

Compete 25/10-8/11 and win the PIDA People's Choice Award

One more prize to win! PIDA – Packaging Impact Design Award – expands the scope of the competition. For 2018, a new prize is launched: “ People's Choice Grand Final Award”. This means the PIDA People's Choice Award winners compete against each other on Facebook after all the national parts of the competition are finished. The finalist who gets the most likes and shares wins a new international prize.

Who can compete to win the PIDA People's Choice Award?

All PIDA nominees in Germany, France, the UK and Sweden are automatically qualified to compete.

What is the timing?

- For PIDA UK: The competition runs from from 10 May to 21 May. Voting is closed at 9 p.m. 21 May, the day before the PIDA event.
- For PIDA Sweden: The competition runs from 11 May to 21 May. Voting is closed at 9 p.m. 21 May, the day before the PIDA event.
- For PIDA France: The competition runs from 11 June to 20 June. Voting is closed at 9 p.m. 20 June, the day before the PIDA event.
- For PIDA Germany: The competition runs from 29 Oktober to 7 November. Voting is closed at 9 p.m. 7 November, the day before the PIDA event.
- For “*Peoples Choice Grand Final Award*”: The competition runs from Monday 3 December to Monday 10 December. Voting is closed at 9 p.m. The winner will be announced on PIDA's Facebookpage.



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How is the competition organized?

National

- BillerudKorsnäs selects the entries that qualify to participate in the People's Choice Award.
- The entries are presented on the PIDA Facebook page, where the films are posted. The film that gets the largest number of likes and shares wins the award.
- The winner is announced at the PIDA event, along with the other winners.

International

- As a final, all national People's Choice winners compete against each other on Facebook.
- The finalists' films are posted once again on the PIDA Facebook page. The finalist who gets the most likes and shares wins the new international prize "People's Choice Grand Final Award". The winner will be presented on Facebook.

Conditions

Voting is open to the public. Anybody can vote on Facebook. One like or one share counts as one vote – by both liking and sharing you can give two votes to an entry. It is allowed to vote for more than one entry.

If there is reason to believe that a contestant has breached competition rules (for instance by buying votes) the organizer has the right to disqualify or exclude an entry from the competition.

BillerudKorsnäs insists on all posts and comments on the Facebook page be civil and inoffensive. We assert the right to remove posts or comments of inappropriate content.

All comments and posts on the Facebook page are the opinions of their authors, and are not necessarily in accordance with the opinions and views of BillerudKorsnäs. The competition is arranged by BillerudKorsnäs and is neither sponsored, endorsed nor administrated by Facebook.

What is required?

The film has to include the following elements:

- A start showing a picture of the entry plus a two-sentence text introduction to the packaging project.
- Presentation of the packaging project – contents of the pack, market segment, target audience, idea/concept of the packaging solution, how it fulfils the demands of the brief.
- Images of packaging, demo if needed.
- Names of team members and school/college.

This way, all the films start in a similar fashion and have a comparable scope of content.

- One language: English.



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Don't forget

Maximize your chances. Sell your solution!

- If the packaging project solves a problem or overcomes a challenge, don't fail to underline this in the film.
- If the idea is innovative, or the packaging includes innovative features, emphasize that.
- If the solution is unique, explain in what way.
- Clarify the user benefits.
- Explain the user friendliness of the solution.
- How did the team handle environmental concerns? Explain the sustainability aspects.