20TH SLIM BRAND EXCELLENCE 2021

ENTRY KIT 2021

SLIM
Sri Lanka Institute of Marketing

FUTURE READY SRI LANKA
Empowering the nation with knowledge

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SLIM BRAND EXCELLENCE

The SLIM Brand Excellence Awards is a celebration of brand excellence at national level that rewards the outstanding efforts of exceptional marketers. Through this event, SLIM endeavors to not only encourage best practices in branding, but also to raise local brands to global standards, to enhance the image of marketing in the country and that of SLIM in the region. This event translates as industry recognition of the motivation, dedication and hard work that great marketers have demonstrated in making brand champions. Each year our panel of judges evaluates the contenders for each category of award, looking for those elusive qualities which elevate a brand above the sea of nondescript products.

For the Brand Excellence Awards to be truly successful there must be industry-wide, representative participation which will ensure healthy competition. SLIM's efforts to make marketing the driving force in the economy will be measured by several factors; the significance and direct benefits of marketing strategies for an organization being among the most important. Recognition of exceptional marketing prowess with events like the Brand Excellence Awards can only contribute to promoting these ultimate results and further motivate professionals.

THE AWARDS

The top three brands that obtained the highest score in each of the five main categories (Product Brand of the Year, Service Brand of the Year, Global Brand of the Year, Local Brand of the Year, Export Brand of the Year) will be recognized with gold, silver and bronze awards. Gold, Silver and Bronze winners will be selected in each of the special award's categories. Awards may not be presented in a category if there are no entries of a suitable standard to merit an award. The brand managers who are custodians of winning brands will also be awarded a special certificate, recognizing their significant contribution towards the brand's success.

There are 13 categories under which entries could be submitted. You may enter under the 05 Main Award categories or under one of the 08 Special Awards categories. You may enter under multiple categories.

AWARD CATEGORIES AND DEFINITIONS

BRAND OF THE YEAR

The highest point scorers of the five main categories will be evaluated by the Head of Jury in awarding the brand of the year firstly with the number of Gold's they have won. In a case where there are two candidates with the same amount of gold then average score will be taken into consideration to determine the winner.

No separate entry is required for the brand of the year award; however, a prospective candidate must at least take part in two main categories as the minimum requirement.

MAIN AWARDS

1. Product Brand of the Year

Entries should be submitted by tangible product brands such as FMCGs, consumer durables, commercial / industrial products etc. The organization submitting the entry should be involved in marketing the brand locally while the product could be manufactured or sourced from abroad.

2. Service Brand of the Year

Entrants' to be engaged in services providing intangible products (unable to be touched; not having physical property) such as banking, insurance, telecommunication, entertainment, education, leisure, investment, real estate, travel, transport etc. These entries could be local or international brands marketed locally.

3. Global Brand of the Year

Global / International brands are those which are found in many countries around the world, under the same name for the same product, and typically operating under the same (or similar) positioning strategy. This category calls for entries from international brands headquartered and originating overseas.

4. Local Brand of the Year

This award is given to the best among home-grown brands (locally headquartered and with a local origin). Brands that are sourced /produced and marketed locally will be considered for this category. This would showcase how a home-grown brand would successfully perform in the marketplace.

5. Export Brand of the Year

This award is given to the most promising export brand of the year. Entries should be submitted by Sri Lankan brands who are engaged in export marketing. This would showcase Sri Lankan brands that have shown excellence and great success in international markets.

SPECIAL AWARDS

1. Innovative Brand of the Year

Refers to a brand that showcases outstanding innovation in product development, packaging, service, route to market, brand communication, technology and any other.

2. Turnaround Brand of the Year

This award recognizes the brand that has most successfully overcome a downturn or a crisis. The brand should have faced a crisis or a predicament in the preceding year (2019/2020) and the improvements should have occurred or should take place in the current year (2020/2021).

3. Best New Entrant of the Year

This award recognizes the most successful new entrant of the year. This category requires entries from brands that were introduced to the market in 2019 and are currently successfully managing the business.

