



## 2019 Global Bottled Water Awards

### Guidelines for entrants

We are delighted to hear that you are planning to enter the 2019 Global Bottled Water 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 2017** 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](mailto:aschofield@zenithglobal.com) no later than **Monday 2 September 2019**. If your document is too large to attach in an email, please use WeTransfer ([www.wetransfer.com](http://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	Judged on	Entry requirements	Sample requirements	Helpful hints & tips...
Best Natural Still Water	<ul style="list-style-type: none"> <li>• Innovation</li> <li>• Flavour</li> <li>• Mouthfeel</li> </ul>	<p>Please create a <b>maximum of 2 PowerPoint slides</b>. If possible, include details about mineral content, the water source and/or the water treatment.</p> <p>We recommend making your slides <b>16:9</b> format to give you as much space as possible to include all the information you need.</p> <p>Please submit <b>at least 1</b> high resolution image of your product. This will be included on all marketing material.</p> <p>This is all the information each judge will receive about your product.</p> <p>When creating your presentation, we recommend you cover the following (where relevant):</p> <ul style="list-style-type: none"> <li>• <b>What:</b> Vision and mission of the water</li> <li>• <b>How:</b> Market gap analysis/product differentiation</li> <li>• <b>Where:</b> your product is sold, developed, sourced from and why</li> <li>• <b>Why:</b> Your product is the most innovative/exciting product in this category and what makes you stand out</li> </ul>	<p>Samples <b>are</b> required for this category.</p> <p>Shipment details will be shared by a member of the awards team once you have entered for the awards.</p> <p>Deadlines of when to send your sample will also be advised.</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> <li>• <b>Branding.</b> Please feel free to use your corporate branding when creating your slides.</li> <li>• <b>Visual.</b> Make sure your slides look great as well as including all the information required. Images, icons, hyperlink to external videos. All these aspects should be considered. But please remember to include the information you need to gain the marks from our judges!</li> <li>• <b>Use your space wisely.</b> Don't waste your space by including information that isn't needed for the judging process. Choose wisely!</li> </ul> <p>If you require any more guidance, please contact <a href="mailto:aschofield@zenithglobal.com">aschofield@zenithglobal.com</a></p>

Category name	Judged on	Entry requirements	Sample requirements	Helpful hints & tips...
Best Natural Sparkling Water	<ul style="list-style-type: none"> <li>• Innovation</li> <li>• Flavour</li> <li>• Mouthfeel</li> </ul>	<p>Please create a <b>maximum of 2 PowerPoint slides</b>. If possible, include details about mineral content, the water source and/or the water treatment.</p> <p>We recommend making your slides <b>16:9</b> format to give you as much space as possible to include all the information you need.</p> <p>Please submit <b>at least 1</b> high resolution image of your product. This will be included on all marketing material.</p> <p>This is all the information each judge will receive about your product.</p> <p>When creating your presentation, we recommend you cover the following (where relevant):</p> <ul style="list-style-type: none"> <li>• <b>What:</b> Vision and mission of the water</li> <li>• <b>How:</b> Market gap analysis/product differentiation</li> <li>• <b>Where:</b> your product is sold, developed, sourced from and why</li> <li>• <b>Why:</b> Your product is the most innovative/exciting product in this category and what makes you stand out</li> </ul>	<p>Samples <b>are</b> required for this category.</p> <p>Shipment details will be shared by a member of the awards team once you have entered for the awards.</p> <p>Deadlines of when to send your sample will also be advised.</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> <li>• <b>Branding.</b> Please feel free to use your corporate branding when creating your slides.</li> <li>• <b>Visual.</b> Make sure your slides look great as well as including all the information required. Images, icons, hyperlink to external videos. All these aspects should be considered. But please remember to include the information you need to gain the marks from our judges!</li> <li>• <b>Use your space wisely.</b> Don't waste your space by including information that isn't needed for the judging process. Choose wisely!</li> </ul> <p>If you require any more guidance, please contact <a href="mailto:aschofield@zenithglobal.com">aschofield@zenithglobal.com</a></p>

