



InnoBev Awards 2021

Guidelines for entrants

We are delighted to hear that you are planning to enter this year's InnoBev 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 no later than **Friday, 2 April 2021**. If your document is too large to email, please send files to this email address using WeTransfer (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 and wishing you the best of luck!

THE AWARD CATEGORIES

- Best Low/No Sugar Drink
- Best Functional Drink
- Best Premium Drink
- Best CBD/Hemp Drink
- Best in Can
- Best in Carton
- Best in Glass
- Best in PET
- Best Packaging/Label Design
- Best Marketing/Social Media Campaign
- Best Technology Innovation
- Best New Brand
- Best Brand Extension
- Best New Drink Concept

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.

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

- **a 200-word description of why your product deserves to win in its category**
- **two high-resolution product images (JPEG and PNG files only)**

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

Please note that we are not taking any product samples for this awards scheme.

Below are some **ideas and recommendations** for what you may wish to include in your 200-word description. For all categories, you may wish to consider including the following:

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

Best Low/No Sugar Drink, Best Functional Drink, Best CBD/ Hemp Drink

We are looking for a clear message about why your product is the most innovative/exciting product in this category and what makes it stand out. We'd love to hear about flavor combinations, points of differentiation, added value, and market impact.

Best Premium Drink

As well as delivering on taste and refreshment, we are looking for premium drinks that feature top quality ingredients and craftsmanship. In your entry, you may wish to consider how your product offers added value, differentiation and sophistication, as well as market impact and brand appeal relevant to the target audience.

Best in Can, Best in Carton, Best in Glass and Best in PET:

We are looking for products that stand out in appearance in their respective packaging and provide an excellent example of the chosen format. In your entry, you may wish to consider how your product differentiates itself from other products in the same format, as well as the benefits of choosing to package your product in this format. We are looking for innovation of concept as well as commercial/market impact.

Best Packaging/Label Design

We are looking for packaging designs and innovations that measurably improve consumer convenience, usability and reduction of waste material, offer added value for brand owners and create differentiation through excellence and original design/appearance. The packaging/label design needs to effectively communicate the ingredients and benefits of what's inside.

Best Marketing/Social Media Campaign

In this category, we are seeking marketing campaigns, activations, promotions, print, digital, or point-of-sale campaigns that entertain, raise awareness or educate, demonstrate originality and promote or provide education around specific themes. *You are welcome to send a one-page document of additional video content and imagery to help illustrate your marketing message.*

Best Technology Innovation

We are looking for innovative technologies in processing, manufacturing, packaging, distribution or vending. This includes 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.

Best New Brand

We are looking for newcomer brands that clearly communicate benefits – from nutrition, health, functionality, or superior refreshment - and have delivered a unique proposition either through innovative ingredients or packaging, environmental sustainability, clean label, or ethical behaviour.

Best Brand Extension

We are looking for brand extensions that clearly communicate benefits – from nutrition, health, functionality, or superior refreshment - and have delivered a unique proposition either through innovative ingredients or packaging, environmental sustainability, clean label, or ethical behaviour.

Best New Drink Concept

We are looking for new beverages that demonstrate innovative concept(s) and product differentiation. This includes drinks that have the potential to develop a new product category or extend consumer choice.

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