



TUESDAY 3RD OCTOBER, CANNES

OPERATOR ENTRY PACK

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Awards sponsored by:



Produced by:

DRINKS
INTERNATIONAL

THE AWARDS

The industry's finest will gather at the Hotel Majestic, Cannes to celebrate the 11th annual Drinks International Travel Retail Awards.

The winners are announced at a prestigious cocktail party which take place on Tuesday 3rd October, during the week of the TFWA World Exhibition.

Our operator awards honour the best innovation and standards of drinks retailing within this luxury retail sector.

They are free to enter and we welcome entries from all areas of the industry, including airport retailers, airlines, ferry and cruise lines, distributors and buyers..

THE JUDGING PROCESS

Each year we form an expert panel together to judge the award entries. The Drinks International Travel Retail Awards are home to some of the most respected leaders in the business. Each of our judges has demonstrated their skill and knowledge in the travel retail sector and are truly representative of the industry.

A DI Travel Retail Award represents the ultimate accolade for drinks operators. Our rigorous judging process is designed to uncover the best retail promotions, campaigns and marketing activations in the industry today.

Travel Retail operators are invited to submit their entries free of charge, which will then be judged by an esteemed panel of renowned industry experts. All operators shortlisted for a category are invited to the awards ceremony as our guests.

OPERATOR AWARDS

- Airport Drinks Retailer of the Year – Single Location
- Airport Drinks Retailer of the Year – Multiple Location
- Airport Drinks Retail Promotion
- Airport Bar of the Year
- Partnership Initiative of the Year - Retailer & Supplier
- In-flight Drinks Retailer of the Year
- Ferry/Cruise Line Drinks Retailer of the Year
- Marketing Concept by a Travel Retail Operator
- Drinks Buyer of the Year

WHY ENTER?

The awards are a chance to showcase and celebrate your successes of the past 12 months. The opportunity to be recognised by your industry peers at the awards ceremony is the ultimate accolade and provides an exciting opportunity to network with some of the industry's leading buyers and suppliers in travel retail today.



BENEFITS OF ENTERING

- Get your entry submissions reviewed, examined and endorsed by some of the most accomplished experts in the global travel retail sector
- Gain recognition for your retail operation, validated as the best in travel retail
- Raise your brand profile
- Gain fantastic PR opportunities
- Boost your business and attract new customers
- Showcase your achievements
- Attract new agents and suppliers

EXPOSURE

- Finalists preview coverage in Drinks International October issue 2017
- Trophy presentation at the DI Travel Retail Awards ceremony in front of 200 of your industry peers
- Trophy Winners results coverage in Drinks International November issue 2017
- Results exposure on www.drinksint.com
- Free high resolution artwork of award logo is available to all winners
- Certificates issued to all winners

HOW TO ENTER

ENTRY DEADLINE DATE: FRIDAY 7TH JULY

- 1.** There is no limit to how many categories you enter so long as they are relevant and fall into any of the listed categories for 2017.
- 2.** Entries must be submitted by Friday 7th July 2017. Please write down the name of the retailer or company for each entry in the space provided. You may submit multiple entries on this form. Please tick the categories you wish to enter.
- 3.** Complete the entry form in capital letters in black ink 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.
- 4.** Please follow the entry criteria. Judges will score each submission based on its criteria, so please ensure you address each element to increase your chances of winning.
- 5.** Entries should be supported by a written submission of up to 1500 words which can be accompanied alongside any of the following supplementary materials; web links, press cuttings, photographs, campaign images, illustrations and marketing information. These must all be received by the stated deadline. Please note that all supplementary material will not be returned.
- 6.** 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. Please send a high resolution company logo to support your entry.
- 7.** Submit your entry by email to: leanne.johnstone@agilemedia.co.uk
- 8.** Entry forms and supporting information must be received by Friday 7th July.



ENTRY CRITERIA

In entering any of the award categories, you may want to cover some of the following points, though you are free to supply any information you think relevant (providing figures that show how effective actions have been will improve your chances):

AIRPORT DRINKS RETAILER OF THE YEAR – SINGLE LOCATION

This award celebrates an independent airport retailer or a single location travel retail operation. The winner will have proven the highest standards in drinks retailing as well as showcasing brilliant results.

- What is your drinks retailing strategy?
- What is your customer profile?
- How does liquor contribute to the overall sales in your retail operation?
- What pricing and promotional strategies have you implemented?
- How do you upsell customers in your retail stores?
- Have your liquor sales grown in the last year as a result of these strategies?
- What are the results?
- How have you improved the retail experience for the customer?
- Do you offer any retail browsing online?
- Do you offer any retail services?
- Do you offer your staff any training to help improve their drinks knowledge to help customers?
- Please provide any examples of promotional initiatives or marketing activity.

