

# International Brand Packaging Awards





International Brand

# Packaging Awards 2





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*Designer: C.A. Buchanan Design*

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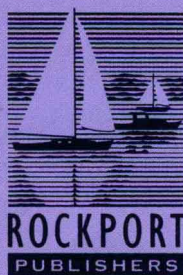


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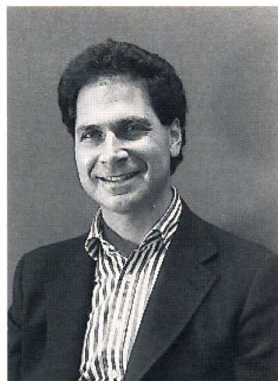


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# Preface



**The reason that Graphic Design:USA has singled out package design** and brand identity for a sponsored competition—from among all of the design disciplines—is threefold.

First, package designers are “ahead of the curve” in marshaling design in support of marketing strategies and strategic brand objectives. They can show the way to other designers who must master this skill to fully make their power felt in the broader business community. Second, package designers uniquely face two critical challenges that all communicators must grapple with in the '90s: piercing through the clutter of an information-sated age and creating a message that is relevant in an increasingly global marketplace. This competition could help clarify these challenges and suggest creative solutions. Third, package design plays a vital role in an economy where point-of-purchase is more and more critical—informing, educating, selling, directing, decorating—and its practitioners deserve recognition and encouragement.

Based on the quantity and quality of submissions to our second competition—and the

extraordinary array of winners displayed in this book—the International Brand Packaging Awards has exceeded even our most brazen expectations. The best work reproduced here affirms the marriage between design and marketing more intently than ever. Also, solutions to problems raised by clutter and by the globalization of marketing are intelligent and effective. This book, as well as a special roundup of winning pieces in our monthly magazine, provides a meaningful showcase for first-rate work of a deserving group of professionals.

In *Graphic Design:USA's* January 1994 issue, the Boston graphic designer Robert Cipriani looked at the marketing revolution now underway, and concluded that “[d]esigners still have the responsibility to create communications between human beings that solve problems, disseminate information, and transmit emotion, grace, style and order.” This book is eloquent testimony that a select few people are more than meeting that responsibility.

**Gordon D. Kaye**

**Editor and Publisher,**

**Graphic Design:USA Magazine**



# Introduction



**The gratifying response** to this Second Annual International Brand Packaging Awards demonstrates that package designers are thinking globally and responding with insight and understanding to the marketing challenges of the 1990s. The diversity of the entries—from the U.S., Canada, Latin America, Europe and Asia—further enhances the stature of International Brand Packaging Awards as the premier global packaging and brand identity design competition.

The purpose of this worldwide program is to provide a forum for package design professionals and to build recognition for their contributions to the marketing process. These contributions take on more meaning when the designer is brought into the situation during the early planning stage for a new product launch or the repositioning of an existing brand. By coordinating the skills of the designer with those of the advertising agency and the client, as a team, the package can work as a powerful stimulus for motivating a purchase decision by the consumer. When the package design is treated as an afterthought, the

results generally are less successful.

From among the thousands of entries, our distinguished panel of judges selected 180 Best of Show, Gold, Silver, Bronze, and Honorable Mention Awards. The hundreds of packages and logotypes that you will become acquainted with on the following pages, including many which were chosen as worthy of special consideration although they were not winners, prove that good design can be compatible with sound marketing principles.

We extend our thanks and best wishes to the hundreds of designers throughout the world with whom we have formed close relationships and whose participation is crucial to this unique competition. And, special thanks to Parsons School of Design in New York for honoring International Brand Packaging Awards with a month-long exhibition, which served as a learning experience for its students as well as a celebration for the design community.

**Murray J. Lubliner**

**Director**

**International Brand Packaging  
Awards**



# The Awards

## **International Brand Packaging Awards**

is recognized as the foremost global competition that focuses on how independent and company designers contribute to the solution of marketing problems through packaging and brand identity design.

Designers, advertising agencies, and marketers may submit packages, labels, lines of packages, and brand logotypes produced in the previous year. This program presents a unique opportunity for designers to share their best work with the global business community and with colleagues around the world.

The IBPA event was begun and is directed by Murray J. Lubliner, who has played a pivotal role in the development of packaging and brand identity strategies for marketers in the U.S. and other countries. Among his areas of expertise are multinational marketing, corporate and brand identity, and naming products and companies.

Lubliner considers packaging the critical and final link between brand image advertis-

ing and the consumer's purchase decision at the point-of-sale. When packaging is integrated with advertising strategy and in-store merchandising, the chances for the brand's success is increased significantly.

Among the companies that have taken advantage of Lubliner's experience are Allied-Signal, American International Group, ConAgra, Gerber, Hershey, Interpublic Group of Advertising Agencies, Shell Oil, Transamerica, and Warner-Lambert.

Before forming Murray J. Lubliner Associates, based in New York, Lubliner served as a founding partner of Lubliner/Saltz Inc. for 17 years and as a senior marketing executive of Lippincott & Margulies. 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 speaks and writes extensively on brand and corporate identity issues.



# The Judges

## **The Second Annual International Brand Packaging Awards** is

proud to highlight the distinguished panel of design, communications, and research professionals who evaluated each entry on how effectively the package, label, or brand identity supports brand marketing strategy. Each participant in IBPA is asked to write a brief description of marketing objectives along with each entry. The judges are

Terry Schwarts  
Director of Packaging Communications  
Kraft General Foods, Inc.

Elizabeth A. Morales  
Art Production Manager  
Nabisco Foods Co.  
Package Design Dept.

Owen W. Coleman  
President  
Coleman, Lipuma, Segal  
& Morrill, Inc.