4. B2B Brand of the Year

These are product or service brands that cater to other businesses or organizations. These brands can also be taken as a support service or as an ingredient to produce another product and/or deliver a service. This award recognizes the best among the Business-to-Business brands marketed locally. Minimum of 80% of the brand's business must be from the B2B sector.

5. CSR Brand of the Year

CSR brands are identified as brands conducting strategic activities related to people and/or environment which is an integral part of the said brand's strategy.

6. Online Brand of the Year

This category is for brands that originated & operate on the internet or mobile platforms. These brands can be marketing goods, services or online properties such as online advertising, web development etc. Such brands can have a physical presence. However, 80% or more from the overall business revenue should be able to be attributed to the online / mobile platform related revenues. The online brand should be able to operate independently.

7. SME Local Brand of the Year

Organizations with an annual turnover up to a maximum of Rs. 500 million can apply under this category. These can be categorized as small and medium sized organizations engaged in providing a product or a service. They should have been in the market during the last three years (i.e., 2018 - 2020). Organizations with multiple brands can submit separately into multiple entries.

8. SME Export Brand of the Year

This award is given to the most promising SME export brand of the year. Entries should be submitted by Sri Lankan SME brands who are engaged in export marketing. This would showcase Sri Lankan SME brands that have shown excellence and great success in international markets. 80% of the revenue must come out of exports. Organizations with an annual turnover up to a maximum of Rs. 500 million can apply under this category.

**** SMEs can compete in other main and special categories as well**

ELIGIBILITY CRITERIA AND ENTRY PROCESS

ORIGIN

Entries could be by local or international brands that are currently marketed in Sri Lanka. The export brand of the year is open to Sri Lankan brands marketed internationally.

AGE

The brand should have been marketed in Sri Lanka for at least 3 years as of 31st March 2021 (Financial Year) or 01st January to 31st December 2020 (Calendar Year). However, if the brand has been introduced to the market only within the last 2 years (ie. 2019 or 2020), it could be entered in the "Best New Entrant of the Year" category. The last 3 years performance of any brand is considered for judging. The weightage of judging will be placed on the 3rd year's performance of the brand (2020).

INSTRUCTIONS TO PARTICIPANTS

1. Please stick to the format when responding to the questions in the entry form and ensure that you strictly adhere to the provided space allocation. (Within the box)
2. Please ensure to use a font size above 10 when completing your entries.
3. Please attach visuals and supporting documentation separately.
4. Please ensure to include all internal company information to showcase achievements and all research information should be verified by auditors and the research agency on the last page of your entry. In addition, verification seals should be placed on the document on which data is provided.
5. The complete application should **not exceed 25 pages**. (Excluding attachments)
6. All data contained in the application must reflect a single period, either the calendar year **(Jan to Dec 2020)** or the financial year **(1st April 2020 to 31st March 2021)**, shorter periods will not be accepted.
7. **External data such as market share, equity scores must include competitor data for comparison.**
8. All data submitted in the application must relate to the brand under which the application is made.

   Example: i. If the brand the submission is made on behalf is **"Prius"** (SUB BRAND) all data and activities included in the application must relate to **"Prius"** (SUB BRAND) specifically and not any activities, results or data related to **Toyota** (CORPORATE OR MAIN BRAND).

   ii. If the application is made for "Toyota" (CORPORATE OR MAIN BRAND), all data and activities included in the application must relate to **"Toyota"** (CORPORATE OR MAIN BRAND) specifically and not any activities, results or data related to their sub-brands such as Prius or Corolla.

COMPLETING THE ENTRY FORM

CONCISE AND COMPLETE

Entries must be submitted in the form made available on the official website and submitted online via https://slim.lk/brand-excellence, concisely within the given space. SME applicants must hand over 4 hard copies of the entry to SLIM (no online submission). Additional information can be submitted as appendix, but conciseness will be seen as a virtue by the judge's completeness, however it is important, and some points may be lost if information is not supplied in any section.