AIRPORT DRINKS RETAILER OF THE YEAR – MULTIPLE LOCATION

We are in search for an innovative and leading airport retailer with stores in multiple locations across the globe. The winner will showcase exciting and unique experiences for its customers, and will have achieved strong sales results.

- What is your group drinks retailing strategy?
- How many airport stores do you have worldwide? In how many locations?
- What is your customer profile?
- Does your customer profile vary in different locations?
- Do you have any interactive experiences for customers in store?
- Do you run any exclusive promotional offers?
- Have you implemented any pricing or promotional strategies?
- How do you upsell customers in your retail stores?
- How do you create customer engagement?
- Why is the customer retail experience good? How does this turn into sales?
- Do you sell any unique drinks collections or exclusive products?
- How much does liquor contribute to the overall sales in your retail operation?
- Do you offer any retail browsing online?
- Do you offer any retail services?
- Do you offer your staff any training to help improve their drinks knowledge to help customers?
- What are the results?
- Please provide any examples of promotional initiatives or marketing activity.



AIRPORT DRINKS RETAIL PROMOTION

This award celebrates an airport retailer who has successfully produced a drinks retail promotional offer, event or festival. The winner will have showcased creativity, customer engagement and proven results.

- What was the objective of the drinks retail promotion?
- What was the promotion concept?
- What were the promotional offers?
- What were the promotional activations?
- How long did the promotion last?
- How many customers engaged in the drinks retail promotion?
- What are the results?
- Please provide any examples of promotional initiatives or marketing activity.

AIRPORT BAR OF THE YEAR

We are looking for the most interesting and enjoyable airport bar for passengers. The winner will have successfully showcased an original concept which is visible through its drinks offering.

- What is the objective of the airport bar?
- What is the brand concept?
- Is your brand concept reflected in your drinks offering?
- Is your brand concept reflected in your interior bar design?
- Do you offer any food in your operation?
- Do you offer staff training to improve their drinks knowledge to help customers?
- Have you ever offered any promotional activities?
- How do you attract customers inside the passenger terminal?
- Why is your airport bar successful?
- What are the results?
- Please provide any examples of promotional initiatives or marketing activity.



ENTRY CRITERIA

PARTNERSHIP INITIATIVE OF THE YEAR - RETAILER & SUPPLIER

In order to grow business, many airport retailers work together with drinks suppliers. The winner will have showcased exclusive experiences for customers that concluded in fantastic sales as a result of the concept.

- What was the objective of the partnership initiative?
- Which drinks supplier did you work with?
- How long did the initiative last?
- Why was the initiative a unique concept?
- Were there any instillations for the initiative?
- Were there any promotional activations?
- How many customers engaged in the activation?
- Did both retailer and supplier achieve their objectives?
- What are the results?
- Please provide any examples of promotional initiatives or marketing activity.

IN-FLIGHT DRINKS RETAILER OF THE YEAR

This award highlights innovation and excellence in retailing to a particular customer base.

- What is the strategy for the inflight retail programme?
- What is your customer profile?
- How many drinks brands are included in the inflight shop?
- How have you identified new drinks brands that will appeal to your airline passengers?
- How have you improved your drinks offering to passengers?
- Have you implemented any pricing and promotional strategies?
- Why is the customer retail experience good? How does this turn into sales?
- Have you invested in crew sales training?
- What are the results?
- How much does liquor contribute to the overall sales in your inflight retail operation?
- Please provide any examples of design work that may support your entry.

FERRY/CRUISE LINE DRINKS RETAILER OF THE YEAR

We are in search of a ferry or cruise line operator that sells alcoholic drinks creatively and successfully in this unique retail channel.

- What is the strategy for your onboard retail programme?
- What is your customer profile?
- How many drinks brands are included in your onboard shops?
- How have you identified which drinks brands will appeal to your onboard passengers?
- How have you improved your drinks offering to passengers?
- Were there any promotional activations onboard?
- Have you implemented any pricing and promotional strategies?
- How do you upsell customers in your retail stores?
- How do you create customer engagement?
- Why is the customer retail experience good? How does this turn into sales?
- Do you offer any retail services?
- What are the results?
- How much does liquor contribute to the overall sales in your onboard retail operation?
- Please provide any examples of design work that may support your entry



MARKETING CONCEPT BY A TRAVEL RETAIL OPERATOR

The winner of this award will have demonstrated a successful campaign that highlights a drinks offering whilst attracting consumers.