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<p>Best Flavoured Water</p>	<ul style="list-style-type: none"> <li>• Innovation</li> <li>• Flavour</li> <li>• Mouthfeel</li> </ul> <p><i>To qualify as a flavoured water, fruit juice content should not exceed 25% of the product content.</i></p>	<p>Please create a <b>maximum of 2 PowerPoint slides</b>. If possible, include details about the water source and/or the water treatment process, ingredients, flavour notes and product differentiation.</p> <p>We recommend making your slides <b>16:9</b> format to give you as much space as possible to include all the information you need.</p> <p>Please submit <b>at least 1</b> high resolution image of your product. This will be included on all marketing material.</p> <p>This is all the information each judge will receive about your product.</p> <p>When creating your presentation, we recommend you cover the following (where relevant):</p> <ul style="list-style-type: none"> <li>• <b>What:</b> Vision and mission of the water</li> <li>• <b>How:</b> Market gap analysis/product differentiation</li> <li>• <b>Where:</b> your product is sold, developed, sourced from and why</li> <li>• <b>Why:</b> Your product is the most innovative/exciting product in this category and what makes you stand out</li> </ul>	<p>Samples <b>are</b> required for this category.</p> <p>Shipment details will be shared by a member of the awards team once you have entered for the awards.</p> <p>Deadlines of when to send your sample will also be advised.</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> <li>• <b>Branding.</b> Please feel free to use your corporate branding when creating your slides.</li> <li>• <b>Visual.</b> Make sure your slides look great as well as including all the information required. Images, icons, hyperlink to external videos. All these aspects should be considered. But please remember to include the information you need to gain the marks from our judges!</li> <li>• <b>Use your space wisely.</b> Don't waste your space by including information that isn't needed for the judging process. Choose wisely!</li> </ul> <p>If you require any more guidance, please contact <a href="mailto:aschofield@zenithglobal.com">aschofield@zenithglobal.com</a></p>

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<p>Best Functional Water</p> <p><i>A water that serves one or more functional purposes, e.g. contains caffeine, magnesium, zinc, vitamins, minerals or other functional ingredients.</i></p>	<ul style="list-style-type: none"> <li>• Innovation</li> <li>• Market need</li> <li>• Execution</li> <li>• Presentation</li> <li>• Functionality of product</li> </ul>	<p>To qualify for this category, you can either be a naturally functional water or a water with added functions (fortified water).</p> <p>It may be flavoured or neutral in taste, but for flavoured water, it must fulfil the requirements of a flavoured water.</p> <p>Please create a <b>maximum of 2 PowerPoint slides</b>.</p> <p>We recommend making your slides <b>16:9</b> format to give you as much space as possible to include all the information you need.</p> <p>This is all the information each judge will receive about your product.</p> <p>When creating your presentation, we recommend you cover the following (where relevant):</p> <ul style="list-style-type: none"> <li>• <b>What:</b> Vision and mission of the water</li> <li>• <b>How:</b> Market gap analysis/product differentiation</li> <li>• <b>Where:</b> your product is sold, developed, sourced from and why</li> <li>• <b>Why:</b> Your product is the most innovative/exciting product in this category and what makes you stand out</li> </ul>	<p>Samples <b>are not</b> required for this category.</p> <p>Please submit <b>at least 1</b> high resolution image of your product.</p> <p>This will be included on all marketing material and sent to the judges when scoring your product.</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> <li>• <b>Branding.</b> Please feel free to use your corporate branding when creating your slides.</li> <li>• <b>Visual.</b> Make sure your slides look great as well as including all the information required. Images, icons, hyperlink to external videos. All these aspects should be considered. But please remember to include the information you need to gain the marks from our judges!</li> <li>• <b>Use your space wisely.</b> Don't waste your space by including information that isn't needed for the judging process. Choose wisely!</li> </ul> <p>If you require any more guidance, please contact <a href="mailto:aschofield@zenithglobal.com">aschofield@zenithglobal.com</a></p>

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<p>Best New Water Concept</p> <p><i>This is a flexible category that covers scope not covered elsewhere.</i></p>	<ul style="list-style-type: none"> <li>• Innovation</li> <li>• Differentiation</li> <li>• Uniqueness of concept</li> <li>• Value proposition</li> <li>• Presentation of concept</li> </ul>	<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>Please create a <b>maximum of 2 PowerPoint slides</b>.</p> <p>We recommend making your slides <b>16:9</b> format to give you as much space as possible to include all the information you need.</p> <p>This is all the information each judge will receive about your product.</p> <p>When creating your presentation, we recommend you cover the following (where relevant):</p> <ul style="list-style-type: none"> <li>• <b>What:</b> Vision and mission of the water</li> <li>• <b>How:</b> Market gap analysis/product differentiation</li> <li>• <b>Where:</b> your product is sold, developed, sourced from and why</li> <li>• <b>Why:</b> Your product is the most innovative/exciting product in this category and what makes you stand out</li> </ul>	<p>Samples <b>are not</b> required for this category.</p> <p>Please submit <b>at least 1</b> high resolution image of your product.</p> <p>This will be included on all marketing material and sent to the judges when scoring your product.</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> <li>• <b>Branding.</b> Please feel free to use your corporate branding when creating your slides.</li> <li>• <b>Visual.</b> Make sure your slides look great as well as including all the information required. Images, icons, hyperlink to external videos. All these aspects should be considered. But please remember to include the information you need to gain the marks from our judges!</li> <li>• <b>Use your space wisely.</b> Don't waste your space by including information that isn't needed for the judging process. Choose wisely!</li> </ul> <p>If you require any more guidance, please contact <a href="mailto:aschofield@zenithglobal.com">aschofield@zenithglobal.com</a></p>

