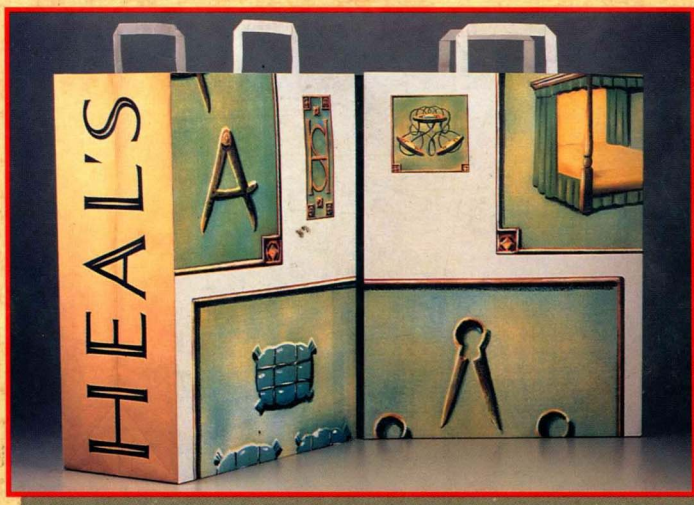


INTERNATIONAL BRAND

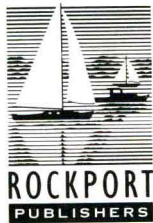
Packaging

AWARDS



INTERNATIONAL BRAND

Packaging **AWARDS**



ROCKPORT PUBLISHERS • ROCKPORT, MASSACHUSETTS

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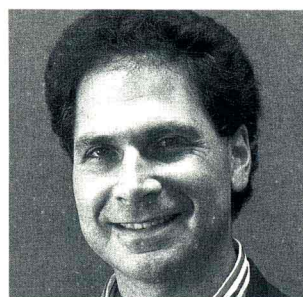
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Preface

As Editor and Publisher of the monthly news magazine, *Graphic Design: USA*, I am exposed to, and have the opportunity to report on, all aspects of graphic communication — from annual reports and corporate literature, to direct mail and sales promotion, to publication and book design, to signage and exhibits, to broadcasting and multimedia, to menus and covers and on and on and on.

Why then would we single out “packaging design” among all of these as a subject to highlight with an international competition? The reason is threefold.

First, graphic design is fully coming of age as a discipline because the best practitioners of it are increasingly market driven and marketing savvy; and because corporate and institutional clients have come to recognize that design is not merely a frill or a decoration but an integral part of the planning, creation and marketing of a product. Within the broad category of graphic design, it is clear that package designers are more successful than most in demonstrating the power of their expertise to support marketing strategies, to promote strategic brand objectives, and to measurably produce results at the all-important point-of-sale. Package designers are ahead of the curve (at least by a few feet) in experiencing the marriage between design and marketing that will define all the design disciplines in the 1990s.



GORDON KAYE

Second, package design is faced with a myriad of challenges that make it a fascinating microcosm of American business in the 1990s. Among the challenges confronting package designers: the growing complexity of environmental regulations and consumer demand for environmentally friendly packaging; the many ramifications of increasing global marketing and international trade; the expanding interest in nutrition and the legal issues involved in nutritional labeling requirements; the impact of computers and digital technology on design and production of packaging graphics; the need to develop ever-closer relationships or “partnerships” with customers in this era of intensified intra-firm competition; and the continuing search for effective and efficient ways to break through the “clutter” of our exploding information era. The IBPA competition has already shown the potential to help identify these challenges and to suggest creative problem-solving solutions to them.

Third, packaging design performs a vital function in our lives, communicating information, ideas, images, decoration and direction about the products that we buy and use everyday. Package designers warrant recognition for their contribution to business and society and, while the level of appreciation is rising, it should be higher and higher still. In this vein, a guest columnist in *Graphic Design: USA* recently described package design as “the Rodney Dangerfield of the marketing communications mix for some companies...” My view is that the trend is up for this profession and that — as the winning pieces represented in this book make clear — package designers definitely deserve respect.

Gordon Kaye

Gordon Kaye
Editor and Publisher, *Graphic Design: USA Magazine*

Introduction

The concept for this First International Brand Packaging Awards grew out of many years of helping companies in the United States and throughout the world market their products in what has become a constantly changing and dynamic environment. These experiences convinced me that although brand marketing has become more sophisticated, the role of the package designer professional often is misunderstood.

