



Marketing Award

The Marketing Category was created to value and appreciate the packages that best exhibit, present or demonstrate the essence of the brand in an emotional way to the consumer. It happens when the packaging is the key asset of the brand that offers product surprise and enchants the consumer, creating a different experience of usability. Thus building a strong relationship between consumers and the brand.

The Marketing Award will take into consideration the following aspects:

- i. The overall success of the packaging to represent the equity of the brand and relevance to the product
- ii. The point of difference that gives it a marketing edge encouraging purchase
- iii. The packaging that best creates value to the consumer based on interaction, emotional connection or usability