

2021 PAC GLOBAL LEADERSHIP AWARDS

CELEBRATING CRAFTSMANSHIP IN GLOBAL PACKAGE BRAND DESIGN & INNOVATION

WEEKLY ROUNDUP

This week we are diving into what it takes to be the top in **Packaging Brand Marketing - Food & Beverage**. Featuring Pigeon Brands, our 2020 winner of Best of Show - Brand Marketing, tips from our brand marketing judges and some inspiration from around the globe.

2020 BEST OF SHOW BRAND MARKETING

Last year **Pigeon Brands** was awarded the coveted Best of Show - Brand Marketing PAC Global Leadership Award for their work with **Dainty Foods**.

The premium black and sepia packaging won judges over for its ability to transform rice into a luxurious product while breaking out in a highly competitive category. Small details including photography evocative of the country of origin of the variety, improvements to the bag's performance and easily identifiable brand blocking were catalysts to its success.

"We feel this design creates a unique new story for Dainty that is compelling, authentic and solidifies them as a true best in class brand, instead of a commodity product. It also sets the stage to allow the brand to travel seamlessly across all consumer touchpoints. We were honoured to be awarded best of show last year as this work truly demonstrates our aptitude as brand strategy and design experts, and we look forward to continuing our partnership with the Dainty team."

- Thomas Pigeon, Founder & CEO, Pigeon Brands

The package design was led by Creative Director Olivier Chevillot, who accepted the award at last year's One of 100 Summit along with Thomas Pigeon, Founder & CEO, and Elyse Boulet, President. The package created for client Dainty Foods and was produced by Tempo Plastics.

TOP TIPS TO WOW... THE BRAND MARKETING JUDGING PANEL

With hundreds of entries to sift through, you need to make sure your entry makes an impression. Strong storytelling and high-quality visuals that capture the essence of your package are essential. Three of this year's judges share what will really excite them.



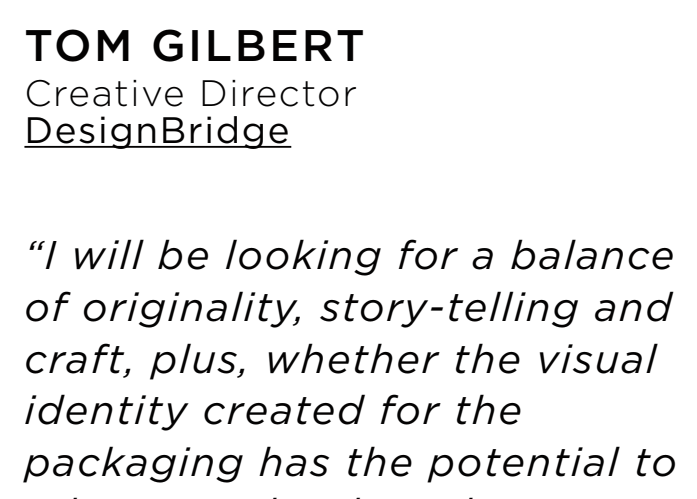
LAURENT HAINAUT
CEO
forceMAJEURe Design

"As a designer, I want to be surprised. As a marketer, I want to be excited, and as a consumer, I want to crave for it. It's only good if I want it now."



MICHELLE LUK
Creative Director
Make*Branding & Design

"Truly remarkable package design enchants its audience, making even the most mundane of products desirable. It provokes curiosity, inspires cultures of belonging, and iconifies unique differences in lasting ways."



TOM GILBERT
Creative Director
DesignBridge

"I will be looking for a balance of originality, story-telling and craft, plus, whether the visual identity created for the packaging has the potential to adapt to other brand touch-points to ensure a holistic brand experience."

DO YOU HAVE WHAT IT TAKES TO IMPRESS THE JUDGES?

ENTER TODAY

AWARDS CATEGORIES

BEST OF SHOW

The most prestigious award to win, PAC awards two Best of Show, one for Brand Marketing and one for Package Innovation.

BEST IN CLASS

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

BRAND MARKETING - NEW BRAND

Food, beverage, non-food

BRAND MARKETING - REVITALIZED BRAND

Food, beverage, non-food

BRAND MARKETING - SPECIALTY

Limited edition/seasonal, premium/luxury

PACKAGE INNOVATION - TECHNICAL DESIGN

PACKAGE INNOVATION - SUSTAINABLE DESIGN

PACKAGING INNOVATION - E-COMMERCE

BRAND MARKETING

FOOD AND BEVERAGE CATEGORY: AN IN-DEPTH LOOK

This award category honours the best packaging brand marketing design for a food and beverage brand. There are subcategories for both new food & beverage package or for rebranding an existing one.

Some aspects that judges take into consideration are:

- Originality and shelf impact
- How brand challenges were overcome by design
- Is design reflective brand positioning and target market
- Innovation of branding, packaging elements and design
- How design impacted brand performance

PAST BEST IN CLASS WINNERS BRAND MARKETING - FOOD & BEVERAGE



2019 - NEW BRAND
Revolution 81

BRAND OWNER:
Radical Road Brewing Co.

ENTERING COMPANY:
Bridgemark

2019 - NEW BRAND
Fort Hamilton

BRAND OWNER:
Alex Clark Spirits

ENTERING COMPANY:
Bulletproof



2020 - NEW BRAND
Miss Vickie's Signatures

BRAND OWNER:
Pepsico Food & Beverages Canada

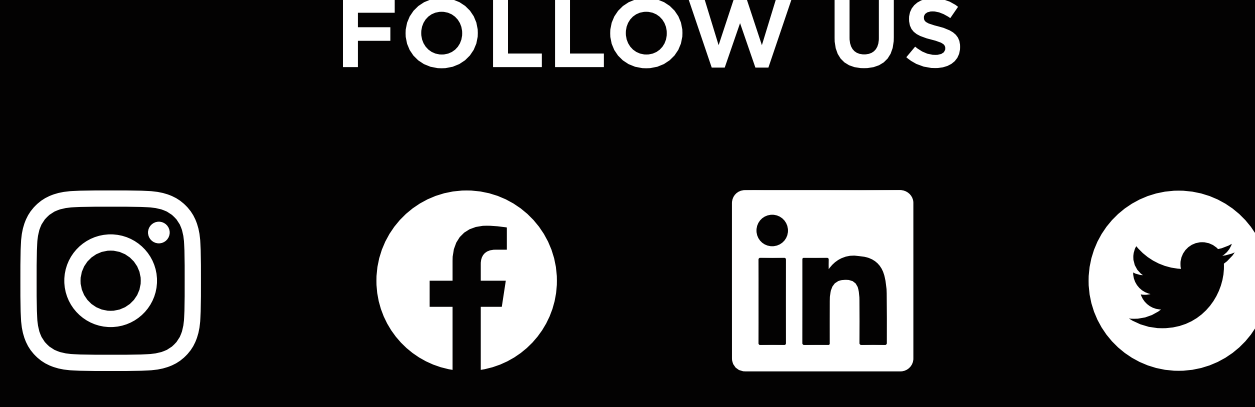
ENTERING COMPANY:
Shikatani Lacroix Design

DO YOU HAVE WHAT IT TAKES TO IMPRESS THE JUDGES?

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COMPETE AGAINST THE WORLD'S BEST.

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The **2021 PAC GLOBAL LEADERSHIP AWARDS** are hosted by PAC Packaging Consortium

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