



The Brandy Awards 2021 Fact Sheet

2021 Quick Reference:

Enter:

Visit PPAF.com for the official application and for any updates to the **official rules and regulations, judging and prize packages**.

Deadlines:

The 2021 entries will be accepted June 8-30, 2021. After preparing your entries in the manner described in the guide, you must upload the complete entry on PPAF.com website.

Awards and Winners:

There will be 1 winner and 2 finalists in each award category listed below:

- Best in Class Award
- Social Good Award
- Best Self Promotion Award

All work entered in The Brandy Award competition must be “real” and “new”. It must have first been published/distributed between January 1, 2019 and December 31, 2020.

Fees:

2021 fees are:

PPAF Members as of June 30, 2021	\$25 per entry
Non-Member	\$50 per entry

There are no refunds of entry fees.

Brandy Award Ceremony:

Award ceremony will be held at the annual PPAF EXPO. Details will be posted on PPAF.com.

Date: August 27, 2021

Time: 8:30 – 9:30 am before Expo opens

Location: Orlando World Center Marriott

Who can attend: Anyone. All entrants are encouraged to attend with their team.

For the official rules and regulations refer to the guide below or visit ppaf.com



The Brandy Award Guidelines

Presented by the Promotional Products Association of Florida (PPAF)

GENERAL INFORMATION

ABOUT THE BRANDY AWARDS

The Brandy Awards is the Promotional Products Association of Florida's (PPAF) competition showcasing the creative and sales excellence of promotional product Distributors/ Agencies and Suppliers.

The first ever Brandy Awards competition happens in 2021, with call for entries beginning in June 2021. The First ever Brandy Award ceremony will be held on August 27, 2021 at the PPAF EXPO in Orlando, Florida. Details will be posted at PPAF.com.

The submission and judging process will take place beginning June 2021. Winners will be announced during The Brandy Awards Ceremony at the annual PPAF EXPO, August 27, 2021.

The mission of The Brandy Awards is to recognize and reward the creative excellence in promotional product marketing for the Florida region.

By entering for this award, you are supporting the mission of PPAF and the entire promotional products industry.

About PPAF

The Promotional Products Association of Florida (PPAF) is a non-profit trade association founded in 1972. The group has grown to become one of the fastest growing Regional Associations in the country.

PPAF serves promotional products professionals throughout the Southeast and Florida by providing educational events, networking opportunities, discounts on industry products and services. In addition, PPAF hosts the largest regional trade show in the country, The PPAF EXPO.



HOW TO ENTER

This guide should be used in advance of the call for entries (June 2021). Here you will find the general list of deadlines, award categories, judging criteria, fees, etc. Review in advance of submitting. Visit [PPAF.com](https://ppaf.com) for the official application and for any updates to the **official rules and regulations**.

- Review the award categories for the best fit. Awards are open to both Suppliers and Distributors/Agencies.
- **1 Winner and up 2 finalists will be announced for each award.**
- Complete the official Brandy Award entry application at [PPAF.com](https://ppaf.com)
- All applications must be complete and entry fees paid to be considered.
- All applications and entries will be digital in 2021.
- Gather the names of those who contributed. Please credit all members of your team in the application so they will be recognized properly in press releases and other PPAF winner announcements. Trophies, certificates, etc. will be printed or engraved based on the information you provide in the entry application.
- Obtain permission, if needed, to use any client images.

ELIGIBILITY REQUIREMENTS

ALL ENTRIES MUST:

- Meet all official eligibility and deadline requirements as posted on PPAF.com and outlined below.
- Include at least one branded promotional product in each entry. You may include additional items such as packaging, sales inserts, direct mail, etc. that support the entry. Definition of branded promotional product is listed below for reference.
- Be entered in the correct category
- Conform to submission guidelines
- All work entered in The Brandy Award competition must be “real” and “new”. It must have first been published/distributed between January 1, 2019 and December 31, 2020.

“Real” work: The expressed intent is to recognize and reward creative and sales excellence in the workplace. Entries that appear to have been created solely for the purpose of winning an award will be disqualified.

