

Product Entry Form



The Licensing Awards 2012

PRESENTED BY

THE LICENSING
SOURCE BOOK EUROPE

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INTERNATIONAL

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* Closing date for
entries Wednesday
23 May 2012

Enter your best new licensed products
Judged by the nation's top retailers

www.thelicensingawards.co.uk

How to enter The Product Awards

This is the entry form for the product award categories in The Licensing Awards 2012. These annual product awards are open to all UK and Ireland-based companies and are for officially licensed ranges.

* **Each entry should be licence-specific (ie based on one licensed property).**

* **An entry must be made by submitting a completed form accompanied by the actual products being entered.**

* **Companies can enter any ranges that have been launched between June 1 2011 and May 31 2012. By 'launched' this means on sale at retail in the UK. Any product launched outside of this timeframe will be disqualified.**

* **They are open to all licensees in good standing.**

* Any number of entries can be submitted by licensors on behalf of licensees so long as they have the licensee's permission.

* **There is no fee for entering. Companies can enter as many awards categories as they wish and may submit more than one entry in each category.**

* With the exception of the Innovation category, the awards are for licensed product ranges rather than a specific item within a range.

(If however, there is only one product this will be accepted as a 'range').

* **Companies may enter ongoing ranges provided that a significant update in design or content has been made since June 1 2011. (In these cases companies should only submit the new designs).**

* Companies can submit up to **five** actual items from each range being entered. Please include packaging and labelling where appropriate.

* **The Rrps of the products being entered should appear on the entry form.**

* A separate entry form (on back page) should be submitted for each entry. This form may be photocopied.

* **We assume that all entries submitted are done so with the blessing of the licensors (ie there are no ongoing legal battles or licensing agreement disputes concerning the entered items).**

* By entering these awards, you agree to participate in associated publicity associated with these awards.

* **The organising panel reserves the right to reallocate the entries into the most appropriate category.**

* After judging all entered products will be donated to charity (The Light Fund). (In extreme cases, companies may arrange, at their own cost, for the return of items).

* **This form is downloadable from our website:**

www.thelicensingawards.co.uk

What you need to do now

1

Fill in the form: Fill in the entry form overleaf (one form per entry) You can photocopy this form or download more from the website.

2

Select your product entries: Check that the products being entered comply with the entry requirements (i.e were launched at retail between June 1 2011 and May 31 2012). You should submit up to five actual items for each licensed range. Remember - entries should be licence-specific.

3

Send your entries: All entry forms, samples and supporting information/material should be sent (arriving no later than **May 23**) to: **The Licensing Awards, Max Publishing, United House, North Road, London, N7 9DP.** For further clarification on entering contact Ian Hyder or Jakki Brown at The Licensing Source Book on 020 7700 6740 or by e-mail: ianh@max-publishing.co.uk

www.thelicensingawards.co.uk

The Product Award Categories 2011

● Best Licensed Toys or Games Range

Open to all toys and games, interactive toys, games and computer games plus trading cards aimed at children or adults.

● Best Licensed Dress-Up or Partyware Range

Open to all dress-up ranges aimed at children or adults, balloons, party favours, party tableware, banners and cake decorations.

● Best Licensed Pre-School Apparel Range (0-5 years)

Open to nightwear, daywear, outerwear and underwear as well as as footwear (aimed at children 0-5 years).

● Best Licensed Children's Apparel Range (5-16 years)

Open to nightwear, daywear, outerwear and underwear as well as footwear (aimed at children 5-16 years).

● Best Licensed Adult Apparel Range

Open to nightwear, daywear, outerwear and underwear as well as footwear.

● Best Licensed Written, Listening or Learning Range

Open to books, comics, DVDs, audio and spoken word cassettes/CDs as well as electronic teaching products aimed at children or adults.

● Best Licensed Paper Products or Stationery Range

Open to greeting cards, stationery, calendars, posters and prints aimed at children or adults.