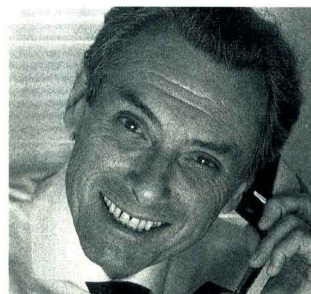
In order to provide the marketer with a competitive advantage, the design of a package must continually reinforce brand strategy, which usually has been established by the client company and the advertising agency. Consequently, it is crucial to the marketing success of a new product or a repositioned existing product that the package designer be consulted in the early planning stage. By integrating and coordinating the talents of the designer, the advertising agency and the client at the beginning, the package can fulfill its function as the final link in the marketing chain and motivate a purchase-decision in the five or six seconds that it takes the customer to make up their mind.

The purpose of the International Brand Packaging Awards is to call attention to and strengthen recognition of the package designer's contribution to the marketing process.

More than 3,000 entries were submitted by independent designers, company staff designers, advertising agencies and manufacturers of consumer and industrial products from the United States, Canada, Latin America, Europe and the Far East. A distinguished panel of judges chose 160 Best of Show, Gold, Silver, Bronze and Honorable Mention winners.

Each participant in the competition was asked to describe how the design solution supported the brand's marketing strategy. The responses prove that designers understand marketing and that good design can be compatible with sound marketing principles.

On the following pages, you will become acquainted with the winning entries and with many packages which are worthy of special attention. The enthusiastic response of the international design community has encouraged us to make International Brand Packaging Awards an annual event.



MURRAY J. LUBLINER

Murray J. Lubliner

Murray J. Lubliner
Director, International Brand Packaging Awards

The Awards

The International Brand Packaging Awards focus on how designers, advertising agencies and clients are helping to solve complex marketing problems through package design and brand identity planning. Designers, advertising agencies and brand marketers in the United States and throughout the world may enter packages, labels, lines of packages and labels, and brand logotypes produced in the previous year. This program establishes a forum for designers and marketers to share their expertise with the global business community and with colleagues throughout the world.

The Awards program is directed by Murray J. Lubliner, who has played a pivotal role in development of brand identity strategies for hundreds of marketers in the U.S. and overseas. Among his areas of expertise are auditing of package design effectiveness for existing products and development of packaging strategies for line extensions and new products.

Lubliner approaches brand packaging as the critical link in the marketing chain from manufacturer to consumer. He is committed to raising package design to the highest professional level and to the integration of packaging with brand image advertising and in-store merchandising. He finds that when corporate management makes packaging a top priority, the brands benefit and have a greater chance for success in the marketplace.

Among the companies that have retained his expertise are, ConAgra, Scott Paper, Gerber, Hershey, Warner-Lambert, BASF, Allied Signal, Shell Oil and Samsonite.

Before forming Murray J. Lubliner Associates, based in New York, he served as a founding partner in Lubliner/Salitz for 17 years and as a senior marketing executive at Lippincott & Margulies. He is a specialist in the naming of companies and brands and on the relationships of a corporation's identity to its brands in marketing communications.

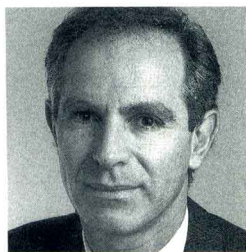
He is a graduate of New York University, where he is an adjunct professor at the NYU Management Institute and teaches, "Image, Identity and the Bottom Line." He writes and speaks extensively on brand and corporate identity issues.

The Judges

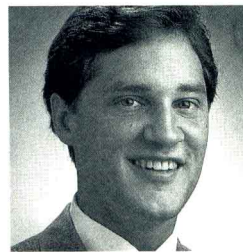
The First Annual International Brand Packaging Awards is proud to highlight the distinguished panel of design, marketing, advertising, and research professionals who evaluated each entry on how effectively the package, label or product identification supports brand marketing strategy. The judges are:



HOWARD J. ALPORT
Principal
Lipson-Alport-Glass &
Associates



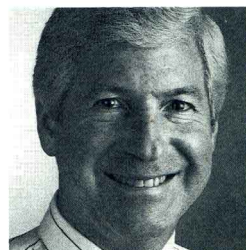
AUBREY BALKIND
President & CEO
Frankfurt Gips Balkind



CHARLES E. BRYMER
President & CEO
Interbrand Corp.



PAMELA J. CLARK
Manager Package Design
Thomas J. Lipton Co.



RICHARD GERSTMAN
Managing Partner
Gerstman + Meyers Inc.



BARBARA HARRINGTON
Director Package Design
Campbell Soup Co.



JOHN LISTER
CEO & Creative Director
Lister Butler Inc.

