

the  
drinks  
business

Asian  
Awards  
2021

the  
drinks business  
**ASIA**

## IT'S EASY TO ENTER.

### STEP ONE

Complete the entry form on pages 5 & 6 or online at [www.thedrinksbusiness.com/dbhk-asian-awards/](http://www.thedrinksbusiness.com/dbhk-asian-awards/)

### STEP TWO

Once you are registered, we will send you a URL to upload your awards pitch and any support material online.

To discuss sponsorship opportunities please call  
Sophie Raichra **+65 8361 5048** or email  
**[sophie@thedrinksbusiness.com](mailto:sophie@thedrinksbusiness.com)**

### DEADLINE

Your entry form and payment must be with us by 15 September 2021. Your supporting materials must be with us by 15 September 2021.

### AWARDS CEREMONY

TBA.

### PERMISSION

It is your responsibility, if applicable, to get the permission of your client.

### PAYMENT

Entry fee for the first entry is HK\$ 2,000 and HK\$ 1,700 for additional entries.

### TERMS AND CONDITIONS

We cannot guarantee the return of any materials supplied for judging. The judges' decision is final. The closing date for entries is 15 September 2021. Once a body of work has been submitted into an award category it will not be considered for subsequent years (with the exception of new work commenced on existing projects/products). It may, however, be considered for a different category.

All material submitted is treated in the strictest confidence. Photocopied entry forms will be accepted. Judges are not permitted to judge entries from their own or associated businesses.



## DB ASIAN AWARDS CATEGORIES

ASIA IS DEFINED AS MARKETS WITHIN ASIA PACIFIC, INCLUDING AUSTRALIA AND NEW ZEALAND.

### BUSINESS AWARDS

#### **Best Drinks Company of the Year (Wine, Spirits & Beer)**

This is the most coveted award in Asia. Under scrutiny: your business development and diversification, sales/profit growth, employee management, new product development, market penetration, brand development and corporate responsibility... line up brand owners, agents and producers, it could be you!

#### **Best Retail Award (Wine, Spirits & Beer)**

The winner of this award will have no equal and will define excellence in drinks retailing during the year. You will have achieved significant sales growth in your respective Asian market(s) and will have an impressive display of value and range for your customers.

#### **On-trade Supplier of the Year**

Judges will take into account the recommendation and opinion of customers and look for evidence in high standards of service, including 24 hour delivery, flexibility and adaptability to the strains of the restaurant and hotel business. They will also award on-trade suppliers on the quality of their range and pricing, plus attention to environmental issues in a high carbon impact business model.

#### **Best Online Retailer**

Do you know how to make the most of the world wide web? We're looking for an online drinks operator who has a brilliant range, appealing site design, novel selling techniques and a loyal customer base. Judges will be looking for proof of profitable performance over the last 12 months in Asia, evidence of a growing database of repeat users, brand recognition and geographical reach.

#### **Fine Wine Retailer of the Year**

This award recognises top sales and profit performance amongst fine wine retailers who specialise in selling wines priced at HK\$ 300+ both in-store and online, to Asian consumers. Judges will be looking for information that illustrates diversity of wine regions, unequalled specialisation in given regions, excellence in customer service and education, quality of wine tastings and dinners.



## DB ASIAN AWARDS 2021

### MARKETING AWARDS

#### Best Drinks Event

This category is designed to encompass a range of events, from annual tastings by companies or generics, to exhibitions, masterclasses or seminars, that happened in Asia.

To succeed in this category please clearly illustrate what made your event successful (include both physical and virtual events). This should include an explanation of the initial concept, how it was planned and promoted, what it set out to achieve before clearly stating the results. To help us ascertain the level of success, please include visitor numbers, attendee feedback and revenues generated. Ideally, the entry should include a summary of the aims, the timeline, the costs, and, most importantly, the results, all expressed succinctly in an initial awards pitch.

#### Best Trade Campaign (Wine, Spirits & Beer)

In-house or agency, you will have wowed the client with your creativity, innovation and execution and all within budget. Your advertising has dazzled, your PR has hit the spot, your events have inspired and your online marketing demonstrated resourcefulness and originality.

