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# APPA AWARDS NEW ZEALAND 2021

New Zealand Awards for  
Promotional Products Marketing Excellence

Entry Guidelines 2021



AUSTRALASIAN PROMOTIONAL  
PRODUCTS ASSOCIATION

## INTRODUCTION

The APPA Awards for Promotional Products Marketing Excellence celebrate the most creative part of our industry bringing together recognition of industry professionals for the outstanding use of promotional products in business and marketing programs. This is a great opportunity to receive the recognition you deserve.

Entering one or more of the APPA Awards for Promotional Products Marketing Excellence is a clear demonstration of your commitment to being the best in the industry.

### Eligibility and General Conditions for entries:

1. The APPA Awards are open only to current financial APPA Members.
2. All entries must be submitted online at [appa.awardsplatform.com](http://appa.awardsplatform.com)
3. All entries and additional material must be received by **5pm, Friday 12 March 2021**
4. Entries are required to address all criteria and contain sufficient information for the judging panel to adequately assess the merits of the entry.
5. Distributor Awards – promotional product programs must have been conducted between **1 July 2019 – 31 January 2021** to be eligible.
6. Distributor Awards – **entry fee must be paid on submission.**
7. Requests for extensions or late entries will not be considered.

### Entry Fees:

Fees apply only to the Distributor 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 12 March 2021 may not be included for judging.

### Key Dates:

**Entries Close** 12 March 2021

**Winners Announced** 28 April 2021

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

## CRITERIA: DISTRIBUTOR AWARDS

Distributors are invited to enter a submission addressing criteria which will be judged by a panel of marketing experts. Eligible high scoring entries are in the running to be awarded in each of the following categories, with an overall winner selected for the prestigious Platinum Award.

The criteria for all four (4) categories are briefly detailed below. You will find further criteria and judging information for each category when you apply online at [appa.awardsplatform.com](http://appa.awardsplatform.com)

- *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?*
- *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.*
- *Performance outcomes and data which can include (but not limited to) increased sales, increased repeat purchase, raised brand awareness.*
- *Any additional information, feel free to add post scripts e.g: '...this campaign was so successful I have been commissioned to...' or '...present your point of difference ie: I think I should win because...'*

## DISTRIBUTOR AWARD CATEGORIES

### 1. Apparel/Wearable Products

*This category presents an outstanding branding campaign on any form of apparel, uniform or item that can be worn and used in a creative, flexible and effective application that conveys a consistent brand message to the respective customer/prospective audience.*

### 2. Merchandise Range

*This category demonstrates the most effective merchandise programs based on take up rates and includes give away brand reminders, branded merchandise and onsite event marketing. Programs of high quality and unique merchandise which are consistent in brand message. This category includes custom product development, packaging design, redemption offers, large-scale product fulfilment.*

### 3. NZ Made / Eco Friendly / Recycling / Sustainable

*This category demonstrates the commitment to either NZ Made or Eco Friendly/Recycling/Sustainable programs. A NZ Made program highlights promoting and producing a promotional product or garment utilising the very best of New Zealand made components, manufacturing, suppliers and embellishers. All products entered must meet the requirements of the Fair Trading Act for Country of Origin Labelling.*

*An Eco Friendly/Recycling/Sustainable program celebrates products or programs created by using recycled or environmentally friendly products, carbon neutral products, focusing on fair trade, reducing waste and/or being environmentally friendly within the work place, with clients and/or the community. This category includes products that reinforce an environmental message with products that are 100% recyclable at the end. This category also includes showing initiatives such as demonstrating in a campaign an example of improved sustainability by measures such as delivering without any packaging.*

*Entries must be compliant with CCNZ guidelines – i.e. must be able to substantiate their claims. [Click here](#) to learn more about this entry requirement.*

#### 4. Promo / GWP / Giftware / Campaign

Promotional products are utilised in a wide variety of programs and campaigns and so this category is open to all those programs or campaigns that don't align with the above three categories. Examples may include (but not limiting to) the use of promotional products for Business to Business Campaigns, Not for Profit/Fundraising campaigns, Distributor Self Promotion, Media Integration campaigns, Employee Incentive & Recognition program, Gift With Purchase program, etc.

