

# 2021 PAC GLOBAL LEADERSHIP AWARDS

CELEBRATING CRAFTSMANSHIP IN GLOBAL PACKAGE BRAND DESIGN & INNOVATION

## WEEKLY ROUNDUP

This week we explore how to be the best in the **Packaging Brand Marketing - Non-Food Category**. Featuring Narvona, a 2020 winner of Best in Class for Brand Marketing, Non-Food, tips from our brand marketing judges and some inspiration from around the globe.

## 2020 BEST IN CLASS BRAND MARKETING, NON-FOOD CATEGORY

As a 2020 PAC Global Leadership Awards Best in Class - Non-Food winner, Narvona became the first ever cannabis packaging to be awarded the sought-after PAC Award. In fact, the win catapulted the brand onto the pages of *Forbes*.

It's easy to understand why - the packaging exudes sophistication with glass jars, custom papers, embossed logos and premium textures. As the consumer opens the package, they are taken on a journey that strikes a delicate balance between luxury and accessibility.

Narvona's package branding was designed by agency *Wick & Mortar*. "This was a huge win for not just us but the cannabis industry as well. My goal since day one has always been to change the perception of cannabis on a global level one brand at a time and that's what we aimed to do with Narvona." says Jared Mirsky, CEO, Wick & Mortar. Narvona's President Nicolette Pavlis and Chief Operating Officer Kevin O'Connor accepted the award at last year's ONEOF100 Summit, along with Jared Mirsky, CEO, Wick & Mortar.

**"We are so humbled and honored to win the PAC award. As a family business, we strive to be a brand that breaks the stigma and challenges the norm. Being recognized on a global scale is monumental for the Narvona team and the cannabis industry as a whole."**

- Nicolette Pavlis, President, Narvona

## TOP TIPS TO WOW... THE BRAND MARKETING JUDGING PANEL

With hundreds of entries to sift through, you need to make sure your entry makes an impression. Strong storytelling and high-quality visuals that capture the essence of your package are essential. Three of this year's judges share what will really excite them.

