MARKETING AWARD

The Marketing Award was created to value and appreciated the packs that best exhibit, present or demonstrate the essence of the brand in an emotional way to the consumer.

GOLD AWARD - VICTORINOX ELLA

Company: Victorinox Swiss Army Fragrance AG
Country: Switzerland
Email: angela.steiner@victorinox.com
Web: www.victorinox.com

Incorporating the values of the Victorinox brand – design, innovation, quality, functionality – Victorinox eLLa embodies it all. The ON/OFF closure replaces the cap, the rubber protects the glass, the feminine strap can be used as a key ring and the integrated mirror is the absolute highlight which makes this packaging unique. With this product every woman can "embrace the world". It opens up a world of new cultures, new encounters and new adventures. To encourage our customers to do so we created a travel guide for women by women: www.ellawalk.com. On the packaging there is also the QR code with which the customer is directly led to the travel guide. There the participants can upload pictures and tag places they love around the world. Might it be a café, the best shoe shop in town or the best hotel to sleep. Definitely an additional benefit.

SILVER AWARD - DRINKFINITY

Company: PepsiCo
Country: USA
Email: Jorge.Maquita@pepsico.com
Web: www.pepsico.com

Drinkfinity™ gives consumers the choice of different flavoured beverages while ‘on the go’. Rather than carry and fill beverage containers throughout the day, consumers simply fill the Drinkfinity™ vessel with water and place a flavour pod in the top chamber of the vessel. Upon closing the vessel, the water and concentrate are mixed together, creating a fresh, functional and flavourful beverage.

BRONZE AWARD - KELLOGG SPECIAL K QUAD SEAL BAG

Company: Kellogg Company
Country: USA
Email: Danielle.Soper@Kellogg.com
Web: www.kelloggcompany.com

This attractive 8-color matte finish 2-ply quad seal bag delivered a fresh new look for Special K Cracker and Popcorn Chips. This package accomplished an aggressive design brief including improved on shelf disruption, contemporary graphic design, stability on display and value face panel versus the previous Bag in Box. Flexographic printing provides realistic food images on a package that delivers excellent stand-up ability for lightweight food. Along with its improved shop ability, this package is more in line with consumer’s expectation of a “bagged” snack: more portable, easy to eat out of and pantry friendly. The bag stands on shelf without support, delighting sales, retailers, and consumers. This best in class stand up bag was designed and accomplished through a combination of VFFS tucking forming techniques and proprietary secondary operation to keep the bottom of the bag flat.