



Category: The TR GO for GOLD award standard for Established TR products - Level 3

Introduction

Welcome to the TR GO for GOLD award standard for Established TR Products level 3. One of the objectives of creating a 'Standard' is to manage stakeholder's expectations i.e., giving brands the opportunity to demonstrate to buyers quality assurance in terms of design and development, marketing prior to travelling, at the point of travel and their after sales service, and finally their sustainability and previous success credentials. From a buyer's perspective, it could streamline the selection process by knowing which products have reached and continue to reach the TR industry standard. TR GO for GOLD have been working on the development of this Standard with TR & product category professionals & brands. Eligibility for this Standard requires a product to have been on sale within Travel Retail since 2021. **There are three levels within this Standard:** Level one - is for products sold in one country within Travel Retail Level two - is for products sold on a regional basis within Travel Retail Level three - is for products which are sold worldwide within Travel Retail Within each level there are three grades, Bronze = 50-59%, Silver = 60 -69%, Gold = 70% and above **There are four units included this Standard:** 1. Unit one - Product Design and Development is worth up to 60 points 2. Unit two - Marketing is worth up to 75 points 3. Unit three - Doing the Right Thing is worth up to 40 points 4. Unit four - Measuring Success is worth up to 60 points Providing evidence for a 'Standard' is very different to that of a traditional award. A Standard requires 'site' of information which already exists and not something which has been created purely for an award entry. 90% of the information required are image uploads, which are kept on our secure platform where you can revisit, amend, and update right up till the entry deadline. We have made every effort to make the provision of information as simple as possible by enabling entries to upload unlimited screenshots & images of any size wherever possible. This vastly reduces the amount work usually required when entering a traditional awards. **Five very good reasons why brands should GO for GOLD, the TR industry proposed Standard for Established TR products:**

1. With centralised purchasing departments becoming the norm and the drive to hold less and less stock, establishing a point of difference for your product is imperative to its success. Achieving the Go for Gold Standard could make the difference between getting an order and not! We will be sending this Standard's criteria to many of the world's largest airport retailers and airlines, so they know what exactly what this Go for Gold Standard stands for.
2. You will receive the Go for Gold logo (depending on which level you have achieved) that you can add to your email signatures and any future marketing materials.
3. You will also receive both constructive and positive feedback from the Judges.
4. If you are attending the TFWA Exhibition, you will be presented with your certificate, presented in a display stand, in Cannes, on the first day of the TFWA exhibition for all to see. If not, we will post your certificate to you.
5. Photos of the presentation will be provided and those reaching the Gold Standard have the option of a case study, outlining their entry being promoted on LinkedIn and on our website.

Product & Packaging Design & Development - Unit One

is worth up to 60 points

The design and development of a product will always be at the core of its success. Decisions such as will this be a TR exclusive or a product which could be suitable for all markets? Could it be adapted to be more suitable for TR? What features and benefits can be further developed to suit the needs of a travelling consumer? Or will it being successful in other markets be a great launch when introducing it to TR? Note: Unit Three 'Doing the right thing', covers sustainability so, this unit does not require information relating to recycling, refilling etc design capabilities. **One Module**

Product and Packaging Design & Development - Module One

Standard criteria

Established TR products and their packaging should have distinctive design qualities that have contributed to ensuring its continued presence and success in TR, and which differentiates it from its competitors on a global basis.

Type of evidence required: Text/images/screenshots

To score up to 60 points please provide screenshots/images/text that explain how the design and development process of the product and or its packaging differentiates it from its competitors and secure its continued presence and success within TR on a global basis.

Image upload

(you can upload multiple files)

Document upload

(optional)

Marketing - Unit Two

is worth up to 75 points

Marketing is an action taken by a brand to promote a products to the customer. This includes before, during, and after the purchase, online and instore/inflight. **Five modules**

Instore POS and Inflight Retail Advertisements - Module One**Standard criteria**

An Established TR product will have many examples of instore POS and or Inflight Retail Advertisements on a global basis. To score up to 5 points please provide an image of ONE instore POS or Inflight Retail advertisement from ONE region, labelled with date, location & name of retailer. To score up to 10 points, please provide ONE image of an instore POS or Inflight Retail advertisement from TWO regions, labelled with date, location & name of retailer. To score up to 15 points, please provide ONE image of an instore POS or Inflight Retail advertisement from THREE regions, labelled with date, location & name of retailer.

