



2019 InnoBev Awards

Guidelines for entrants

We are delighted to hear that you are planning to enter the 2019 InnoBev Awards. Here are some guidelines and instructions to help ensure you increase your chances of winning and submit the correct information about your product/campaign/initiative/innovation.

All products entered must have been launched/ created/ rebranded from January 2018 onwards. Products that are not yet in the market can still be entered as long as they are in their prototype/packaging stage by the closing date of this scheme. Products can be entered into multiple categories.

Please try to stick to the submission guidelines as well as you can. All electronic material submissions are to be emailed to Alice Schofield on aschofield@zenithglobal.com no later than Friday 12 April 2019. If your document is too large to attach in an email, please use WeTransfer (www.wetransfer.com).

For any questions or queries around the awards, please contact Alice Schofield on the email address listed above.

Thank you for taking part and the best of luck!

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Category guideline breakdown

Category name	Entry requirements	Helpful hints & tips
Best Aqua Drink	<p>This category is open to any packaged still/sparkling, water/plant-water based drink with added flavour/juice/enhancement. This includes, but is not limited to all flavoured, functional and plant waters.</p> <p>You are required to prepare at least 2 PowerPoint presentation slides (16:9 format) and submit these in both PPT and PDF format. Any additional slides submitted above the requirement will not be sent to the judges.</p> <p>You are also required to submit at least 1 high resolution image of your product in JPEG <u>and</u> PNG format.</p> <p>Both image and presentation needs to be submitted by Friday 12 April 2019.</p> <p>Judged on</p> <ul style="list-style-type: none"> • Innovation of concept and product development • Product differentiation • Strength of brand 	<p>We recommend including the following information (where applicable/relevant):</p> <ul style="list-style-type: none"> • What: Vision, and mission of your product • How: Market gap analysis/product differentiation • Where: your product is sold, developed, sourced from and why • Why your product is the most innovative/exciting product in this category and what makes you stand out <p>In addition, to make sure your presentation stands out, why not consider the following:</p> <ul style="list-style-type: none"> • Branding. Why not use your own corporate branding to help reflect your company and product? • Visual. Don't forget to make sure your slides look as visual and exciting as possible. Images, icons, hyperlink to external videos, all these aspects should be included to help you stand out! However, do make sure you include the information you need to gain the marks from our judges! • Use your space wisely. There is a limit on the amount you can submit. Therefore, use your space wisely. Set your page size to widescreen (16:9 format) and include information that is needed for the judging process. <p>If you require any more guidance or support, please contact aschofield@zenithglobal.com.</p>

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Category name	Entry requirements	Helpful hints & tips
<p>Best Juice Drink</p>	<p>This category is open to any still or sparkling drink with a juice content of 5-100%. This includes, but is not limited to, fruit/vegetables juices/smoothies. Drinks may contain added sugar or be limited to natural fruit/vegetable sugars.</p> <p>You are required to prepare at least 2 PowerPoint presentation slides (16:9 format) and submit these in both PPT and PDF format. Any additional slides submitted above the requirement will not be sent to the judges.</p> <p>You are also required to submit at least 1 high resolution image of your product in JPEG <u>and</u> PNG format.</p> <p>Both image and presentation needs to be submitted by Friday 12 April 2019.</p> <p>Judged on</p> <ul style="list-style-type: none"> • Innovation of concept and product development • Product differentiation • Strength of brand 	<p>We recommend including the following information (where applicable/relevant):</p> <ul style="list-style-type: none"> • What: Vision, and mission of your product • How: Market gap analysis/product differentiation • Where: your product is sold, developed, sourced from and why • Why your product is the most innovative/exciting product in this category and what makes you stand out <p>In addition, to make sure your presentation stands out, why not consider the following:</p> <ul style="list-style-type: none"> • Branding. Why not use your own corporate branding to help reflect your company and product? • Visual. Don't forget to make sure your slides look as visual and exciting as possible. Images, icons, hyperlink to external videos, all these aspects should be included to help you stand out! However, do make sure you include the information you need to gain the marks from our judges! • Use your space wisely. There is a limit on the amount you can submit. Therefore, use your space wisely. Set your page size to widescreen (16:9 format) and include information that is needed for the judging process. <p>If you require any more guidance or support, please contact aschofield@zenithglobal.com.</p>

