



**TUESDAY 3RD OCTOBER, CANNES**

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# **SUPPLIER ENTRY PACK**

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**[WWW.DRINKSINT.COM](http://WWW.DRINKSINT.COM)**

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 supplier awards celebrate the quality of drinks brands and their initiatives within this luxury retail sector. Entries are welcome from spirits, wines and beer producers.

## 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 brands. Our rigorous judging process is designed to uncover the best product launches, campaigns and marketing activations in the industry today.

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

## SUPPLIER AWARDS CATEGORIES

- Drinks Launch at TFWA Cannes 2017
- Luxury Drinks Launch of the Year
- Travel Retail Exclusive of the Year
- Drinks Launch of the Year
- Drinks Innovation of the Year
- New Packaging of a Drinks Brand of the Year
- Repackaging of a Drinks Brand of the Year
- Presentation Box of the Year
- Marketing Concept 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.



## THE SCORING SYSTEM

- 91-100 TROPHY WINNER
- 81-90 SPECIAL RECOGNITION
- 71-80 HIGHLY COMMENDED
- 61-70 COMMENDED

## 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 drinks brand, validated as the best in travel retail
- Raise your drinks brand profile
- Gain fantastic PR opportunities
- Boost your business and attract new customers
- Showcase your achievements
- Attract new distributor and agents

## 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](http://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: MONDAY 31ST JULY

- 1.** 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.
- 2.** Clearly indicate the name of the company entering, on behalf of the brand owner, agency or other associated company.
- 3.** There is no limit to how many categories per challenge you enter. Please refer to the full list of categories names found on this form.
- 4.** Please tick the categories you wish to enter. Then write down the brand or campaign name for each entry in the space provided. You may submit multiple entries on each form.
- 5.** Complete the method of payment on the form.
- 6.** Entries must be received by Monday 31st July. Late entries may not be accepted.
- 7.** Submit your entries in any of the following ways:
  - Email: [leanne.johnstone@agilemedia.co.uk](mailto:leanne.johnstone@agilemedia.co.uk)
  - Post: Drinks International Travel Retail Awards, Agile Media Ltd, Longley House, International Drive, Southgate Avenue, Crawley, West Sussex RH10 6AQ, UK
- 8.** Please follow the entry criteria per category. Judges will score each submission based on its criteria, so please ensure you address each element to increase your chances of winning.
- 9.** 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.
- 10.** 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 SUBMIT A BOTTLE SAMPLE

- 11.** Entrants may submit a sample bottle to support their entry for the judging day, but this is not essential. Please send by the bottle delivery date of Friday 4th August.
- 12.** Samples should be sent to: Drinks International Travel Retail Awards, Agile Media Ltd, Longley House, International Drive, Southgate Avenue, Crawley, West Sussex RH10 6AQ, UK.
- 13.** Please ensure all deliveries are clearly labelled with the name of the submitter and 'Drinks International Travel Retail Awards'. Please note bottles submitted will not be returned
- 14.** Entrants are responsible for all charges relating to UK duties and taxes and this must be indicated on all shipping documents. Please make sure all bottles are sent as Delivered Duty Paid (DDP) through your shipping agent.



# 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):

## DRINKS LAUNCH AT TFWA CANNES 2017

**This must be a brand new alcoholic drinks product not seen before and being unveiled for the first time at the 2017 TFWA World Exhibition in Cannes.**

- What is the objective of the drinks launch?
- What is the brand concept?
- How is the brand relevant to the travel retail sector?
- How will you execute the launch at TFWA Cannes?
- What activities are planned to promote the launch?
- Where in travel retail will the brand be available?
- Please provide any examples of promotional initiatives or marketing activity.

## LUXURY DRINKS LAUNCH OF THE YEAR

**This award celebrates the worlds finest and luxury drinks brands launched into the travel retail sector in the last twelve months. Products entered must have a minimum retail value of \$500 or more.**

- What was the objective of the luxury drinks launch?
- Why is the brand concept unique?
- How does the packaging reflect the quality of the alcohol and the price point?
- How is the brand relevant to the travel retail sector?
- Where and when was the brand launched into travel retail?
- What were the promotional launch activations?
- Where there any samplings or tastings for the launch activation?
- How many tastings took place?
- How many customers engaged into the brand launch activation?
- Did you meet your target sales expectations for the brand launch promotion?
- 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.

## TRAVEL RETAIL EXCLUSIVE OF THE YEAR

**This award recognises exclusive brands that have launched specifically for the duty free sector. This can be either Limited Editions or Travel Retail Exclusives.**

- What was the objective of the travel retail exclusive launch?
- Why has the brand been created exclusively for the travel retail sector?
- Where and when was the brand launched?
- What were the promotional launch activations?
- How many tastings took place?
- How many customers engaged into the brand launch activation?
- Did you meet your target sales expectations for the brand launch promotion?
- Was there any consumer engagement through social media?
- Please provide any examples of promotional initiatives or marketing activity.



