



**MOBIUS**<sup>®</sup>  
PACKAGE DESIGN  
AWARDS

2020

**PACKAGE DESIGN COMPETITION**

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**MOBIUSAWARDS.COM**

# Welcome



Welcome to Mobius Awards, now celebrating our 50th year. Mobius Awards is an international competition that recognizes outstanding advertising, design and creativity.

Since the founding of Mobius in 1971, we have reacted to frontline trends, including new advertising and design platforms.

Last year, we introduced the **Mobius Awards Cannabis Advertising & Package Design** competition. Mobius Cannabis joins **Mobius Advertising, Mobius Package Design** and **Mobius Student**.

# Preparing for Entry

- **Title**

The official title of the entry. The title will be used on any awards and credits.

- **Target Audience & Purpose/Intent**

Judges can best evaluate your entry when you provide a detailed description of its audience (age, gender, etc.) and the marketing objectives. Include special details such as choice of words or graphics that reflect cultural subtleties. This information is required and does have direct bearing on the judging of the entry. Please keep the purpose/intent statement length to 100 words.

- **Product/Service Promoted**

Description of the product or service promoted for the entry.

- **Advertiser/Brand**

The Company and or Brand promoted in the entry.

- **Entry Type**

Entry Types identify the kind of advertising being submitted (Commercials, Print, Outdoor, etc.).

Entry Types for **Package Design** begin with **PKG** (as displayed in the entry system)

*Note: Entries may be entered in more than one Entry Type (except Spec Work). A new entry must be created for each entry type. Additional entry fees will be applied.*

- **Category**

The category describes the Subject or Craft/Production Technique for the entry.

*Note: Entries may be entered in multiple Categories. The “Duplicate” function in the Entry Cart will allow entrants to copy an entry into additional categories. Additional entry fees will be applied for each additional category.*

- **Assets & Supplemental Information**

Uploaded assets are required for all entries. Submission options are based on Entry Type. Physical samples for all types of Package Design Entries are required for entry. Samples are to be sent into the Mobius office.

**Supplemental Information**

Additional information is encouraged and may be uploaded in the entry system to explain/support an entry such as a short case video.

- **Credits**

Credits for winning entries will be posted on our website. Submit full credits at the time of entry. We want your company, team, and client to be recognized for their award-winning work! Awards will be presented to the Entrant Company in the credits.

**Questions?** Contact Kristen Szabo, [KristenSzabo@mobiusawards.com](mailto:KristenSzabo@mobiusawards.com)

# Package Design – Entry Types

*Entries may be entered in more than one Entry Type (except Spec Work).  
A new entry must be created for each entry type. Additional entry fees will be applied.*

## **PACKAGE DESIGN**

*Package Design entries demonstrate the art, science and technology of product packaging.*

PD: **Package Design**

SP: **Eco/Green/Sustainable Package Design**

PR: **Package Redesign**

CD: **Spec Work**

*Spec Work is professionally created packaging for personal use only  
(without an established relationship with a paid client).*

*Entries are limited to: work created especially for competition or a personal portfolio.*

*(Spec work is only accepted in Category 228)*

# Package Design – Single Entry vs Product Range

A **SINGLE ENTRY** is:

- 1 (one) package
- A product that is one SKU/item number

A **PRODUCT RANGE** is:

- 2 or more SKUS/item numbers within a product line or collection

Examples:

SINGLE ENTRY	PRODUCT RANGE
<b>Brand X Organic</b> Shampoo - Citrus	<b>Brand X Organic Hair Care Line</b> includes Shampoo (Citrus, Lavender, etc.), Conditioner (Citrus, Lavender), Hair Gel, Hairspray, etc.
<b>David's Gourmet</b> Sugarless Gum - Peppermint	<b>David's Gourmet</b> Sugarless Gum – Peppermint, Cinnamon, Wintergreen, etc.
<b>Franklin Beer</b> – Pale Ale - single can or bottle	<b>Franklin Beer</b> Pale Ale multi-packs, six-pack, 12 pack, 24 pack, etc.

# Package Design – Categories




Entries may be entered in multiple Categories (including Craft/Production Techniques. The “Duplicate” function in the Entry Cart will allow entrants to copy an entry into additional categories. Additional entry fees will be applied for each additional category.