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Best New Brand/Brand Extension	<ul style="list-style-type: none"> <li>• Innovation</li> <li>• Functionality</li> <li>• Differentiation</li> <li>• Design/appearance</li> </ul>	<p>To qualify for this category, your brand or brand extension needs to have launched no earlier than <b>January 2017</b></p> <p>Please create a <b>maximum of 2 PowerPoint slides</b>.</p> <p>We recommend making your slides <b>16:9</b> format to give you as much space as possible to include all the information you need.</p> <p>This is all the information each judge will receive about your product.</p> <p>When creating your presentation, we recommend you cover the following (where relevant):</p> <ul style="list-style-type: none"> <li>• <b>What:</b> Vision and mission of the water</li> <li>• <b>How:</b> Market gap analysis/product differentiation</li> <li>• <b>Where:</b> your product is sold, developed, sourced from and why</li> <li>• <b>Why:</b> Your product is the most innovative/exciting product in this category and what makes you stand out</li> </ul>	<p>Samples <b>are not</b> required for this category.</p> <p>Please submit <b>at least 1</b> high resolution image of your product.</p> <p>This will be included on all marketing material and sent to the judges when scoring your product.</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> <li>• <b>Branding.</b> Please feel free to use your corporate branding when creating your slides.</li> <li>• <b>Visual.</b> Make sure your slides look great as well as including all the information required. Images, icons, hyperlink to external videos. All these aspects should be considered. But please remember to include the information you need to gain the marks from our judges!</li> <li>• <b>Use your space wisely.</b> Don't waste your space by including information that isn't needed for the judging process. Choose wisely!</li> </ul> <p>If you require any more guidance, please contact <a href="mailto:aschofield@zenithglobal.com">aschofield@zenithglobal.com</a></p>



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Best Packaging/Label Design	<ul style="list-style-type: none"> <li>• Innovation</li> <li>• Functionality</li> <li>• Differentiation</li> <li>• Design/appearance</li> <li>• Expression of product</li> </ul>	<p>This category is open to anyone with an innovative and exciting packaging and label design.</p> <p>Examples of designs include interactive packaging, artistic or other unique label designs and innovation bottle shapes.</p> <p>This category is also open to pouches, cans, cartons and any other water container.</p> <p>Please create a <b>maximum of 2 PowerPoint slides</b>.</p> <p>We recommend making your slides <b>16:9</b> format to give you as much space as possible to include all the information you need.</p> <p>This is all the information each judge will receive about your product.</p> <p>When creating your presentation, we recommend you cover the following (where relevant):</p> <ul style="list-style-type: none"> <li>• <b>What:</b> Vision and mission of the water</li> <li>• <b>How:</b> Market gap analysis/product differentiation</li> <li>• <b>Where:</b> your product is sold, developed, sourced from and why</li> <li>• <b>Why:</b> Your product is the most innovative/exciting product in this category and what makes you stand out.</li> </ul>	<p>Samples <b>are not</b> required for this category.</p> <p>Please submit <b>at least 1</b> high resolution image of your product.</p> <p>This will be included on all marketing material and sent to the judges when scoring your product.</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> <li>• <b>Branding.</b> Please feel free to use your corporate branding when creating your slides.</li> <li>• <b>Visual.</b> Make sure your slides look great as well as including all the information required. Images, icons, hyperlink to external videos. All these aspects should be considered. But please remember to include the information you need to gain the marks from our judges!</li> <li>• <b>Use your space wisely.</b> Don't waste the space on the slides by including information that isn't needed for the judging process. Choose wisely!</li> </ul> <p>If you require any more guidance, please contact <a href="mailto:aschofield@zenithglobal.com">aschofield@zenithglobal.com</a></p>

