



PRO CARTON

STUDENT VIDEO AWARD 2022



Open to all students in Europe
Especially media, marketing, business and film

Free to enter!

Deadline: June 26th, 2022

Find out more:



www.procarton.com

WATCH THE BEST VIDEOS OF 2021:



PRO CARTON



HOW?

It can be animated, shot on any smart phone or video camera and should be suitable to be used on social media or broadcast media.

WHAT ARE SOME OF THE ADVANTAGES OF FOLDING CARTONS?

- **Renewable** – they are made of cartonboard which comes from trees
- **Recyclable** – cartons can be recycled 25 times and more and the recycling rate in Europe is 84,6%!
- **Biodegradable** – cartonboard will naturally degrade and not harm the environment
- **Sustainable** – more trees are planted than harvested in Europe
- **Brand communication** – cartons can be printed in unlimited number of colours with all sorts of special effects and are often used on premium quality goods to enhance brand image
- **Product protection** – cartons protect products and consumers and can help to reduce food waste!

There is more to learn about the design, communication and sustainability advantages of cartons!
Just visit our website > www.procarton.com

WHAT CAN I WIN?



There's a € 5.000.- prize on offer and it's free to enter.

€ 5.000



HOW DO I FIND OUT MORE?

Scan the QR-code
or visit our website
www.procarton.com



WHEN?

Enter now. The deadline
is June 26th, 2022.



WHAT? Produce a short video (up to two minutes) to entertainingly promote one or more of the benefits of printed folding cartons or cartonboard.

WHO?

Aimed at all students but especially those involved with media, marketing, motion graphics, business and film.

WHAT ARE PRINTED FOLDING CARTONS?

Cartons are used to package a wide range of products from breakfast cereals, confectionery and frozen food to pharmaceuticals and smart phones! Note – brown corrugated packaging (e.g. Amazon outers) and drinks cartons are excluded.

Have a look at the rules webpage, where we've added some examples!