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<p>Best Children's Drink</p>	<p>This category is open to any packaged beverage aimed at children/younger consumers, with the target audience being aged 15 or younger.</p> <p>You are required to prepare at least 2 PowerPoint presentation slides (16:9 format) and submit these in both PPT and PDF format. Any additional slides submitted above the requirement will not be sent to the judges.</p> <p>You are also required to submit at least 1 high resolution image of your product in JPEG <u>and</u> PNG format.</p> <p>Both image and presentation needs to be submitted by Friday 12 April 2019.</p> <p>Judged on</p> <ul style="list-style-type: none"> • Innovation of concept, use of sweetening agents and product development • Product differentiation • Brand appeal relevant to target audience 	<p>We recommend including the following information (where applicable/relevant):</p> <ul style="list-style-type: none"> • What: Vision, and mission of your product • How: Market gap analysis/product differentiation • Where: your product is sold, developed, sourced from and why • Why your product is the most innovative/exciting product in this category and what makes you stand out <p>In addition, to make sure your presentation stands out, why not consider the following:</p> <ul style="list-style-type: none"> • Branding. Why not use your own corporate branding to help reflect your company and product? • Visual. Don't forget to make sure your slides look as visual and exciting as possible. Images, icons, hyperlink to external videos, all these aspects should be included to help you stand out! However, do make sure you include the information you need to gain the marks from our judges! • Use your space wisely. There is a limit on the amount you can submit. Therefore, use your space wisely. Set your page size to widescreen (16:9 format) and include information that is needed for the judging process. <p>If you require any more guidance or support, please contact aschofield@zenithglobal.com.</p>

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Best Adult Drink	<p>This category is open to any packaged non-alcoholic beverage aimed at adults (18 years+). This may include, but is not exclusive to, premium and craft drinks, tonics as well as mixers.</p> <p>You are required to prepare at least 2 PowerPoint presentation slides (16:9 format) and submit these in both PPT and PDF format. Any additional slides submitted above the requirement will not be sent to the judges.</p> <p>You are also required to submit at least 1 high resolution image of your product in JPEG <u>and</u> PNG format.</p> <p>Both image and presentation needs to be submitted by Friday 12 April 2019.</p> <p>Judged on</p> <ul style="list-style-type: none"> • Innovation of concept and product development • Product differentiation • Brand appeal relevant to target audience 	<p>We recommend including the following information (where applicable/relevant):</p> <ul style="list-style-type: none"> • What: Vision, and mission of your product • How: Market gap analysis/product differentiation • Where: your product is sold, developed, sourced from and why • Why your product is the most innovative/exciting product in this category and what makes you stand out <p>In addition, to make sure your presentation stands out, why not consider the following:</p> <ul style="list-style-type: none"> • Branding. Why not use your own corporate branding to help reflect your company and product? • Visual. Don't forget to make sure your slides look as visual and exciting as possible. Images, icons, hyperlink to external videos, all these aspects should be included to help you stand out! However, do make sure you include the information you need to gain the marks from our judges! • Use your space wisely. There is a limit on the amount you can submit. Therefore, use your space wisely. Set your page size to widescreen (16:9 format) and include information that is needed for the judging process. <p>If you require any more guidance or support, please contact aschofield@zenithglobal.com.</p>

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<p>Best Tea Drink</p>	<p>This category is open to any packaged hot or cold tea or tea drink. This includes, but is not limited to, loose or packaged tea leaf solutions, ready-to-drink teas such as cold-brewed teas and iced teas.</p> <p>You are required to prepare at least 2 PowerPoint presentation slides (16:9 format) and submit these in both PPT and PDF format. Any additional slides submitted above the requirement will not be sent to the judges.</p> <p>You are also required to submit at least 1 high resolution image of your product in JPEG <u>and</u> PNG format.</p> <p>Both image and presentation needs to be submitted by Friday 12 April 2019.</p> <p>Judged on</p> <ul style="list-style-type: none"> • Innovation of concept and product development • Product differentiation 	<p>We recommend including the following information (where applicable/relevant):</p> <ul style="list-style-type: none"> • What: Vision, and mission of your product • How: Market gap analysis/product differentiation • Where: your product is sold, developed, sourced from and why • Why your product is the most innovative/exciting product in this category and what makes you stand out <p>In addition, to make sure your presentation stands out, why not consider the following:</p> <ul style="list-style-type: none"> • Branding. Why not use your own corporate branding to help reflect your company and product? • Visual. Don't forget to make sure your slides look as visual and exciting as possible. Images, icons, hyperlink to external videos, all these aspects should be included to help you stand out! However, do make sure you include the information you need to gain the marks from our judges! • Use your space wisely. There is a limit on the amount you can submit. Therefore, use your space wisely. Set your page size to widescreen (16:9 format) and include information that is needed for the judging process. <p>If you require any more guidance or support, please contact aschofield@zenithglobal.com.</p>