**** The format of the Entry kit cannot be changed when filling out the application**

SUPPORTING EVIDENCE AND AUDITOR VERIFICATION

Since the thrust of the awards is to measure effectiveness, it is strongly recommended that you provide information on results achieved quoting independently verified research or other sources, wherever possible. Supporting documentation may be attached highlighting the research findings. Published information from government or private research sources may be attached to substantiate market sizes etc. highlighting the relevant aspects. All internal information to show achievement should be verified by the company auditors and the quoted research agencies on the last page of the entry. Entries without such verification will be rejected.

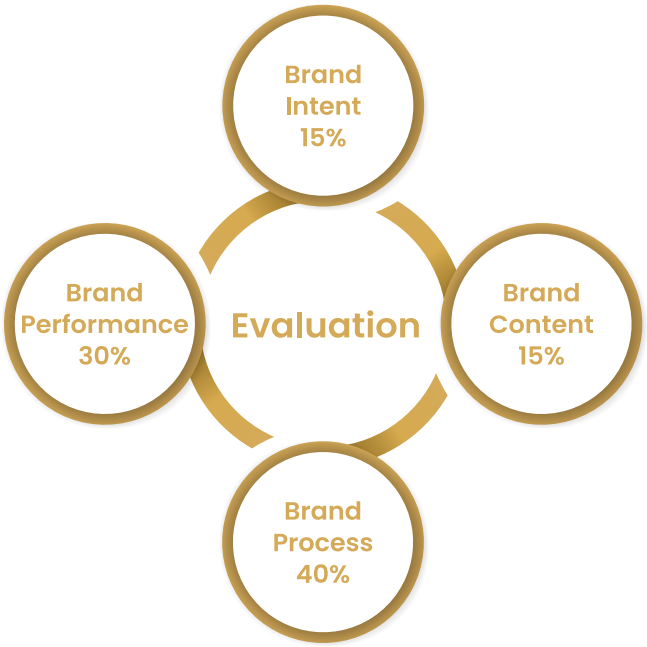
VISUAL MATERIAL

Visual material (such as ads, TVC's, packs, POSM, brochures etc.) Should not be submitted with the entry but may be presented by successful finalists during the stage 2 presentations. However, it is highly recommended that you attach (on a single A4 page printout) a photo or composite image that will convey a visual feel of your brand (e.g. logo, pack shot, ad, brand 'in use' photo etc.) to the entry.

CONFIDENTIALITY

All information provided to SLIM for SLIM Brand Excellence 2021 will be provided to the panel of judges only and the judges will be strictly bound by commitment to confidentiality.

EVALUATION



The status of the brand will be judged initially through the written submission under Brand Intent. Brand Content, Brand Process & Brand Performance and there will be additional category specific questions with respect to the Special Awards. Finalists will then be asked to make presentations on their brand's success story. Presentations must include market and competitive structures within which the brand is placed. (e.g.: 5 Force Analysis, Market Share, Status and Performance)

Section 1: Brand Intent (15%)

In this section the applicants will describe the strategic intent of the brand to help the judges to appreciate the overall direction in which the brand is intended to move.

1.1. Brand Purpose – The positive impact a brand has in a consumers' life and the world they live in.
1.2. Brand Target (Market) - What is the profile of the typical consumer?
1.3. Brand Vision - What are the brand's long-term and medium-term objectives?
1.4. Brand Mission - What are the intended principle tasks to accomplish its vision?
1.5. Brand Life Cycle - Where is the brand placed in the life cycle? And what are its related strategies?

Section 2: Brand Content (15%)

This section will deal with what the brand is about, in terms of its values and imagery.

2.1. Brand Values - What are the core values, the brand upholds and how they are being promoted within the company?
2.2. Brand Personality - How is the brand perceived in terms of personality attributes?
2.3. Brand Reflection - What image does it want to project of the user / clients of the brand?

Section 3: Brand Process (Total 40%)

This section will address specific branding strategies that have been adopted by the applicants, in order to make the target consumers value and internalize the brand and its key elements. Apart from below, category specific questions will be mentioned in this selection of the entry form.

3.1. What is the brand's value proposition vis-a-vis competition and why? (eg: "more value for a higher price")

3.2. In what category is the brand located and why?

3.3. What is/are the point(s) of difference between the brand and those in the category and how credible is it? How does the POD create value for the consumer?