## DRINKS LAUNCH OF THE YEAR

**This can be any alcoholic drink launched into the travel retail market in the past twelve months. Sales and penetration statistics should be sent to support this entry.**

- What was the objective of the drinks launch?
- What is the brand concept?
- Where and when was the brand launched in travel retail?
- What were the promotional launch activations?
- Where there any samplings or tastings for the launch activation?
- How many tastings took place?
- How many customers engaged into the brand launch activation?
- Did you meet sales targets, for the travel retail launch?
- Was there any consumer engagement through social media?
- Please provide any examples of promotional initiatives or marketing activity.

## DRINKS INNOVATION OF THE YEAR

**This award recognises a brand initiative that is revolutionary to the travel retail sector. This could be the launch of a new style or category of alcoholic drink, a new product, new technology or new innovative packaging systems that will significantly change the future. The initiative must have been introduced into travel retail in the past 12 months.**

- What was the objective of the innovation?
- Why is the idea unique and revolutionary?
- Where and when was this launched in travel retail?
- How does the innovation work?
- Does the innovation contribute to more efficient processes?
- Why is the initiative original and innovative?
- Where in travel retail will the initiative be available?
- What were the promotional launch activations?
- Please provide any examples of promotional initiatives or marketing activity.



# ENTRY CRITERIA

## NEW PACKAGING OF A DRINKS BRAND

This award recognises brands with new packaging launched into travel retail within the past twelve months. The judges are in search of the design which successfully executes the objectives set within its original brief.

- What is the design brief?
- What is the brand concept?
- What is the recommended retail price?
- Who is the target audience?
- How is the brand concept reflected in the product design and its packaging?
- Why is the design relevant to the target audience?
- Why is the design and packaging suitable for travel retail?
- Why is the design original and innovative?
- Why does the design have good impact and stand out on the retail shelf?
- Has the final design met its objectives set out in the original brief?
- Please provide any examples of design work that may support your entry.

## REPACKAGING OF A DRINKS BRAND

We are in search for the best overall design of an existing drinks brand that's been repackaged and launched into travel retail within the past twelve months. The award will recognise the design which successfully executes the reasons for change, set within its original brief.

- What is the design brief?
- What are the reasons for change in design?
- What is the brand concept?
- What is the recommended retail price?
- Who is the target audience?
- How is the brand concept reflected in the product design and its packaging?
- Why is the design relevant to the target audience?
- Why is the design and packaging suitable for travel retail?
- Why is the design original and innovative?
- Why does the design have good impact and stand out on the retail shelf?
- Has the final design met its objectives set out in the original brief?
- Please provide a photograph of how the brand looked previously

## PRESENTATION BOX OF THE YEAR

With eye catching drinks brands on offer at airport outlets, often it's the design of the presentation box or gift set that captures the consumer's attention and influences their purchasing decision. This award celebrates the best design for the travel retail sector.

- What is the design brief?
- What is the brand concept?
- What is the recommended retail price?
- Who is the target audience?
- How does the presentation box or gift packaging compliment the drinks brand?
- Why is the presentation box perfect for travel retail?
- How is the brand concept reflected in the presentation box design?
- Why is the design relevant to the target audience?
- Why is the design original and innovative?
- Has the final design met its objectives set out in the original brief?



## MARKETING CONCEPT OF THE YEAR

This award will recognise the brand owner whose cross-media campaign is truly original, provocative and sets new standards in travel retail in-store brand promotion. Please provide us with photographic substantiation of your campaign or video footage.

- What was the objective of the marketing concept?
- Why is the marketing concept unique?
- What were the media channels for the campaign?
- What was the travel retail in store brand activation?
- Where and when did the brand activation take place?
- Where there any samplings or tastings for the brand activation?
- Where there any interactive experiences for consumers?
- How many customers engaged in the brand activation?
- How many tastings took place?
- Did you meet your target sales expectations for the brand activation?
- Did you create any new contacts or data?
- Was there any consumer engagement through social media?
- Where there any incentives or competitions?
- Please provide any examples of promotional initiatives or marketing activity.

# ENTRY FORM

Discounted entries are applied below.

There is no limit to how many categories you can enter.

1 entry: £225 + VAT | 3 entries: £200 + VAT each | 4 or more entries: £175 + VAT each

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)

- Drinks Launch at TFWA Cannes 2017  
 Luxury Drinks Launch of the Year  
 Travel Retail Exclusive of the Year  
 Drinks Launch of the Year  
 Drinks Innovation of the Year  
 New Packaging of a Drinks Brand of the Year  
 Repackaging of a Drinks Brand of the Year  
 Presentation Box of the Year  
 Marketing Concept of the Year

## PAYMENT

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.

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.

Name of awards category you are entering:

Brand Name:

Name of Launch/Marketing Concept :

Recommended Retail Price:

Name of awards category you are entering:

Brand Name:

Name of Launch/Marketing Concept :

Recommended Retail Price:

Name of awards category you are entering:

Brand Name:

Name of Launch/Marketing Concept :

Recommended Retail Price:

Name of awards category you are entering:

Brand Name:

Name of Launch/Marketing Concept :

Recommended Retail Price:

## PAYMENT OPTIONS

### 1. Payment by credit card

Number of entries: Total entry cost: £

We wish to pay in:  £ Sterling  € Euros  \$US dollars

Please charge ..... to my credit card  
(please include VAT amount, if applicable)

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 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 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.
- 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](http://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, 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.

