



Award Submission Example: Best Beverage Promotion

1. Describe how the beverage promotion enhances your brand, drives traffic, and provides uniqueness? (15 points)

In describing the promotion, there needs to be clarity in connecting the theme of the promotion to the branding of the beverage program as a whole. For example, a program that depends primarily on commercial beers, that has a goal to expand its client base by offering craft brewing choices clearly would demonstrate connectivity and a means to enhancing its programs. However, the promotion also needs to provide a demonstration of uniqueness that sets it apart from its competition without muddling its overall marketing message. This section would best include the strategy behind the event and how the outcome or success of the promotion is measured by the company. There needs to be some reference to the innovative quality of the promotion. There isn't a single measurement tool that may reflect success but there needs to be evidence that would be described in detail in Section 5.

2. Unique attributes of the promotion: (25 points)

This answer should include the primary unique features of the promotion. How does it reflect the culture of the restaurant or hotel/ casino/ cruise line concept? Did it enhance the overall marketing program? Who was included in the promotion's development and execution? Were consumers involved directly in the promotion and to what degree? For example, the promotion might showcase a product such as honey used in cocktails and adult non-alcoholic drinks or even in the production of meads for a publicized promotion. The use of honey may have come from using one's own beehives to also drive the themes of local use and sustainability that may be significant to the company's overall marketing message. In this case, the consumer is fairly passive but it is an effective and creative promotion and the consumer's perception of the added value would be reflected in comments, increased traffic and sales. The promotion also must demonstrate how it was marketed to consumers. Similarly, an event reflecting a wine focused promotion such as replicating the famous 'Judgment of Paris of 1976' might include loyal or potential customers to be more fully engaged by 'scoring' the wines offered to them in a similar method as was used in Paris. The promotion might further have been developed in association with or for General Managers or Restaurant Managers at an annual conference to also develop teamwork and camaraderie among key personnel.

Points are also given as to how much breadth and depth there was to the promotion. Obviously, the more products the more complicated the messaging might become. Having a single brand promotion has limitations but having a huge swath of products being introduced and promoted might be confusing to the public. There needs to be an overarching theme to the promotion explained so that messaging is

not confusing to the public. Pricing may be another key factor in assessing the goal and success of the program. That needs to be included if important to the promotion's success. Lastly, while there is some subjectivity as to what is deemed creativity, there are several judges (minimum of 5) who will look at the different facets of the program including its creativity of the program, so the aggregate tends to be a fair assessment.

3. Explain your marketing strategy, point of sale and promotional support: (25 points)

The answer to this question should support the stated goals of the promotion and detail the marketing strategy, point of sale and promotional support materials. What were the key components of the strategy? How was the promotion marketed? Social media, in house components, advertisements, radio, in house or external promotional events etc.? What point of sale material was created for this promotion? How was it displayed and used? How long before the promotion was it marketed? The judges assess the creativity, messaging methods, visual appeal, and media usage in awarding points.

4. Server training for this promotion - how well were they prepared? (10 points)

Answers should include how staff was prepared for the success of the promotion? What kind of training materials was produced for the event? Who was responsible for disseminating the training and how was their understanding of the key components of the event measured? What and how was management responsible for overseeing their staff's execution of the event? How much and how often did management provide feedback to staff?

5. Evidence of overall results – Describe how this promotion was effective and successful? (20 points)

The answer to this question is challenging because of constraints for disseminating specific detailed financial information. Percentage of sales increase and traffic is acceptable if specific sales revenue is not an option. The more detail provided, the more the judges can assess objectively the success of the promotion. If there is a long-term impact from the promotion including percentage of increase of sales in the category that was being promoted, or if there was an increase in overall traffic and percentage of the increase is provided, the more points given. Other measurements could include data collected from social media responses, comment cards or if there were a tie-in to a form of club membership to promote consumption in a responsible way, all would be accepted as evidence by the judges.

6. Did the promotion enhance responsible alcohol service and social responsibility messaging? (5 Points)

There are some promotions that in the past may have encouraged overconsumption with little regard to potential liability. Having a responsible alcohol server program in place is the minimum requirement. The answer to this question should include what else management and personnel do to encourage responsible consumption and ensure that there is continuous oversight of servers and bartenders especially during the promotion? Is there any evidence that data is collated and tracked as to the success of responsible service and if so, what is it?

This question also includes social responsibility. The answer might include recycling programs, lowering the use of disposable plastics, using systems that reduce total bottles (ie a wine keg dispensing system). It might include charitable events to support organizations such as CORE or community-focused events.