### BEST SUPPLIER AWARD

We invite suppliers to enter a submission which will be judged by a panel of industry experts. This category allows suppliers an opportunity to demonstrate aspects of your business processes, show how you perform well across the board and how you effectively maintain client relationships.

Best Supplier recipients are assessed on the following criteria:

**Customer Service** – processes used to ensure customers are responded to in timely manner, with correct information (e.g. staff product knowledge, sharing inboxes etc). Willingness to help -flexibility, customer support, pro-active sales and service – how does your company actively seek more business? Website – what makes your website user friendly, how effective is its functionality etc. Stockholdings are consistent.

**Product Quality** – testing methods both overseas and locally to ensure products meet required standards, ethical/social responsibility.

**Decoration Quality** (if applicable) – testing methods both overseas and locally to ensure decoration methods are of superior quality.

**Catalogue Quality** (if applicable) – aesthetic look/feel, product information.

**Creative Response** – how do you go above and beyond to help your distributors make sales through creativity?

**Response time to briefs/quote requests** – how do you ensure you meet fixed turnaround times?

### BEST DECORATION SERVICES AWARD

This category presents an opportunity to demonstrate all areas of decoration services to showcase your business processes, general performance and how you effectively maintain client relationships.

Best Decoration Service recipients are assessed on the following criteria:

**Decoration Quality** – what processes and procedures are in place to ensure decoration methods and outcomes are of superior quality?

**Customer Service** – what processes are in place to ensure customers are responded to in timely manner and providing valuable advice with correct information? Has the organisation become an advisor and true partner in improving productivity within its client's business? How does the organisation look to improve servicing a client to fit their needs and wants?

**Creativity/Innovation** – how do you go above and beyond to help your clients provide superior products through creativity and/or innovation? Can you demonstrate what is unique or innovative about the service / support your organisation provides that clearly differentiates it from its competitors.

## INDUSTRY AWARD CATEGORIES

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

### 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.

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:

1. Made a significant contribution or achievement at the local or national level.
2. Fostered and enhanced the “supplier/distributor’ supply chain relationship.
3. Demonstrated a capacity to inspire, mentor or lead, and whose expertise is valued.
4. Raised the professionalism of the industry through their contribution or achievement.

### 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 1<sup>st</sup> June 2020 with at least 2 to 5 years’ service in the promotional industry and with a clear affiliation with APPA.

Award criteria: The winner of the APPA young achiever award will:

1. Show promise as a future leader of the promotional products industry.
2. Demonstrate outstanding commitment to their professional learning and personal development.
3. Possess skills and attributes that clearly set them apart from their peers.
4. Have the capability to invigorate and change our industry in exciting ways.
5. Provide an example of a successful innovative product, idea, or solutions.

## 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.

Please ensure your entry (including client references) is submitted in pdf format.

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](mailto:accounts@appa.com.au).



## THE ENTRY PROCESS (DISTRIBUTOR AWARDS)

Your entry MUST include:

- a) a completed online entry submission and references (see point 2 below);
- b) payment of the entry fee.

**NOTE:** You 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).

Online Submission Guidelines can be viewed at <https://appa.awardsplatform.com>.

The online submission system will request the following compulsory information:

- a) Award category
- b) Company name
- c) Criteria addressed

### Important additional Distributor Awards information:

1. Campaigns conducted between **1 July 2019 – 31 January 2021** are eligible to be entered.
2. 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.
3. 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.

## THE ENTRY PROCESS (BEST SUPPLIER/DECORATOR)

Your entry MUST include a completed online entry submission. The Online Submission Guidelines can be viewed [here](#). Please ensure your entry (including client references) is submitted in pdf format.

The online submission system will request the following compulsory information:

- a) Award category
- b) Company name
- c) Criteria addressed

## THE ENTRY PROCESS (INDUSTRY AWARDS)

Your entry MUST include a completed online entry submission. The Online Submission Guidelines can be viewed [here](#). Please ensure your entry (including client references) is submitted in pdf format.

The online submission system will request the following compulsory information:

- a) Award category
- b) Individual/Nominator name
- c) Criteria addressed

## 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.*

## ANNOUNCEMENT OF WINNERS

Winners will be announced at the cocktail function during the NZ Promo Show on April 28 2021.

## 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.

*For further information, please email APPA CEO Wesley Fawaz at [wesley@appa.com.au](mailto:wesley@appa.com.au).*

