

AWARDS INTAKE WORKSHEET



**SUBMIT
NEW
PROJECT**

**Supporting assets required for entry (ex. images + videos press releases + metrics).*

PROJECT NAME

Brand(s), Project Name, Region (if local), Year (if annual)
(Ex. Pepsi x Mountain Dew Super Bowl Cans 2024)

EMAIL ADDRESS

Project submitter's PepsiCo email address

BRAND(S)

Write all brands that apply.

TEAM REGION

Select only **one** team/region responsible for project.

- | | | |
|--|---|-----------------------------------|
| ☐ PBNA | ☐ APAC (GCR) | ☐ LATAM |
| ☐ FLNA | ☐ APAC BU (Thai/Aus) | ☐ EU (WE) |
| ☐ Design Center | ☐ AMESA (Egypt) | ☐ EU (EER) |
| ☐ Global Beverage | ☐ AMESA (India) | |
| ☐ Global Foods | ☐ AMESA (SA) | |

PROJECT CATEGORIES

Choose project types that align with awards categories.

- | | | | |
|--|--|---|--|
| ☐ Activism | ☐ DE+I | ☐ Innovation | ☐ Retail |
| ☐ Advertising | ☐ Digital Design | ☐ Licensing | ☐ Social Media |
| ☐ AI | ☐ Emerging Tech | ☐ Merchandising | ☐ Sports |
| ☐ Animation | ☐ Spatial | ☐ Mobile + App | ☐ Sustainability |
| ☐ AR + VR | ☐ Experiential | ☐ Music + Audio | ☐ Typography |
| ☐ Books | ☐ Fashion | ☐ OOH | ☐ UX + UI |
| ☐ Brand Refresh | ☐ Gaming | ☐ Other | ☐ Video Film |
| ☐ Branding | ☐ Graphic Design | ☐ Packaging | ☐ Visual Identity |
| ☐ Collaboration | ☐ Health/Wellness | ☐ Photography | ☐ Wearable Tech |
| ☐ Cultural Impact | ☐ Illustration | ☐ Podcast | ☐ Web Design |
| ☐ Data Use | ☐ Influencer Kit | ☐ Product Design | |

PUBLIC LAUNCH DATE

 / /

Month Day Year

THE BASICS

Summarize project from a design perspective.

100 word minimum

THE CHALLENGE

Describe the reason for the project's development.

50 word minimum

THE INSIGHT

Why is this project distinct and award-worthy?

Explain how the project is innovative both strategically and aesthetically. 100 word minimum

THE SOLVE

How did the final design meet its strategic goals?

Outline the solutions and benefits for people.

100 word minimum

THE DESIGN

What aesthetic choices were made and why?

Include inspiration, type, color, shapes, motion etc.

100 word minimum

ADDITIONAL CREDITS

Internal or external partners