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<p>Best Coffee Drink</p>	<p>This category is open to any packaged hot or cold coffee or coffee drink. This includes, but is not limited to, instant coffee solutions, ready-to-drink coffees such as cold-brewed coffees and on-the-go coffee drinks.</p> <p>You are required to prepare at least 2 PowerPoint presentation slides (16:9 format) and submit these in both PPT and PDF format. Any additional slides submitted above the requirement will not be sent to the judges.</p> <p>You are also required to submit at least 1 high resolution image of your product in JPEG <u>and</u> PNG format.</p> <p>Both image and presentation needs to be submitted by Friday 12 April 2019.</p> <p>Judged on</p> <ul style="list-style-type: none"> • Innovation of concept and product development • Product differentiation 	<p>We recommend including the following information (where applicable/relevant):</p> <ul style="list-style-type: none"> • What: Vision, and mission of your product • How: Market gap analysis/product differentiation • Where: your product is sold, developed, sourced from and why • Why your product is the most innovative/exciting product in this category and what makes you stand out <p>In addition, to make sure your presentation stands out, why not consider the following:</p> <ul style="list-style-type: none"> • Branding. Why not use your own corporate branding to help reflect your company and product? • Visual. Don't forget to make sure your slides look as visual and exciting as possible. Images, icons, hyperlink to external videos, all these aspects should be included to help you stand out! However, do make sure you include the information you need to gain the marks from our judges! • Use your space wisely. There is a limit on the amount you can submit. Therefore, use your space wisely. Set your page size to widescreen (16:9 format) and include information that is needed for the judging process. <p>If you require any more guidance or support, please contact aschofield@zenithglobal.com.</p>

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Best Functional Drink	<p>This category is open to any packaged still or sparkling beverage with specified added functional benefit. Examples of functional drinks include energy drinks, relaxation drinks, vitamin drinks, sports and rapid re-hydration drinks, probiotic drinks and hangover cures.</p> <p>You are required to prepare at least 2 PowerPoint presentation slides (16:9 format) and submit these in both PPT and PDF format. Any additional slides submitted above the requirement will not be sent to the judges.</p> <p>You are also required to submit at least 1 high resolution image of your product in JPEG <u>and</u> PNG format.</p> <p>Both image and presentation needs to be submitted by Friday 12 April 2019.</p> <p>Judged on</p> <ul style="list-style-type: none"> • Innovation of concept and product development • Product differentiation • Flavour innovations • Credibility/viability of health claims 	<p>We recommend including the following information (where applicable/relevant):</p> <ul style="list-style-type: none"> • What: Vision, and mission of your product • How: Market gap analysis/product differentiation • Where: your product is sold, developed, sourced from and why • Why your product is the most innovative/exciting product in this category and what makes you stand out <p>In addition, to make sure your presentation stands out, why not consider the following:</p> <ul style="list-style-type: none"> • Branding. Why not use your own corporate branding to help reflect your company and product? • Visual. Don't forget to make sure your slides look as visual and exciting as possible. Images, icons, hyperlink to external videos, all these aspects should be included to help you stand out! However, do make sure you include the information you need to gain the marks from our judges! • Use your space wisely. There is a limit on the amount you can submit. Therefore, use your space wisely. Set your page size to widescreen (16:9 format) and include information that is needed for the judging process. <p>If you require any more guidance or support, please contact aschofield@zenithglobal.com.</p>

