



# ENTRY GUIDELINES

# GLOBAL WATER DRINKS AWARDS 2020

We are delighted to hear that you are planning to enter this year's Global Water Drinks Awards!

Here are guidelines and instructions to help you submit your entry in this year's awards.

All products entered must have been launched, created or 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 in to multiple categories.

Please try to stick to the submission guidelines as closely as possible. All electronic material submissions are to be emailed to [awards@zenithglobal.com](mailto:awards@zenithglobal.com) no later than **Friday 14 August 2020**. For larger files, we suggest sending the documents via WeTransfer ([www.wetransfer.com](http://www.wetransfer.com)).

For any questions or queries regarding the awards, please contact [awards@zenithglobal.com](mailto:awards@zenithglobal.com) or call us on +44 1225 327 900.

Thank you for taking part and the best of luck!

# CATEGORIES

<u>Best Natural Still Water</u>	4
<u>Best Natural Sparkling Water</u>	5
<u>Best Flavoured Water</u>	6
<u>Best Functional Water</u>	7
<u>Best CBD Water</u>	8
<u>Best New Brand/Brand Extension</u>	9
<u>Best New Water Concept</u>	10
<u>Best in Can</u>	11
<u>Best in Carton</u>	12
<u>Best in Glass</u>	13
<u>Best in PET</u>	14
<u>Best Packaging/Label Design</u>	15
<u>Best Cap/Closure</u>	16
<u>Best Technology Innovation</u>	17
<u>Best Marketing/Social Media Campaign</u>	18
<u>Best CSR Initiative</u>	19

# BEST NATURAL STILL WATER

## Judged on

- Innovation
- Flavour
- Mouthfeel

If possible, include details about mineral content, the water source and the water treatment on your submission.

## Entry requirements

- **A three slide PowerPoint presentation** in 16:9 format, for the judges to review. The first slide should be a title slide only, indicating the company and brand name, and category title. The second and third slide should be used to present the product, including written content, imagery and any video content.
- **A high-resolution image** of your product (preferably on white background) This will be used in the awards presentation if you are a finalist/winner.
- **Product samples.** A member of the awards team will share shipment details and deadlines once you have registered for the awards.

## Tips

When creating your slides, we recommend you cover the following (where relevant):

- **What:** Vision and mission of the water
- **How:** Market gap analysis/product differentiation
- **Where:** Where your product is sold, and where the water has been sourced from and why
- **Why:** Why your product is the most innovative/exciting product in this category and what makes you stand out

We also suggest that you

- **Use your space wisely**, keeping in mind the judging criteria and focussing on these areas.
- Make your entries **visual** - use images, and corporate branding alongside written content, to give the judges the best impression of your brand.

# BEST NATURAL SPARKLING WATER

## Judged on

- Innovation
- Flavour
- Mouthfeel

If possible, include details about mineral content, the water source and the water treatment on your submission.

## Entry requirements

- **A three slide PowerPoint presentation** in 16:9 format, for the judges to review. The first slide should be a title slide only, indicating the company and brand name, and category title. The second and third slide should be used to present the product, including written content, imagery and any video content.
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# BEST FLAVOURED WATER

**Please note:** To qualify as a flavoured water, fruit juice content should not exceed 25% of the product content.

## Judged on

- Innovation
- Flavour
- Mouthfeel

If possible, include details about the water source and/or the water treatment process, ingredients, flavour notes and product differentiation.

## Entry requirements

- **A three slide PowerPoint presentation** in 16:9 format, for the judges to review. The first slide should be a title slide only, indicating the company and brand name, and category title. The second and third slide should be used to present the product, including written content, imagery and any video content.
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# BEST FUNCTIONAL WATER

A water that serves one or more functional purposes, e.g. contains caffeine, magnesium, zinc, vitamins, minerals or other functional ingredients.

To qualify for this category, you can either be a naturally functional water or a water with added functions (fortified water).