3.4. How distinctive, defensible, and deliverable is the POD?

3.5. How is the brand's aforesaid strategic positioning operationalized through the elements of the marketing mix?

3.6. What was the consumer insight, which drove the execution strategy of the 360D MARCOM Strategy?

3.7. How is the brand recalled in the consumer's mind? And why is this strategic (Names and distinctive marks)?

3.8. What is the brand's naming strategy and why?

Section 4: Brand Performance (Total 30%)

In this section, the actual performance of the brand in the marketplace will be assessed through the information provided in the application, which should be endorsed by independent auditors and research companies.

4.1. Provide information with regard to loyalty/customer satisfaction, brand awareness and recognition; brand reputation etc. endorsed by research companies.

Note: Wherever research data is presented to show a particular brand's performance it should be substantiated by clearly stating the source duly verified by the researcher and performance should be compared against industry.

4.2. Business Performance of the Brand (Sales value growth, sales volume growth, market share growth, profit / contribution over the last 3 years)

Note: Ensure to use the space allocated within the box. Data must be supported by audit confirmation and seal placement on each submission or submission of an annual report is also valid.

CATEGORY SPECIFIC QUESTIONS

The following category specific questions should be answered in addition to those in section 1, 2, 3 and 4.

Innovative Brand of the Year

- What specific market opportunity did you identify for innovation?
- Describe the exceptional and unconventional methods / approaches you used in NPD, packaging, marketing communications, distribution and service delivery.

Turnaround Brand of the Year

- Describe the crisis or the downturn you experienced and its reasons.
- Describe strategies adopted to overcome the crisis and reverse the downturn.

Adequate evidence and information must be provided to substantiate the above.

Best New Entrant Brand of the Year

- What specific market opportunity did you identify?
- What were your key objectives at the point of market entry?
- What was your market entry strategy?
- What were the specific challenges you faced at market entry stage and thereafter?
- Describe the rationale of the above strategy?

B2B Brand of the Year

- What specific market opportunity did you identify?
- What specific adaptations/ changes have you made to your marketing mix? And why have you made these adaptations/ changes?
- How has your target consumers/ customers responded to these adaptations/ changes?
- How it helps you to enhance the brands value and its strategic positioning?

CSR Brand of the Year

- Brand & CSR Intent
- Brand Target & CSR recipient

Export Brand of the Year

- Describe your target International Market, its environment and other contextual factors.
- Describe strategies adapted by you to meet the specific challenges in those market.

International Brand of the Year

- What specific adaptations/ changes have you made to your marketing mix?
- Why have you made or not made these adaptations/ changes?
- How has your target consumers/ customers responded to these adaptations/ changes?
- What problems/ Opportunities did you encounter if any in making these adaptations/ changes?

Online Brand of the Year

- What specific Market Opportunity did you identify?
- Describe your marketing mix strategy in order to acquire, retain and grow sales online?
- Describe your strategy to overcome challenges pertaining to the online business.
- Describe your online and offline channel mix and purpose of each channel.

EVALUATION ON CSR BRAND OF THE YEAR

Section 1: Brand Intent (40%)

In this section the applicants will describe the strategic intent of the brand in order to help the judges to appreciate the overall direction in which the brand is intended to move.

1.1. Brand Purpose – The positive impact a brand has in a consumers' life and the world they live in
1.2. Brand Vision - What are the brand's long-term and medium-term objectives?
1.3. Brand Mission - What are the principle tasks it intends to perform in order to realize its vision?
1.4. Brand Personality / Kapferer Brand Identity Prism

Section 2: Brand Process (60%)

This section will address specific branding strategies that have been adopted by the applicants, in order to make the target consumers value and internalize the brand and its key elements. Apart from below, category specific questions will be mentioned in this selection of the entry form.