- 200. **Animal/Pet Products:** Food, Pharmaceutical, Carriers, etc.
- 201. **Apparel, Footwear & Accessories**
- 202. **Bags & Boxes:** Post Purchase Packaging, Tissue, Tags, etc.
- 203. **Beauty, Cosmetics & Fragrance**
- 204. **Brand Launch**
- 205. **Brand Re-launch**
- 206. **Branded, Private Label**
- 207. **Business/Commercial Products**
- 208. **Direct Mail Marketing Kits**
- 209. **Entertainment & Recreation**
- 210. **Food & Beverages**
- 211. **Food Service Packaging:** Take-out containers, bags, etc. **NEW**
- 212. **Gifts:** Floral, Food, etc.
- 213. **Gift Sets**
- 214. **Healthcare Products:** Pharmaceuticals, Devices, Surgical Supplies, etc.
- 215. **Health, Wellness & Fitness Products**
- 216. **Home Care & Maintenance Products**
- 217. **Home Goods & Furnishings**
- 218. **Influencer Kits**
- 219. **Lifestyle Products**
- 220. **Limited Edition, Exclusive, Special Event, Holiday**
- 221. **Logo & Brand Identity**
- 222. **Luxury Goods**
- 223. **Personal Care**
- 224. **Point-of-Sale/Ambient:** Counter Packaging, Floor Displays, End of Aisle, etc.
- 225. **Promotional Packaging/Kits**
- 226. **Product Samples:** includes samples, trial sizes, travel sizes, etc.
- 227. **Technology Products**
- 228. **Spec Work:** Spec Work is professionally created packaging for personal use only (without an established relationship with a paid client). **Entries are limited to: work created especially for competition or a personal portfolio.**
- 229. **Miscellaneous** (We will reclassify entries into the appropriate category when possible.)

## Craft/Technique Categories

- 230. **Active, Intelligent, and Smart Packaging**
- 231. **Art Direction**
- 232. **Concept**
- 233. **Copywriting**
- 234. **Graphic Design**
- 235. **Illustration**
- 236. **Label Design**
- 237. **Overall Production**
- 238. **Photography**
- 239. **Post-Consumer Recycled Materials** **NEW**
- 240. **Typography**
- 241. **Innovative Use of Packaging**

# Package Design – Submission Requirements

	 + 	 (OPTIONAL) *
PD: <b>Package Design</b>	•	•
PR: <b>Package Redesign</b>	•	•
SP: <b>Eco/Green/Sustainable Package Design</b>	•	•
CD: <b>Spec Work</b>	•	•

All Package Design entries are judged in 2 ways:

1. **Online Judging** of uploaded images, and
2. **In-Person Judging** Event of physical samples

We require that entrants submit **BOTH physical samples + uploaded images** of their entry.

The physical samples sent to our office should be the **same** samples submitted in digital images.

Do not include images of samples of packages that were not sent to our office.

\* **Video File Upload (optional):**

Submit supplemental information as a video showing product in use, 360° views, or 3D rendering, etc.



# Package Design – Submission Specs

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IMAGE FILE UPLOAD

+

PHYSICAL ENTRY

VIDEO FILE UPLOAD

Supplemental  
Information  
(optional)

for  
Package Design  
Package Redesign  
Eco/Green/Sustainable  
Spec Work

**Important Note:** Judging is completed online and with an in-person judging event of physical entries. We require that entrants submit **BOTH physical samples + uploaded images** of their entry. The physical samples sent to our office should be the same samples submitted in the digital images. Do not include additional images of samples of packages that were not sent to our office.

## IMAGE FILE UPLOAD SPECS

- > Format = JPEG
- > Image Resolution = 300 dpi
- > Color Space = RGB
- > Image Dimensions = As Source
- > File Size = 20 MB max

## PHYSICAL SAMPLE SPECS

- > Submit the **actual package(s), not printed images.**
- > Label items with the entry number.
- > Package(s) may be empty if necessary.

## Additional Instructions for Package Redesign

- + Submit physical packages for both the “Old Design” package(s) and the “New Design”. Label the packages “New Design” or “Old Design.”
- + If a physical package for the “Old Design” is unavailable, we will accept images. These images must be printed out and enclosed in the shipment of the New Design packages.

