



## **Compete 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 2017, a new prize is launched; PIDA People's Choice Award in which the winners are selected through social actions on Facebook.

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

All teams that have been nominated to participate in the PIDA event 2017 are automatically qualified to compete for the PIDA People's Choice Award.

### **What is the timing?**

- For PIDA France:

The competition runs from Friday 9 June to Thursday 22 June 12.00. At this point no more votes will be accounted for.

### **How is the competition organized?**

- The team makes a short film clip that will be posted on the PIDA Facebook page. The film clip that gets the largest number of likes and shares wins the award. One like is one vote, and one share is one vote. It is allowed to vote for several entries.
- The winner is announced at the PIDA event, along with the other winners.

### **How to compete**

- Present the packaging project in a short film clip with a max length of 2 minutes.

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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- A prerequisite for the competition is that IP rights are respected. IP is simple: if you are going to dispose of a material that is not yours, ask the author or the person holding the rights for permission. If you are unsure of who has the rights to the work you are about to submit, you should check it out. You are responsible for that all the participating creators have given their consent.
- BillerudKorsnäs reserves the right to select the project videos that will be published on the PIDA Facebook site.

The film is sent digitally latest 7 June to BillerudKorsnäs for posting on the PIDA Facebook page. Send via wetransfer.com to [pida@billerudkorsnas.com](mailto:pida@billerudkorsnas.com). Recommended format for the video is AVI, WMV, MP4, or MOV in 1920x1080 resolution.

## **Don't forget**

Maximize your chances. Sell your idea!

- If the packaging project solves a problem or overcomes a challenge, remember 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.
- Explain the sustainability aspects.

*Note that BillerudKorsnäs reserves the right to use the material for marketing purposes.*