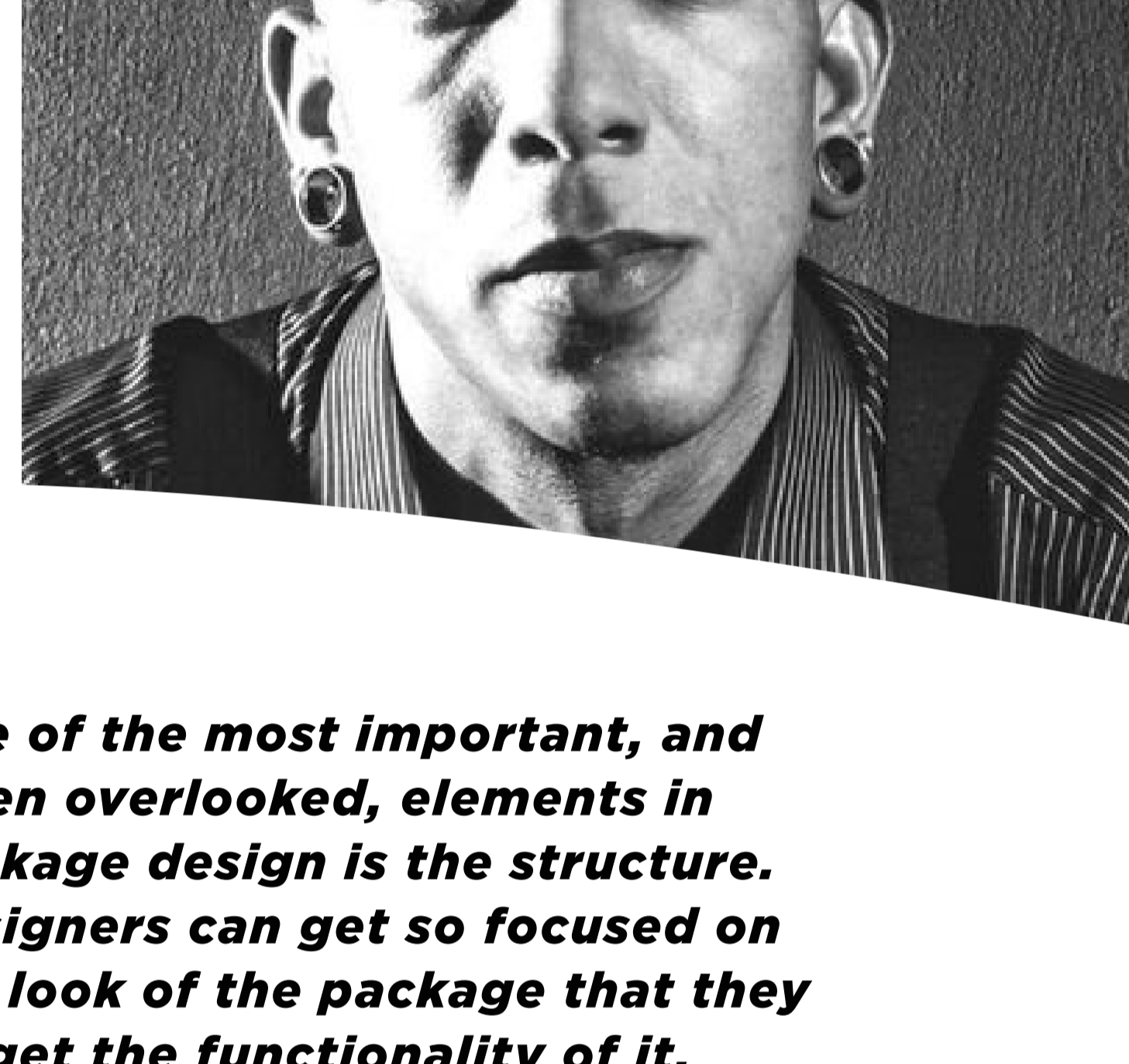


**"Great graphic design comes out of difficult briefs and the speed the world is changing represents a hugely exciting time for the industry. Entrants breaking the mould to respond to specific changes in consumer behaviour and knowledge would catch my eye."**

EMILY FOX  
Creative Director  
Lewis Moberly

**"An interactive packaging design attracts me, the more disruptive and supported by a defined purpose the better it is."**

PHILIP J. CLAYTON  
Founding Partner/CEO  
/Creative Managing Director  
PJC



**"One of the most important, and often overlooked, elements in package design is the structure. Designers can get so focused on the look of the package that they forget the functionality of it. But the structure can really help a product succeed and stand apart from the competition."**

GREG COREY  
Founder,  
Porchlight

The 2021 Global Leadership Awards judging panel features 75 international industry experts chosen for their expertise and insight to select the very best in packaging brand design and innovation from across the globe.

## DO YOU HAVE WHAT IT TAKES TO IMPRESS THE JUDGES?

**ENTER TODAY.**

## AWARDS CATEGORIES

**BEST OF SHOW**  
The most prestigious award to win, PAC awards two Best of Show, one for **Brand Marketing** and one for **Package Innovation**.

**BEST IN CLASS**  
PAC recognizes the top brands/organizations in each of the following categories:

**BRAND MARKETING - NEW BRAND**  
Food, beverage, non-food

**BRAND MARKETING - REVITALIZED BRAND**  
Food, beverage, non-food

**BRAND MARKETING - SPECIALTY**

**PACKAGE INNOVATION - SUSTAINABLE DESIGN**

**PACKAGE INNOVATION - TECHNICAL DESIGN**

**PACKAGE INNOVATION - ECOMMERCE**

**BRAND MARKETING NON-FOOD CATEGORY: AN IN-DEPTH LOOK**

This award category honours the best packaging brand marketing design for a non-food brand.