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<p>Best Can</p>	<p>This category is open to any company with a canned product. Your packaging should improve consumer convenience, usability and reduction of waste material and create differentiation through excellent and original design.</p> <p>You are required to prepare at least 2 PowerPoint presentation slides (16:9 format) and submit these in both PPT and PDF format. Any additional slides submitted above the requirement will not be sent to the judges.</p> <p>You are also required to submit at least 1 high resolution image of your product in JPEG <u>and</u> PNG format.</p> <p>Both image and presentation needs to be submitted by Friday 12 April 2019.</p> <p>Judged on</p> <ul style="list-style-type: none"> • Appearance • Innovation of concept • Product/Initiative differentiation • Commercial/market impact 	<p>We recommend including the following information (where applicable/relevant):</p> <ul style="list-style-type: none"> • What: Vision, and mission of your product • How: Market gap analysis/product differentiation • Where: your product is sold, developed, sourced from and why • Why your product is the most innovative/exciting product in this category and what makes you stand out <p>In addition, to make sure your presentation stands out, why not consider the following:</p> <ul style="list-style-type: none"> • Branding. Why not use your own corporate branding to help reflect your company and product? • Visual. Don't forget to make sure your slides look as visual and exciting as possible. Images, icons, hyperlink to external videos, all these aspects should be included to help you stand out! However, do make sure you include the information you need to gain the marks from our judges! • Use your space wisely. There is a limit on the amount you can submit. Therefore, use your space wisely. Set your page size to widescreen (16:9 format) and include information that is needed for the judging process. <p>If you require any more guidance or support, please contact aschofield@zenithglobal.com.</p>

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<p>Best Carton</p>	<p>This category is open to any company with a cartoned product. Your packaging should improve consumer convenience, usability and reduction of waste material and create differentiation through excellent and original design.</p> <p>You are required to prepare at least 2 PowerPoint presentation slides (16:9 format) and submit these in both PPT and PDF format. Any additional slides submitted above the requirement will not be sent to the judges.</p> <p>You are also required to submit at least 1 high resolution image of your product in JPEG <u>and</u> PNG format.</p> <p>Both image and presentation needs to be submitted by Friday 12 April 2019.</p> <p>Judged on</p> <ul style="list-style-type: none"> • Appearance • Innovation of concept • Product/Initiative differentiation • Commercial/market impact 	<p>We recommend including the following information (where applicable/relevant):</p> <ul style="list-style-type: none"> • What: Vision, and mission of your product • How: Market gap analysis/product differentiation • Where: your product is sold, developed, sourced from and why • Why your product is the most innovative/exciting product in this category and what makes you stand out <p>In addition, to make sure your presentation stands out, why not consider the following:</p> <ul style="list-style-type: none"> • Branding. Why not use your own corporate branding to help reflect your company and product? • Visual. Don't forget to make sure your slides look as visual and exciting as possible. Images, icons, hyperlink to external videos, all these aspects should be included to help you stand out! However, do make sure you include the information you need to gain the marks from our judges! • Use your space wisely. There is a limit on the amount you can submit. Therefore, use your space wisely. Set your page size to widescreen (16:9 format) and include information that is needed for the judging process. <p>If you require any more guidance or support, please contact aschofield@zenithglobal.com.</p>

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<p>Best Glass</p>	<p>This category is open to any company with a glass product. Your packaging should improve consumer convenience, usability and reduction of waste material and create differentiation through excellent and original design.</p> <p>You are required to prepare at least 2 PowerPoint presentation slides (16:9 format) and submit these in both PPT and PDF format. Any additional slides submitted above the requirement will not be sent to the judges.</p> <p>You are also required to submit at least 1 high resolution image of your product in JPEG <u>and</u> PNG format.</p> <p>Both image and presentation needs to be submitted by Friday 12 April 2019.</p> <p>Judged on</p> <ul style="list-style-type: none"> • Appearance • Innovation of concept • Product/Initiative differentiation • Commercial/market impact 	<p>We recommend including the following information (where applicable/relevant):</p> <ul style="list-style-type: none"> • What: Vision, and mission of your product • How: Market gap analysis/product differentiation • Where: your product is sold, developed, sourced from and why • Why your product is the most innovative/exciting product in this category and what makes you stand out <p>In addition, to make sure your presentation stands out, why not consider the following:</p> <ul style="list-style-type: none"> • Branding. Why not use your own corporate branding to help reflect your company and product? • Visual. Don't forget to make sure your slides look as visual and exciting as possible. Images, icons, hyperlink to external videos, all these aspects should be included to help you stand out! However, do make sure you include the information you need to gain the marks from our judges! • Use your space wisely. There is a limit on the amount you can submit. Therefore, use your space wisely. Set your page size to widescreen (16:9 format) and include information that is needed for the judging process. <p>If you require any more guidance or support, please contact aschofield@zenithglobal.com.</p>