## VIDEO FILE UPLOAD SPECS – Supplemental Information (optional)

- > File Format = MP4
- > Video Codec = H.264
- > Video Bitrate = 2500 kilobits/sec
- > Size = 720 x 405 for 16:9, OR
- > Size = 720 x 540 for 4.3
- > Do not include bars, slate or black at the beginning or end of the video.

## SHIPPING INSTRUCTIONS

- > Do not ship entries before entry finalization.
- > Do not ship perishable items.
- > We recommend shipping via courier (UPS, FedEx, etc.).
- > Entries should be shipped to the Mobius Awards office:

*Mobius Awards, Ltd.*  
*Attn: Entry Department*  
*713 South Pacific Coast Highway, Suite A*  
*Redondo Beach, California 90277 USA*  
*(310) 540-0959*  
[KristenSzabo@mobiusawards.com](mailto:KristenSzabo@mobiusawards.com)

## Additional Instructions for non-US entrants

- > Please include the following statements in your Customs Declaration:  
CONTEST MATERIALS. NO COMMERCIAL VALUE. NOT FOR SALE.

# Package Design – What to Submit & Send for Entry

## FOR ONLINE JUDGING >> Uploaded Images



Front view



Back view



Other\*

Other images include: various angles, detailed a close-up's, group shots, etc.



Multiple images provide our online judges with a "360" view of the entry.

Single Product	Product Range of 2	Product Range of 3	Product Range of 4	Product Range of 5
<b>5</b> images	<b>6</b> images	<b>7</b> images	<b>8</b> images	<b>9</b> images
1. Front view 2. Back view 3. } Other* 4. } 5. }	1. Front view 2. Back view 3. } Other* 4. } 5. } 6. }	1. Front view 2. Back view 3. } Other* 4. } 5. } 6. } 7. }	1. Front view 2. Back view 3. } Other* 4. } 5. } 6. } 7. } 8. }	1. Front view 2. Back view 3. } Other* 4. } 5. } 6. } 7. } 8. } 9. }

\* Other images include: various angles, detailed close-up's, group shots, etc. Multiple images provide our online judges with a "360" view of the entry.

## FOR IN-PERSON JUDGING >> Physical Samples



- Label physical samples with 4-digit entry number
- include printed entry receipt
- Ship to Mobius Awards office immediately upon finalizing entry:  
Mobius Awards, Ltd.  
Attn: Entry Department  
713 South Pacific Coast Highway, Suite A  
Redondo Beach, California 90277 USA  
(310) 540-0959
- INTERNATIONAL ENTRANTS:  
Please include the following statements in your Customs Declaration:  
*CONTEST MATERIALS. NO COMMERCIAL VALUE. NOT FOR SALE.*

## FOR ONLINE & IN-PERSON JUDGING >> Supplemental Information (OPTIONAL)



- Submit supplemental information as a video, showing the product in use, 360° views, or 3D rendering, etc.
- Supplemental information will be available to judges for both online judging and the physical judging event.

# Package Redesign – What to Submit & Send for Entry

## FOR ONLINE JUDGING >> PACKAGE REDESIGN >> Uploaded Images



**OLD Design**  
NOTE: Our judges will not be seeing the filename; the “Old Design” caption should be on the image/graphic.



**NEW Design Front View**



**NEW Design Back View**



**NEW Design Other\***

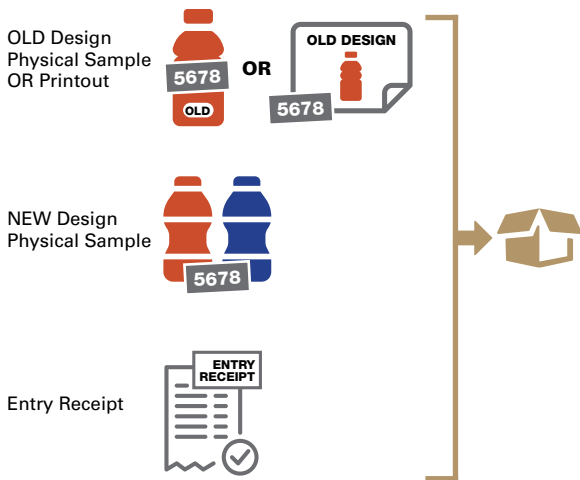


Other images include: various angles, detailed a close-up’s, group shots, etc.  
Multiple images provide our online judges with a “360” view of the entry.