## Judged on

- Innovation
- Market need
- Execution
- Presentation
- Functionality of product

## Entry requirements

- **A three slide PowerPoint presentation** in 16:9 format, for the judges to review. The first slide should be a title slide only, indicating the company and brand name, and category title. The second and third slide should be used to present the product, including written content, imagery and any video content.
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# BEST CBD WATER

## Judged on

- Innovation
- Execution
- Presentation
- Functionality of product

## Entry requirements

- **A three slide PowerPoint presentation** in 16:9 format, for the judges to review. The first slide should be a title slide only, indicating the company and brand name, and category title. The second and third slide should be used to present the product, including written content, imagery and any video content.
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# BEST NEW BRAND/BRAND EXTENSION

## Judged on

- Innovation
- Functionality
- Differentiation
- Design/appearance

## Entry requirements

- **A three slide PowerPoint presentation** in 16:9 format, for the judges to review. The first slide should be a title slide only, indicating the company and brand name, and category title. The second and third slide should be used to present the product, including written content, imagery and any video content.
- **A high-resolution image** of your product (preferably on white background) This will be used in the awards presentation if you are a finalist/winner.

## Tips

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- **What:** Vision and mission of the water
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# BEST NEW WATER CONCEPT

## Judged on

- Innovation
- Differentiation
- Uniqueness of concept
- Value proposition
- Presentation of concept

## Entry requirements

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## Tips

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# BEST IN CAN

## Judged on

- Appearance
- Innovation of concept
- Product/Initiative differentiation
- Commercial/market impact

## Entry requirements

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# BEST IN CARTON

## Judged on

- Appearance
- Innovation of concept
- Product/Initiative differentiation
- Commercial/market impact

## Entry requirements

- **A three slide PowerPoint presentation** in 16:9 format, for the judges to review. The first slide should be a title slide only, indicating the company and brand name, and category title. The second and third slide should be used to present the product, including written content, imagery and any video content.
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# BEST IN GLASS

## Judged on

- Appearance
- Innovation of concept
- Product/Initiative differentiation
- Commercial/market impact

## Entry requirements

- **A three slide PowerPoint presentation** in 16:9 format, for the judges to review. The first slide should be a title slide only, indicating the company and brand name, and category title. The second and third slide should be used to present the product, including written content, imagery and any video content.
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# BEST IN PET

## Judged on

- Appearance
- Innovation of concept
- Product/Initiative differentiation
- Commercial/market impact

## Entry requirements

- **A three slide PowerPoint presentation** in 16:9 format, for the judges to review. The first slide should be a title slide only, indicating the company and brand name, and category title. The second and third slide should be used to present the product, including written content, imagery and any video content.
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# BEST PACKAGING/LABEL DESIGN

## Judged on

- Innovation
- Functionality
- Differentiation
- Design/appearance
- Expression of product

## Entry requirements

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# BEST CAP/CLOSURE

## Judged on

- Innovation
- Functionality
- Differentiation
- Design/appearance
- Expression of product

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# BEST TECHNOLOGY INNOVATION

## Judged on

- Degree of improvement from previous technology
- Degree of improvement from incremental to ground-breaking new concept
- Value of benefit in cost saving, efficiency improvement and breadth of application to wider industry

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# BEST MARKETING/SOCIAL MEDIA CAMPAIGN

Any campaign, marketing initiative, social media campaign or outreach, consumer engagement, advert)

## Judged on

- Innovation
- Conceptualisation
- Execution
- Responses

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

## Entry requirements

- **A four slide PowerPoint presentation** in 16:9 format, for the judges to review. The first slide should be a title slide only, indicating the company and brand name, and category title. The remaining three slides should be used to present the product, including written content, imagery and any video content. Videos should be no longer than 2 minutes in length and embedded into the presentation.
- **A high-resolution image** of your product (preferably on white background) This will be used in the awards presentation if you are a finalist/winner.

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# BEST CSR INITIATIVE

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.

## Judged on

- 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

## Entry requirements

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# CONTACT US

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