



## GLOBAL WATER DRINKS AWARDS 2023

### 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, 29 September 2023**. 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 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 Dispense Innovation
- 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

Products entered must have been launched, created, or rebranded from January 2021 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.

## SUBMISSION DETAILS

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**

*\*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.*

- **Two high-resolution product images (JPEG and PNG files only)**
- **Company logo**
- **Product samples** required in select categories:
  - Best Natural Still Water
  - Best Natural Sparkling Water
  - Best Flavoured Water
  - Best Functional Water

All electronic material submissions are to be emailed to [awards@zenithglobal.com](mailto:awards@zenithglobal.com) no later than **Friday, 29 September 2023**. If you are sending large files, we recommend using a file sharing platform such as WeTransfer ([www.wetransfer.com](http://www.wetransfer.com)). We will confirm receipt of all submissions.

For entries requiring samples, shipping details will be provided closer to the awards submission deadline.

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 New Brand**

Judged on:

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

### **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

### **Best New Water Concept**

Judged on:

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

### **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
- Recyclability and environmental impact

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

Judged on:

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

### **Best Dispense Innovation (NEW)**

*Water dispense innovations that save time or money in beverage production, and change the way in which customers access and consume beverages.*

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)
- Brand appeal relevant to target audience
- Impact to consumer experience (if applicable)

### **Best Technology Innovation**

*Technology innovation relating to the production, manufacturing or distribution of packaged water drinks. This includes new technologies that have a positive impact on cost-saving or environmental impact in the manufacturing/distribution of products, technologies which change the way in which customers access and consume products, and advancements in product/packaging formulation.*

Judged on:

- Innovation and uniqueness of innovation
- Impact to consumer experience (as applicable)
- Impact on cost-saving, efficiency, environmental impact, improvement to process, and application to wider industry (as applicable)
- Brand appeal to the relevant target audience.

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

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, local or 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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