

IN GLOBAL PACKAGE BRAND DESIGN & INNOVATION



WEEKLY ROUNDUP

In this week's roundup we are focusing on the Brand Marketing - Specialty Category. We caught up with Pierre Delebois from forceMAJEURE whose work for Champagne Comtes de Dampierre won the 2020 Best in Class for Limited Edition, Luxury award. We also showcase other past winners

and talk to three of the 2021 judges to give you some tips to finalize your submissions ahead of the October 29, 2020 entry deadline.

2020 BEST IN CLASS BRAND MARKETING, LIMITED EDITION, LUXURY

in Class - Brand Marketing, Limited Edition Luxury for their work on the Limited Edition Dampierre x Bentley Champagne set. The <u>Dampierre x Bentley</u> Champagne was released to celebrate Bentley's

Last year, forceMAJEURE

<u>Design</u> was awarded Best

100th anniversary. Judges were impressed with how forceMAJEURE was able to flawlessly blend both companies' rich histories and reputation for craftsmanship and tradition through the product's bottle and accessories. Inspired by the Flying B mascot from the Iconic Bentley models of

interesting collaborations are the most curious one. Blending the high and low, the small and the big, the British Luxury Performance and a French Savoir-Faire. This could be a new form of Luxury: The collision of unique juxtapositions that creates one of a kind souvenir. - Pierre Delebois, Executive Creative Director, *forceMAJEURE*

Sometimes, the most

the 30's and 40's, a sleek, modern structure crowned with the iconic vintage winged B ornament was designed, bringing to life this unique piece of Bentley Motors history. The limited-edition stopper is beautifully showcased in an elegant grey box, which opens to reveal a bold red interior. The design reflects cues from both brands, Bentley Motors and Dampierre, and appeals to luxury customers who appreciate heritage, craftsmanship and quality. President & CEO of forceMAJEURE Design Laurent Hainaut along with Senior Account Manager Raphaelle Mahieu accepted the award at last year's ONEOF100 Summit.

TOP TIPS TO WOW...

entry makes an impression. Strong storytelling and high-quality visuals

THE JUDGING PANEL

that capture the essence of your package are essential. Three of this year's judges share what will really excite them.

With hundreds of entries to sift through, you need to make sure your



re-used and/or re-purposed again. RACHEL MORIER Director, Sustainability, The Beer Store and Brewers Distributor Ltd.

A great package is one that really

pushes the boundaries of what's

possible - it considers all aspects

of how the packaging is sourced,

produced, used and experienced,

and reflecting a true potential of causing strategic disruption while making a strong connection with the end user. **DAN RAHI** Head of Private Brands **Execution and Design** Family Dollar

solving a real problem





innovation from across the globe.

IMPRESS THE JUDGES?

NIKKI MOESCHINGER Managing Director - Australian Operations BrandOpus Australia

the design based on unique and

compelling consumer insight.

ENTER TODAY.

The 2021 Global Leadership Awards judging panel features 75

international industry experts chosen for their expertise and

DO YOU HAVE WHAT IT TAKES TO

insight to select the very best in packaging brand design and

AWARDS CATEGORIES

PAC recognizes the top brands/ organizations in each of the following categories:

BRAND MARKETING

BRAND MARKETING

REVITALIZED BRAND

PACKAGE INNOVATION

SUSTAINABLE DESIGN

PACKAGE INNOVATION

TECHNICAL DESIGN

Food, beverage, non-food

NEW BRAND

The most prestigious award to

Show, one for **Brand Marketing**

and one for Package Innovation.

win, PAC awards two Best of

BEST OF SHOW

BEST IN CLASS

Food, beverage, non-food **BRAND MARKETING SPECIALTY**

PACKAGE INNOVATION **ECOMMERCE**

Nutrition Facts

KEURIG

Luxury (new or revitalized brand or limited edition): High value, added luxury products

BRAND MARKETING

luxury products.

Limited Edition

- SPECIALTY: AN IN-DEPTH LOOK

best packaging brand marketing

This category celebrates the

design for limited edition and

(food, beverage or non-food):

or limited-edition packages.

Some aspects that judges

take into consideration are:

Originality and shelf impact

How brand challenges were

One-time items, seasonal, promotional

overcome by the design Is design reflective of brand positioning and target market • Innovation of branding,

2020 LIMITED EDITION,

FOOD & BEVERAGE

KEURIG HOLIDAY PACK

ENTERING COMPANY:

ANTHEM WORLDWIDE

BRAND OWNER:

/NON-FOOD

KEURIG

packaging elements and design

PAST BEST IN CLASS WINNERS BRAND MARKETING - SPECIALTY





NEW BRAND, LUXURY

ENTERING COMPANY:

GIN DISTILLERIE 3 LACS

BRAND OWNER:

DISTILLERIE 3 LACS

PIGEON BRANDS

2020

SHOW US WHAT YOU'VE GOT - WE DARE YOU ENTER YOUR BEST BY OCTOBER 29, 2020

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The 2021 PAC GLOBAL LEADERSHIP AWARDS

are hosted by PAC Packaging Consortium

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