



International Spirits Challenge 2011

Rewarding quality, celebrating excellence

Marketing Awards

DEADLINE FOR ENTRIES: **26 August**

It's not just what's in the bottle

The International Spirits Challenge recognises that the success of a brand requires more than just being a great product. Which is why, for the first time this year, we are launching the International Spirits Challenge Marketing Awards.

The spirits industry has some of the most exciting brands and initiatives in the world. The aim of our new awards is to recognise and celebrate the invaluable impact that marketing has on creating and sustaining brand value which will ultimately improve profitability.



Entries are invited from brand owners and agencies in a number of different categories. The awards will be presented at the International Spirits Challenge Awards Dinner held at the Marriott Grosvenor Square, London on October 10th. Here winning entries will be showcased to an elite audience of decision makers in the spirits industry. Winning entries will also be showcased in the leading global drinks title Drinks International.

Our judging panel of industry experts drawn from brand owners, marketing and advertising agencies will award medals to the best entries, with trophies awarded to outstanding entries within each category.

Entry Details

Name of company entering the awards:

Address:

Country:

Contact name:

Job title:

Tel:

Email:

Campaign name:

Brand owner:

Drinks
INTERNATIONAL

Entry of campaigns entered**HOW TO ENTER**

1. Please fill in one entry form for each product entered using one as a master which includes payment details.
2. Tick the categories you wish to enter.
3. Please nominate your favourite retailers (there is no charge to nominate).
4. Complete the method of payment form (see below).
5. Photocopy the completed entry form(s) for your records and return by fax, email or post with payment to: **International Spirits Challenge 2011, Agile Media, Zurich House, East Park, Crawley, West Sussex, RH10 6AS UK.**
Fax: +44 (0)1293 474010 email: isc@agilemedia.co.uk

Entry forms must be received by 26 August 2011

6. Please email a high resolution image (at least 300d.p.i. max 5MB) to isc@agilemedia.co.uk
7. You may wish to send ONE bottle of your product to support your entry, but its not essential. If you are also entering a range of products, please send a bottle for each product in the range.

All bottles should be delivered with UK duties and taxes paid and UK stamps applied to: **International Spirits Challenge, c/o Flightstore, Unit 27-29 Cobham Way, (Gatwick International Distribution Centre), Gatwick Road, Crawley, RH10 9RX, UK. Tel: +44 (0)1293 534271**

All bottles must be delivered by 2 September 2011

8. Please refer to the Entry Information brochure for details regarding duty and shipping methods or see www.internationalspiritschallenge.com

When sending your samples, please ensure that you tick the appropriate box on the carrier sheet ('dutiable shipments/customs clearance') that indicates all duty will be paid by you ('the shipper'). Please note failure to follow the correct UK duty procedures will result in your entry being withdrawn from the competition.

9. Please ensure all deliveries are clearly labelled with the name of the submitter and 'International Spirits Challenge Marketing Awards 2011'.
10. Please note bottles submitted will not be returned.

THE ENTRY PROCESS

Entrants are welcome from brand owners and agencies. Each entry should include a brief written entry on a single A4 sheet following the guidelines below. Entrants may wish to include supplementary material covering, for example, packaging and marketing materials and photographic evidence. Please note that all supplementary evidence will not be returned. The awards categories are open to drinks companies, marketing companies, pr companies and media buying agencies that have planned and implemented a successful campaign in the previous twelve months. Judges will be looking at the following criteria in each category.

- Overall brand strategy
- How the campaign met the overall strategy
- Evidence of innovation and creativity
- Evidence of positive results and penetration statistics
- Return on investment

The awards categories are as follows::

Best Launch Campaign

Best Re-branding Campaign

Best Advertising Campaign

Best Digital Marketing Campaign

Best Direct Marketing Campaign

Best PR Campaign

RETAILER AWARDS

Please nominate your favourite UK and international spirits retail outlets. There is no charge to nominate. Please continue on a separate sheet if necessary.

UK Multiple Spirits Retailer:

UK Independent Spirits Retailer:

International Multiple Spirits Retailer
(domestic or travel retail):

PAYMENT DETAILS - You only need to complete this section once per company

1. Cost per entry is £160 + VAT per brand entered.
2. Your entry fee does not include the costs or provision of Duty Stamps and the service for stamping. Please refer to our Entry Information for details.

2. Payment by cheque Please make cheques payable to **Agile Media Ltd**

3. Invoice me to the address overleaf

Invoice contact name (if different to entry contact name)

Invoice address (if different to entry contact address)

Email: (please note invoices will be sent by email)

Please note that an admin fee of £20 will be applied to those requiring invoices whose orders have a total net value of less than £500. Invoice terms are strictly 15 days (or prior to judging if sooner). Please note that if payment (or proof of payment) is not received prior to judging day then products will be removed from the competition.

Please note that all bottles that enter the UK should bear a UK duty stamp once they have passed a duty point (usually the point of entry into the country). Overseas producers please note that unstamped bottles MUST have stamps applied by your shipping agents or warehouse. Any costs associated with duty and tax payments are the responsibility of the entrant. It is illegal to deliver unstamped bottles to our warehouse and they will not be accepted by us.

Signature:

Print name:

Date:

Data Protection We will use this data for the purposes of administering your entry in the International Spirits Challenge and to contact you with any queries. We may also use it to contact you about other competitions or products on behalf of Drinks International or Agile Media, ISC sponsors or carefully selected third parties.

If you do not wish to be contacted by any of the following please tick the relevant box:

Drinks International	<input type="checkbox"/>	Mail	<input type="checkbox"/>	Telephone	<input type="checkbox"/>	Email	<input type="checkbox"/>	Agile Media, Zurich House, East Park, Crawley, West Sussex, RH10 6AS UK.
Agile Media	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	Registered in England no 6646125.
Third Parties	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	VAT number: 938 4452 95