



SUBSCRIPTION FORM

**How to present
your creations ?**

STEP 1
Identification

STEP 2 STEP 3 STEP 4
Entries Overview Payment

Name and company profile

Required fields are marked with an asterisk *

Samples in italic

Prefix *

Mr/Mrs/Ms

First Name *

Alan

Middle Name

Peter

Last Name *

Brown

Title *

Manager

Company Name *

Vat Code

Address *

City *

State/Province

Postal Code/Zip Code *

Country *

Phone

Mobile phone

Fax

E-mail address *

Confirm E-mail address *

Email format

To step 2: Entry Details

Entry details: Entry #1

Required fields are marked with an asterisk *
Samples in italic

Category *

SubCategory *

Brand *

Sub Brand

Single package or line of packages? *

Short description of the product (what is it ?) *

Please describe here the marketing objectives or strategies that served as a basis for your solution
- Maximum 100 words.

Type of work *

Creative People *

Primary Material

The form contains the following fields and annotations:

- Category ***: A dropdown menu with "Select one" selected. An arrow points to it from a yellow box labeled "See details page 5".
- SubCategory ***: A dropdown menu with "Select one" selected. An arrow points to it from a yellow box labeled "See details page 6".
- Brand ***: A text input field.
- Sub Brand**: A text input field.
- Single package or line of packages? ***: Two radio buttons labeled "Single" and "Serie".
- Short description of the product (what is it ?) ***: A large text area.
- Please describe here the marketing objectives or strategies that served as a basis for your solution - Maximum 100 words.**: A large text area.
- Type of work ***: A dropdown menu with "Select One" selected. An arrow points to it from a yellow box labeled "See details page 7".
- Creative People ***: A text input field.
- Primary Material**: A dropdown menu with "Select one" selected. An arrow points to it from a yellow box labeled "See details page 8".

Secondary Material

Select one

Tertiary Material

Select one

See details page 8

Visual 1 *

Mandatory: your creation photographed as is, from the front, against a white or neutral background.
Minimum: 700Ko - Max 1Mb - Jpeg only

 Choice...

Visual 2

Optional: your creation photographed as is, from the back and/or from the side, against a white or neutral background.
Minimum: 700Ko - Max 1Mb - Jpeg only

 Choice...

Visual 3

Optional: one or more details of your creation, photographed as is, to draw the jury's attention on this or that particular, specific element of your creation.
Minimum: 700Ko - Max 1Mb - Jpeg only

 Choice...

Visual 4

Optional: If a re-design, put the previous design here.
Minimum: 700Ko - Max 1Mb - Jpeg only

 Choice...

Visual 5

Optional: your creation presented in a more personal manner just to showcase its artistic merit. This will be the image used by Pentawards to promote the winners. Otherwise, the organisation will choose one of the other images.
Minimum: 700Ko - Max 1Mb - Jpeg only

 Choice...

Submit this entry and go to overview

Submit additional entry

Select one

- Select one
- A. Beverages
- B. Food
- C. Body
- D. Other Markets
- E. Luxury
- F. Outside these categories

Select one

Select one

- A.01 Water
- A.02 Soft drinks, juices
- A.03 Tea and coffee
- A.04 Milk, chocolate
- A.05 Functional beverages
- A.06 Beer, cider and low-alcohol or non-alcoholic drinks
- A.07 Wine, spirits
- A.08 Limited editions, limited series, event creations.
- A.09 Distributors/Retailers own brands
- B.01 Cereals
- B.02 Coffee & tea
- B.03 Dairy products
- B.04 Spices, oils and sauces
- B.05 Fish, meat, poultry
- B.06 Fruit and vegetables
- B.07 Soups, ready-to-eat dishes
- B.08 Confectionery and sweet snacks
- B.09 Savoury snacks
- B.10 Pastry, biscuits, ice-cream, desserts
- B.11 Food trends
- B.12 Limited editions, limited series, event creations.
- B.13 Distributors/Retailers own brands
- C.01 Clothing
- C.02 Health care
- C.03 Body care
- C.04 Beauty
- C.05 Distributors/Retailers own brands
- C.06 Miscellaneous
- D.01 Household maintenance
- D.02 Home improvement
- D.03 Electronic**
- D.04 Non-electronic
- D.05 Automobile products
- D.06 B2B products
- D.07 Brand Identity Programs
- D.08 Distributors/Retailers own brands
- D.09 Pet Products
- D.10 Entertainment
- D.11 Miscellaneous
- E.01 Perfumes
- E.02 Make-up
- E.03 Spirits
- E.04 Fine wines, champagne
- E.05 Gourmet food
- E.06 Jewellery, watches, fashion garments
- E.07 Limited editions, limited series, event creations.
- E.08 Miscellaneous
- F.01 Outside these categories

Select One

- Select One
- new design
- redesign
- range extension

Select one

- Select one
- Cardboard
- Corrugated cardboard
- Paper
- Glass
- Rigid plastic
- Flexible plastic
- Steel
- Aluminium
- Wood
- Fabric
- Other:

HOW TO PRESENT YOUR CREATIONS ?

It is very important for the jury to be able to judge the designs even-handedly. You will therefore have to present your creations in a standardised manner, but you will also be able to show your creation in a more personal way. Please follow the following instructions closely and refer to the examples for further clarification.



Visual 1 - Mandatory: your creation photographed as is, **from the front**, against a white or neutral background.

Minimum: 500kB - Max 1MB - Jpeg only



Visual 2 - Optional: your creation photographed as is, **from the back and/or from the side**, against a white or neutral background.

Minimum: 500kB - Max 1MB - Jpeg only



Visual 3 - Optional: one or more details of your creation, photographed as is, to draw the jury's attention on this or that particular, specific element of your creation.

Minimum: 500kB - Max 1MB - Jpeg only

Visual 4 - Optional: If a re-design, put the previous design here.

Minimum: 500kB - Max 1MB - Jpeg only



Visual 5 - Optional: your creation presented in a more personal manner just to showcase its artistic merit. This will be the image used by Pentawards to promote the winners. Otherwise, the organisation will choose one of the other images.

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Under "comments" you can enter details about your creation (market, objectives, materials or techniques used, particular features of the packaging or the product, etc.). This information is optional but highly recommended!

THE COMPETITION FOR 2010 WILL BE OPEN FROM 5 APRIL TO 29 MAY 2010