

# THE DRINKS MARKETING CHALLENGE



The drinks industry is home to some exciting brands and some of the most innovative marketing initiatives in the world.

A strong, relevant and well defined brand identity is key to successful marketing for wines, beers and spirits in the drinks sector. Innovative and creative campaigns can increase drinks brands awareness and deliver its key messages to reach new and existing customers.

Our Challenge recognises and celebrates the impact marketing has on creating and sustaining brand values.

Entries are open to wines, beers and spirits producers, marketing and PR agencies that have planned and implemented a successful campaign in the last twelve months.

Entries will be assessed by an expert panel of judges which comprise of marketing experts, brand agencies and drinks professionals. Each entry will be assessed on its overall brand strategy, execution and success of the project, evidence of innovation and positive results.

## CATEGORIES

### **INTEGRATED CAMPAIGN:**

This category recognises an original and effective integrated campaign with consistent brand message using a multi-channel communications approach. Judges will be looking for positive results, creativity and the strategic use of different marketing tactics.

### **PR CAMPAIGN OF THE YEAR:**

For this award our judges are looking for clear objectives, a creative strategy, strong campaign execution and tangible results

### **DIGITAL & SOCIAL MEDIA CAMPAIGN:**

This award aims to recognise the best examples of digital marketing and social media across the drinks industry. The winning campaign will demonstrate an effective use of social media channels and the development of creative content or platforms, resulting in a strong and engaging digital brand presence.

### **BRAND EXPERIENCE CAMPAIGN:**

This award recognises a creative consumer brand experience or live event. The winner will demonstrate a highly targeted activation delivering a positive brand image and an engaging and memorable brand experience.

### **LOW BUDGET CAMPAIGN:**

This category recognises an exceptional marketing campaign which has been executed and delivered within a budget of £10K or less. The winner will have showcased innovative thinking and high quality execution, alongside campaign objectives, budget examples and evidence based results.

### **AGENCY OF THE YEAR:**

The winner will be able to showcase several successful campaigns which demonstrate strategic marketing strategies on behalf of clients. The judges will also be looking at agency growth and new business wins as well as examples of highly effective client campaigns.

**ENTRY DEADLINE: Friday 23rd November 2018**



# THE DRINKS MARKETING CHALLENGE

## ENTRY DEADLINE: 23RD NOVEMBER 2018



### CATEGORIES

- INTEGRATED CAMPAIGN
- PR CAMPAIGN OF THE YEAR
- DIGITAL & SOCIAL MEDIA CAMPAIGN
- BRAND EXPERIENCE CAMPAIGN
- LOW BUDGET CAMPAIGN
- AGENCY OF THE YEAR

### ENTRY RULES AND CRITERIA

- Please supply a written submission of no more than 1500 words outlining your entry.
- Please ensure you address the following criteria
  1. Outline of the campaign
  2. Overall brand strategy and brand values
  3. Execution and success of the project
  4. Evidence of innovation and creativity
  5. Evidence of positive results
- Judges will score each submission based on its criteria, so please ensure you address each element to increase your chances of winning.
- Providing evidence of positive results and return on investment that illustrate how effective your strategy has been, will improve your chances of winning. All information provided will be held in the strictest confidence.
- Entries can be accompanied alongside any of the following supplementary materials; web links, press cuttings, photographs, campaign images, illustrations and marketing information. Please note that all supplementary material will not be returned.
- Any supporting images should be supplied in colour with both high resolution and low resolution jpg files. Please send up to 15 photographic images to support your entry. Any videos should be no longer than 3 minutes and be sent using a link. Please do not send bound documents.

### HOW TO ENTER

#### COMPLETE THE FIELDS OUTLINED ON THE ENTRY FORM

- Please write clearly using the appropriate accents where applicable.
- All details will be reproduced for results and certificates. Drinks International takes no responsibility for corrections of errors or illegible text made by the entrant.
- There is no limit to how many categories you can enter.
- You may submit multiple entries on each form.
- Multiple entry discounts apply to individual challenges only.

#### COMPLETE THE FIELDS OUTLINED ON THE PAYMENT FORM

- Please write clearly using the appropriate accents where applicable.
- If entering on behalf of another company, please clearly indicate both the name of the brand owner and the name of the company submitting the entry.
- Ensure you have read and understood the Important Notes and the form is signed and dated.

#### SUPPLY A WRITTEN SUBMISSION OF NO MORE THAN 1500 WORDS OUTLINING EACH ENTRY

- Please ensure you address the entry criteria outlined above.

#### SUBMIT YOUR ENTRY AND PAYMENT FORMS AND WRITTEN SUBMISSIONS BY EITHER:

**Email:** [challengeseries@drinksint.com](mailto:challengeseries@drinksint.com)

**Post:** Drinks International Challenge Series, Agile Media Ltd, Longley House, International Drive, Southgate Avenue, Crawley, West Sussex RH10 6AQ, UK.

