



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 no later than **November 11 2019**. If your document is too large to attach in an email, please use **WeTransfer** (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!

Table of contents

Best Functional Drink.....3

Best Low/No Sugar Drink.....4

Best New Drink Concept..... 5

Best Packaging Design.....6

Best Label Design..... 7

Best Technology Innovation..... 8

Best New Brand/Brand Extension..... 9

Best Marketing/Social Media Campaign10

Best Premium Drink.....11

Category name	Judged on	Entry requirements	Helpful hints & tips
<p>Best Functional Drink</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"> • Innovation • Market need • Execution • Presentation • Functionality of product 	<p>Please create a maximum of 3 PowerPoint slides. The first slide should be a title slide only, the 2nd and 3rd slide should be for content.</p> <p>We recommend making your slides 16:9 format to give you as much space as possible to include all the information you need.</p> <p>Please submit at least 1 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> <p>What: Vision and mission of the concept</p> <p>How: Market gap analysis/product differentiation</p> <p>Where: your product is sold, developed, sourced from and why</p> <p>Why: Your product is the most innovative/exciting product in this category and what makes you stand out</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <p>Branding. Please feel free to use your corporate branding when creating your slides.</p> <p>Visual. 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!</p> <p>Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely!</p> <p>If you require any more guidance, please contact</p> <p>aschofield@zenithglobal.com</p>

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Best Low/No Sugar Drink	<ul style="list-style-type: none"> • Innovation of concept • Flavour combinations • Use of sweetening agents and product development • Product differentiation 	<p>Please create a maximum of 3 PowerPoint slides. The first slide should be a title slide only, the 2nd and 3rd slide should be for content.</p> <p>We recommend making your slides 16:9 format to give you as much space as possible to include all the information you need.</p> <p>Please submit at least 1 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> <p>What: Vision and mission of the concept</p> <p>How: Market gap analysis/product differentiation</p> <p>Where: your product is sold, developed, sourced from and why</p> <p>Why: Your product is the most innovative/exciting product in this category and what makes you stand out</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <p>Branding. Please feel free to use your corporate branding when creating your slides.</p> <p>Visual. 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!</p> <p>Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely!</p> <p>If you require any more guidance, please contact</p> <p>aschofield@zenithglobal.com</p>

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Best New Drink Concept	<ul style="list-style-type: none"> Innovation of concept Product/Initiative differentiation 	<p>Please create a maximum of 3 PowerPoint slides. The first slide should be a title slide only, the 2nd and 3rd slide should be for content.</p> <p>We recommend making your slides 16:9 format to give you as much space as possible to include all the information you need.</p> <p>Please submit at least 1 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> <p>What: Vision and mission of the concept</p> <p>How: Market gap analysis/product differentiation</p> <p>Where: your product is sold, developed, sourced from and why</p> <p>Why: Your product is the most innovative/exciting product in this category and what makes you stand out</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <p>Branding. Please feel free to use your corporate branding when creating your slides.</p> <p>Visual. 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!</p> <p>Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely!</p> <p>If you require any more guidance, please contact</p> <p>aschofield@zenithglobal.com</p>

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Best Packaging Design	<ul style="list-style-type: none"> • Innovation of concept • Structural differentiation • Functionality: i.e. differentiated, solves a problem, adds versatility, increases sustainability • Design appearance 	<p>Please create a maximum of 3 PowerPoint slides. The first slide should be a title slide only, the 2nd and 3rd slide should be for content.</p> <p>We recommend making your slides 16:9 format to give you as much space as possible to include all the information you need.</p> <p>Please submit at least 1 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> <p>What: Vision and mission of the concept</p> <p>How: Market gap analysis/product differentiation</p> <p>Where: your product is sold, developed, sourced from and why</p> <p>Why: Your product is the most innovative/exciting product in this category and what makes you stand out</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <p>Branding. Please feel free to use your corporate branding when creating your slides.</p> <p>Visual. 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!</p> <p>Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely!</p> <p>If you require any more guidance, please contact</p> <p>aschofield@zenithglobal.com</p>

