



## SUBMISSIONS CATEGORIES

*Recognising excellence in the South African beverage industry*

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### HOW IT WORKS

- Any brand, distributor or agency may submit an entry submission to be considered for an award.
- The entry may be submitted in any format you wish.
- Award categories and submission criteria for each can be found below.
- Only products & campaigns for the 2022 calendar year are admissible.
- Submissions will be vetted prior to being handed over for judging.
- Submissions are judged by an independent industry panel.
- Judges are eligible for awards, but will be recused from judging any award they're nominated for, or where they have a conflict of interest.
- We reserve the right to exclude an award category should it not receive sufficient qualified submissions.
- Entry fee per submission is R3000 excluding VAT.



## AWARD CATEGORIES & SUBMISSION CRITERIA

<p><b>Best Brand Campaign</b></p>	<p>This award recognises a local brand campaign that has demonstrated creativity and keen market insight in the promotion of a beverage.</p> <p>Applicable to any beverage brand, provided the campaign was conceptualised and driven by a South African agency.</p> <p>Must have had a maximum spend of R1 million.</p> <p>Must have flighted during 2022.</p>	<p>Submission must be in three sections:</p> <p>(a) Brief/opportunity – 10 points</p> <p>(b) Rollout/campaign – 20 points and</p> <p>(c) Evaluation/results/impact – 20 points</p> <p>Total is a score out of 50 points.</p> <p>Provide enough information within each section as you see fit in relation to the score allocated, with a maximum total word count of 800. Please provide campaign supporting material.</p>
<p><b>Best CSI Campaign</b></p>	<p>This award recognises a short-burst CSI campaign/initiative, powered by a beverage, that has shown a significant positive impact on South African society.</p> <p>Applicable to any beverage brand, provided campaign was conceptualised and driven by a South African agency.</p> <p>Must have had a maximum spend of R1 million.</p> <p>Must have flighted during 2022.</p>	<p>Submission must be in three sections:</p> <p>(a) Brief/opportunity – 10 points</p> <p>(b) Rollout/campaign – 20 points and</p> <p>(c) Evaluation/results/impact – 20 points</p> <p>Total is a score out of 50 points.</p> <p>Provide enough information within each section as you see fit in relation to the score allocated, with a maximum total word count of 800. Please provide campaign supporting material.</p>



<p><b>Best Brand Manager</b></p>	<p>This award recognises a brand manager whose insightful, consistent and rigorous promotion of their brand/s has had a marked impact on target-market perception.</p> <p>Applicable to any brand managers.</p> <p>Must have been working in this capacity full time for the entire 2022.</p>	<p>Submission must be in three sections:</p> <p>(a) Brief history with organisation – 10</p> <p>(b) Responsibilities &amp; performance – 20 points and</p> <p>(c) Values &amp; reasons to win this award – 20 points</p> <p>Total is a score out of 50 points.</p> <p>Provide enough information within each section as you see fit in relation to the score allocated, with a maximum total word count of 800. Please provide campaign supporting material.</p>
<p><b>Best Sales Representative</b></p>	<p>This award recognises a sales representative who has consistently achieved commercial excellence and maintained sustainable and profitable sales growth on their brand/s.</p> <p>Applicable to any sales managers.</p> <p>Must have been working in this capacity full time for the entire 2022.</p>	<p>Submission must be in three sections:</p> <p>(a) Brief history with organisation – 10 points</p> <p>(b) Responsibilities &amp; performance – 20 points and</p> <p>(c) Values &amp; reasons to win this award – 20 points</p> <p>Total is a score out of 50 points.</p> <p>Provide enough information within each section as you see fit in relation to the score allocated, with a maximum total word count of 800. Please provide campaign supporting material.</p>



<p><b>Best New Local Cocktail Ingredient</b></p>	<p>This award recognises the best new local cocktail ingredient to enter the market.</p> <p>Applicable to any new cocktail ingredient produced in South Africa.</p> <p>Must have been launched in the national market during 2022.</p>	<p>Submission must be in three sections:</p> <p>(a) USPs of the product – 20 points</p> <p>(b) The problem it solves – 20 points and</p> <p>(c) Commercial viability – 10 points</p> <p>Total is a score out of 50 points.</p> <p>Provide enough information within each section as you see fit in relation to the score allocated, with a maximum total word count of 800. Please provide clear pack shots, including full product image and both front and back labels.</p>
<p><b>Best New Local Spirit</b></p>	<p>This award recognises the best new local spirit to enter the market.</p> <p>Applicable to any new spirit produced in South Africa.</p> <p>Must have been launched in the national market during 2022.</p>	<p>Submission must be in three sections:</p> <p>(a) USPs of the product – 20 points</p> <p>(b) Brand identity &amp; story – 10 points and</p> <p>(c) Production, tasting notes &amp; perfect serve – 20 points</p> <p>Total is a score out of 50 points.</p> <p>Provide enough information within each section as you see fit in relation to the score allocated, with a maximum total word count of 800. Please provide clear pack shots, including full product image and both front and back labels.</p>



<b>Best New Local Liqueur or Spirit Aperitif</b>	<p>This award recognises the best new local liqueur or spirit aperitif to enter the market.</p> <p>Applicable to any new cream liqueur produced in South Africa.</p> <p>Must have been launched in the national market during 2022.</p>	<p>Submission must be in three sections:</p> <p>(a) USPs of the product – 20 points</p> <p>(b) Brand identity &amp; story – 10 points</p> <p>(c) Production, tasting notes &amp; perfect serve – 20 points</p> <p>Total is a score out of 50 points</p> <p>Provide enough information within each section as you see fit in relation to the score allocated, with a maximum total word count of 800. Please provide clear pack shots, including full product image and both front and back labels.</p>
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**Your entry form and submission must be emailed to [info@barandbeverageawards.co.za](mailto:info@barandbeverageawards.co.za) before the closing date 15 June 2023.**

#### **ENQUIRIES**

Should you have any questions about the submissions categories, the application process or payment terms please don't hesitate to get in touch with us.

- Email: [info@barandbeverageawards.co.za](mailto:info@barandbeverageawards.co.za)
- Phone: 021 447 0564 (Sky Heathcock)
- Instagram: [@bar\\_beverageawards](https://www.instagram.com/bar_beverageawards) | Facebook: [@barbeverageawards](https://www.facebook.com/barbeverageawards)