



APPA AWARDS FOR PROMOTIONAL  
PRODUCTS MARKETING EXCELLENCE

Australia 2021

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ENTRY GUIDELINES



# The APPA Awards for Promotional Products Marketing Excellence celebrate exceptional creativity in the promotional products industry and recognise industry professionals for their outstanding use of promotional products in marketing programs and initiatives.

## Why should you enter the 2021 APPA Awards?

Entering the APPA Awards for Promotional Products Marketing Excellence is a clear demonstration of your commitment to being the best in the industry, and can yield significant rewards for you, your brand and your business.

Winning an APPA Award can elevate your brand profile significantly. The esteemed nature of the awards has seen past winners and finalists earn new clients and win better contracts.

Winning submissions will be profiled, and finalists acknowledged, in the official 2021 APPA Awards Distributor Award Winners Guide. [Click here](#) to view the 2020 APPA Awards Distributor Award Winners Guide. Outstanding award submissions will be published in the Promotional Products Marketing Magazine and used in APPA's social media and marketing materials.

### KEY DATES

Entries open: **Wednesday 21 April 2021**

Entries close: **Friday 30 July 2021**

Campaigns conducted between **30 March 2020 – 29 March 2021** are eligible for entry.

Winners of the 2021 APPA Awards will be announced in a series of short video presentations once the results have been finalised by the judging panel (dates TBC).

## **DISTRIBUTOR AWARD CATEGORIES**

### **BUSINESS TO BUSINESS**

Highlighting outstanding achievement in the development and performance of promotional products in a Business to Business (B2B) marketing campaign. The promotional products need to be an integral part of the marketing campaign and should have improved brand awareness for the client or increased sales. The campaign can be ongoing or with a finite end date. Specialist campaigns can include (but not limited to) new product launch or strategy launch.

### **CONSUMER PROGRAM/GIFT WITH PURCHASE**

Championing the most effective consumer promotional product marketing program or campaigns through retail or other sales channels. This category includes incentive programs in which a product was given away with the purchase of a client's product or service, gift with purchase promotions, packaging, point of sale and retail product merchandising.

### **DISTRIBUTOR SELF-PROMOTION**

Highlighting superior marketing installations and promotional products designed to promote the brand of the entrant themselves.

### **DISTRIBUTOR/SUPPLIER COLLABORATION**

Celebrating the most successful cases of distributor/supplier cooperation and collaboration to achieve exceptional results in the given time period. Please note, the collaborating supplier must be an existing APPA member. Programs must be the result of an idea for the creation of a new or unique product to meet the direct need of the client. High-scoring entrants will be rewarded for creativity and innovative incorporation of an indent or locally supplied product.

### **EVENT MERCHANDISE**

Demonstrating the most effective event merchandise program. This category includes giveaway brand reminders, branded merchandise and onsite event marketing initiatives. Programs of high quality and unique merchandise which are consistent in brand message will receive the highest scores.

### **INTEGRATION TO A MEDIA CAMPAIGN**

Highlighting elite campaigns where a promotional product was cleverly integrated into a broader media campaign, whether it be digital media or traditional advertising. Examples could include a promotional product that creatively features in a digital campaign and demonstrates innovation in linking a physical promotional product to a digital platform.

### **LIMITED BUDGET**

Celebrating the most enterprising and effective promotional product or promotional product campaign where the cost of producing the product itself was less than five dollars per unit.

### **MADE IN AUSTRALIA**

Highlighting the best marketing campaign or initiative that incorporates locally made promotional products or garments. In line with ACCC classification, "the product must have undergone substantial transformation within Australia" to be classified as 'Australian Made'.

### **NOT FOR PROFIT**

Promoting the most effective not-for-profit or charitable promotional product marketing program or campaign.

### **PROMOTIONAL PRODUCT INNOVATION AND DESIGN**

Celebrating innovation and creative development of promotional products or designs for use within a promotional product program or campaign. The innovation/creativity /design must be predominantly developed by the APPA member. This can be in response to a brief or generated by the APPA member for the client.

### **SUSTAINABLE/ECO-FRIENDLY INITIATIVE**

Celebrating marketing campaigns or initiatives that incorporate sustainable or eco-friendly products. This category includes products that reinforce an environmental message or demonstrate an example of improved environmental consciousness or measures of waste reduction. Entries must be compliant with ACCC guidelines- you must be able to substantiate the claims made in your entry.