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Best PET	<p>This category is open to any company with a PET product. Your packaging should improve consumer convenience, usability and reduction of waste material and create differentiation through excellent and original design.</p> <p>You are required to prepare at least 2 PowerPoint presentation slides (16:9 format) and submit these in both PPT and PDF format. Any additional slides submitted above the requirement will not be sent to the judges.</p> <p>You are also required to submit at least 1 high resolution image of your product in JPEG <u>and</u> PNG format.</p> <p>Both image and presentation needs to be submitted by Friday 12 April 2019.</p> <p>Judged on</p> <ul style="list-style-type: none"> • Appearance • Innovation of concept • Product/Initiative differentiation • Commercial/market impact 	<p>We recommend including the following information (where applicable/relevant):</p> <ul style="list-style-type: none"> • What: Vision, and mission of your product • How: Market gap analysis/product differentiation • Where: your product is sold, developed, sourced from and why • Why your product is the most innovative/exciting product in this category and what makes you stand out <p>In addition, to make sure your presentation stands out, why not consider the following:</p> <ul style="list-style-type: none"> • Branding. Why not use your own corporate branding to help reflect your company and product? • Visual. Don't forget to make sure your slides look as visual and exciting as possible. Images, icons, hyperlink to external videos, all these aspects should be included to help you stand out! However, do make sure you include the information you need to gain the marks from our judges! • Use your space wisely. There is a limit on the amount you can submit. Therefore, use your space wisely. Set your page size to widescreen (16:9 format) and include information that is needed for the judging process. <p>If you require any more guidance or support, please contact aschofield@zenithglobal.com.</p>

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<p>Best Packaging/Label Design</p>	<p>Anyone with innovative and exciting packaging and label designs for beverages for which they wish to be celebrated. Examples of designs include interactive packaging, artistic or otherwise unique label design, innovative bottle shapes.</p> <p>You are required to prepare at least 2 PowerPoint presentation slides (16:9 format) and submit these in both PPT and PDF format. Any additional slides submitted above the requirement will not be sent to the judges.</p> <p>You are also required to submit at least 1 high resolution image of your product in JPEG <u>and</u> PNG format.</p> <p>Both image and presentation needs to be submitted by Friday 12 April 2019.</p> <p>Judged on</p> <ul style="list-style-type: none"> • Innovation of concept • Product/initiative differentiation • Design appearance • On pack communication 	<p>We recommend including the following information (where applicable/relevant):</p> <ul style="list-style-type: none"> • What: Vision, and mission of your product • How: Market gap analysis/product differentiation • Where: your product is sold, developed, sourced from and why • Why your product is the most innovative/exciting product in this category and what makes you stand out <p>In addition, to make sure your presentation stands out, why not consider the following:</p> <ul style="list-style-type: none"> • Branding. Why not use your own corporate branding to help reflect your company and product? • Visual. Don't forget to make sure your slides look as visual and exciting as possible. Images, icons, hyperlink to external videos, all these aspects should be included to help you stand out! However, do make sure you include the information you need to gain the marks from our judges! • Use your space wisely. There is a limit on the amount you can submit. Therefore, use your space wisely. Set your page size to widescreen (16:9 format) and include information that is needed for the judging process. <p>If you require any more guidance or support, please contact aschofield@zenithglobal.com.</p>

