

NZ Spirits Awards – Packaging Design Award Entry Guide

Note: The Packaging Design Award recognises excellence in packaging design. The entries will be assessed for their degree of innovation, aesthetic quality, functionality, and whether the concept or design offers enjoyment beyond a mere practical purpose.

Your entry can take any form however please try to ensure you include the following as is applicable to your entry.

Company Information:

1. Full Name:
2. Title/Position:
3. Company/Organization:
4. Contact Email:
5. Contact Phone:

Product Information:

7. Product Name:
8. Category (e.g., Whiskey, Vodka, Gin, etc.):
9. Year of Release:
10. Brief Description of the packaging design (max 200 words, will be used as the basis for publicity in case you are the winning entry):

Packaging Design Details:

11. Describe the key design elements of the packaging (shape, materials, colors, etc.):
12. Explain the inspiration behind the packaging design and how it complements the spirit inside:

Innovation and Creativity:

13. Highlight any innovative or unique features in the packaging design that set it apart from traditional designs:

Brand Representation:

14. Explain how the packaging reflects and enhances the brand identity and values:

Consumer Appeal:

15. Discuss how the packaging is designed to attract and engage the target audience

Market Impact:

16. Share any market research, sales data, or consumer feedback that demonstrates the impact of your packaging on the market:

Supporting Materials:

17. Include images of the packaging design from different angles, including close-ups if necessary

Submission Guidelines:

- Ensure all applicable information is included to enable judging.
- Submit your entry by the specified deadline.
- Include supporting materials to strengthen your entry.
- Send a product sample that showcases the packaging design and how it is presented in the market.
- Incomplete or late submissions may not be considered.