

HOT TIPS FOR MAKING THE BEST WORLDSTAR ENTRY

RESEARCH

- Review past winners by visiting our website – www.worldstar.org
- Review the awards criteria by visiting our website - <http://www.worldstar.org/criteria>
- Discuss your submission with your colleagues
- Get permission from the brand owner.
- Print out the first page of the online registration form. This tells you what you need to have ready

PREPARE YOUR ENTRY

- Don't leave it until the last minute
- Write a compelling high-level summary in no more than 50 words. This will help your entry to stand out!
- Tell us what is unique about your pack
- Explain how it is different from what's currently in the market.
- Keep your statement succinct and to the point; avoid statements like “a beautiful glass bottle that reflects the essence of our heritage”
- Back up your claim with a further 50 words if necessary
- Submit 2 good quality images of your pack.