

# Green Field Watchmen by Peng Guozhi Wins Silver in A' Packaging Design Awards

*Innovative Ecological Rice Packaging Design Recognized for Excellence by Prestigious International Awards Program*

COMO, CO, ITALY, August 25, 2024 /EINPresswire.com/ -- The A' Design Award, a highly respected and well-recognized award in the field of [packaging design](#), has announced [Peng Guozhi](#) as a Silver winner for the exceptional work "Green Field Watchmen" in the Packaging Design category. This prestigious recognition highlights the significance of Peng Guozhi's innovative packaging design within the industry.

The Green Field Watchmen packaging design showcases the importance of ecological rice production and resonates with consumers who prioritize safety and taste in their rice purchases. By aligning with current trends and needs in the packaging industry, this design offers practical benefits to users, the industry, and other stakeholders through its innovative approach to communicating the value of delicious, ecologically-grown rice.

Green Field Watchmen stands out in the market with its unique personification of wildlife from the rice's place of origin, creating a memorable and engaging brand identity. The packaging features vivid illustrations of roe deer, red-crowned cranes, Manchurian tigers, scaly-sided mergansers, and sables, effectively conveying the ecological nature of the product's growing environment. This creative approach sets Green Field Watchmen apart from competitors and highlights the brand's commitment to preserving the original ecology of the rice's habitat.

The Silver A' Packaging Design Award serves as a motivator for Peng Guozhi and the team to



continue striving for excellence and innovation in their future projects. This recognition may inspire further exploration of ecological themes and the development of packaging designs that effectively communicate the value of environmentally-friendly products to consumers.

Green Field Watchmen was designed by Peng Guozhi, a senior packaging designer and brand marketing consultant who pioneered the theory of "strategic packaging" to identify definitive reasons for products to buy.

Interested parties may learn more about the design at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=159138>

#### About Peng Guozhi

Mr. Peng Guozhi is a senior packaging designer and brand marketing consultant with expertise in cross-border marketing consulting, brand whole case, and packaging design. He pioneered the theory of "strategic packaging" to find definitive reasons for products to buy, emphasizing that packaging should serve as a strategic tool for brand management. Peng Guozhi is based in China.

#### About Peng Guozhi Strategic Packaging Studio

Founded by Peng Guozhi, a marketing strategy expert and senior designer with two decades of experience, the studio pioneers the "Strategic Packaging" theory in packaging design 4.0. Peng Guozhi asserts that each brand faces a singular core issue, and the goal of marketing strategy is to identify and solve this root problem. The "Strategic Packaging" methodology prioritizes identifying a brand's core problem before delving into design, ensuring that precise strategic insights form the foundation for creating outstanding products and effective packaging.

#### About Silver A' Design Award

The Silver A' Design Award recognizes top-tier designs that embody excellence and innovation in the Packaging Design category. Recipients are acknowledged for their contributions to raising industry standards and advancing the practice of design through their highly functional and aesthetically pleasing creations. The award celebrates designs that incorporate original innovations, reflect the designer's deep understanding and skill, and make a notable impact on improving everyday life. The rigorous selection process involves blind peer review by a world-class jury panel of design professionals, packaging industry experts, journalists, and academics who evaluate entries based on pre-established criteria.

#### About A' Design Award

The A' Packaging Design Award is a prestigious international competition that recognizes exceptional packaging designs from innovative designers, forward-thinking agencies, leading manufacturers, and influential brands. Organized annually since 2008, the A' Design Award provides a platform for entrants to showcase their creativity, gain global recognition, and contribute to the advancement of the packaging industry. The competition is driven by a philanthropic mission to enhance society through the power of good design, motivating

designers and brands to develop superior products that positively impact the global community. With a rigorous blind peer-review process conducted by an expert jury panel, the A' Design Award celebrates remarkable achievements and promotes a global appreciation for the principles of good design.

Interested parties may learn more about the A' [Design Awards](#), explore jury members, view past laureates, and participate with their projects at:

<https://packagingdesignaward.com>

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