO VIEW RESULTS SCHEDULE

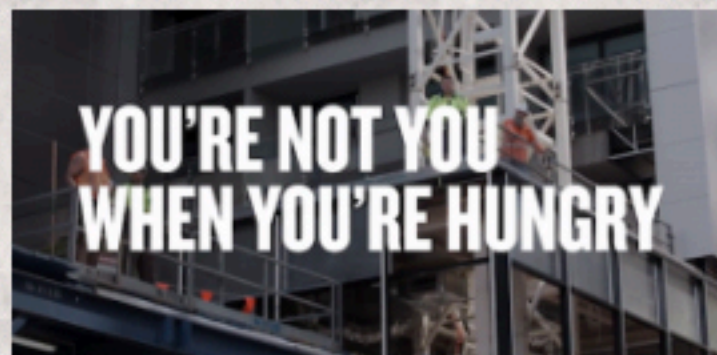


Its managing director and founder, Gwen Blake, knows all there is about packaging that makes a brand say 'Try Me!' and packaging that lines a shelf like old wallpaper.

THE BOOK. BUY IT.



### THE STANDOUT SECTION



CLEM BBDO MELB GETS READY TO SCOOP D&AD 2015?

David Ogilvy's motto, "You can't bore people into buying your product," is why Blake founded Boxer & Co seven years ago.

There is something else about packaging and Ogilvy would not have observed it. Australia's labelling laws are very, very complex. And getting one word wrong can be a very, very costly mistake.

MOVERS. SHAKES & MAKERS

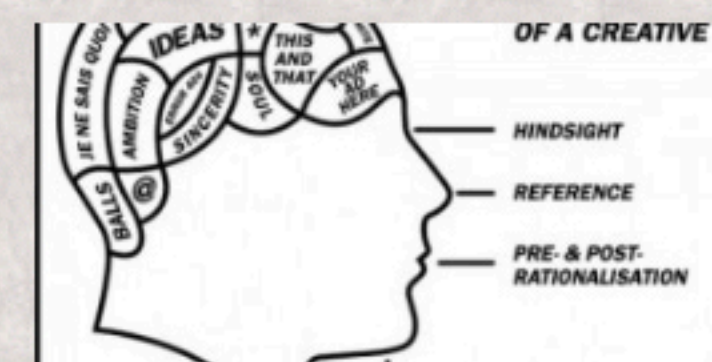


IT'S A PENCIL. SO WHAT?



HIT PICK

*Packaging A Punch* is the book that Gwen Blake wrote about the subject around which she has built her career and her business. It is billed as, "A beginner's guide to creating packaging that stands out and gets purchased." If you are a beginner, the book will fast track your flight to expert. If you are not a beginner, the book is the reference manual you want to keep close at hand.



REAL BRIEFS. REAL JUDGES. REAL PENCILS: NEW BLOOD



THE 10 AGENCIES YOU WANT TO WORK AT.

How much do you know about RFID, for instance? Do you know if you need a GS1 Barcode in your product? When you need to include the individual components of compound ingredients in your product? Why emotional connection is important in packaging...or even, what that entails?



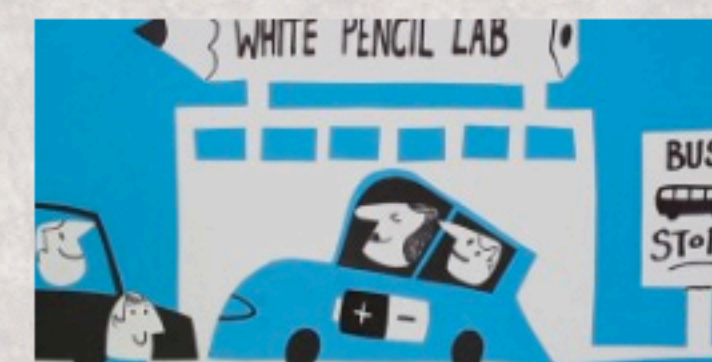
WHEN D&AD TURNED 50



CCO IN THE MAKING?

You can order the book from the [Boxer & Co website](#) – the added advantage being that you get to view some of the agency's recent work on your way to the online flyer.

This entry was posted in [News](#) on [March 21, 2014](#) by [admin](#).




THERE'S A WHITE PENCIL?



THE FIRST WHITE PENCIL

## One thought on "Do you know why you chose that muesli this week?"

1.  Alison March 21, 2014 at 11:41 am

I purchased the book yesterday and have been greatly impressed with the clever insights. I can highly recommend this.

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WILL AUSTRALIAN CREATIVITY STAY IN TOP 5 IN 2014?