Rules and Guidelines for Entry

Who can enter?
- The Beer and Cider Marketing Awards are open to any brand or marketing services provider who has undertaken work or projects as outlined in the category descriptions.
- International companies and brands may enter, however all projects and campaigns concerned should be based in the UK, targeting UK-based audiences.
- Agencies entering work on behalf of their clients must do so with the client’s approval.

Qualifying period
- All work must have run in the calendar year before the awards ceremony. So for this year's awards, which will be announced in September 2017, all works must have run for the first time between 1st January and 31st December 2016.

What do you have to do to win?
- We want to be able to produce case studies that celebrate the beer market and how vibrant it is. We’re looking for examples of work that can be held up to other brewers as inspiration, motivation and best practice.
- Entries will be judged on the basis of:
  - Insight and thinking: how well do you understand the market and your audience?
  - Execution: originality, stand-out and production values
  - Effectiveness: any evidence of increased sales or awareness, press coverage, social media buzz, versus the stated objectives of the campaign. Sales figures can be disguised, e.g. as indices, to protect confidential information.
At this stage there is no quantitative allocation of marks against each of the above: the judges will take all into consideration. We’re looking for great examples of beer marketing, and the magic might be in any or all of the above.

Entering your work
- All questions on the entry form should be answered, and all instructions followed. Entries must be made using this official entry form. Any entries not using the form will be disqualified.
● Entry fee is required for each separate category entry and those without the correct payment made prior to the closing date may be disqualified from final judging.

**Entering your work**

Cost to entries are as follows.

- £60 (£50 + £10 VAT) for brewers under 5000 hectolitres
- £144 (120 + £24 VAT) for brewers between 5000 hectolitres and 60,000 hectolitres
- £180 (£150 + £30 VAT) for brewers over 60,000 hectolitres

- Please note if you are an agency entering then please use the appropriate size and scale of your clients brewery.
- Please note also this relates to the overall size of the brewery entering, not the size of the brand.