



# PIDA

AUSTRALASIAN  
PACKAGING  
INNOVATION & DESIGN  
AWARDS 2024

## MARKETING SPECIAL AWARD

### MARKETING CRITERIA



APPLICATIONS CLOSE 3 MAY 2024

ANZ EXCLUSIVE ENTRY POINT: WORLDSTAR PACKAGING AWARDS

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# 2024 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.

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**

**Please consider nominating for other relevant categories at the same time for the same innovation within the 2024 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.**

# 2024 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 \$500 + GST with additional category entries costings \$120 + 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 2024 PIDA Awards ceremony, which will be held on the 16th of August at the Shangri-La Sydney, The Rocks, Sydney, NSW.

## SAMPLE PRODUCT-PACKAGING SYSTEM/FORMAT

**It is a mandatory requirement that all entries submitted must include 3x 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 delivered to: 2024 PIDA Awards, 19 Jumbuck Street, Jindalee Queensland 4074. 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 2024 Australasian Packaging Innovation & Design Awards ceremony on the 16th August at the Shangri-La Sydney, The Rocks, Sydney, NSW.

## SUBMISSIONS \*UPDATED

**All nominations for awards must be submitted via the online platform <https://pida.awardsplatform.com> Once you have created a user account in the competition platform, simply fill in the submission form. There is a limit of words for each section. You can also link to external web pages with additional information or a video about your submission. Please upload up to five high resolution images to not only help the judges but to also be used in any marketing material for the awards program. Please include images of ARL on-pack. The judges also encourage all entrants to submit video talking about the criteria and showing the packaging in real-time. Please answer the criteria on the video and upload to your own YouTube or Vimeo platform. In addition, the judges require 3x samples of the pack design including any before and after sample packs, if available. With the on-line platform you can save your entry and finish it later. Don't forget to complete all sections of the form by the 3rd May 2024.**

## 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 2024. 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.



**+61 7 3278 4490**

**[pida@aipack.com.au](mailto:pida@aipack.com.au)**

**[www.aipack.com.au](http://www.aipack.com.au)**

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