

FRAGRANCE FOUNDATION UK

21ST ANNUAL FIFI AWARDS
THURSDAY 16TH MAY 2013



Award Categories and Nomination Criteria

THE 2013 FRAGRANCE FOUNDATION UK FiFi AWARDS - THURSDAY 16TH MAY 2013

The Fragrance Foundation UK FiFi Awards are open to Fragrance Foundation members and non-members.

CATEGORIES, SUBMISSION CRITERIA & GUIDELINES AWARD SUBMISSION AND CRITERIA:

The fragrance must have been available at retail in the UK in 2012.

See individual categories for full details.

All nominations to be made online only at www.fifiawards2013.co.uk

You will be required to enter a description about the product (50 words max).

A picture must also be uploaded as a jpeg file (300dpi), minimum 1000 pixels wide or 1000 pixels high.

In addition **three full sized products** should be sent, and a high res jpeg of each entry (300 dpi minimum) should also be sent/mailed by Friday 18th January to The Fragrance Foundation.

email: info@fragrancefoundation.org.uk

Address: The Fragrance Foundation, 87 Roundwood Way, Banstead, Surrey SM7 1EJ

If you are entering either of the Best Fragrance Commercial categories, do not upload your commercial. Instead, please send a .mov file to: The FiFi Awards, Mammoth Events, 2 Lees Road, Mossley, Lancs OL5 0PF / george@mammoth-events.com

Please note it is the responsibility of the Brand to ensure that all product details are entered correctly online. The Fragrance Foundation cannot be responsible for any errors.

Nominations are now open. Nominations close Friday 18th January 2013.

VOTING

All voting will be checked and verified by Deloitte
See individual categories for full details.

Members of the Fragrance Foundation can vote for the following categories:

Best New Female Fragrance in Limited Distribution
Best New Male Fragrance in Limited Distribution
Retailer of the Year
Best New Fragrance for Men
Best New Fragrance for Women

NB: Fragrance Foundation member companies have 3 votes, but cannot vote for their own nomination

COST TO ENTER AWARDS

Members - Free of Charge in line with membership category.

Number of free nominations: A =4, B =6, C=8, D=10, E =12

Non Members - £250 + VAT per fragrance

(A fragrance can be entered into as many categories as appropriate)

For further information, please contact
info@fragrancefoundation.org.uk or call 07969 040143.

2013 CATEGORIES

Best New Female Print Advertisement

Best New Male Print Advertisement

Best New Female Fragrance Commercial

Best New Male Fragrance Commercial

Best New Female Fragrance Packaging

Best New Male Fragrance Packaging

Best New Home Fragrance

Best New Female Fragrance in Limited Distribution

Best New Male Fragrance in Limited Distribution

Best New Independent Fragrance

Perfume Extraordinaire

Readers' Choice Award - for Women

Readers' Choice Award - for Men

Best New Celebrity Fragrance

Peoples' Choice Award - for Women

Peoples' Choice Award - for Men

Retailer of the Year

Best New Fragrance for Men

Best New Fragrance for Women

Best New Ultimate Launch

AWARD CATEGORIES FOR 2013

Best New Female Print Advertisement

Best New Male Print Advertisement

Head Judge:

Nicola Mendelsohn – President IPA (Institute of Practitioners in Advertising) and Partner at Karmarama

Judging panel:

Piers Bracher – Advertising Director

Ian Denyer – Film Director

Laurence Haskell – Photographer

Lou de Ville-Morel – Stylist

Best New Female Fragrance Commercial

Best New Male Fragrance Commercial

Head Judge:

Nicola Mendelsohn – President IPA (Institute of Practitioners in Advertising) and Partner at Karmarama

Judging panel:

Piers Bracher – Advertising Director

Ian Denyer – Film Director

Laurence Haskell – Photographer

Lou de Ville-Morel – Stylist

Best New Female Fragrance Packaging

Best New Male Fragrance Packaging

Head Judge:

Jenny Packham – British Fashion Designer

Judging panel:

Prof. Frances Corner OBE – London College of Fashion

Lucy Ewing – Stylist at Sunday Times Style

Caryn Franklin – British Fashion Expert

Best New Home Fragrance

(This includes Candles, room sprays and diffusers)

Judging panel:

David Nicholls – Design Editor - The Telegraph Magazine

Sue James – Editor Woman and Home

Lizzie Kershaw – Media Expert

Best New Female Fragrance in Limited Distribution

Best New Male Fragrance in Limited Distribution

This is open to any fragrance launched in 2012 that was sold in less than 50 doors in the UK

Voted for by members of the Fragrance Foundation

Best New Independent Fragrance

The brand must be independent, not distributed or owned by a large company. Must be sold in 1-50 doors in the UK including online

Judging Panel:

Jasmine Award Winners

Perfume Extraordinaire

Recognises an extraordinary olfactive creation launched in 2012. This award acknowledges craftsmanship and measures the aesthetic beauty of the fragrance. It also recognises perfumers, who as olfactive visionaries inspire us most when their creations move the market forward.

Entries:

All entries are submitted blind to the Fragrance Foundation.
Please email info@fragrancefoundation.co.uk for more information

Judging Panel:
Jasmine Award Winners

Readers' Choice Award - for Women

Voted for by readers of ELLE Magazine

Readers' Choice Award - for Men

Voted for by readers of Men's Health

Best New Celebrity Fragrance

Voted for by readers of a weekly Celebrity title

Peoples' Choice Award - for Women

Voted for by users of boots.com

Peoples' Choice Award - for Men

Voted for by users of boots.com

Retailer of the Year

Awarded to the retailer that has promoted and embraced fragrance through an innovative campaign to reach new consumers, and actively supported the Fragrance Foundation, This can be in store, through the media and online.

Voted for by members of the Fragrance Foundation

Best New Fragrance for Men Best New Fragrance for Women

Voted for by members of the Fragrance Foundation

Best New Ultimate Launch

Awarded to the fragrance that has promoted and embraced itself through an innovative campaign. This should include in store, media and online.

This Fragrance will have revolutionised the fragrance market or been creative in its formulation, packaging or marketing & advertising campaign.

Voted for live at the Awards

For further information, please contact:
info@fragrancefoundation.org.uk or call 07969 040143



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