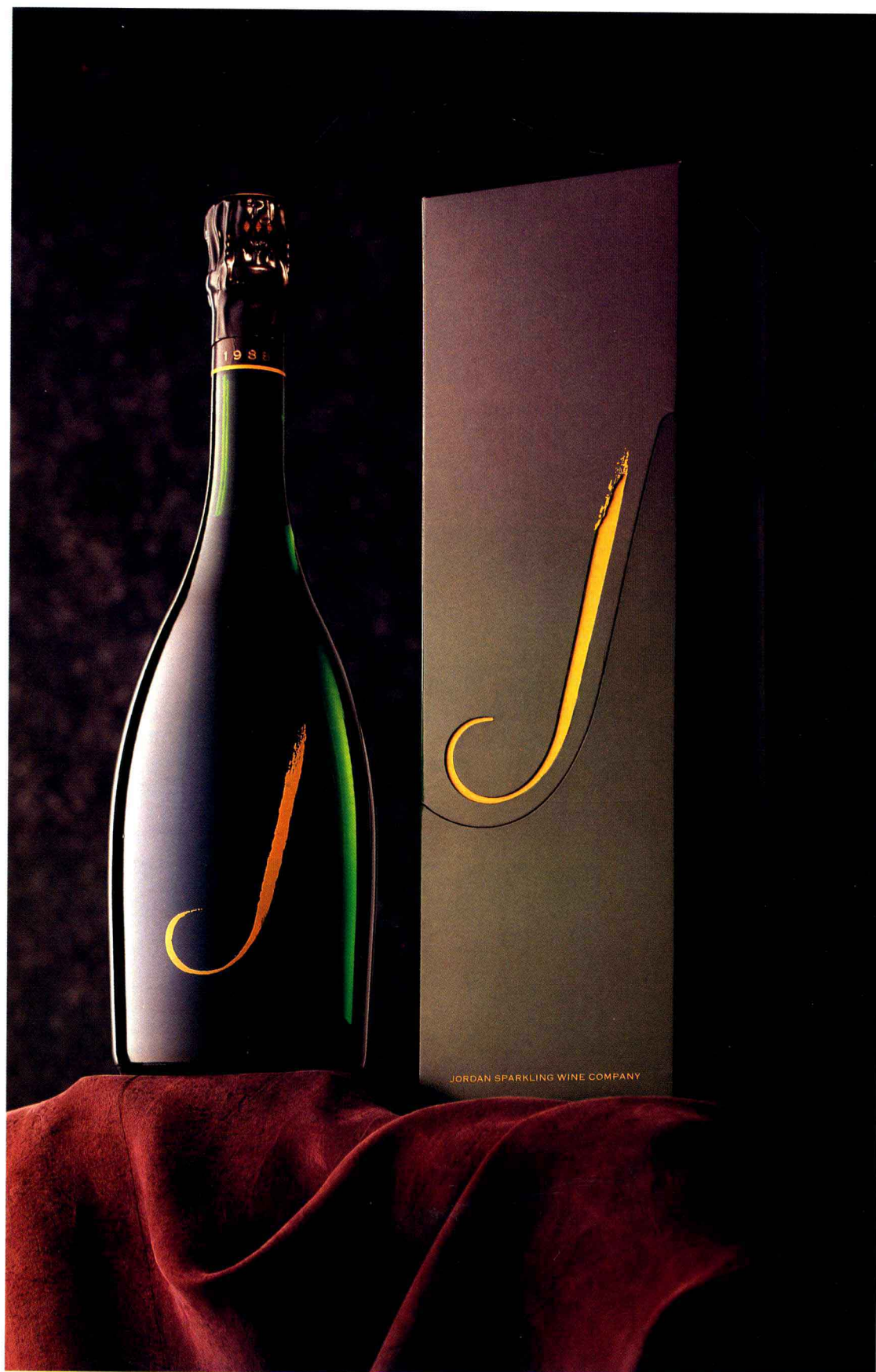


MARY F. PISARKIEWICZ
President
Pisarkiewicz & Company



ELLIOT YOUNG
President
Perception Research
Services, Inc.