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Best Packaging Solution	<ul style="list-style-type: none"> <li>• Innovation of concept</li> <li>• Product/initiative</li> <li>• Differentiation</li> <li>• Functionality</li> <li>• Design/appearance</li> </ul>	<p>This category is open to anyone with an innovative packaging solution for the industry. Examples of innovations include interactive packaging, new or alternative packaging materials and sustainable packaging solutions.</p> <p>Please create a <b>maximum of 2 PowerPoint slides</b>.</p> <p>We recommend making your slides <b>16:9</b> format to give you as much space as possible to include all the information you need.</p> <p>This is all the information each judge will receive about your product.</p> <p>When creating your presentation, we recommend you cover the following (where relevant):</p> <ul style="list-style-type: none"> <li>• <b>What:</b> Vision and mission of the water</li> <li>• <b>How:</b> Market gap analysis/product differentiation</li> <li>• <b>Where:</b> your product is sold, developed, sourced from and why</li> </ul> <p><b>Why:</b> Your product is the most innovative/exciting product in this category and what makes you stand out.</p>	<p>Samples <b>are not</b> required for this category.</p> <p>Please submit <b>at least 1</b> high resolution image of your product.</p> <p>This will be included on all marketing material and sent to the judges when scoring your product.</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> <li>• <b>Branding.</b> Please feel free to use your corporate branding when creating your slides.</li> <li>• <b>Visual.</b> Make sure your slides look great as well as including all the information required. Images, icons, hyperlink to external videos. All these aspects should be considered. But please remember to include the information you need to gain the marks from our judges!</li> <li>• <b>Use your space wisely.</b> Don't waste the space on the slides by including information that isn't needed for the judging process. Choose wisely!</li> </ul> <p>If you require any more guidance, please contact <a href="mailto:aschofield@zenithglobal.com">aschofield@zenithglobal.com</a></p>

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<p>Best Cap/Closure</p> <p><i>Closure system innovations</i></p>	<ul style="list-style-type: none"> <li>• Value</li> <li>• Functionality</li> <li>• Ease of use</li> <li>• Innovation</li> <li>• Recyclability</li> </ul>	<p>This category is open to anyone with an innovative closure system.</p> <p>Please create a <b>maximum of 2 PowerPoint slides</b>.</p> <p>We recommend making your slides <b>16:9</b> format to give you as much space as possible to include all the information you need.</p> <p>This is all the information each judge will receive about your product.</p> <p>When creating your presentation, we recommend you cover the following (where relevant):</p> <ul style="list-style-type: none"> <li>• <b>What:</b> Vision and mission of the water</li> <li>• <b>How:</b> Market gap analysis/product differentiation</li> <li>• <b>Where:</b> your product is sold, developed, sourced from and why</li> <li>• <b>Why:</b> Your product is the most innovative/exciting product in this category and what makes you stand out.</li> </ul>	<p>Samples <b>are</b> required for this category.</p> <p>Shipment details will be shared by a member of the awards team once you have entered for the awards.</p> <p>Deadlines of when to send your sample will also be advised.</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> <li>• <b>Branding.</b> Please feel free to use your corporate branding when creating your slides.</li> <li>• <b>Visual.</b> Make sure your slides look great as well as including all the information required. Images, icons, hyperlink to external videos. All these aspects should be considered. But please remember to include the information you need to gain the marks from our judges!</li> <li>• <b>Use your space wisely.</b> Don't waste the space on the slides by including information that isn't needed for the judging process. Choose wisely!</li> </ul> <p>If you require any more guidance, please contact <a href="mailto:aschofield@zenithglobal.com">aschofield@zenithglobal.com</a></p>

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Best Technology Innovation	<ul style="list-style-type: none"> <li>• Degree of improvement from previous technology</li> <li>• Degree of innovation from incremental to ground-breaking new concept</li> <li>• Value of benefit in cost saving, efficiency improvement, breadth of application to wider industry</li> </ul>	<p>This category is open to anyone with an 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>Please create a <b>maximum of 2 PowerPoint slides</b>.</p> <p>We recommend making your slides <b>16:9</b> format to give you as much space as possible to include all the information you need.</p> <p>This is all the information each judge will receive about your product.</p> <p>When creating your presentation, we recommend you cover the following (where relevant):</p> <ul style="list-style-type: none"> <li>• <b>What:</b> Vision and mission of the water</li> <li>• <b>How:</b> Market gap analysis/product differentiation</li> <li>• <b>Where:</b> your product is sold, developed, sourced from and why</li> <li>• <b>Why:</b> Your product is the most innovative/exciting product in this category and what makes you stand out.</li> </ul>	<p>Samples <b>are not</b> required for this category.</p> <p>Please submit <b>at least 1</b> high resolution image of your product.</p> <p>This will be included on all marketing material and sent to the judges when scoring your product.</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> <li>• <b>Branding.</b> Please feel free to use your corporate branding when creating your slides.</li> <li>• <b>Visual.</b> Make sure your slides look great as well as including all the information required. Images, icons, hyperlink to external videos. All these aspects should be considered. But please remember to include the information you need to gain the marks from our judges!</li> <li>• <b>Use your space wisely.</b> Don't waste the space on the slides by including information that isn't needed for the judging process. Choose wisely!</li> </ul> <p>If you require any more guidance, please contact <a href="mailto:aschofield@zenithglobal.com">aschofield@zenithglobal.com</a></p>