- What was the objective of the marketing concept?
- Why was the marketing concept unique?
- What is your customer profile?
- How did you target potential customers?
- Was there an in store activation?
- Was there an exclusive sales proposition?
- Where there any incentives or competitions?
- Were there any interactive experiences for consumers?
- How many customers engaged in the marketing activation?
- How many tastings took place?
- Did you meet your sales target expectations for the marketing activation?
- Did you create any new contacts or data?
- Was there any consumer engagement through social media?
- Please provide any examples of promotional initiatives or marketing activity.

ENTRY FORM

The Travel Retail Awards are **FREE to enter** for Airport Retailers, Airlines, Ferry and Cruise Line Operators, Agents and Distributors. There is no limit to how many categories you can enter.

Entry of products entered

YOUR DETAILS:

NAME OF COMPANY ENTERING THE AWARDS (BRAND OWNER):

.....

NAME OF AGENCY ENTERING ON BEHALF OF A COMPANY:

.....

ADDRESS:

.....

COUNTRY:

.....

CONTACT NAME:

.....

JOB TITLE:

.....

PHONE NUMBER:

.....

EMAIL:

.....

PRODUCT ENTERED:

.....

(Please tick the categories you wish to enter)

- Airport Drinks Retailer of the Year – Single Location
- Airport Drinks Retailer of the Year – Multiple Location
- Airport Drinks Retail Promotion
- Airport Bar of the Year
- Partnership Initiative of the Year - Retailer & Supplier
- In-flight Drinks Retailer of the Year
- Ferry/Cruise Line Drinks Retailer of the Year
- Marketing Concept by a Travel Retail Operator
- Drinks Buyer of the Year

Drinks Buyer of the Year – PLEASE NOMINATE an individual for the Drinks Buyer of the Year. Companies may vote once for the individual that has demonstrated creativity and flair in the travel retail sector. Please include their full name, job title and company they work for, a high resolution photo, plus a short statement as to why they should win:

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We confirm that we have read and understood the rules and instructions set out overleaf.

Signature:

.....

Print name:

.....

Date:

.....

DATA PROTECTION: We will use this data for the purposes of administering your entry into the Drinks International Travel Retail Awards 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	TELEPHONE	EMAIL	PHONE	TEXT
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"/>

TERMS & CONDITIONS

- By entering the Drinks International Travel Retail Awards, the entrant will be deemed to have read and understood these terms and conditions and to be bound by them. These terms and conditions include any instructions set out with the entry form.
- Please ensure you have the 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.
- The organiser reserves the right at its absolute discretion to reject any entry that it deems inappropriate.
- Entries will only be accepted if they are submitted on the entry form completed in full and accompanied by the required entry information.
- Submissions should relate to activity during the eligibility period of 8th October 2016 to 6th October 2017
- The organiser reserves the right to change the categories and judging panel without prior notice to entrants.
- Entries must be signed by the person responsible for submitting the entry and to whom all correspondence concerning the awards should be addressed.
- All materials submitted with the entry will become the property of the organiser. The awards will be judged by an expert panel of judges selected by the organiser. The judges will select category finalists based on the criteria set out in the entry form.
- 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.
- The decision of the Chairman of the Judges on all matters affecting this competition is final and legally binding.
- No correspondence will be entered into.
- Finalists will be notified within 14 days of the shortlist being confirmed.
- Category finalists will be offered complimentary tickets for the awards ceremony taking place on Tuesday 3rd October 2017.
- There will be one award winner selected from the finalists in each category, who will each receive a trophy which will be announced at the awards ceremony.
- Winners may be required to take part in some post-event publicity and consent to their name and photograph being used for such purposes.
- Details of the winners will be published in the November 2017 issue of Drinks International magazine and on www.drinksint.com
- Entrants consent to the publication by the organiser in connection with the awards of any of the documents or materials constituting their entry. Participants consent to their names and photographs to be used in any competition publicity.
- Winner trophies highly commended and commended medals and certificates will be awarded to the shortlist of winners.
- Any winner may publicise the award providing the year in which it was won is stated. The organiser licences any winner to use the awards logo in connection with its award for a period of 3 years from the date of issue.
- By entering the awards all entrants will be deemed to have accepted and be bound by the rules and consent to the transfer of their personal data to the data controller for the purposes of the administration of the awards and any other purposes to which the entrant has consented.
- These terms and conditions shall be governed by English Law and the Courts of England shall have exclusive jurisdiction.
- The organiser and data controller is Agile Media Ltd, Longley House, International Drive, Southgate Avenue, Crawley, West Sussex, RH10 6AQ UK.