Best of Show



COLONNA, FARRELL: DESIGN

St. Helena, CA

Tom Jordan

Ralph Colonna

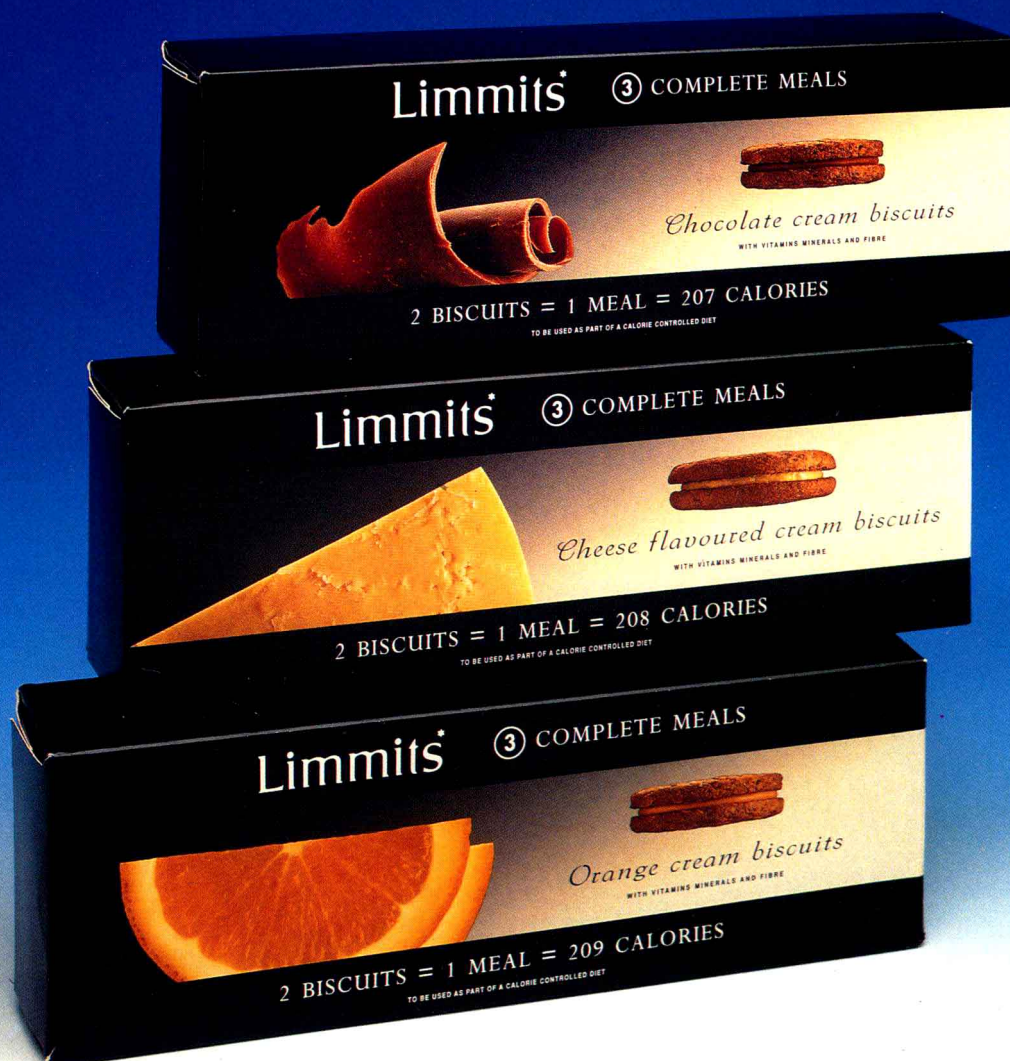
Cynthia Maguire

Peggy Koch

Jordan Sparkling Wine

P.I. DESIGN CONSULTANTS
 London, UK
 Chris Griffin
 Don Williams
 Jed O'Brien
 Ian Crowther
 Total (France)

LEWIS MOBERLY
 London, UK
 Mary Lewis
 Jimmy Yang
 Andrew Chater
 Scholl Consumer Products



Gold Awards



FRANKFURT GIPS BALKIND
New York, NY
Kent Hunter
Danny Abelson
Johan Vipper
HMV Super Music Stores

PACKAGE LAND CO., LTD.
Osaka, Japan
Yasuo Tanaka
Kuraly Co., Ltd.



SELAME DESIGN
Newton, MA
Dave Adams
Champion/Belden Automotive

LIPSON-ALPORT-GLASS & ASSOCIATES
Northbrook, IL
Angi Math
Keith Shupe
Peter D. Eng
Taco Bell Corp.