### **UNIFORMS, APPAREL AND ACCESSORIES**

Recognising outstanding branding campaigns on any form of apparel, uniform or wearable product, and used in a creative, flexible and effective manner to convey a consistent brand message.

## **DISTRIBUTOR AWARD CRITERIA**

Individual Distributor Award submissions must address the specified criteria for the relevant award category. All award submissions will be judged by a panel of marketing experts (TBA).

Submissions that are scored the highest in individual award categories will be awarded the top prize in that category. The entry that is deemed best across all categories by the judging panel will be awarded the Platinum Award, the highest honour in the APPA Awards program.

The general criteria for all categories is briefly detailed below. *Applicants can find more information and detailed criteria for each award category when you apply online at [appa.awardsplatform.com](http://appa.awardsplatform.com)*

1. The initial client's brief, what was the business goal or branding requirements? Was it achieved and how did promo contribute to it being achieved?
2. The concept, design, creativity or development or selection of products to meet the campaign requirement. The matching or fit of the promotional product to the brand or campaign message.
3. Performance outcomes and data which can include (but not limited to) increased sales, increased repeat purchase, raised brand awareness.

## INDUSTRY DISTINCTION INDIVIDUAL AWARD

The APPA Industry Distinction Award recognises individuals who champion the value of branding and have made a significant contribution to 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.

This award can be self-nominated or nominated by a peer.

### **Award Criteria**

The APPA Industry Distinction Award recognises the achievement and commitment of an individual to the promotional product industry rather than to any one company. As such, the recipient of this award will have:

- Made a significant contribution or achievement at a local or national level.
- Fostered and enhanced the “supplier/distributor” supply chain relationship.
- Demonstrated a capacity to inspire, mentor or lead, and whose expertise is valued.
- Raised the professionalism of the industry through their contribution to or achievements within the promotional products industry.

## YOUNG ACHIEVER INDIVIDUAL 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 1<sup>st</sup> June 2021 with at least 2 to 5 years’ service in the promotional industry and with a clear affiliation with APPA.

This award can be self-nominated or nominated by a peer.

### **Award Criteria**

The winner of the APPA Young Achiever Award will:

- Show promise as a future promotional industry leader.
- Demonstrate outstanding commitment to their professional learning and personal development.
- Possess skills and attributes that clearly set them apart from their peers.
- Provide an example of their involvement and leadership in a successful project or marketing campaign or product solution.

## THE ENTRY PROCESS

APPA's online submission system and guidelines can be accessed at [www.appa.awardsplatform.com](http://www.appa.awardsplatform.com). You can save your submission 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 information carefully.

Please ensure your entry (including client references) is submitted in pdf format. You will receive an email confirmation once you have successfully submitted your entry.

Your entry MUST include:

1. A completed online submission.
2. Payment of the entry fee (distributor awards only).

Entrants can apply for more than one award. However, the basis of each entry must be completely different (i.e. you cannot use the same product/program/campaign for multiple award entries). 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.

## JUDGING

The 2021 APPA Awards judging panel (TBA) will consist of marketing and branding experts with experience in and knowledge of the promotional products industry.

The judging panel will be independent of all submissions. Entries will be assessed on the electronic copy submission in accordance with these Entry Guidelines.

## 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 entrant accepts full legal responsibility (and agrees that APPA is excluded from any legal responsibility) for all the information provided in the award submission.

## GENERAL CONDITIONS OF ENTRY

1. The APPA Awards are open to current financial APPA Members only.
2. All entries must be submitted online at [appa.awardsplatform.com](http://appa.awardsplatform.com).
3. Entry fees must be paid at the time of submission (Distributor Awards only).
4. All entries and accompanying materials, photographs and digital assets must be uploaded to the platform by 5.00pm on Friday 30 July 2021.
5. Entries are required to address all criteria and contain sufficient information for the judging panel to adequately assess the merits of the entry.
6. Promotional product programs must have been conducted between **March 30 2020** and **March 29 2021** to be eligible.

### ENTRY FEES

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|---------------------|------------------|
| First Entry:        | \$115 (plus GST) |
| Subsequent entries: | \$55 (plus GST)  |

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*For further information or assistance regarding the 2021 APPA Awards, please contact APPA CEO Wesley Fawaz at [wesley@appa.com.au](mailto:wesley@appa.com.au).*