2.1. Strategic link of CSR to the brand intent
2.2. Key CSR activities carried out and its link to CSR strategy
2.3. Method of communicating CSR initiatives with core brand TG and evidence of same
2.4. Method of internal marketing of CSR to obtain employee engagement and evidence of same

EVALUATION ON SME LOCAL AND EXPORT BRAND OF THE YEAR

Section 1: Segmentation and Targeting (25%)

1.1. What was the business opportunity identified and how was it done?
1.2. Before the introduction of your product, what did customers / consumers use to fill the need?
1.3. Describe your customer / consumer
1.4. Why did you pick on the above group of customers / consumers?

Section 2: Positioning (20%)

2.1. How did you decide on your brand name?
2.2. What do you want your customers / consumers to understand from your brand name?
2.3. Why should your customers / consumers buy your brand instead of other competing brands (what is different / superior in your brand)?

Section 3: Brand Process (40%)

3.1. How is the Marketing Mix used to generate business for the brand (describe each element – Product, Price, Place and Promotion)?

Section 4: Brand Performance (15%)

4.1. Sales
4.2. Net Profit
4.3. Customer / Consumer Feedback superior in your brand

JUDGING PROCESS

PRE-SCREENING

All entries will be screened by the pre-screening panel. At this juncture, the panel will evaluate each entry for the following.

- Suitability of entry for the category.
- Eligibility of the entry.
- Conformity to entry submission criteria.
- Completeness of the entry form and the information contained in it.
- Authenticity of the submission.

**** If any issues arise at this stage, the entry in question and the issue will be notified in writing to the applicant, who is required to revert in writing with a response within 48 hours of receipt of the letter.**

FIRST ROUND

The written submission must be limited to a standard form where the entry can be evaluated on criteria related to Brand Intent and Brand Performance. The judges will evaluate the submission independent of each other and give an overall score out of 100. The score will not be taken into the final round.

FINAL ROUND

Each presenter will be given 15 minutes to present, on all 4 evaluation criteria's (ie: Brand Intent, Brand Content, Brand Process and Brand Performance). The judges will ask questions for 10 minutes and individual scores will be entered. Finally, the totaled scores will be presented to the judges for final consent. Total scores will be presented for each category and the winners discussed and agreed by the judges. Decision of the judging panel will be final.

**** In the 2nd round of judging, each judge will have to clearly mark one brand each at gold level, and a max of 2 brands each at silver and bronze levels in each award category.**

TRANSPARENCY & CONFIDENTIALITY

All information provided to SLIM for SLIM Brand Excellence will be provided to the panel of judges only and the judges will be strictly bound by commitment to confidentiality.

Judging events have strict confidentiality protocols and are securely supervised by SLIM Brand Excellence committee. Judges are required to sign confidentiality agreements before judging begins. Judges cannot save materials from the judging sessions and are individually matched with entries and categories that do not pose a conflict of interest.

SLIM Brand Excellence judging process is taken place with the presence of an independent auditor assuring the confidentiality of the disclosed details and transparency of the whole process.

While judging is confidential, SLIM understands some entrants may still have concerns regarding sensitive information. When presenting numerical or creative data within the entry unless the entrant opts to allow SLIM to publish the entry as it was submitted if it becomes a finalist or winner, only judges will see the written & presented entry as it was submitted.

In extraordinary circumstances, SLIM will review requests to submit special evidence materials or more information. Such requests should be submitted if the brand becomes a finalist, as non – finalist submitted materials are only seen by judges and will not be published.

DEADLINES, SUBMISSIONS AND PAYMENTS

Deadlines

Entry Deadline: 22nd October 2021

Submission of Entries

Please submit your application form online via https://slim.lk/brand-excellence

Fees and Payments

The entry fee for each entry will be Rs. 30,000/- + Vat.
If more than one entry is submitted each entry will be Rs. 25,000/- + Vat.

SME Fees: Rs. 5,000/- (all-inclusive of Tax)

Payment can be made online via the Brand Excellence website or paid at the SLIM premises.

A brand entering in more than one category should be accompanied by additional entry fees for each category entered. A company may submit one cheque for all its entries along with a cover letter listing the entries and categories entered. The payment must accompany the entry. Cheques should be drawn in favour of "Sri Lanka Institute of Marketing". Cash or credit card payments will be accepted.

Please do not change the format of the Entry Application form when submitting

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