



# Awards submission service

## Putting your brand on the travel retail red carpet

# Why JES Travel Retail ...

1. The most successful travel retail awards agency in 2021/2022, clients include the current „Best food & confectionery product“ and „Best wine product“ globally.
2. Promoting brands into duty free for the past 30 years.
3. JES Travel Retail owner is a 2 time travel retail awards judge on the prestigious Frontier Buyers Forum multi category awards.
4. Submissions are not set to any pre-determined timescale.
5. Discounts available for multiple submissions within 1 product.
5. Consultation with regards to award marketing.
6. Availability to attend, on your behalf, the annual gala events finalists in Cannes, France based on an equally divided cost structure for all finalists unable to attend, expected in 2023 to be Euro 50,00 per brand.

Note : 2022 Gala event attendance during the TFWA world Exhibition and Conference cost apprixmately Euro 380,00 per person excluding travel to Cannes and accomodation.



# JES AWARDS 2021 / 2022



2 x Global winners in the confectionery, food and wine category

1 x regional winner The Americas in the wine & spirit category

7 x global finalists

17 x regional finalists

JES Travel Retail are the most successful agency for winning and finalist positions in global travel retail for the past 2 years (2021, 2022)

JES Travel Retail have sat on the judging panel for the global Frontier / DFNI "Buyers forum" awards on 2 occasions.



# TEXT GHOST WRITING

Text ghost written for your submission.

Award submissions require both statements and answers to set questions.

Text lengths vary from 500 – 1.000 words

Style and content adapted to the specific award's judging panels, e.g. Frontier awards for sector experts, TRB awards for consumers.

JES Travel Retail have the experience to highlight all of the areas that the judges are looking for in your submission

The rear side of the packaging, in addition having a personal statement by owner James Cadbury highlights, in logo form that ideally suits the travel retail international customer demographic the following aspects :

- Slave free
- No palm oil
- Single origin
- Eco packaging

Travel retail research organisation MIndSet recently reported that 43% of travel retail purchases are connected to gifting and therefore the personalised message section on the rear of the packaging ideally matches this purchasing trend, especially for a product that is connected to love.

## Highlight impactful campaigns and meaningful promotions for travellers in the current climate

The South Cause range of wines both stimulates and educates the customers experience with additional proactive engagement via the non profit Fundación Glaciares Chilenos – every sale benefits the organisation's work. It is of vital importance that the consumer understands that the wine is not only informative in it's message but also that the purchase makes a real difference to a subject of not just of regional importance but to the wider global picture.

## Impactful and relevant promotions

Travel retail campaigns are planned to be impactful through a sense of experience and adventure. In line with the 2016 ANPTUR white paper of the historical positioning of Cuba for the tourist market (Auténtica Cuba: análisis de la publicidad turística de 2002-2016) travel retail campaigns will center of the 3 core concepts of cultural attractions (history, customs and nightlife), social incentives (adventure and friendliness) and natural resources (landscape, nature and culture). The campaigns. In addition the use of the Cuban national day (20<sup>th</sup> October) and International Rum day (16<sup>th</sup> August) can either be used as individual promotion days in travel retail or used as a bridging (65 days) promotional period.

Note 1965 was the year that Cuba leader Fidel Castro took over the leadership of the country as part of the communist party and this “65” connection could be used.

Cross category promotional activities are naturally of interest and are in many travel retail surveys highlighted as retail areas that SPH (spend per head) can be increased, with rum and its synergy with the cigar category the opportunities are numerous (International cigar day being 16<sup>th</sup> February).

# PRESENTATIONS

Produced in PDF format.

Presentations from 3 – 10 slides depending on the submission criteria.

Highlighting all of the “hidden” submission angles including social media, e-Commerce through to your brands story and sustainability.

Use of category data (domestic and GTR) to create an impactful submission.

Presentation adapted to the specific award’s judging panels, e.g. Frontier awards for sector experts, TRB awards for consumers.

**Ron Sao Can 20 Reserva Original - Social media -**

Travel retail specific social media campaigns highlighting in store activities, competitions, brand news and category news.

Support for travel retailers own social media campaigns that promote the travel retail industry to the wider travelling demographic.

Social media

**LOVE COCOA by James Cadbury**

**James Cadbury**

James Cadbury, the great-great-great grandson of John Cadbury, created Love Cocoa with the sole purpose of offering great tasting chocolate bars here in Great Britain and in a style that is appreciated by consumers, the planet, and its people.