“New” work: To qualify as new creative, the copy must be completely different than any used previously. Changing dates, times, etc. does not qualify.

- With the exception of the Self Promo award, all work entered must have been the result of paid creative services and/or media placement in the normal course of business. Winners may be asked for proof of publication. Work created just to enter will be disqualified.



- Entrants must be promotional marketing professionals located in Florida and can be members of PPAF or non-members. We encourage you to become a member of PPAF prior to submission to gain discounts on entry fees.
 - Distributor/Agency entries must have a Florida business address.
 - Supplier entries must be submitted by Rep dedicated to Florida.
- Must accept and sign the photo/video media release form included in the application.
- Conform to copyright laws. Copyright infringement and/or plagiarism (be it intentional or unintentional) will result in disqualification and, if applicable, removal of awards from any entry deemed in violation.
- If there are any disputes as to the legitimacy or eligibility of the entry, the entrant agrees, by the signature on the entry form to furnish any documentation required to the judging panel, in order to prove legitimacy. Failure to do so results in disqualification.
- If questionable, the judging panel will render the final decision to accept the entry.
- All entry fees are forfeited for any unacceptable entry.

DEFINITION OF PROMOTIONAL PRODUCT FOR PURPOSES OF SUBMISSION:

1. A promotional product/specialty item that was imprinted and used to sell products or services, promote a brand or event.
2. Promotional products are defined as: specialty advertising items or packaging if an item is also included.
3. It can be any printed piece to include promotional items, exhibits and displays, apparel and soft goods, Food, and packaging when promo items are also included.
4. Packing, direct mail/brochures or print collateral can be included in the campaign photos and mentioned in descriptions to help tell the story.

SUBMISSION FORMATS

All applications are accepted online only.

Digital submissions must include at least 2 photos and may include a [link](#) to 1 video.

Formats accepted are .jpg, .png, .pdf.

Winners and finalists: Note: It is strongly recommended that you sent physical copies of the finalist entries for display at the EXPO and Brandy Awards Ceremony.

DEADLINES

All Brandy Award entry deadlines occur in June. **The 2021 entries will be accepted June 8-30, 2021.** After preparing your entries in the manner described in the guide, you must upload the complete entry on PPAF.com website.

There are no exceptions to deadline dates.



ENTRY FEES

Official entry fee information is published on the PPAF.com website. Distributors and suppliers both should consider joining PPAF, members enjoy substantial savings over non-members.

To become a [PPAF member, click here](#). Other benefits of membership include discounts on services, professional development events and webinars, PPAI Expo extras. [See all benefits at PPAF.com/membership](#).

There are no refunds of entry fees.

2021 fees are:

PPAF Members as of June 30, 2021	\$25 per entry
Non-Member	\$50 per entry

WINNERS AND FINALISTS

There will be 1 winner and 2 finalists in each category.

PRIZES – 1 winner per award

The prize package consists of a trophy and a variety of PR opportunities.

It will include but is not limited to:

1st place winners in each category receive: not limited too

- A Brandy Award Trophy courtesy of The Koozie Group
- Social
- Exclusive 1 Social media post on Facebook
- Mention in LinkedIn post
- Winners will be Interviewed at the PPAF EXPO if they are in attendance
- Spotlight feature on PPAF blog about the Awards
- Spotlight feature in PPAF email blast about the Awards
- Mention with link on website Brandy winner's page ppaf.com/brandyawards
- PR – included in any story written about the awards.

Finalists in each category receive:

- A Brandy Award Certificate for each person credited in the application.
- Mention as a finalist PPAF email blast
- Mention with link on website Brandy winner's page
- Mention on PPAF blog
- Mention in PPAF email blast
- Mention with link on website Brandy winner's page
- Mention in Social media posts on various platforms



FINALIST ANNOUNCEMENTS

Finalists will be announced on our Facebook page. See website for details.

Winners will be announced at the award ceremony during the Expo. We encourage you to bring your team to the Brandy Awards ceremony.

Winners and finalists are strongly encouraged to bring hard copies/display/samples of their winning entry to showcase at the award ceremony.

AWARD CEREMONY

Award ceremony will be held at the annual PPAF EXPO.

