

**The Packaging Award recognises the achievements of New Zealand businesses in this important aspect of our industry. The Packaging Award will be judged separately from the Beer Awards and therefore must be submitted separately. Requirements to be provided are:**

- 2 x bottles, PET or cans with labels and caps (seals) intact
- 1 x carton (case, outer, etc), ideally in its constructed form as it would appear commercially – although flatpack is acceptable.
- Please see ENTRY GUIDE APPENDIX D for the specific Delivery Label Packaging Award entries.

**Criteria:**

	Attribute
Branding 10 points	<p>Branding story is clearly defined in <u>support documentation</u></p> <p>Branding is consistent across product range</p> <p>Demonstrates shelf stand out and an integrated approach to display</p> <p>Design features contribute to purchase appeal</p> <p>Demonstrates a creative use of ideas</p> <p>Branding uses excellent examples of design/brand techniques</p> <p>Unique aesthetic characteristics</p>
Marketing 30 points	<p>Intended audience is clearly defined in <u>support documentation</u></p> <p>Marketing collateral is true to brand</p> <p>Marketing contributes to purchase appeal</p> <p>Marketing campaign/s have unique characteristics</p> <p>An excellent example of FMCG marketing</p>
Information 20 points	<p>Product is clearly defined for ease of purchasing decision (i.e. beer style)</p> <p>Product ingredients listing</p> <p>Regulatory information (for country of origin) i.e. ABV, pregnancy warning Company information</p> <p>Other unique information</p> <p>Language &amp; message is appropriate for product type &amp; intended audience</p>
Functionality/ Utility 20 points	<p>Ease of opening and carrying</p> <p>Demonstrates excellence in print production quality</p> <p>Protection of product and durability</p> <p>Unique or novel technical factor</p> <p>Container construction is fit for purpose</p>
Environmental 20 points	<p><u>Support documentation</u> to outline any sustainability effort that the packaging has incorporated</p> <p>Successfully addresses current and appropriate environmental concerns: reusability, recyclability, material reduction</p>
<b>Maximum Total 100 Points</b>	