



## Global Water Drinks Awards 2021

### Guidelines for entrants

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

This document contains entry instructions and guidelines to help you maximise your chances of winning, by ensuring you submit the correct information regarding your product, campaign, initiative or innovation.

Please follow 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, 3 September 2021**. If your document is too large to email, please send files to this email address using WeTransfer ([www.wetransfer.com](http://www.wetransfer.com)).

For any questions or queries regarding the awards, please contact the Awards team on the email address listed above.

Thank you for taking part. We wish you the best of luck!

## THE AWARD CATEGORIES

- Best Natural Still Water
- Best Natural Sparkling Water
- Best Flavoured Water
- Best Functional Water
- Best CBD Water
- Best New Brand
- Best Brand Extension
- Best New Water Concept
- Best in Can
- Best in Carton
- Best in Glass
- Best in PET
- Best Packaging/Label Design
- Best Cap/Closure
- Best Technology Innovation
- Best Marketing/Social Media Campaign
- Best CSR Initiative

Products can be entered into multiple categories.

If you enter 3 categories, the fourth entry is **free**.

## ENTRY CRITERIA

All products entered must have been launched, created or rebranded from January 2019 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 awards program.

To qualify as a flavoured or functional water, fruit juice content should not exceed 25% of the product content.

For each category entry, you are required to submit the following:

- **200-words\* describing your product/initiative and why it deserves to win in its category**
- **Two high-resolution product images (JPEG and PNG files only)**
- **Product samples** in the categories Best Natural Still Water, Best Natural Sparkling Water, Best Flavoured Water, Best Functional Water, Best CBD Water, Best Cap/Closure

*\*For the categories 'Best Marketing or Social Media Campaign' and 'Best CSR initiative' you are invited to send an additional 1-page document to include any video content or imagery relating to the entry.*

Below are some **ideas and recommendations** for what you may wish to include in your 200-word description:

**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 it stand out

## JUDGING CRITERIA

### **Best Natural Still Water** (*samples required*)

Judged on:

- Design/appearance
- Flavour
- Mouthfeel
- Brand appeal relevant to target audience

### **Best Natural Sparkling Water** (*samples required*)

Judged on:

- Design/appearance
- Flavour
- Mouthfeel
- Brand appeal relevant to target audience

### **Best Flavoured Water** (*samples required*)

Judged on:

- Design/appearance
- Flavour(s)
- Ingredients
- Mouthfeel
- Brand appeal relevant to target audience

### **Best Functional Water** (*samples required*)

Judged on:

- Design/appearance
- Flavour(s) (if applicable)
- Ingredients
- Functionality
- Communication of functionality
- Brand appeal relevant to target audience

### **Best CBD Water** (*samples required*)

Judged on:

- Design/appearance
- Flavour(s)
- Functionality
- Communication of functionality
- Innovation
- Brand appeal relevant to target audience

### **Best New Brand**

Judged on:

- Design/appearance
- Innovation and uniqueness of concept
- Market impact
- Flavours and functionality (if applicable)
- Brand appeal relevant to target audience
- Social impact

### **Best Brand Extension**

Judged on:

- Design/appearance
- How the product ties into to the original product/or product range
- Innovation and uniqueness of concept
- Flavours and functionality (if applicable)
- Market impact
- Brand appeal relevant to target audience
- Social impact

### **Best New Water Concept**

Judged on:

- Design/appearance
- Innovation and uniqueness of product
- Differentiation of product
- Market impact
- Brand appeal relevant to target audience
- Social impact

### **Best in Can, Carton, Glass and PET**

Judged on:

- Design/appearance (and functionality of design)
- Product/initiative differentiation
- On-pack communication and branding
- How the packaging type meets the needs of target audience
- Market impact
- Social impact

### **Best Packaging/Label Design**

Judged on:

- Design/appearance including functionality of design
- On-pack communication
- Product/initiative differentiation
- Innovation
- Recyclability and environmental impact
- Market impact
- Brand appeal relevant to target audience

### **Best Cap/Closure** *(samples required)*

Judged on:

- Functionality
- Ease of use
- Innovation
- Recyclability and environmental impact
- Brand appeal relevant to target audience

### **Best Technology Innovation**

*Technologies in processing, manufacturing, packaging, distribution, or vending, including innovations that offer new technologies that save time or money in beverage manufacturing, change the way in which consumers access and consume beverages, improve packaging line efficiency and safety, improve tracking through smart technology, or improve environmental sustainability criteria.*

Judged on:

- Innovation and uniqueness of concept
- Degree of improvement from previous technology (if applicable)
- Impact on cost-saving, efficiency, environmental impact, improvement to process, and application to wider industry (if applicable)
- Impact to consumer experience (if applicable)

### **Best Marketing/Social Media Campaign**

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

Judged on:

- Innovation and originality of concept
- Conceptualisation and execution of campaign
- Market impact/response (judged in proportion to budget spent)

*In addition to the 200-word description and product images, you are invited to send a one-page document of additional video content and imagery to help illustrate your marketing message.*

### **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:

- Details of the initiative
- Evidence of sincerity and commitment to the initiative
- Changes made relative to efforts/money invested in the initiative
- Social impact

*In addition to the 200-word description and product images, you are invited to send a one-page document of additional video content and imagery.*

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