Award Ceremony: August 27, 2021
Time: 8:30 – 9:30 am Kickoff 2nd day of EXPO
Location: Orlando World Center Marriott
Who can attend: All entrants are encouraged to attend with their team.

Refer to ppaf.com for detail about all EXPO events August 26-27.



JUDGING

JUDGING PROCEDURES

Judging will be conducted by a panel of industry professionals and the PPAF Board of Directors.

- Judging is based on a score card and ranking. Each element will be given a score from 1 (lowest) - 5 (highest) then winners will be chosen by highest overall score.
- A sample scorecard is available to view in advance on the PPAF.com website.
- Each entrant is given an opportunity to offer a brief description/explanation of their entry in the application only.
- Single item entries will be judged equally with multi-piece entries.
- In the event of a tie, two awards will be awarded. There is no tiebreaker.
- Decisions of judges, including ineligibility, qualifications and appropriate category placement are final.
- Judging may be hosted virtually at the discretion of the Brandy Award Committee.

JUDGING SCORECARD

Each entry must have at least 1 printed promotional product. You may include additional items such as additional promo items, packaging, sales inserts, direct mail, etc. that support the entry description. The promotional product you are submitting must be branded.

Entry descriptions are limited to 150 characters. Use this to describe the project/outcome.

Judging criteria is posted on PPAF.com.



AWARD CATEGORIES

The first ever 2021 Brandy Awards has three (3) awards, all are focused on the use of Branded Promotional Products to increase brand awareness or increase sales. Additional categories will be added in future years. Follow us on [Facebook](#) and [Instagram](#) for future announcements.

2021 AWARD LIST

"BEST OF CLASS" AWARD

Who can apply: **Supplier and Distributors/Agencies**

We know 2020 was dominated by COVID and PPE sales and there was less opportunity to be creative, so show us your best prior case history where your promotional products were a hit!

Each question will be judged on a 1-5 scale (1-lowest, 5 highest). You do not need to have all the elements to enter, the winner will be chosen from the highest overall score.

Entries will be judged on:

- *Is it a fresh twist on a staple product? Was it something mundane used in a unique way?*
- *Creative use of logo and/or decoration technique*
- *Does it have the likelihood of being kept or passed on?*
- *Does the product have broad appeal?*
- *Was the product an effective communication tool?*
- *Was it a fan favorite? Was it a showstopper?*



“THE SOCIAL GOOD AWARD”

Who can apply: Supplier and Distributors/Agencies

Showcase your best success story where promotional products supported *overall social good in society*, which may include sustainability, good stewardship, and increased awareness for charities/non-profits, and your organization or similar idea.

Each question will be judged on a 1-5 scale (1-lowest, 5 highest). You do not need to have all the elements to enter, the winner will be chosen from the highest overall score.

Entries will be judged on:

- *Were sustainable goods used? Is the item designed to lessen environmental impact?*
- *Does the product have the likelihood of being kept or gifted?*
- *How did this promo product promote social good?*
- *Did it support an internal company goal, awareness campaign non-profit cause or event?*
- *Was there an effective distribution plan? Did the campaign foster team engagement? Ex: Everyone who participated/donated/reached goal received the item.*

“BEST SELF PROMOTION” AWARD

Who can apply: Distributors/Agencies

You sell what you show! Showcase the use of your favorite product in a sales effort to promote your own brand. This includes creative that advances the Distributor/Agency marketing campaigns (*new client acquisition, client retention, education, sales efforts, announcements, events, new product launch, etc.*) All work performed for distributors/agencies must be entered in the self-promo category. Self-promo entries are not permitted in any other category.

Each question will be judged on a 1-5 scale (1-lowest, 5 highest). You do not need to have all the elements to enter, the winner will be chosen from the highest overall score.

Entries will be judged on:

- *Overall creativity of logo placement and design?*
- *Does it have the likelihood of being kept or passed on?*
- *Did the product include unique or custom packaging?*
- *Did the product/promotion include clever messaging to add appeal?*
- *Was there an effective Distribution method and scope?*
- *Was there a call to action and/or what were the results?*