

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/judging>

Collaborate with your colleagues about what should be submitted.

Get permission from the brand owner.

Register and print out the first page so you know exactly what you need to have ready before entering online - <https://www.iom3online.org/worldstar2018>

PREPARE YOUR ENTRY

- Give yourself plenty of time
- Write a compelling high-level summary in no more than 50 words. This will help your entry to stand out!
- Detail the essence of your entry and what is unique.
- Include relevant attributes about your entry.
- Explain how it is different from what's currently in the market.
- Keep your statement succinct and to the point.
- Avoid general statements like "A beautiful glass bottle that reflects the essence of our culture"
- Back up your claim with a further 50 words if necessary.
- Submit 2 good quality images of your pack.