



AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

2022 APPA AWARDS



ENTRY GUIDELINES

INTRODUCTION

The APPA Awards for Promotional Products Marketing Excellence recognises outstanding contributions by businesses and individuals making positive changes towards a more progressive and sustainable promotional products industry in Australasia.

The APPA Awards seek to highlight members who have raised the industry's profile by generating marketing initiatives that are original, highly creative, socially responsible and environmentally conscious and most importantly, effective in exceeding client goals and expectations.

It is recommended that all entrants read these Entry Guidelines carefully and respond to all entry requirements.



2022 APPA
AWARDS



MONASH
University



ELIGIBILITY & GENERAL ENTRY CONDITIONS

- The APPA Awards are open only to current financial APPA Members.
- All entries must be submitted online at appa.awardsplatform.com
- All entries and additional material must be received by 5pm Friday 10th June 2022 (Requests for extensions or late entries will not be considered).
- Entries are required to address all criteria and contain sufficient information for the judging panel to adequately assess the merits of the entry.
- Distributor Awards - promotional product programs must have been conducted between 1st April 2020 - 31st March 2022 to be eligible.
- Supplier & Decorator Awards - new product, marketing tool, branding or digital innovation must have been introduced to the market between 1st April 2020- 31st March 2022 to be eligible.
- Entry fee must be paid on submission for all applicable awards.
- Winners will be announced at the Awards Gala Dinner following the Promo Show on 24th August 2022 in Melbourne at the Crown Palladium.
- Winners of the 2022 NZ Awards will be eligible to enter the 2022 APPA Awards.
- Up to three finalists for each award will be announced prior to the Awards Gala Dinner.



2022 APPA
AWARDS



DISTRIBUTOR, SUPPLIER & DECORATOR AWARD CATEGORIES

Distributor Award Categories

Business to Business

Consumer Program/Gift With Purchase

Distributor Self-Promotion

Distributor/Supplier Collaboration

Event Merchandise

Integration to a Media Campaign

Limited Budget

Made in Australia/Made in New Zealand

Not For Profit

Promotional Product Innovation and Design

Sustainable/Eco-Friendly Initiative

Uniforms, Apparel and Accessories

Supplier and Decorator Award Categories

Branding Innovation Tool

Digital Innovation Award

Most Innovative Marketing Tool

Product Innovation Award

For full category descriptions, please
see <https://www.appa.com.au/events-and-education/appa-awards/>

You will find the judging weightings and
tips for addressing each criteria
when you apply online.



AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

2022 APPA AWARDS

THE ENTRY PROCESS

All entries must be submitted online at the APPA Awards platform appa.awardsplatform.com

Distributor entries must address the following criteria within the required word limits:

The Objective: What was the primary objective of the program? 300 word limit

The Strategy: What promotional products and other collateral were used to execute the strategy and why were they selected? 600 word limit

The Result: What results were achieved relative to the objective for the promotional products? 300 word limit

Additional: What relevant additional information can support your submission such as client references/ testimonials, videos and other material. 300 word limit

Supplier & Decorator entries must address the following criteria within the required word limits:

The Objective: Explain what your vision was for this new product, marketing tool, branding or digital innovation. 300 word limit

Strategy & Execution: Explain your solution and describe the process/es you went through to achieve the above objective. 600 word limit

Results: Explain how this was successful - what results did you achieve? 300 word limit

Important additional Distributor Awards information:

- You may enter as many categories as you wish but the same entry cannot be submitted in multiple categories and will only be considered in one category. Judges have the authority to reposition an entry into a different category if required.
- All entries must adhere to copyright and patent protection laws or they will be immediately disqualified. If it is found that any product/products entered contravene any exclusive distribution arrangements, patent or copyright, the entry will be disqualified.



INDIVIDUAL INDUSTRY AWARD CATEGORIES

The Individual Industry Awards recognise outstanding achievements of individuals within the Promotional Industry. These awards can be self-nominated or nominated by a peer.

Category 1: APPA Industry Distinction Award

The APPA Industry Distinction Award recognises individuals who champion the value of branding and in doing so have made a significant contribution in the growth and success of the promotional product industry. Nominees of this award will be held in high regard by their peers, and demonstrate that they have given their time, energy, and resources to further the industry.

Entries are required to respond to the following criteria:

- Made a significant contribution or achievement at the local or national level (300 word limit & 25% judging weighting)
- Fostered and enhanced the "supplier/distributor" supply chain relationship (300 word limit & 35% judging weighting)
- Demonstrated a capacity to inspire, mentor or lead, and whose expertise is valued (300 word limit & 25% judging weighting)
- Raised the professionalism of the industry through their contribution or achievement (300 word limit & 15% judging weighting)

Category 2: APPA Young Achiever Award

The APPA Young Achiever Award recognises and celebrates the future of our industry by acknowledging exceptional young achievers, up to the age of 35 as at 31st March 2022 with at least 2 to 5 years' service in the promotional industry and with a clear affiliation with APPA.

Entries are required to respond to the following criteria:

- Show promise as a future leader of the promotional products industry (300 word limit & 20% judging weighting)
- Demonstrate outstanding commitment to their professional learning and personal development (300 word limit & 20% judging weighting)
- Possess skills and attributes that clearly set them apart from their peers (300 word limit & 20% judging weighting).
- Have the capability to invigorate and change our industry in exciting ways (300 word limit & 20% judging weighting).
- Provide an example of a successful innovative product, idea, or solutions (300 word limit & 20% judging weighting).



THE ENTRY PROCESS (GENERAL)

All entries must be submitted via APPA's online submission system. [Click here](#) to access the portal.

- You can start your submission and then save and come back to it at any time. The system will guide you through the entry process.
- It is imperative that all entries adhere to the specified criteria, so please read all the information carefully and address all criteria to ensure that your entry is eligible.
- Once your entry is submitted you will receive an email confirmation confirming successful submission.

For any questions regarding the online submission process, please contact Cath Williams at APPA on accounts@appa.com.au.

JUDGING

- Independent judging panels will be comprised of marketing and branding experts from a range of industry groups.
- Judging panels will be independent of all submissions.
- Judges decisions shall be final.
- Entries will be assessed on the electronic copy submission in accordance with these Entry Guidelines.
- At the sole discretion of the judging panels, High Commendations may be awarded for submissions of significant merit.



USE OF ENTRY MATERIAL

APPA reserves the right to publish entries, including results, unless the entry is clearly marked otherwise. Please obtain your client's permission to publish before sending in your entry. Please note that all client contact names and sales figures will be kept confidential and not published.

By entering the awards, the entrants accept full legal responsibility (and agrees that APPA is excluded from any legal responsibility) for all the information provided in the submitted/published case studies. By entering the awards, the entrants agree to allow APPA to promote, publish and archive the winner's entries.

ENTRY FEES:

The following entry fee must be paid on submission of the Distributor, Supplier & Decorator Awards:

First Entry: \$115 plus GST
Subsequent entries: \$55 plus GST

Entry fees may be paid by direct credit or credit card using the invoice issued at time of completing submissions. Submissions that have not been paid for by Friday 10th June 2022 may not be included for judging.



GOOD LUCK WITH YOUR AWARDS ENTRY

Winners will be announced at the Awards Gala Dinner following the Promo Show on 24th August 2022 in Melbourne at the Crown Palladium.

For further information, please email APPA CEO Wesley Fawaz at wesley@appa.com.au.



AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

2022 APPA
AWARDS