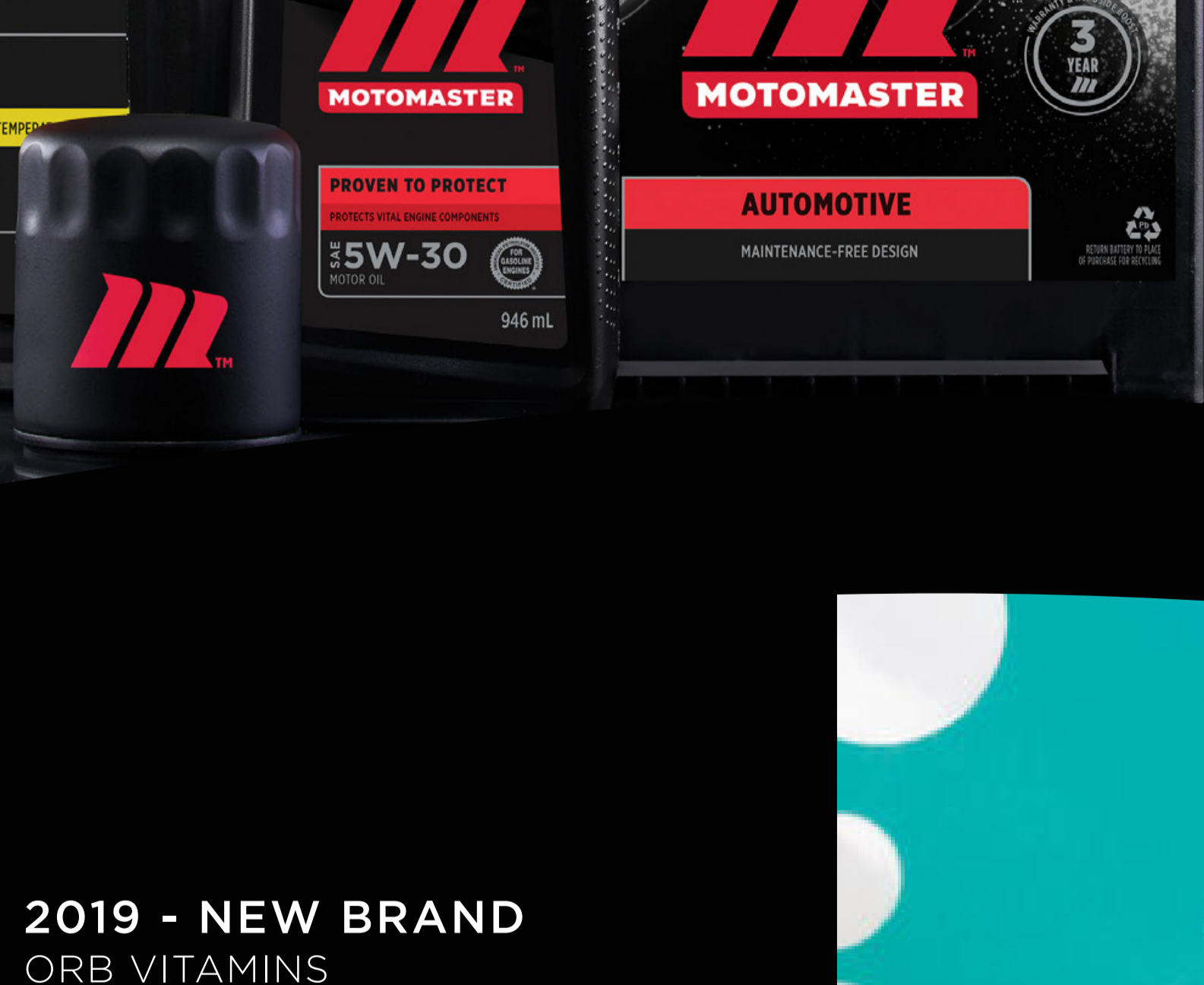
There are subcategories for both new & rebranded packages.

Some aspects that judges take into consideration are:

- Originality and shelf impact
- How brand challenges were overcome by design
- Is design reflective brand positioning and target market
- Innovation of branding, packaging elements and design
- How design impacted brand performance

