



SCGP–SRICHAND–MAT Invite University Students to Showcase Creativity and Elevate Packaging into a Marketing Strategy at “SCGP Packaging Speak Out 2026”- Applications Now Open

SCG Packaging Public Company Limited, or SCGP, in collaboration with Srichand United Dispensary Company Limited and the Marketing Association of Thailand (MAT), through the Junior Marketing Association of Thailand (J-MAT), presents the “SCGP Packaging Speak Out 2026” project. This competition invites university students interested in design and marketing to demonstrate their potential, showcase creativity, and further develop packaging ideas into strategic marketing tools that can create real value and deliver tangible results for brands in the business world.

This year, “SCGP Packaging Speak Out 2026” introduces the concept of Packaging as a Strategic Marketing Tool, integrating Design & Marketing to connect design with business strategy through a systematic analysis of markets, consumers, and brands. The program adopts a Co-Creation Learning Model, encouraging collaboration between design and marketing disciplines. Participants also have the opportunity to work on real business challenges from brands under the themes of Modern T-Beauty and Sustainability, aiming to develop commercially viable solutions and prepare for real-world careers.

The program is open to undergraduate students from Year 1 to Year 4 across all fields of study. Applicants can choose between two tracks: the Design Track, which requires submission of a portfolio presenting creativity and design processes, and the Marketing Track, which requires a one-page strategic concept demonstrating an understanding of modern consumers and the concept of “Modern T-Beauty.” A total of 60 shortlisted participants will join an intensive Bootcamp and Workshop covering design, marketing, and sustainability. They will also collaborate in cross-functional teams to develop a Packaging Design System for the SRICHAND brand under the guidance of industry experts.

Participants will compete for a total prize pool of over THB 120,000, and the winning team will receive an internship opportunity with SCGP to further develop their professional potential. Interested applicants can find more details, rules, and submit applications from now until April 20, 2026, at 5.00 PM via the website: <https://sites.google.com/jmat.work/scgppackagingspeakout2026>.