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<p>Best Marketing/Social Media Campaign</p> <p><i>(Any campaign, marketing initiative, social media campaign or outreach, consumer engagement, advert)</i></p>	<ul style="list-style-type: none"> <li>• Innovation</li> <li>• Conceptualisation</li> <li>• Execution Responses</li> </ul> <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>This category is open to any campaign, marketing initiative, social media campaign or outreach or consumer engagement advert.</p> <p>Please create a <b>maximum of 3 PowerPoint slides</b>.</p> <p>We recommend making your slides <b>16:9</b> format to give you as much space as possible to include all the information you need.</p> <p>This is all the information each judge will receive about your product.</p> <p>When creating your presentation, we recommend you cover the following (where relevant):</p> <ul style="list-style-type: none"> <li>• <b>What:</b> Vision and mission of the water</li> <li>• <b>How:</b> Market gap analysis/product differentiation</li> <li>• <b>Where:</b> your product is sold, developed, sourced from and why</li> <li>• <b>Why:</b> Your product is the most innovative/exciting product in this category and what makes you stand out.</li> </ul>	<p>Samples <b>are not</b> required for this category.</p> <p>Please submit <b>at least 1</b> high resolution image of your product.</p> <p>This will be included on all marketing material and sent to the judges when scoring your product.</p> <p>You may also feature a <b>video file</b> – please note that we would prefer for all videos to be embedded in to the presentation to make it easier for the judges to have all the materials in one document.</p> <p>All videos submitted <b>must</b> be in English, have English subtitles or an English transcript and be no longer than 2 minutes.</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> <li>• <b>Branding.</b> Please feel free to use your corporate branding when creating your slides.</li> <li>• <b>Visual.</b> Make sure your slides look great as well as including all the information required. Images, icons, hyperlink to external videos. All these aspects should be considered. But please remember to include the information you need to gain the marks from our judges!</li> <li>• <b>Use your space wisely.</b> Don't waste the space on the slides by including information that isn't needed for the judging process. Choose wisely!</li> </ul> <p>If you require any more guidance, please contact <a href="mailto:aschofield@zenithglobal.com">aschofield@zenithglobal.com</a></p>

Category name	Judged on	Entry requirements	Sample requirements	Helpful hints & tips...
<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>	<ul style="list-style-type: none"> <li>Innovation of social, community and environmental sustainability presentation</li> <li>Evidence of sincerity and commitment to the initiative</li> <li>Changes made relative to effort/money put into the initiative</li> </ul>	<p>This category is open to any 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>Please create a <b>maximum of 3 PowerPoint slides</b>.</p> <p>We recommend making your slides <b>16:9</b> format to give you as much space as possible to include all the information you need.</p> <p>This is all the information each judge will receive about your product.</p> <p>When creating your presentation, we recommend you cover the following (where relevant):</p> <ul style="list-style-type: none"> <li><b>What:</b> Vision and mission of the water</li> <li><b>How:</b> Market gap analysis/product differentiation</li> <li><b>Where:</b> your product is sold, developed, sourced from and why</li> <li><b>Why:</b> Your product is the most innovative/exciting product in this category and what makes you stand out.</li> </ul>	<p>Samples <b>are not</b> required for this category.</p> <p>Please submit <b>at least 1</b> high resolution image of your product.</p> <p>This will be included on all marketing material and sent to the judges when scoring your product.</p> <p>You may also feature a <b>video file</b> – please note that we would prefer for all videos to be embedded in to the presentation to make it easier for the judges to have all the materials in one document.</p> <p>All videos submitted <b>must</b> be in English, have English subtitles or an English transcript and be no longer than 2 minutes.</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> <li><b>Branding.</b> Please feel free to use your corporate branding when creating your slides.</li> <li><b>Visual.</b> Make sure your slides look great as well as including all the information required. Images, icons, hyperlink to external videos. All these aspects should be considered. But please remember to include the information you need to gain the marks from our judges!</li> <li><b>Use your space wisely.</b> Don't waste the space on the slides by including information that isn't needed for the judging process. Choose wisely!</li> </ul> <p>If you require any more guidance, please contact <a href="mailto:aschofield@zenithglobal.com">aschofield@zenithglobal.com</a></p>