James Cadbury's, great-great-great grandfather John Cadbury, began Cadbury chocolate nearly 200 years ago and based on philanthropist ethics built Cadbury on a base of ethical grounds, looking after its workforce and improving civil rights.

Story telling

**SCHRAML DIE STEINWALD-BRENNEREI**

**"Stonewood Drà" 5 year old single malt - Certified, award winning whisky for a growing category around the globe-**

GLK certified

The Stonewood 5 year old is 1 of 4 core whiskies within the Stonewood brand and therefore travel retail have options for range expansion through the 3, 7 and 10 year products or to further diversify with the exclusive Stonewood "Baish coffee" - whisky and coffee in harmony. The range therefore provides promotional in addition to category expansion.

World Spirit awards "Stonewood 1818" Nominated for the Germany's Best Whisky Distillery. "Stonewood Woaz" Gold medal.

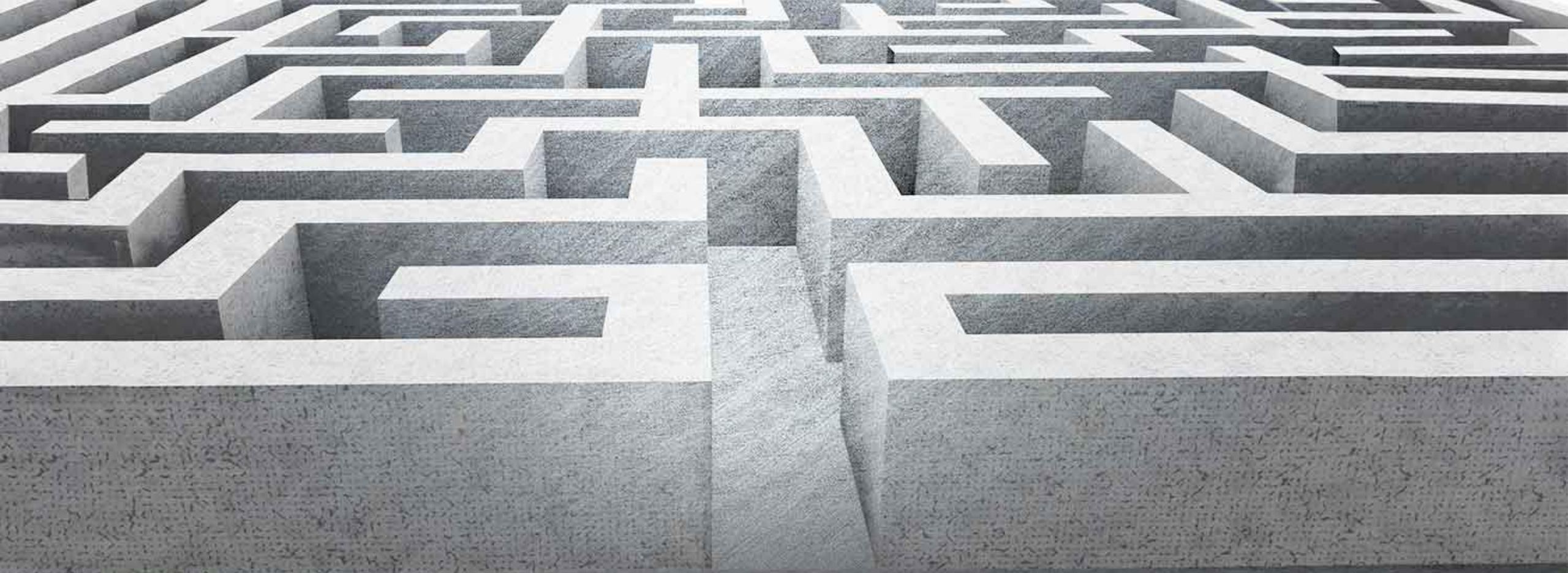
Global and Asia Pacific single malt growth

Global Single Malt Whisky Market 2019-2025 (USD Million)

Asia Pacific Single Malt Whisky Market Value, By Country, 2019-2025 (USD Million)

Data





JES Travel Retail

Hoehenweg 21

D-52385 Nideggen

Email : [info@jes-travelretail.com](mailto:info@jes-travelretail.com)

Web : [www.jes-travelretail.com](http://www.jes-travelretail.com)

**J|E|S**  
Travel Retail

*Global Travel Retail Consultancy*