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<p>Best Marketing or Social Media Campaign</p> <p><i>(Any campaign, marketing initiative, social media campaign or outreach, consumer engagement, advert)</i></p>	<p>This category is open to any campaign, marketing initiative, social media campaign or outreach or consumer engagement advert.</p> <p>You are required to prepare at least 3 PowerPoint presentation slides (16:9 format) and submit these in both PPT and PDF format. Any additional slides submitted above the requirement will not be sent to the judges.</p> <p>You are also required to submit at least 1 high resolution image of your campaign in JPEG <u>and</u> PNG format.</p> <p>You are also required to submit at least 1 video campaign to support your submission. This video should be no longer than 1 minute and 30 seconds and in English or have English subtitles.</p> <p>Both image and presentation needs to be submitted by Friday 12 April 2019.</p> <p>Judged on</p> <ul style="list-style-type: none"> • Innovation • Conceptualisation • Execution • Responses <p>Judged in proportion to budget spent, i.e. low-budget or localised campaigns will not be expected to generate as great responses and the execution is evaluated with the budget limitations in mind.</p>	<p>We recommend including the following information (where applicable/relevant):</p> <ul style="list-style-type: none"> • What: Vision, and mission of your product • How: Market gap analysis/product differentiation • Where: your product is sold, developed, sourced from and why • Why your product is the most innovative/exciting product in this category and what makes you stand out <p>In addition, to make sure your presentation stands out, why not consider the following:</p> <ul style="list-style-type: none"> • Branding. Why not use your own corporate branding to help reflect your company and product? • Visual. Don't forget to make sure your slides look as visual and exciting as possible. Images, icons, hyperlink to external videos, all these aspects should be included to help you stand out! However, do make sure you include the information you need to gain the marks from our judges! • Use your space wisely. There is a limit on the amount you can submit. Therefore, use your space wisely. Set your page size to widescreen (16:9 format) and include information that is needed for the judging process. <p>If you require any more guidance or support, please contact aschofield@zenithglobal.com.</p>

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<p>Best CSR Initiative</p> <p><i>(Social, community and environmentally-focused corporate responsibility campaigns and initiatives. Entries can be internally or externally oriented or could be very local or national/international.)</i></p>	<p>This category is open to any social, community and environmentally-focused corporate responsibility campaigns and initiatives. Entries can be internally or externally oriented or can be very local or national/international.</p> <p>You are required to prepare at least 3 PowerPoint presentation slides (16:9 format) and submit these in both PPT and PDF format. Any additional slides submitted above the requirement will not be sent to the judges.</p> <p>You are also required to submit at least 1 high resolution image of your product in JPEG <u>and</u> PNG format.</p> <p>You are also required to submit at least 1 video campaign to support your submission. This video should be no longer than 1 minute and 30 seconds and in English or have English subtitles.</p> <p>Both image and presentation needs to be submitted by Friday 12 April 2019.</p> <p>Judged on</p> <ul style="list-style-type: none"> • Innovation of social, community and environmental sustainability presentation • Evidence of sincerity and commitment to the initiative • Changes made relative to effort/money put into the initiative 	<p>We recommend including the following information (where applicable/relevant):</p> <ul style="list-style-type: none"> • What: Vision, and mission of your product • How: Market gap analysis/product differentiation • Where: your product is sold, developed, sourced from and why • Why your product is the most innovative/exciting product in this category and what makes you stand out <p>In addition, to make sure your presentation stands out, why not consider the following:</p> <ul style="list-style-type: none"> • Branding. Why not use your own corporate branding to help reflect your company and product? • Visual. Don't forget to make sure your slides look as visual and exciting as possible. Images, icons, hyperlink to external videos, all these aspects should be included to help you stand out! However, do make sure you include the information you need to gain the marks from our judges! • Use your space wisely. There is a limit on the amount you can submit. Therefore, use your space wisely. Set your page size to widescreen (16:9 format) and include information that is needed for the judging process. <p>If you require any more guidance or support, please contact aschofield@zenithglobal.com.</p>

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Best Technology Innovation	<p>Anyone with innovative technology for processing, manufacturing, packaging, distribution and safe dispense or vending. This includes equipment, materials, speeds, efficiency, quality, computing, e-commerce and the Internet of Things as well as sustainability.</p> <p>You are required to prepare at least 2 PowerPoint presentation slides (16:9 format) and submit these in both PPT and PDF format. Any additional slides submitted above the requirement will not be sent to the judges.</p> <p>You are also required to submit at least 1 high resolution image of your product in JPEG <u>and</u> PNG format.</p> <p>Both image and presentation needs to be submitted by Friday 12 April 2019.</p> <p>Judged on</p> <ul style="list-style-type: none"> • Degree of improvement from previous technology • Degree of innovation from incremental to ground-breaking new concept • Value of benefit in cost saving, efficiency improvement, breadth of application to wider industry 	<p>We recommend including the following information (where applicable/relevant):</p> <ul style="list-style-type: none"> • What: Vision, and mission of your product • How: Market gap analysis/product differentiation • Where: your product is sold, developed, sourced from and why • Why your product is the most innovative/exciting product in this category and what makes you stand out <p>In addition, to make sure your presentation stands out, why not consider the following:</p> <ul style="list-style-type: none"> • Branding. Why not use your own corporate branding to help reflect your company and product? • Visual. Don't forget to make sure your slides look as visual and exciting as possible. Images, icons, hyperlink to external videos, all these aspects should be included to help you stand out! However, do make sure you include the information you need to gain the marks from our judges! • Use your space wisely. There is a limit on the amount you can submit. Therefore, use your space wisely. Set your page size to widescreen (16:9 format) and include information that is needed for the judging process. <p>If you require any more guidance or support, please contact aschofield@zenithglobal.com.</p>