HOFFMAN YORK + COMPTON
Milwaukee, WI
David Woelfel
Debora Budde Callesen
Will Croff
Sunbeam-Oster





KING-CASEY

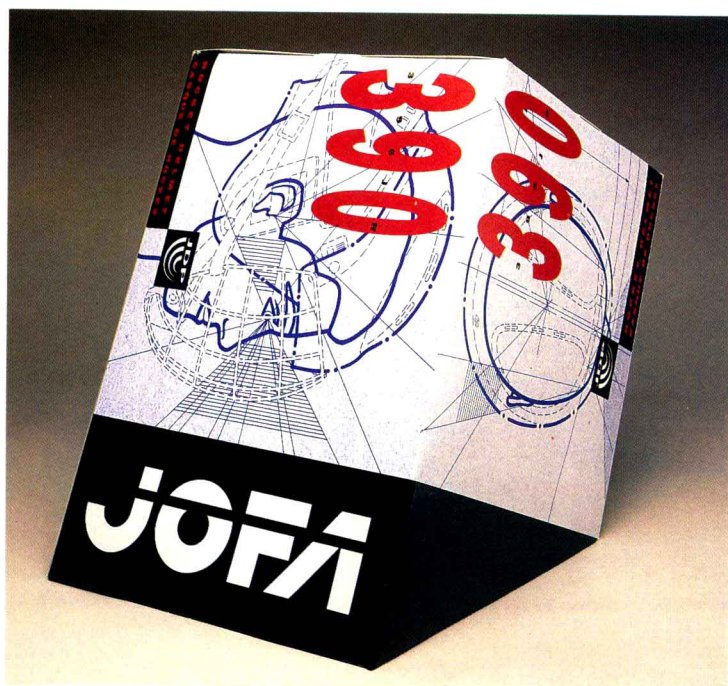
New Canaan, CT

Donald Geisz

Linda Sheintop

Pam Cameron

True-Temper Hardware



JAGER DI PAOLA KEMP DESIGN

Burlington, VT

Michael Jager

Steve Keetle

Andre Cornellier

Karhu Canada

TIM GIRVIN DESIGN

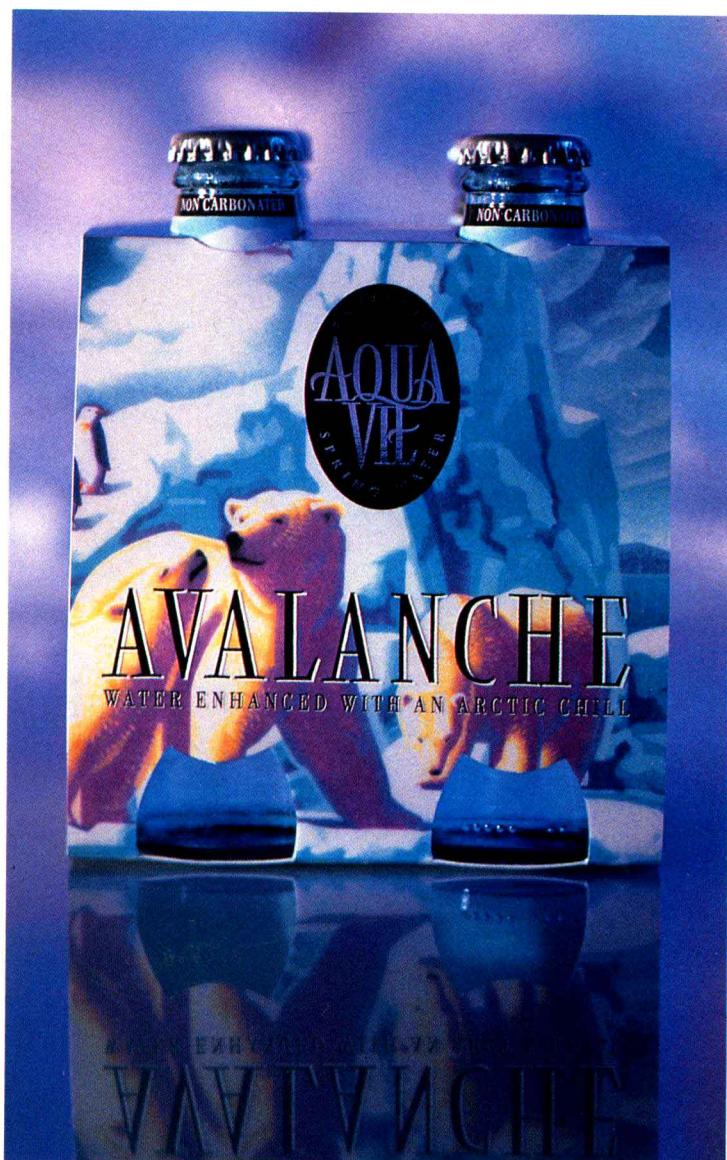
Seattle, WA

Tom Gillespie

Stephen Pannone

Bryan Haynes

Aqua Vie Beverage Corp.



DONALDSON GROUP
San Francisco, CA
David Alan Koszka
Barry Deutsch
Asante Technologies



OSTRO DESIGN
Hartford, CT
Michael Ostro
Michael Heintz
Peter Dunn
Canson-Talens, Inc.