**ENTRY DEADLINE:**  
**Friday 23rd November 2018**



# THE DRINKS MARKETING CHALLENGE

## IMPORTANT NOTES

- The Drinks International Challenge Series is organised by Agile Media Ltd, publisher of Drinks International. The company address is Agile Media Ltd, Longley House, International Drive, Southgate Avenue, Crawley, West Sussex RH10 6AQ, UK. Registered number 6646125. VAT number: 938 4452 95.
- Please ensure you have the brand owners consent before entering any challenge.
- Please adhere to the deadlines set out in this form. Late entries may not be accepted. Agile Media accepts no responsibility for any lost, damaged, late or mislaid entry. Proof of posting is not proof of delivery.
- Invoice terms are strictly 15 days (or prior to judging if sooner). Please note that if payment (or proof of payment) is not received prior to judging day then submitted entries will be removed from the competition.
- Entries may be cancelled up to 14 days after the original booking date by contacting [challengeseries@drinksint.com](mailto:challengeseries@drinksint.com). After this date, entry fees are non refundable. Alternatively you may replace the product with another product at no additional cost.
- Each challenge will be judged by an expert and independent panel selected by the organiser. The judges may decline to award a medal for a certain category if they decide there are insufficient entries of a winning standard. The organisers reserve the right to alter the judging panel and categories without prior notice to entrants. In all respects, the judging decision is final.
- A list of winners will appear in the Drinks International Magazine and on our website, [www.drinksint.com](http://www.drinksint.com) throughout the year. Please refer to the important dates section online and in the entry brochure. Images may also be used. Participants consent to their names and photographs to be used in any competition publicity.
- Winner, special recognition, highly commended and commended medals and certificates will be awarded for our submission based challenges which are; Drinks Tourism and Drinks Marketing Challenges.
- Trophy, supreme, gold, silver and commended medals and certificates will be awarded in our blind tasting challenges which include the Cocktail, Pre-Mixed and Wine Design Challenges.
- Winners may publicise their medal win provided the year in which it was won is stated. Those awarded are granted a non-exclusive, non-transferable license to use the Drinks International Challenge Series logo in connection with its own award for a period of 3 years from the date of issue.

## ENTRY FORM

ENTRY  OF

CATEGORY:

CAMPAIGN NAME:

BRAND OWNER/COMPANY NAME:

ENTRY  OF

CATEGORY:

CAMPAIGN NAME:

BRAND OWNER/COMPANY NAME:

ENTRY  OF

CATEGORY:

CAMPAIGN NAME:

BRAND OWNER/COMPANY NAME:



# THE DRINKS MARKETING CHALLENGE PAYMENT FORM



## COMPLETE THIS SECTION ONCE

### ENTRY COSTS

**1 ENTRY** £225 + VAT  
**2-3 ENTRIES** £200 + VAT EACH  
**4 OR MORE ENTRIES** £175 + VAT EACH

Discounted entries only apply to each individual challenge. There is no limit to how many categories you can enter.

### CONTACT DETAILS

Please enter fields that are applicable to you.

**Name of company entering (Brand owner):**

**Name of agency entering on behalf of a company:**

**Address:**

  
  


**Country:**

**Contact name:**

**Job title:**

**Phone number:**

**Email:**

### PAYMENT DETAILS

1. Please note that an admin fee of £20 will be applied to invoices with a net value less than £500.

2. VAT is payable on UK entries. EU entries are exempt upon provision of the VAT number. No VAT is payable for countries outside of the EU.

**VAT number:**

3. We confirm that all samples entered will be delivered with all applicable duties, taxes and shipping charges paid including, without limitation UK excise duty, customs community tax, VAT and shipping charges and accept full liability for all such charges. We acknowledge that any failure to make such payments may result in disqualification from the competition. We confirm that we have read and understood the rules and instructions set out in this entry form.

**Number of entries:**

**Total price:**

(please include VAT amount, if applicable)

### PAYMENT OPTIONS

#### 1. PAYMENT BY CREDIT CARD

VISA  Mastercard  AMEX

**Card number:**

**Expiry date:**  **Security code:**

**Name on card:**

**Cardholders address:**

  
  


**Signature:**

#### 2. PLEASE SEND AN INVOICE TO THE ADDRESS PROVIDED BELOW:

**Invoice contact: (if different to entry contact name)**

**Invoice address: (if different to entry contact address)**

  
  


**Purchase Order no: (if applicable)**

**Email address for invoice contact:**

**Signature:**

**Print name:**

**Date:**

**DATA PROTECTION:** We will use this data for the purposes of administering your entry into the Drinks International Challenge Series and to contact you with any queries. We may also use it to contact you about other competitions or products on behalf of Drinks International or Agile Media, sponsors or carefully selected third parties. If you do not wish to be contacted by any of the following please tick the relevant box:

	MAIL	TEL	EMAIL	FAX	SMS
DRINKS INTERNATIONAL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AGILE MEDIA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SPONSORS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
THIRD PARTIES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>