

DESIGN & MARKET PERFORMANCE AWARDS

Best Luxury Product

Value up – cost out

Gold

Name: Dunhill Signed Range
Entrant: Webb Scarlett deVlam
User: BAT

“The Signed range exemplifies all the attributes of Luxury packaging design. A strong design vision building on the brands heritage was combined with excellent attention to detail across all the components in this complex range of packs” – judges’ comment.



The Dunhill Signed Range consists of sliding cardboard cartons, metal tubes, wooden boxes and highly lacquered gift boxes across six cigar sizes.

The materials were selected to reflect the character of the brand and enhance premium positioning. The packaging addresses three key occasions - out of home, personal enjoyment and luxury gifting.

New cartons and sliding boxes have been designed for specific applications within the range while at the same time significantly reducing costs. The strategy seems to have worked with sales up by more than 600% since the launch.

There was silver award in this category.

Bronze



Name: Thorntons
Entrant: Thorntons
Packaging Suppliers: M-Fish, Berisfords Ribbons, Visual Packaging, Thornton Print, Riverside Packaging Printers

Name: The Glenlivet XXV
Presentation Case

Entrant: 888 Solutions

User: Chivas Brothers



See also Bronze winner
Best Drinks Design