Single Product	Product Range of 2	Product Range of 3	Product Range of 4	Product Range of 5
<b>5</b> images	<b>6</b> images	<b>7</b> images	<b>8</b> images	<b>9</b> images
1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other*	1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other* 6. NEW Other*	1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other* 6. NEW Other* 7. NEW Other*	1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other* 6. NEW Other* 7. NEW Other* 8. NEW Other*	1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other* 6. NEW Other* 7. NEW Other* 8. NEW Other* 9. NEW Other*

\* Other images include: various angles, detailed close-up’s, group shots, etc.  
Multiple images provide our online judges with a “360” view of the entry.

## FOR IN-PERSON JUDGING >> PACKAGE REDESIGN >> Physical Samples



- Label OLD Design physical sample with “Old Design” and entry number
- Label NEW Design physical samples with entry number
- Include printed entry receipt
- Ship to Mobius Awards office immediately upon finalizing entry:  
Mobius Awards, Ltd.  
Attn: Entry Department  
713 South Pacific Coast Highway, Suite A  
Redondo Beach, California 90277 USA  
(310) 540-0959
- INTERNATIONAL ENTRANTS:  
Please include the following statements in your Customs Declaration:  
*CONTEST MATERIALS. NO COMMERCIAL VALUE. NOT FOR SALE.*

## FOR ONLINE & IN-PERSON JUDGING >> Supplemental Information (OPTIONAL)



- Submit supplemental information as a video, showing the product in use, 360° views, or 3D rendering, etc.
- Supplemental information will be available to judges for both online judging and the physical judging event.

# Package Design – Entry Fees

## ENTRY FEES

(All Fees in US Dollars)

Early Entry through:  
**June 24, 2020**

Regular Pricing:  
**June 25, 2020**  
through  
**August 25, 2020**  
**September 30, 2020**

Late Pricing Begins:  
**August 26, 2020**  
**October 1, 2020**

	SINGLE / PRODUCT RANGE**	SINGLE / PRODUCT RANGE**	SINGLE / PRODUCT RANGE**
<b>Package Design (all types)</b>	\$500 / \$885	\$550 / \$985	\$605 / \$1085
<b>Spec Work - Package Design</b>	\$105 / \$135	\$125 / \$150	\$135 / \$165

\*\* PRODUCT RANGE = unlimited items

**Entry fees or any other fees for cancelled or withdrawn entries are non-refundable.**

# About Our Competitions



## **Mobius Awards – Advertising**

This is the broadest of the competitions, encompassing many of the traditional advertising categories including (but not limited to) Branding, Automotive, Pharmaceutical, Public Relations, and Food & Beverages. Here entrants also can submit web design and social media marketing as a response to the digital market.



## **Mobius Awards – Package Design**

In 2015, Package Design became its own competition. We have continued to respond to this most important advertising market with category additions that include eco-packaging and package redesign. This competition causes great excitement for it includes both an in-person judging session in California and international online judging.



## **Mobius Awards – Cannabis Advertising & Package Design**

In 2019 we introduced Mobius Awards Cannabis. It is open to advertising/marketing and package design for marijuana products and services including hemp, industrial hemp, THC, CBD. The potentially controversial subjects of such advertising provide greater-than-ever challenges for marketers. Mobius Awards Cannabis seeks to recognize the leaders of this new market.



## **Mobius Awards – Student**

In 2006, Mobius Awards began accepting student work from High School to Graduate Students. School assignments, internships or personal portfolio work are eligible. Entries are accepted in all of the entry types included in the Mobius Advertising competition. The competition allows students to have their work judged by international industry professionals. The winning works become part of Mobius Awards presentations done throughout the world.



## **US International Film & Video Festival**

US International Film & Video Festival has been in operation since 1967. The Festival offers five mini-competitions in one by recognizing outstanding Corporate, Education, Entertainment, Documentary, and Student productions. The competition runs December through March every year. Find more information at <http://filmfestawards.com>.