



InnoBev Awards 2020

Guidelines for entrants

We are delighted to hear that you are planning to enter this year's InnoBev Awards. Here are some guidelines and instructions to help ensure you increase your chances of winning and submit the correct information about your product, campaign, initiative or innovation.

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 Lisa Solovieva at lsolovieva@zenithglobal.com no later than **Monday 18th May 2020**. If your document is too large to email, please use WeTransfer (www.wetransfer.com).

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

Thank you for taking part and wishing you the best of luck!

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Category guideline breakdown

Category name	Judged on	Entry requirements	Helpful hints & tips...
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> <ul style="list-style-type: none"> • What: Vision and mission of the water • 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>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> • Branding. Please feel free to use your corporate branding when creating your slides. • 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! • Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely! <p>If you require any more guidance, please contact Isolovieva@zenithglobal.com</p>

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Best Functional Drink	<ul style="list-style-type: none"> • Innovation of concept and product development • Product differentiation • Flavour combinations • Credibility/viability of health claims 	<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> <ul style="list-style-type: none"> • What: Vision and mission of the water • 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>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> • Branding. Please feel free to use your corporate branding when creating your slides. • 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! • Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely! <p>If you require any more guidance, please contact Isolovieva@zenithglobal.com</p>

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Best Premium Drink	<ul style="list-style-type: none"> • Innovation of concept and product development • Product differentiation • Brand appeal relevant to target audience 	<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> <ul style="list-style-type: none"> • What: Vision and mission of the water • 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>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> • Branding. Please feel free to use your corporate branding when creating your slides. • 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! • Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely! <p>If you require any more guidance, please contact Isolovieva@zenithglobal.com</p>

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Best in Can	<ul style="list-style-type: none"> • Appearance • Innovation of concept • Product/Initiative differentiation • Commercial/market impact 	<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> <ul style="list-style-type: none"> • What: Vision and mission of the water • 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>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> • Branding. Please feel free to use your corporate branding when creating your slides. • 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! • Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely! <p>If you require any more guidance, please contact Isolovieva@zenithglobal.com</p>

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Best in Carton	<ul style="list-style-type: none"> • Appearance • Innovation of concept • Product/Initiative differentiation • Commercial/market impact 	<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> <ul style="list-style-type: none"> • What: Vision and mission of the water • 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>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> • Branding. Please feel free to use your corporate branding when creating your slides. • 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! • Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely! <p>If you require any more guidance, please contact Isolovieva @zenithglobal.com</p>

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Best in Glass	<ul style="list-style-type: none"> • Appearance • Innovation of concept • Product/Initiative differentiation • Commercial/market impact 	<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> <ul style="list-style-type: none"> • What: Vision and mission of the water • 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>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> • Branding. Please feel free to use your corporate branding when creating your slides. • 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! • Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely! <p>If you require any more guidance, please contact Isolovieva @zenithglobal.com</p>

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Best in PET	<ul style="list-style-type: none"> • Appearance • Innovation of concept • Product/Initiative differentiation • Commercial/market impact 	<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> <ul style="list-style-type: none"> • What: Vision and mission of the water • 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>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> • Branding. Please feel free to use your corporate branding when creating your slides. • 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! • Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely! <p>If you require any more guidance, please contact Isolovieva@zenithglobal.com</p>

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Best Packaging/Label Design	<ul style="list-style-type: none"> • Innovation of concept • Product/Initiative differentiation • Design appearance • 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> <ul style="list-style-type: none"> • What: Vision and mission of the water • 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>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> • Branding. Please feel free to use your corporate branding when creating your slides. • 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! • Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely! <p>If you require any more guidance, please contact Isolovieva@zenithglobal.com</p>

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Best Cap/Closure	<ul style="list-style-type: none"> • Value • Functionality • Ease of use • Innovation • Recyclability 	<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> <ul style="list-style-type: none"> • What: Vision and mission of the water • 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>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> • Branding. Please feel free to use your corporate branding when creating your slides. • 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! • Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely! <p>If you require any more guidance, please contact Isolovieva@zenithglobal.com</p>

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<p>Best Marketing/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 • Conceptualisation • Execution • Responses <p>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.</p>	<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> <ul style="list-style-type: none"> • What: Vision and mission of the water • 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>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> • Branding. Please feel free to use your corporate branding when creating your slides. • 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! • Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely! <p>If you require any more guidance, please contact Isolovieva@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> <ul style="list-style-type: none"> What: Vision and mission of the water 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>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> Branding. Please feel free to use your corporate branding when creating your slides. 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! Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely! <p>If you require any more guidance, please contact Isolovieva@zenithglobal.com</p>

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Best New Brand/Brand Extension	<ul style="list-style-type: none"> • Innovation • Functionality • Differentiation • 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> <ul style="list-style-type: none"> • What: Vision and mission of the water • 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>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> • Branding. Please feel free to use your corporate branding when creating your slides. • 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! • Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely! <p>If you require any more guidance, please contact Isolovieva@zenithglobal.com</p>

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Best New Drink Concept	<ul style="list-style-type: none"> • Innovation • Differentiation • Uniqueness of concept • Value proposition • Presentation of concept 	<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> <ul style="list-style-type: none"> • What: Vision and mission of the water • 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>To make sure your presentation stands out, why not consider the following...</p> <ul style="list-style-type: none"> • Branding. Please feel free to use your corporate branding when creating your slides. • 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! • Use your space wisely. Don't waste your space by including information that isn't needed for the judging process. Choose wisely! <p>If you require any more guidance, please contact Isolovieva@zenithglobal.com</p>