



**PIDA**  
AUSTRALASIAN  
PACKAGING  
INNOVATION & DESIGN  
AWARDS 2021

**MARKETING  
SPECIAL AWARD**

**MARKETING CRITERIA**

**APPLICATIONS CLOSE 5 MARCH 2021**

**EXCLUSIVE ENTRY POINT: WORLDSTAR PACKAGING AWARDS**

ENDORSED BY



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EXCLUSIVE ENTRY TO



COORDINATED BY



# 2021 DESIGN INNOVATION OF THE YEAR AWARD

## MARKETING CATEGORY CRITERIA



### DESIGN INNOVATION OF THE YEAR AWARD – MARKETING CATEGORY

Packaging can elicit emotional responses in consumers and should be seen as your best form of marketing. The right packaging design and eye-catching aesthetics can create emotional stimuli that ensures a brand is purchased.

Emotional connection to packaging becomes a key asset of the brand to communicate, surprise, enchant and engage with the consumer, creating a different experience of usability. This can incorporate the functionality of the pack, the aesthetic design and the outstanding visual appearance that makes the pack stand out on shelf, the premium and gifting style design, and/or unique and interactive communication tools on the pack. Luxury packaging has the ability to be designed to create a memorable experience, link to the brand and its story. The Marketing Award considers not only primary packaging but also secondary and tertiary packaging designs.

The Marketing Award will take into consideration the following aspects:

1. The overall success of the packaging to represent the equity of the brand and relevance to the product.
2. The point of difference that gives it a marketing edge encouraging purchase.
3. The packaging that best creates value to the consumer based on interaction, emotional connection or usability.

**Please consider nominating for other relevant categories at the same time for the same innovation within the 2021 PIDA Award Categories. eg: Food, Beverage, Domestic & Household, Health, Beauty and Wellness and Sustainable Packaging Design. The other award categories will be judged independently and based on specific criteria.**

The judges will consider the following criteria:

1. **Purpose of Overall Packaging – Is it Fit for Purpose?**
2. **Protection and preservation of contents**
3. **Visual & Shelf Appeal including outstanding structural creativity**
4. **Uniqueness and Innovative Design**
5. **Materials - Ingenuity of construction**
6. **Customer Engagement with the brand**
7. **Technology Inclusion if available**
8. **Functionality including Ease of handling, filling, opening and closing**
9. **Adequacy of information on label or pack**
10. **Economy of material, cost reduction**
11. **Sustainability and Environmental Considerations**



# 2021 DESIGN INNOVATION OF THE YEAR AWARD

## MARKETING CATEGORY CRITERIA

### AUSTRALIAN AND/OR NEW ZEALAND PACKAGING DESIGN & INNOVATION

All entrants must confirm that the design submitted has been either developed either in, or for, Australia and/ or New Zealand. (The innovation must be new on-shelf in the last 18 months) NB: Should you wish to enter the same product in multiple categories the first entry will cost \$350 + GST with additional category entries costings \$100 + GST per entry.

### JUDGING

The PIDA Award judges are leading experts in the field and have long-standing expertise in this field. All entrants understand that the judges will hold the final decision on the winner and no correspondence will be entered into on the subject of their decision. Finalists will be announced before the 2021 PIDA Awards ceremony.

### SAMPLE PRODUCT-PACKAGING SYSTEM/FORMAT

It is a mandatory requirement that all entries submitted must include physical and soft copy samples of the packaging; including any Before and After samples. All entrants understand that once the sample has been submitted that they become the property of the Australian Institute of Packaging Inc. The samples will not be returned to the entrant unless the entrant incurs all costs associated with the return delivery.

**Samples to be mailed to: 2021 PIDA Awards, 34 Lawson Street, OXLEY, Queensland, Australia 4075. If entries reflect design innovation change to an existing product/package it is essential to provide judges with samples of both formats. Images at minimum are required for Before and After re-designs.**

**Frozen, Chilled and Short shelf life samples – should be clearly identified to indicate this and forwarded in protective packaging and conditions. Arrangement to the AIP Australasian Office should be made for the best timing for these packs to be sent so judges will view the product in optimal conditions.**

### PROPRIETARY INFORMATION

Should your submission include any proprietary information on your packaging design systems please ensure that you mark that section with 'private and confidential' so that the judges understand that the information provided is for the sole purpose of evaluating the submission.

### PROMOTIONS & MARKETING

The AIP and the WPO reserves the right to publish details of the winners of the PIDA Awards on websites, trade magazines, at tradeshow and on-line media outlets, nationally and internationally, to acknowledge the winners and raise the profile of the award program.

### WINNERS ANNOUNCEMENT

Winners will be announced at the 2021 Australasian Packaging Innovation & Design Awards ceremony/ virtual event.

### SUBMISSIONS

All nominations for awards must be submitted in fillable pdf (or Microsoft word only if unable to access Adobe) and all essential supporting material including Powerpoints, references and images emailed to [pida@aipack.com.au](mailto:pida@aipack.com.au)

Please ensure that you also include your signed application form. All submissions must ensure that high resolution photographs are submitted and physical samples are posted. If your entry is a sustainable redevelopment of an existing package please provide Before and After images and samples. Images at minimum are required for Before and After re-designs. The written submission must only answer the required criteria for the award category. The document can ONLY be submitted in a fillable pdf (or Microsoft word only if unable to access Adobe). All supporting images must be individually emailed as 300 dpi jpegs and NOT embedded in the word document.

### RECOGNITION:

1. A trophy will be awarded to the Gold Winner. Silver, Bronze and High Commendations will receive a Certificate.
2. All winners will be recognised within the AIP Newsletter, website and communication channels, as well as within the wider packaging and processing industry trade magazines and websites.
3. All winners will receive a PIDA Award winner logo for use within their marketing material and promotions.
4. All Gold, Silver, Bronze and High Commendation winners will be encouraged to enter into the same category within the WorldStar Packaging Awards in October 2021. Entries to the WorldStar Packaging Awards enable international recognition and opportunities for the nominees. The WorldStar Packaging Awards will incur a cost to enter by the nominee.



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**Exclusive Entry point for ANZ for WorldStar Packaging Awards**