

#boabam



New Toy Design

Summary

New *new idea* contest on desall.com: Sbabam and Desall invite you to design a new toy aimed at generating a surprise effect thanks to transformation features or other special characteristics of the product.

Official contest page: <https://bit.ly/Sbabam-New-Toy>

Company description

Sbabam is an Italian toy company that operates internationally directly or through controlled companies in more than 20 countries (Europe, America, Asia). Sbabam is a designer and producer of successful toys, collectibles, novelty items and impulse buy products for children. The Sbabam brand was launched in Europe in 2014 with the intention to amaze and amuse children engaging them with innovative and funny toys. Sbabam produces more than 60 new toy collections per year and sells them all over the world in different sales channels with a mix of different advertising (National TV campaigns, Internet, Social Media, Influencer Marketing). With its global experience Sbabam has a deep sensitivity towards children and it's focused on the safety of its toys.

What we are looking for

Sbabam is looking for concepts for a **new toy**, whose distinctive feature is the **surprise effect** generated during the game phases. The surprise effect may be generated by a transformation, by particular characteristics of the toy or by the type of interaction expected. The transformation can be mechanical, physical or chemical and can take place only once or be repeated during the game phases. The mechanisms dedicated to making the game dynamic and unique, as well as any electronics dedicated to interactivity, must be as simple as possible, with basic actions to be performed. For some examples, see the *Reference products* paragraph.

Guidelines

For the correct implementation of your proposals, please keep in mind the following guidelines:

Product typology

You are invited to design a **new toy with a surprise effect**. There are no particular constraints relating to the type of toy requested. The product can be a single toy, a system made up of several elements, a group of collectibles, a malleable material, etc.

The product packaging may be an element involved in the creation of the surprise effect and can be an integral part of the toy.



Reference products

Mechanical transformation

[Dino Transbot](#)

[Maxi Fast Crash](#)

[Clip Princess](#)

[Flower Princess](#)

[My Princess Lollipop](#)

[Letranimal Fluo](#)

Chemical transformation

[Freezy Snow](#)

[Baby Jam](#)

[Goshimi](#)

Surprise effect packaging

[Hello Kitty Cappuccino](#)

[Lovely Pets](#)

[Cuty Cuty Pon Pon](#)

[Mammy Surprise](#)

[Hello Kitty Cuty Cuty](#)

Modeling paste

[Silky Pop](#)

[Super Sabbia](#)

Interactive electronics

[Kokoro Dolci Emozioni](#)

Other types of interaction

[Extreme Ball](#)



Style

The product should feature excellent aesthetics that is suitable for the toy sector. The toy may be associated with third-party brand licenses. For some examples and color indications, see the *Reference products* paragraph.

Dimensions

The toy will be sold on newsstands, which means that the product should be small in size at the time of purchase. For some examples, see the *Reference products* paragraph.

Materials

Traditional materials are allowed: plastics, polymers (slime, sand), fabrics (stuffed animals), paper, etc... and possibly new materials, or new applications of materials used in other sectors that may be consistent with requirements of transformability, dynamism and interaction.

Materials unsuitable for industrial production and the toy sector are not allowed.

The use of electronic parts is allowed but they must be very small and support simple interactions.

Production cost

You are invited to propose toys with the lowest possible production cost.

Target user

The toy caters to boys and girls from 2 to 12 years old. The single toy will not have to cover the entire range but can be positioned at your choice within this target.

Context of use

The new toy may be utilized indoor and outdoor (toys designed for the summer period are also included).

Deliverables

Upload detailed descriptions and a series of images to best present your projects. The images visible in the gallery (maximum 5) must have an aspect ratio of 4:3; accepted file formats: .jpg, .gif or .png; color mode: RGB; maximum single file size: 1MB. During the upload phase of the project, **you are invited to upload a .zip archive containing the 3D files and high-resolution images of the proposals via the dedicated field.** Maximum size of the .zip file: 100MB



Evaluation criteria

In the evaluation of your submissions the Sponsor will take into account the following criteria:

Innovation 5/5

Technical feasibility 5/5

Aesthetics 4/5

Usability 4/5

Economic sustainability 3/5

Language

English - Desall is an international community, and as such all submitted texts should be written in English (abstract, description, tags, ecc.)

Contest Timeline

Upload phase: 19 May 2022 – 14 September 2022 (1.59 PM UTC)

Concept review: 22 June 2022 (1.59 PM UTC)

Client vote phase: from 14 September 2022

Winner announcement: approximately by the end of November 2022

Concept review (optional)

Designers can apply, by the date indicated above, for a concept review of their projects by the Desall Team. To apply, 1) upload the project(s), including its description, and save as draft (SAVE DRAFT) from the upload page; 2) send your request to the Desall Team via email to contest@desall.com or through the contact form. **The review is NOT mandatory:** it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Eligibility and submission criteria

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can submit one or more projects, but only the projects published on the www.desall.com website, via the upload page related to this contest will be accepted.



Award

1°: €5000

The selection of the winner by the Sponsor will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency of submitted projects with the presented brief.

Extra Award (option right fee)

€2000

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of €2000 for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more information, please login and read the [Contest Agreement](#) from the upload page. For questions about the brief please use the “Have a question” button or write to contest@desall.com



Submission Guidelines

Project images: the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.

We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.

For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.

For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.

In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.

In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.

You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

Descriptions: we suggest you to use the appropriate fields, “Abstract” and “Description”, to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the “Abstract” field you have maximum 500 characters to include a short summary of your project while in the “Description” field you can include all the remaining information.

Additional material: in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the “Archive File” field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the “Video File” field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

Concept revision: revision of your project by the Desall team. In order to request a revision, upload your project including the description and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. The revision is NOT mandatory: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Hidden option: only in case of public gallery contests, you can submit your project with “hidden” design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.

You can find further instructions on how to create your account, how to submit your project and other information in the [Tutorials](#) and in the [FAQ](#) sections.