

Best Australian Wine Promotion- Off Premise

What does this award recognise?

This category recognises an outstanding Australian wine promotional campaign in a wine retailer that:

- Demonstrates innovation, creativity and clever marketing
- Attracts and engages customers, enhancing their awareness and appreciation of Australian wine.

Who can enter this award?

Open to all campaign organizers including wine retail outlets (bricks & mortar) and trade companies located in Mainland China, which have conducted a promotion of Australian wine within or surrounding their retail space to drive sales of Australian wine to customers between 1 July 2018 to 30 June 2019.

NOTE: You can either self-nominate for this award or an employer or sector peer can nominate someone worthy for this award. In each instance, the person making the nomination must provide a response to all questions for the nomination to be accepted and judged.

Background information

Please start your award submission with the following information:

- Name of nominee (individual)
- Employment role of nominee
- Name of contact person for this entry (if different to the nominee)
- Contact email address
- Contact phone number.

Nominator declaration

It is a condition of entry that all nominees must be aware that they are being nominated for this award. Please tick the box that is correct for your situation.

I declare that I am the nominee.

I declare that I have nominated the nominee and that the nominee is aware of the nomination I have made on their behalf.

Guidelines

- Provide an answer to each award submission question in the order in which the questions are asked
- A word limit has been assigned to each question – please do not go over that word limit
- Answers longer than the word limit will be penalised - 5 percent will be deducted from your overall score for each answer that exceeds the word limit
- Please upload any relevant supporting documents (optional)

Optional supporting documents

Upload a copy of the major marketing materials you used as part of the campaign. This could include, but is not limited to, invitations, posters, advertisements and tasting notes. (How many percentage points is this worth? 0%. This is NOT scored but will help judges understand your campaign.)

Award submission questions

Question 1: Outline the campaign you conducted, including the Australian wines featured (including regionality and diversity), the timeline, budget plus a list of objectives and goals that you set. This question measures the significance of the opportunity you identified and the campaign you developed in response to that opportunity. (Maximum 800 Chinese characters or 550 English words. This question is worth 25%.)

Question 2: Why did you choose the specific Australian wines for this campaign? How did the following impact on your decision: price, brand recognition, mark up, regional reputation, and supply reliability? (Maximum 700 Chinese characters or 500 English words. This question is worth 20%.)

Question 3. What research, planning and actions did you take to ensure that the campaign aligned with customers' expectations? This question measures the sophistication of your planning process. (Maximum 500 Chinese Characters, or 350 English words. This question is worth 10%.)

Question 4: What marketing and communication channels and tools did you use, and why? This can include traditional channels and tools, such as direct mail, print advertising, television and radio, and / or new digital channels and tools. (Maximum 500 Chinese characters or 350 English words. This question is worth 10%.)

Question 5: What made this campaign stand out? This question is seeking insights into your creativity and innovative marketing. Include details of the creative content, use of technology and customer interaction initiatives that excited customers. (Maximum 500 Chinese characters or 350 English words. This question is worth 15%.)

Question 6: Outline your campaign's achievements, including any outcomes that you did not expect. Describe your results against each of the objectives and goals that you listed in Question 1. Be specific – provide statistics, data and examples to substantiate your claims. This question measures the overall success of the campaign and how successful the campaign was at promoting Australian wines, increasing sales of those wines at your premise and improving your offering for customers. (Maximum 800 Chinese characters or 550 English words. This question is worth 20%.)

[Click here to upload your Awards submission.](#)