#### Best Consumer Campaign (Wine, Spirits & Beer)

Have you created the most eye-catching campaign of the year? Or have you had consumers fighting in the aisles for your campaign's brands and inspired unprecedented customer brand loyalty with a super strategy and tangible results? Then you are a candidate for Best Consumer Campaign.

#### Best Launch (Trade/Consumer)

This award recognises both launches and re-launches in Asia. Judges expect distinction in PR, advertising, consumer research, revived design and packaging, as well as improved supply chain management and increased store listings.

#### Best Social Media Campaign

Social Media is now an essential part of virtually every successful marketing campaign. This category recognizes the success of marketing campaigns in Asia based on social media. Your entry can be based on a campaign that was solely built around social media activity, or you can highlight how social media formed a crucial part of a larger marketing campaign that used a range of promotional techniques. To succeed in this category, please supply qualitative and quantitative evidence to illustrate the achievements of this campaign. Ideally, the entry should include a summary of the aims, the timeline, the costs, and, most importantly, the results, all expressed succinctly in an initial awards pitch.

# ENTRY FORM

## PLEASE INDICATE WHICH CATEGORIES YOU ARE ENTERING

### BUSINESS AWARDS

- Best Drinks Company of the Year (Wine, Spirits & Beer)
- Best Retail Award (Wine, Spirits & Beer)
- On-trade Supplier of the Year
- Best Online Retailer
- Fine Wine Retailer of the Year

### MARKETING AWARDS

- Best Drinks Event
- Best Trade Campaign (Wine, Spirits & Beer)
- Best Consumer Campaign (Wine, Spirits & Beer)
- Best Launch (Wine, Spirits & Beer)
- Best Social Media Campaign

### YOUR DETAILS

Your name: \_\_\_\_\_

Your company: \_\_\_\_\_

Company address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

### CANDIDATE'S DETAILS (IF DIFFERENT)

Name: \_\_\_\_\_

Company name: \_\_\_\_\_

Company address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

## AWARDS PITCH (REQUIRED)

Please provide a statement of approximately 500 words for each entry which clearly states:

- What have you achieved in the last year?
- What makes you or your company stand out from others employing similar initiatives?
- What results or figures do you have to demonstrate the effectiveness of these initiatives?
- How do you plan to develop these initiatives or other aspects of your business in future?

## SUPPORT MATERIAL (OPTIONAL)

In addition to the awards pitch, you may wish to provide documents that support your entries such as:

Awards and/or qualification certificates

Artwork or photographs

Company literature / reports

Design / agency brief

Financial / annual reports

Media cuttings / coverage

Mission statement

Performance / sales charts

Personal CV or biography

Product samples

Team member biographies

Testimonials, endorsements or references

# ENTRY FEES

I confirm **ONE** entry submitted at @ HK\$ 2,000 per entry  
And \_\_\_\_\_ entries submitted at HK\$ 1,700 per entry

Total Entry Fee Amount: HK\$ \_\_\_\_\_

## Payment Details

**1. Cheques payable to:** The Drinks Business Hong Kong Limited should be sent to:  
The Drinks Business Hong Kong Limited, 3/F World Trust Tower, 50 Stanley Street, Central,  
Hong Kong

**2. Credit card payment:**

Please email: [sophie@thedrinksbusiness.com](mailto:sophie@thedrinksbusiness.com) for an online payment link

**3. Bank transfer information:**

Name: The Drinks Business Hong Kong Limited

Account Number: 801-148982-001

Bank Name: HSBC

Swift: HSBCHKHKKH

Please send receipt/invoice

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

**Once complete, please return this form to:**

The Drinks Business Hong Kong Limited

3/F World Trust Tower, 50 Stanley Street, Central, Hong Kong

**Tel: +65 8361 5048**

**Email: [sophie@thedrinksbusiness.com](mailto:sophie@thedrinksbusiness.com)**

**Website: [www.thedrinksbusiness.com/dbhk-asian-awards/](http://www.thedrinksbusiness.com/dbhk-asian-awards/)**