Marketing Award

The marketing category was created to value and appreciate the packages that best exhibit, present or demonstrate the essence of the brand in an emotional way to the consumer. It happens when the packaging is the key asset of the brand that offers product surprise and enchants the consumer, creating a different experience of usability. Thus building a strong relationship between consumers and the brand.

The Marketing Award will take into consideration the following aspects:

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

GOLD AWARD - SAB URQUELL 1000 ML

Country: Czech Republic
Email: ladislav.darmovzal@vetropack.cz
Web: www.vetropack.cz

Plzensky Prazdroj company is an important producer of Czech beer. They have prepared a limited edition of unique 1l bottles for the 170th birthday of the original Pilsner lager beer - Pilsner Urquell. The unique bottle has been inspired by the shape of the historical bottle of Pilsner Urquell. The design was done by renowned designer Lars Kemper. Construction of the bottle and its production has been made by the glass factory VETROPACK MORAVIA GLASS, akciová spolecnost based in Kyjov (Czech Republic).

SILVER AWARD - ABSOLUT UNIQUE

Company: Ardagh MP West France SAS
Country: France
Email: veronique.meleard@ardaghgroup.com
Web: www.ardaghgroup.com

Absolute Unique comprises four million individually decorated bottles with different colour combinations of coating and pattern and a unique label. Sublime artistry combines with technological precision through randomised colours and spray patterns to deliver a totally personalised and exclusively packaged product for consumers.

BRONZE AWARD - WOODEN RUNBIKE CARDBOARD BOX

Company: MGS FACTORY Ltd.
Country: Latvia
Email: Info@dipdap.lv
Web: www.dipdap.lv

This box for wooden run bike is special & well thought. Recyclable raw cardboard (density 759 g/m²) was chosen as the packaging material. 2-color print was used. After serving as packaging, it can be used for bike parking. This additional storage function remarkably increases the life cycle, functionality & sustainability of the already nature-friendly packaging.