Category guideline breakdown

Category name	Entry requirements	Helpful hints & tips
<p>Best New Brand/ Brand Extension</p>	<p>To qualify for this category, your brand or brand extension needs to have launched no earlier than January 2018.</p> <p>You are required to prepare at least 2 PowerPoint presentation slides (16:9 format) and submit these in both PPT and PDF format. Any additional slides submitted above the requirement will not be sent to the judges.</p> <p>You are also required to submit at least 1 high resolution image of your product in JPEG <u>and</u> PNG format.</p> <p>Both image and presentation needs to be submitted by Friday 12 April 2019.</p> <p>Judged on</p> <ul style="list-style-type: none"> • Innovation • Functionality • Differentiation • Design/appearance 	<p>We recommend including the following information (where applicable/relevant):</p> <ul style="list-style-type: none"> • What: Vision, and mission of your product • How: Market gap analysis/product differentiation • Where: your product is sold, developed, sourced from and why • Why your product is the most innovative/exciting product in this category and what makes you stand out <p>In addition, to make sure your presentation stands out, why not consider the following:</p> <ul style="list-style-type: none"> • Branding. Why not use your own corporate branding to help reflect your company and product? • Visual. Don't forget to make sure your slides look as visual and exciting as possible. Images, icons, hyperlink to external videos, all these aspects should be included to help you stand out! However, do make sure you include the information you need to gain the marks from our judges! • Use your space wisely. There is a limit on the amount you can submit. Therefore, use your space wisely. Set your page size to widescreen (16:9 format) and include information that is needed for the judging process. <p>If you require any more guidance or support, please contact aschofield@zenithglobal.com.</p>

Category guideline breakdown

Category name	Entry requirements	Helpful hints & tips
<p>Best New Drink Concept</p>	<p>To qualify for this category, you must relate to any aspect of the packaged water industry.</p> <p>This category is to acknowledge innovation of a product or concept. You do not have to have a finished product to enter this category.</p> <p>You are required to prepare at least 2 PowerPoint presentation slides (16:9 format) and submit these in both PPT and PDF format. Any additional slides submitted above the requirement will not be sent to the judges.</p> <p>You are also required to submit at least 1 high resolution image of your product in JPEG <u>and</u> PNG format.</p> <p>Both image and presentation needs to be submitted by Friday 12 April 2019.</p> <p>Judged on</p> <ul style="list-style-type: none"> • Innovation • Differentiation • Uniqueness of concept • Value proposition • Presentation of concept 	<p>We recommend including the following information (where applicable/relevant):</p> <ul style="list-style-type: none"> • What: Vision, and mission of your product • How: Market gap analysis/product differentiation • Where: your product is sold, developed, sourced from and why • Why your product is the most innovative/exciting product in this category and what makes you stand out <p>In addition, to make sure your presentation stands out, why not consider the following:</p> <ul style="list-style-type: none"> • Branding. Why not use your own corporate branding to help reflect your company and product? • Visual. Don't forget to make sure your slides look as visual and exciting as possible. Images, icons, hyperlink to external videos, all these aspects should be included to help you stand out! However, do make sure you include the information you need to gain the marks from our judges! • Use your space wisely. There is a limit on the amount you can submit. Therefore, use your space wisely. Set your page size to widescreen (16:9 format) and include information that is needed for the judging process. <p>If you require any more guidance or support, please contact aschofield@zenithglobal.com.</p>