

# London IOOC 2021- EXCELLENCE AND QUALITY OLIVE OIL AWARDS

## *REGULATIONS of PACKAGING COMPETITION*

### **Contest**

All branded (not bulk) processed or non-processed olive oils sold by retail stores are eligible for participation for the best packaging award (London Design Olive oil Awards). The products to be evaluated must be in their distinctive information must be written out correctly and clearly on the label, i.e. they must be products ready to be sold to the consumer public.

### **Evaluation**

The companies that will be awarded have the right to promote their distinction, by using the award and contest logos. Products are evaluated by each member of the Committee. The general rating, on a scale of 100, is the result of the weighted average of the separate ratings.

The award categories are:

- Label award
- Product overall image award

The awards for each of these separate categories are the following:

- PLATINUM Design olive oil Award, products with ratings of 95% or more
- GOLD Design olive oil Award, products with ratings of 89% and 94%
- SILVER Design olive oil Award, products with ratings between 77% and 88%
- BRONZE Design olive oil Award, products with ratings between 65% and 76%

### **Panel of judges-evaluators**

The judging team will consist of the Graphic Designers Association, which is presided over by Mr. Jim Skourogianis. The products are tested by a large panel consisting of 10 judges.

### **Why participate**

The London Design olive oil Awards can support the marketing strategy followed by every company. They serve as confirmation when promoting the superiority of your

products to candidate buyers. The well-known truth is that the customers shop with their eyes first with the price of the product following after. This is another reason to participate in the contest, since the award logo on the product's label will help boost your sales.

### **How to participate**

You can send your application by email: [info@londonoliveoil.com](mailto:info@londonoliveoil.com)