



PIDA
AUSTRALASIAN
PACKAGING
INNOVATION & DESIGN
AWARDS 2021

**MARKETING
SPECIAL AWARD**

MARKETING ENTRY FORM

APPLICATIONS CLOSE 5 MARCH 2021

EXCLUSIVE ENTRY POINT: WORLDSTAR PACKAGING AWARDS

ENDORSED BY



MEDIA PARTNERS



EXCLUSIVE ENTRY TO



COORDINATED BY



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CRITERIA 1. PURPOSE OF OVERALL PACKAGING – IS IT FIT FOR PURPOSE?

CRITERIA 2. PROTECTION AND PRESERVATION OF CONTENTS



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CRITERIA 3. VISUAL & SHELF APPEAL INCLUDING OUTSTANDING STRUCTURAL CREATIVITY

CRITERIA 4. UNIQUENESS AND INNOVATIVE DESIGN

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CRITERIA 5. MATERIALS - INGENUITY OF CONSTRUCTION

CRITERIA 6. CUSTOMER ENGAGEMENT WITH THE BRAND



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CRITERIA 7. TECHNOLOGY INCLUSION IF AVAILABLE INCLUDING ANY ACTIVE & INTELLIGENT PACKAGING FOR CONSUMER ENGAGEMENT.

CRITERIA 8. FUNCTIONALITY INCLUDING EASE OF HANDLING, FILLING, OPENING AND CLOSING

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CRITERIA 9. ADEQUACY OF INFORMATION ON LABEL OR PACK INCLUDING ARL, QR CODES, 3D BARCODES, AR ETC.

CRITERIA 10. ECONOMY OF MATERIAL, COST REDUCTION



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CRITERIA 11. SUSTAINABILITY AND ENVIRONMENTAL CONSIDERATIONS

CRITERIA 12. END OF LIFE CONSIDERATIONS INCLUDING MATERIALS, SUSTAINABLE SOLUTIONS AND MEETING THE 2025 NATIONAL PACKAGING TARGETS

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CONTACT DETAILS

(Contact to be able to answer questions regarding the submission that may require clarification) NB: This information will also be used for the PIDA Award entry invoice, unless otherwise advised.

Company Name

Mr/Ms/Miss

Given Name

Surname

Telephone

Email

Packaging Technologists/Designers:

Graphic Designers/Agencies:

Brand Owner:

Packaging Suppliers Who Were Involved In Packaging Design:

List Any Other Companies Who Were Involved In Your Packaging Design:

PLEASE ENSURE THAT YOU INDICATE BELOW THE EXACT COMPANY NAME FOR THE TROPHY, SHOULD YOUR SUBMISSION BE SUCCESSFUL:

ACCEPTANCE STATEMENT

- We agree that the submission has been either developed in/or for the Australia and/or New Zealand markets and the packaging/product is now commercially available in store. (The innovation must be new on-shelf in the last 18 months)
- I understand that I am required to email two 300 dpi high resolution images of the packaging/product. (Please do not send low resolution images/gifs).
- I understand that samples must be mailed as a party of the entry including before and after, if available.
- I understand that there will be a \$350 +GST entrance fee and that an invoice will be sent upon receipt of this entry.

Mr/Mrs/Miss

Given Name

Surname

**PLEASE EMAIL THIS FORM AND IMAGES TO PIDA@AIPACK.COM.AU
SAMPLES TO BE POSTED TO: 2021 PIDA AWARDS
34 LAWSON STREET, OXLEY, QUEENSLAND, AUSTRALIA 4075**