



## Beverage Digest Awards 2019

### Guidelines for entrants

We are delighted that you may enter this year's Beverage Digest Awards. Here are some guidelines to help you increase your chances of winning by submitting the correct information about your product/campaign/concept.

Please try to stick to the submission guidelines as closely 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 **November 4 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 on the email address listed above.

Thank you for taking part and all the best of luck!

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## CATEGORY GUIDELINE BREAKDOWN

Category name	Judged on	Entry requirements	Helpful hints & tips
<p><b>Best Functional Drink</b></p> <p><i>A drink 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 drink or a drink with added functions. It may be flavored or neutral in taste.</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 the only 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 drink</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>To make your presentation stand out, why not consider the following...</p> <ul style="list-style-type: none"> <li>• <b>Branding.</b> Use your corporate branding when creating your slides.</li> <li>• <b>Visual.</b> Make 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> Do not 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 Low/No Sugar Drink</p> <p><i>Any packaged non-alcoholic beverage containing “no more than 20 calories per 10 oz maximum (except sugar substitutes)”. These may be unsweetened or sweetened with sugars, artificial or natural sweeteners.</i></p>	<ul style="list-style-type: none"> <li>• Innovation of concept</li> <li>• Flavor combinations</li> <li>• Use of sweetening agents and product development</li> <li>• Product differentiation</li> </ul>	<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>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 drink</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>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 Drink Concept</p> <p><i>Anyone in the non-alcoholic beverage space who wants to be acknowledged for innovation of their product, technology or a concept.</i></p>	<ul style="list-style-type: none"> <li>• Innovation of concept</li> <li>• Product/initiative differentiation</li> </ul>	<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>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 concept</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>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 Design	<ul style="list-style-type: none"> <li>• Innovation of concept</li> <li>• Structural differentiation</li> <li>• Functionality: ie differentiated, solves a problem, adds versatility, increases sustainability</li> <li>• Design appearance</li> </ul>	<p>This category is open to anyone with innovative and exciting packaging designs for beverages for which they wish to be celebrated. Examples of designs include interactive packaging, artistic or otherwise innovative bottle shapes.</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 design/packaging</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>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 Label Design	<ul style="list-style-type: none"> <li>• Appearance/colour</li> <li>• Brand presentation</li> <li>• On pack communication</li> </ul>	<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 label design</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>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 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 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 technology</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>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 of branding</li> <li>• Strength of brand expression</li> <li>• Differentiation</li> <li>• Potential for developing a new category or providing added choice to consumers</li> </ul>	<p>This category is open to players in the beverage industry with a new brand or a brand/portfolio extension for which they wish to be recognised. The official launch of the brand/brand extension must be no earlier than October 2017.</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 brand/concept/product</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>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 Marketing or 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>• Conceptualization</li> <li>• Execution</li> <li>• 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 campaign</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>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 Premium Drink	<ul style="list-style-type: none"> <li>• Point of difference/value-add</li> <li>• Sophistication</li> <li>• Added benefits</li> <li>• Ethical dimension</li> <li>• Volume/value of performance in the market</li> </ul>	<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</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>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>