



**WORLDSTAR  
WINNER 2016**



## **MARKETING TOOL KIT FOR WORLDSTAR WINNERS**

**Congratulations, you are the proud winner of the ultimate packaging award – The WorldStar Award**

**This is what WPO will do to help you promote your award:**

1. Provide you with a winners logo
2. Provide you with a press release
3. Provide you with a newsletter template which you can adapt to share with your colleagues and customers
4. Present you with a complimentary (free) trophy and certificate at the Awards Presentations Ceremony
5. A list of winners in **country order** will be available to view on the website – [www.worldstar.org](http://www.worldstar.org)
6. A list of winners in **category order** will be available to view on the website – [www.worldstar.org](http://www.worldstar.org)
7. Promote through the WorldStar Winners Guide
8. Recognition on stage at the WorldStar Awards Ceremony
9. Present you with a lapel pin (worldstar winner 2016) at the WorldStar Awards Presentations

**Here are some ideas to help you promote your achievement**

1. Personalise the newsletter provided and promote to your customers, staff and packaging colleagues
2. Added coverage in the Winners Guide through advertising – contact Donna Jenkins [donna@onecoms.co.uk](mailto:donna@onecoms.co.uk) tel: +44 (0) 1733 385310
3. Ensure your award (trophy and certificate) is displayed prominently in your place or work/reception area/board room
4. Share your success with different sites and locations and key customers by ordering additional trophies and certificates at [www.worldstar.org](http://www.worldstar.org)
5. Inform your PR/marketing department and your national competition organiser
6. Forward the WorldstarAwards press release to your staff, different sites and locations and your customer
7. Use the winners logo on your email signature, stationery templates, business cards and throughout promotions
8. Include a photo of the Award Ceremony or of the Trophy at your company's Social Pages/Intranet
9. Use Social Media (twitter, LinkedIn, facebook) for promoting your win

***You may promote your win as soon as you are informed that you have won an award. It is not necessary to wait until the Awards Presentations. He who shouts the loudest will always be heard!***