BRAND EVENT OF THE YEAR

Brand to Consumer — Strategy, Reach & Impact

> *"An event is not over until everyone is talking about it."*
>
> — Maya Angelou

This category recognises a brand-hosted event designed to connect directly with consumers — whether a product launch, brand activation, education day, media event, influencer campaign, or consumer experience. The focus is on how the brand reached, engaged, and left a lasting impression on its target consumer audience at scale.

WHAT JUDGES ARE LOOKING FOR

STRATEGIC INTENT & OBJECTIVES

Was there a clear purpose behind the event — brand awareness, product launch, consumer education, or audience growth? Judges want to see deliberate, goal-driven planning.

CONSUMER REACH & ENGAGEMENT

How effectively did the event reach and engage the intended consumer audience? Include attendance figures, social media reach, PR coverage, or live interaction data.

INNOVATION & CREATIVITY

Was the event concept original, memorable, and different from what others in the industry are doing? Judges will reward bold, trend-setting ideas.

BRAND ALIGNMENT & PRESENTATION

Consistent brand identity across every touchpoint — visuals, messaging, tone, staging, and experience. Production quality should reflect the brand's positioning.

INFLUENCER & MEDIA INTEGRATION

Was the event amplified through media partnerships, influencer involvement, or PR? Bonus for measurable reach generated beyond the event itself.

POST-EVENT IMPACT & ROI

What happened after? Consider new stockists, sales uplift, media features, follower growth, or consumer sentiment shifts that demonstrate lasting value.

Tips for Entrants

— Include photos, videos, or reels showcasing the event atmosphere, branding, and consumer interaction.

— Share reach and engagement data — attendance, social impressions, PR value, or UGC generated.

— Highlight any influencer, media, or partner collaborations and the results they produced.

— Provide data on post-event outcomes: website traffic, sales, follower growth, or media coverage.

— Tell the story of how the event was conceived, who it was for, and why it worked.