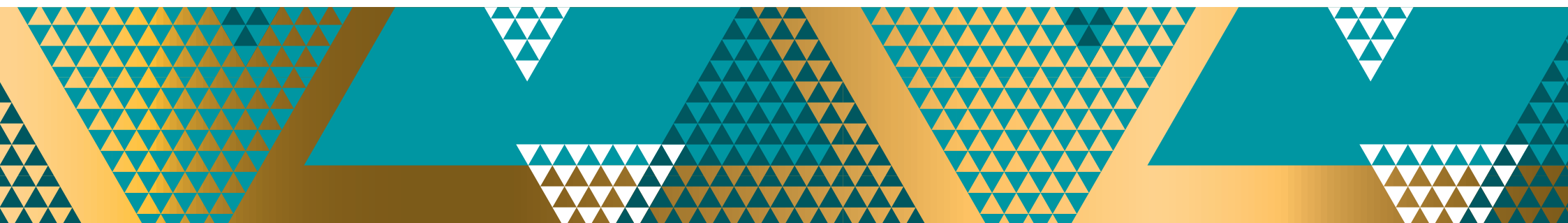




*AUSTRALASIAN PROMOTIONAL  
PRODUCTS ASSOCIATION*

# 2022 APPA AWARDS NEW ZEALAND

# ENTRY GUIDELINES



# INTRODUCTION

The APPA Awards for Promotional Products Marketing Excellence recognises outstanding contributions by businesses and individuals making positive changes towards a more progressive and sustainable promotional products industry in Australasia.

The APPA Awards seek to highlight members who have raised the industry's profile by generating marketing initiatives that are original, highly creative, socially responsible and environmentally conscious and most importantly, effective in exceeding client goals and expectations.

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



STEADY THE SHIP CAPTAINS HAT  
#BELIEVEINTHELEAVE



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PRODUCTS ASSOCIATION

2022 APPA  
AWARDS  
NEW ZEALAND

# GENERAL CONDITIONS

Eligibility and General Conditions for entries to the 2022 NZ Awards:

- The APPA Awards are open only to current financial APPA Members.
- Distributor members must have a registered business in New Zealand.
- All entries must be submitted online at [appa.awardsplatform.com](http://appa.awardsplatform.com)
- All entries and additional material must be received by 5pm, Wednesday 2nd March 2022 (Requests for extensions or late entries will not be considered).
- Entries are required to address all criteria and contain sufficient information for the judging panel to adequately assess the merits of the entry.
- Distributor Awards - promotional product programs must have been conducted between 1st April 2020 - 31st January 2022 to be eligible.
- Distributor Awards - entry fee must be paid on submission.
- Winners will be announced at the Awards Gala Dinner following the NZ Promo Show on 13th April 2022 at Alexandra Park.
- Winners of the NZ Distributor category awards will be eligible to enter the APPA Australasian Awards announced in August 2022.



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AWARDS  
NEW ZEALAND

# DISTRIBUTOR AWARD CATEGORIES

## Category 1: Uniforms, Apparel & 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.

## Category 2: Merchandise Range

Demonstrating 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.

## Category 3: Made in NZ or Sustainable/ Eco-Friendly Initiative

This category demonstrates the commitment to either Made in NZ or Sustainable/ Eco Friendly by highlighting the best marketing campaign or initiative that incorporates locally made promotional products or garments to promote an increase in the client's sales OR celebrating marketing campaigns and initiatives that incorporate sustainable or environmentally conscious products that reinforce environmental messages or demonstrate improved environmental awareness or measures of waste reduction.

*Sustainable/Eco-Friendly 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.*

## Category 4: Promotional Products Open Category

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.



# THE ENTRY PROCESS (DISTRIBUTOR AWARDS)

All entries must be submitted online at the APPA Awards platform [appa.awardsplatform.com](http://appa.awardsplatform.com)

Entries must address the following criteria within the required word limits:

**The Objective:** What was the primary objective of the program?  
300 word limit  
Judging weighting - 10%

**The Strategy:** What promotional products and other collateral were used to execute the strategy and why were they selected?  
600 word limit  
Judging weighting - 40%

**The Result:** What results were achieved relative to the objective for the promotional products?  
300 word limit  
Judging weighting - 40%

**Additional:** What relevant additional information can support your submission such as client references/testimonials, videos and other material.  
300 word limit  
Judging weighting - 10%

You will find tips for addressing the criteria and when you apply online.

## Important additional Distributor Awards information:

- 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.
- 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.

## Entry Fees:

Fees apply only to the Distributor Awards.

The following entry fee must be paid on submission:

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 2nd March 2022 may not be included for judging.



# INDIVIDUAL INDUSTRY AWARD CATEGORIES

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

## Category 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.

Entries are required to respond to the following criteria:

- Made a significant contribution or achievement at the local or national level (300 word limit & 25% judging weighting)
- Fostered and enhanced the "supplier/distributor" supply chain relationship (300 word limit & 35% judging weighting)
- Demonstrated a capacity to inspire, mentor or lead, and whose expertise is valued (300 word limit & 25% judging weighting)
- Raised the professionalism of the industry through their contribution or achievement (300 word limit & 15% judging weighting)

## Category 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 2nd March 2022 with at least 2 to 5 years' service in the promotional industry and with a clear affiliation with APPA.

Entries are required to respond to the following criteria:

- Show promise as a future leader of the promotional products industry (300 word limit & 20% judging weighting)
- Demonstrate outstanding commitment to their professional learning and personal development (300 word limit & 20% judging weighting)
- Possess skills and attributes that clearly set them apart from their peers (300 word limit & 20% judging weighting).
- Have the capability to invigorate and change our industry in exciting ways (300 word limit & 20% judging weighting).
- Provide an example of a successful innovative product, idea, or solutions (300 word limit & 20% judging weighting).



# 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.
- 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).

# 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.

# 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.



# Good Luck with your awards entry

Winners will be announced at the Awards Gala Dinner following the NZ Promo Show on 13th April 2022 at Alexandra Park.

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



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