## BRAND MARKETING - NON-FOOD CATEGORY

SOME OF OUR PAST BEST IN CLASS WINNERS



2020 - REBRAND  
MOTOMASTER

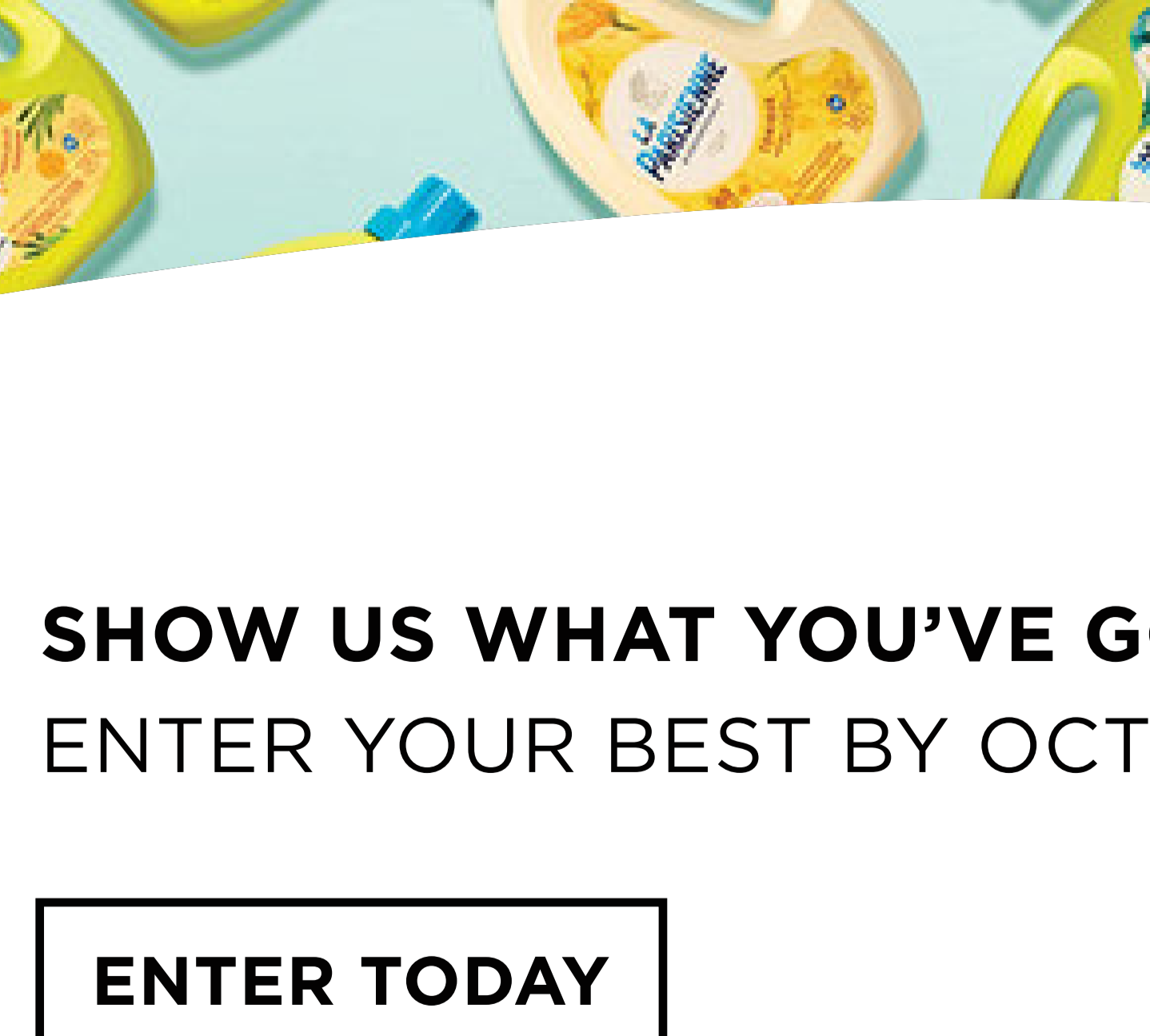
BRAND OWNER:  
Canadian Tire

ENTERING COMPANY:  
DAVIS

2019 - NEW BRAND  
ORB VITAMINS

BRAND OWNER:  
CORR-JENSEN INC.

ENTERING COMPANY:  
[forceMAJEURE\\_Design](#)



2019 - REBRAND  
LA PARISIENNE

BRAND OWNER:  
LAVO

ENTERING COMPANY:  
PIGEON BRANDS

**SHOW US WHAT YOU'VE GOT - WE DARE YOU**  
ENTER YOUR BEST BY OCTOBER 29, 2020

**ENTER TODAY**

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The 2021 PAC GLOBAL LEADERSHIP AWARDS are hosted by PAC Packaging Consortium

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