Ralph Colonna  
Principal  
Colonna Farrell: Design  
Associates

Michael Penrod  
Director of Corporate  
Design  
Colegate-Palmolive Co.

Howard J. Alport  
Principal  
Lipson-Alport-Glass  
& Associates

Herbert Meyers  
Managing Partner  
Gerstman + Meyers  
Inc.

Linda M. Keefe  
Manager of  
Corporate Identity  
3M

Elliot Young  
President  
Perception Research  
Services, Inc.



**Terry Schwarts**  
Director of  
Packaging  
Communications  
Kraft General  
Foods, Inc.



**Elizabeth A. Morales**  
Art Production  
Manager  
Nabisco Foods Co.  
Package Design  
Dept.



**Owen W. Coleman**  
President  
Coleman, Lipuma,  
Segal & Morrill,  
Inc.



**Ralph Colonna**  
Principal  
Colonna Farrell:  
Design  
Associates



**Michael Penrod**  
Director of  
Corporate Design  
Colegate-  
Palmolive Co.



**Howard J. Alport**  
Principal  
Lipson-Alport-  
Glass &  
Associates



**Herbert Meyers**  
Managing Partner  
Gerstman +  
Meyers Inc.



**Linda M. Keefe**  
Manager of  
Corporate Identity  
3M



**Elliot Young**  
President  
Perception Research  
Services, Inc.





PACKAGE LAND CO.,  
LTD.  
Osaka Japan  
YASUO TANAKA  
Clover Co., Ltd.



COLEY PORTER BELL  
London UK  
COLIN PORTER  
ALISON CANE  
The Great Atlantic &  
Pacific Tea Co., Inc.





DESGRIPPES CATO GOBE & ASSOCIATES

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MARC GOBE

TIM ROBINSON

Gillette





**THE BOARDROOM**  
**DESIGN GROUP**  
 Cleveland OH  
 KIM ZARNEY  
 BOB WOOD  
 PETER RENERTS  
*Anchor Hocking Glass*  
*Company*



**EARL GEE DESIGN**  
 San Francisco CA  
 EARL GEE  
 FANI CHUNG  
 JOHN MATTOS  
*Quorum Software*  
*Systems, Inc.*







**LEWIS MOBERLY**

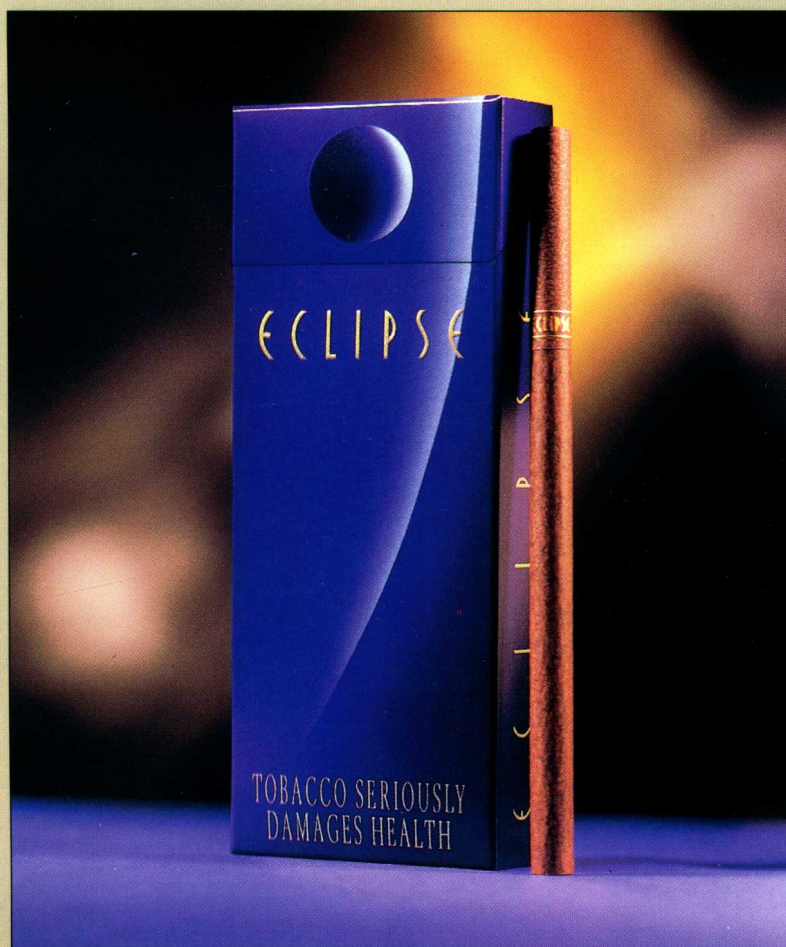
*London UK*

MARY LEWIS

AMANDA LAWRENCE

JOHN SUGDEN

ASDA Stores



**LIGHT & COLEY  
LIMITED**

*London UK*

LAURIE LIGHT

MARTIN LEWSLEY

NIGEL TUDMAN

Gallaher Limited





**HORNALL ANDERSON  
DESIGN WORKS, INC.**

*Seattle WA*

JACK ANDERSON

DAVID BATES

LIAN NG

*Giro Sport Design Inc.*



**WHITE TIGER, INC.**

*Audubon NJ*

THYRA O'BRIEN

SCOTT BOWKER

*Thomson Consumer*

*Electronics, Inc.*



**MILLEN & RANSON INC.**

*New York NY*

MORTON MILLEN

PAUL RANSON

ROBERT JOHNSON

*New York Philomusica*





DESIGN BOARD BAHAEHEL & PARTNERS

Brussels Belgium

CHRISTOPHE BLIN

THIERRY BORREMANS

DENIS KELLER

Elf Aquitaine