

BXP 2017 MAKEOVER CHALLENGE PARTICIPANT ANNOUNCEMENT PRESS RELEASE

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June 29, 2017

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BXP Announces the 2017 Makeover Challenge Design Agency Participants

Cincinnati, OH, June 29, 2017 – BXP magazine continues the tradition of the former Package Design magazine's renowned Makeover Challenge. Now in its 14th year, the annual blue-sky, industry-wide competition, has tasked three design agencies with reimagining the visual identity and package design of Starlight Distillery, a spirits line and sub-brand of Huber Winery. The competition is made possible by our generous sponsor, Sun Chemical. Each design team will also receive complimentary prototyping & comps services provided by Caps57.

This year's lineup of diverse creative competitors includes, [Bear Rabbit Design Studio](#) (Boynton Beach, FL), [Coho Creative](#) (Cincinnati, OH) and [BrandDirections](#) (Neenah, WI). Learn more about each design team in our [April issue of BXP](#).

The re-designed packaging concepts will be unveiled in the August issue of BXP and voting will open in early August. The 2017 Makeover Challenge winner will be announce in the September issue of BXP.

About BXP Magazine

Published 9 times a year, BXP, *Brand Experience* magazine, elevates the value of innovative and collaborative brand design as a strategic business competence across the omni-channel path to purchase, to ultimately help brands deliver more relevant experiences that connect with shoppers, win at shelf, own the moment of sale and maximize brand loyalty. BXP explores consumer and retail facing brand design from concept to shelf, for senior business leaders in marketing, design, R&D/Innovation and their design firm and supply chain partners. For more information, visit www.bxpmagazine.com.

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