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Best Label Design	<ul style="list-style-type: none"> • Appearance/colour • Brand presentation • On pack communication 	<p>Please create a maximum of 3 PowerPoint slides. The first slide should be a title slide only, the 2nd and 3rd slide should be for content.</p> <p>We recommend making your slides 16:9 format to give you as much space as possible to include all the information you need.</p> <p>Please submit at least 1 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> <p>What: Vision and mission of the concept</p> <p>How: Market gap analysis/product differentiation</p> <p>Where: your product is sold, developed, sourced from and why</p> <p>Why: Your product is the most innovative/exciting product in this category and what makes you stand out</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <p>Branding. Please feel free to use your corporate branding when creating your slides.</p> <p>Visual. 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!</p> <p>Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely!</p> <p>If you require any more guidance, please contact</p> <p>aschofield@zenithglobal.com</p>

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Best Technology Innovation	<ul style="list-style-type: none"> • Degree of improvement from previous technology • Degree of innovation from incremental to ground-breaking new concept • Value of benefit in cost saving, efficiency improvement, breadth of application to wider industry. 	<p>Please create a maximum of 3 PowerPoint slides. The first slide should be a title slide only, the 2nd and 3rd slide should be for content.</p> <p>We recommend making your slides 16:9 format to give you as much space as possible to include all the information you need.</p> <p>Please submit at least 1 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> <p>What: Vision and mission of the concept</p> <p>How: Market gap analysis/product differentiation</p> <p>Where: your product is sold, developed, sourced from and why</p> <p>Why: Your product is the most innovative/exciting product in this category and what makes you stand out</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <p>Branding. Please feel free to use your corporate branding when creating your slides.</p> <p>Visual. 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!</p> <p>Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely!</p> <p>If you require any more guidance, please contact</p> <p>aschofield@zenithglobal.com</p>

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Best New Brand/Brand Extension	<ul style="list-style-type: none"> • Innovation of branding • Strength of brand expression • Differentiation • Potential for developing a new category or providing added choice to consumers 	<p>Please create a maximum of 3 PowerPoint slides. The first slide should be a title slide only, the 2nd and 3rd slide should be for content.</p> <p>We recommend making your slides 16:9 format to give you as much space as possible to include all the information you need.</p> <p>Please submit at least 1 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> <p>What: Vision and mission of the concept</p> <p>How: Market gap analysis/product differentiation</p> <p>Where: your product is sold, developed, sourced from and why</p> <p>Why: Your product is the most innovative/exciting product in this category and what makes you stand out</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <p>Branding. Please feel free to use your corporate branding when creating your slides.</p> <p>Visual. 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!</p> <p>Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely!</p> <p>If you require any more guidance, please contact</p> <p>aschofield@zenithglobal.com</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"> • Innovation • Conceptualization • Execution • Responses <p>Judged in proportion to the budget spent, i.e. low-budget or localised campaigns will not be expected to generate as great responses and the execution is evaluated with budget limitations in mind.</p>	<p>Please create a maximum of 3 PowerPoint slides. The first slide should be a title slide only, the 2nd 3rd and 4th slide should be for content.</p> <p>We recommend making your slides 16:9 format to give you as much space as possible to include all the information you need.</p> <p>Please submit at least 1 high resolution image of your product. This will be included on all marketing material. You can also embed your campaign video in to the presentation. It must not exceed 1 minute and 30 seconds long.</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> <p>What: Vision and mission of the concept 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 you stand out</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <p>Branding. Please feel free to use your corporate branding when creating your slides.</p> <p>Visual. 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!</p> <p>Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely!</p> <p>If you require any more guidance, please contact</p> <p>aschofield@zenithglobal.com</p>

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Best Premium Drink	<ul style="list-style-type: none"> • Point of difference/value-add • Sophistication • Added benefits • Ethical dimension • Volume/value of performance in the market 	<p>Please create a maximum of 3 PowerPoint slides. The first slide should be a title slide only, the 2nd and 3rd slide should be for content.</p> <p>We recommend making your slides 16:9 format to give you as much space as possible to include all the information you need.</p> <p>Please submit at least 1 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> <p>What: Vision and mission of the concept</p> <p>How: Market gap analysis/product differentiation</p> <p>Where: your product is sold, developed, sourced from and why</p> <p>Why: Your product is the most innovative/exciting product in this category and what makes you stand out</p>	<p>To make sure your presentation stands out, why not consider the following...</p> <p>Branding. Please feel free to use your corporate branding when creating your slides.</p> <p>Visual. 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!</p> <p>Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely!</p> <p>If you require any more guidance, please contact</p> <p>aschofield@zenithglobal.com</p>