● Best Licensed Giftware Range

Open to all giftware ranges including jewellery, bags and fashion accessories, aimed at children or adults.

● Best Licensed Home Décor, Tableware or Housewares Range

Open to home décor ranges such as lighting, furniture, bedding, rugs, textiles, garden products, framed or canvas wall art as well as tableware and housewares ranges.

● Best Licensed Food or Drink Range

Open to confectionery, fresh, dried, tinned, jarred, bottled or canned food ranges, as well as alcoholic and non-alcoholic beverages.

● Best Licensed Brand Range

Open to all product ranges based on a brand licensed property (including sports, heritage, celebrity, art and design and non-entertainment brands).

● The Innovation Award

This special award is for one licensed item (ie not a range) of any discipline that show outstanding innovation in design, manufacture and/or inspiring treatment/use of a licensed property. The individual items submitted for this award may also have been entered into other categories, however a separate entry form and product sample should be submitted for judging purposes. All entries for this award should comply with the same restrictions and conditions as the other product award categories.

Closing date for
entries May 23 2012

Judging And Criteria

A judging panel of leading retail experts (from across the retail spectrum) will assess each product entry considering the following criteria to arrive at the finalists and winners in each category:

- * **Excellence of design, innovation and originality**
- * **Consumer targeting** (including retail pricing)
- * **Quality of manufacture and packaging**
- * **Innovation in brand extension.**

Finalists And Winners

There will be six finalists in each product category. These will be announced in early August.

Winners will be revealed at a gorgeous black tie/posh frock evening Awards event on Tuesday 11 September 2012 at The Grosvenor House Hotel, London. It will be a night to remember for the schmoozing, the gourmet food, the superb entertainment line-up, the dancing – and the fact that the whole industry will be together.

For tickets to The Licensing Awards event on September 11 contact Clare @ Createvents on: 01252 781178 or clare@createvents.co.uk
Tickets £195+VAT.

www.thelicensingawards.co.uk

Complete this entry form!

One form per entry

(You can photocopy this form or download more from the website)
PLEASE COMPLETE ALL FIELDS

Company Name _____

Contact name _____

Company address _____

T: _____

E: _____

**Name of Licensed Range being entered on this form
(one form per range)**

Name: _____

**Month when entered products were launched / will be launched
into UK retail (must be between June 1 2011 and May 31 2012)**

Month: _____

No. items submitted for this entry (max of 5)

Name of product	Recommended Retail Price(s)
1 _____	RRP £ _____
2 _____	RRP £ _____
3 _____	RRP £ _____
4 _____	RRP £ _____
5 _____	RRP £ _____

THE CLOSING DATE FOR ENTRIES IS May 23 2012

The Product Award Categories 2012

Closing date for entries is May 23 2012

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Open to nightwear, daywear, outerwear and underwear as well as footwear.
- **Best Licensed Written, Listening or Learning Range**
Open to books, comics, DVDs, audio and spoken word cassettes/CDs as well as electronic teaching products aimed at children or adults.
- **Best Licensed Paper Products or Stationery Range**
Open to greeting cards, stationery, calendars, posters and prints aimed at children or adults.
- **Best Licensed Giftware Range**
Open to all giftware ranges including jewellery, bags and fashion accessories, aimed at children or adults.
- **Best Licensed Home Décor, Tableware or Housewares Range**
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- **Best Licensed Food or Drink Range**
Open to confectionery, fresh, dried, tinned, jarred, bottled or canned food ranges, as well as alcoholic and non-alcoholic beverages.
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Your Checklist...

1 Fill in the form: Fill in the above entry form (one form per entry) You can photocopy this form or download more from the website.

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Help!

Dazed and confused? For further clarification on entering contact Ian Hyder or Jakki Brown at The Licensing Source Book on: 020 7700 6740 or by email on ianh@max-publishing.co.uk Full details are also on our website

www.thelicensingawards.co.uk