

Pentawards introduces new 'Five Senses' campaign

The Pentawards 2022 has introduced a new 'Five Senses' campaign that celebrates diverse, tactile and sensorial creativity.

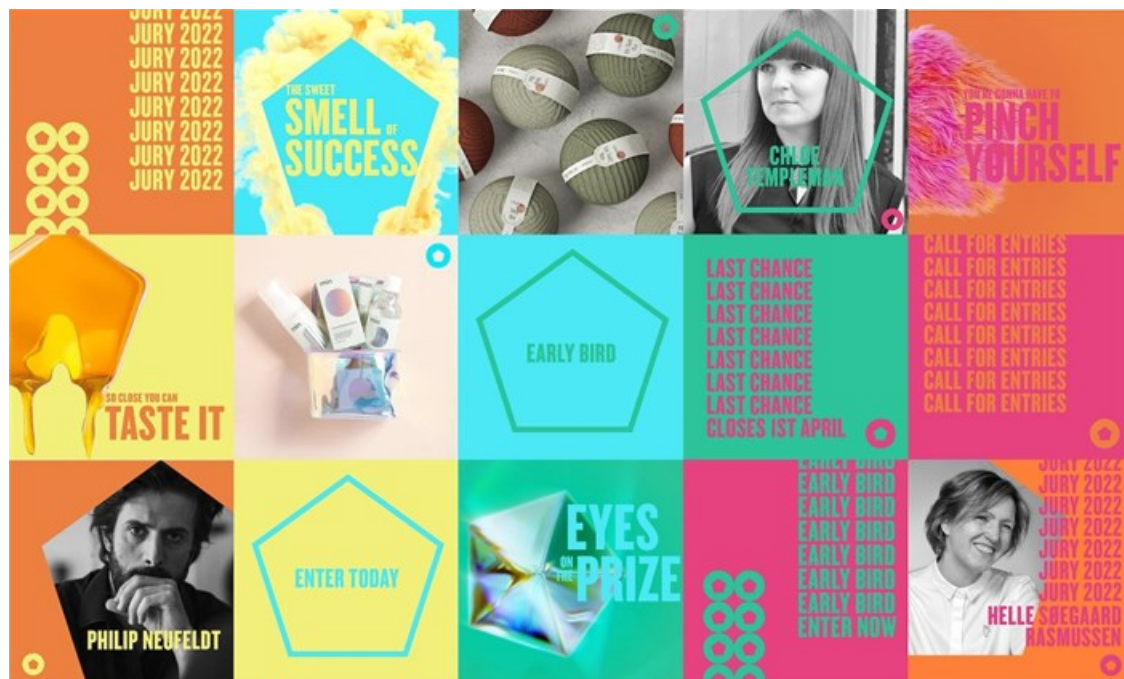


Image supplied: Pentawards celebrates creativity with new 'Five Senses' campaign

Created by global design agency Design Bridge, the campaign celebrates the anticipation and sensations of winning an esteemed Pentaward through the world of our five senses.

Chloe Templeman, creative director at Design Bridge, said, "After years of restrictions, distance and solitude, we are all eager to indulge in a long-overdue sensory overload. Design is reflecting this, with branding now pushing way beyond just the visual. Building on Pentawards' ownable pentagon brandmark and inspired by our desire for sensory stimulation, the 'Five Senses of Design' campaign brings to life what the Pentawards' annual competition is all about: recognising and celebrating the very best that global design has to offer in all its guises."

Design Bridge drew on a team from across its five studios from Singapore to New York to create the campaign.

The campaign includes a new look and feel brought to life in 3D and CGI animations (led by new creative director of motion Alessandro Foschini), a brand film, a flexible design system for creating content and social media assets, all brought together with a vibrant colour palette that grabs attention and stimulates the senses. Taglines for the campaign such as "hear the roar of applause", "pinch yourself" and "eyes on the prize" paired with tactile visual elements bring the sensation of winning a Pentaward to life, in turn encouraging creatives around the world to enter the competition.



Biggest & most diverse Pentawards jury announced

3 Feb 2022



Jennifer Clements, marketing manager at Pentawards, said, "As Pentawards winners over the last 15yrs and being part of our Jury for multiple years, Design Bridge was the perfect partner to take on the challenge of developing this year's brand campaign. Thanks to the team's global perspective and their use of the Pentawards logo, the visual identity reflects the true essence of who we are. It showcases the creativity that we celebrate each year in our competition, the excitement of taking part and winning, as well as reflecting the new-found desire to live and experience packaging design with all five senses."

Entries for the Pentawards 2022 competition are now open and the Shortlist will be revealed in July. For more information, visit the Pentawards [website](https://www.pentawards.com).

For more, visit: <https://www.bizcommunity.com>