Type of evidence required: Images/screenshots

Text here

(optional)

Image upload

(you can upload multiple files)

Document upload

(optional)

Instore Animation / Activation / Inflight Special Offers - Module Two

Standard criteria Instore activations and or Inflight Retail special offers are important to establish a product in the TR industry on a global basis which demonstrates its continued presence and success since 2021.

To score up to 5 points please provide an image/video of ONE instore activation/animation or Inflight Retail special offer from ONE region, labelled with date, location & name of retailer. To score up to 10 points please provide an image/video of ONE instore activation/animation or Inflight Retail special offer from TWO regions, labelled with date, location & name of retailer. To score up to 15 points please provide an image/video of ONE instore activation/animation or Inflight Retail special offer from THREE regions, labelled with date, location & name of retailer.

Type of evidence required: Images

Text here

(optional)

Image upload

(you can upload multiple files)

Document upload

(optional)

E- Commerce - Module Three

Standard criteria:

An Established TR product will be available from its own/wider brand e-commerce site, listed on a non- TR online retailer e.g., Amazon, Etsy, and Alibaba and a TR e-commerce site, which supports its continued presence and success in TR.

To score up to 5 points, please provide a screenshot of this Established product on its own/wider brand e-commerce site, OR listed on a TR e-commerce site, OR a non- TR online retailer e.g., Amazon, Etsy, Alibaba, within two regions. To score up to 10 points, please provide screenshots of this Established product on its own/wider brand e-commerce site AND listed on a TR e-commerce site, or a non- TR e-commerce site e.g., Amazon, Etsy, and Alibaba from three regions. To score up to 15 points, please provide screenshots of this Established product on its own/wider brand e-commerce site AND listed on a TR e-commerce site, AND a non- TR e-commerce site e.g., Amazon, Etsy, and Alibaba from four regions.

Type of evidence required: Screenshots

Screenshots upload

(you can upload multiple files)

Document upload

(optional)

Text here

(optional)

Social Media - Module Four

Standard criteria:

Social media is an ever-increasing important part of any brands marketing. Success in today's world requires a comprehensive social media strategy. To score up to 5 points, please provide a screenshot of this Established product on TWO of the following social media sites: Instagram LinkedIn Facebook Wechat To score up to 10 points, as well as the above please provide a screenshot of this Established product on the following social media site: Tik Tok To score up to 15 points, please details of your TR Influencer community, for example, how many, where are they and number of followers.

Type of evidence required: Screenshots

Text here

(optional)

Screenshots upload

(you can upload multiple files)

Document upload

(optional)

After Sales Service - Module Five

Standard criteria:

Established TR products will have an after sales and or customer care facility which customers can go to if there are any issues with their purchase. This should be easy to find and quick to resolve customers queries. To score up to 15 points, please provide a link to your after sales department and /or screenshot of your returns policy/ies on a global basis.

Type of evidence required: Link and/or screenshot

Link upload

Link upload - 2

(optional)

Link upload - 3

(optional)

Text here

(optional)

Screenshots upload

(you can upload multiple files)

Document upload

(optional)

Doing the Right Thing - Unit Three

is worth up 40 points

The term 'sustainability' is broadly used to indicate programs, initiatives and actions aimed at the preservation of four distinct pillars: 1. **Human sustainability** encompasses specific goals, skills, methods, and strategies that are undertaken to preserve human life and improve the well-being of the communities. 2. **Social sustainability** is a process for creating sustainable successful places that promote wellbeing, by understanding what people need from the places they live and work. 3. **Economic sustainability** refers to practices that support long-term economic growth without negatively impacting social, environmental, and cultural aspects of the community. 4. **Environmental sustainability** is the ability to maintain an ecological balance in our planet's natural environment and conserve natural resources to support the wellbeing of current and future generations. **Four modules**

Human Sustainability - Module One

Standard criteria: Products, brands, and corporations wanting to maintain its presence and success in TR will need strong Human Sustainability credentials, as consumers in 2024 want to know they are making a responsible purchase.

Type of evidence required: Images/screenshots/text

To score up to 10 points, please provide evidence which demonstrates the impact that this Established product has on Human Sustainability and the organisation's over-arching approach to Human Sustainability.

Image upload

(you can upload multiple files)

Document upload

(optional)

Social Sustainability - Module Two

Standard criteria: Products, brands, and corporations wanting to maintain its presence and success in TR will need strong Social Sustainability credentials, as consumers in 2024 want to know they are making a responsible purchase.

Type of evidence required: Images/screenshots/text

To score up to 10 points, please provide evidence which demonstrates the impact that this Established product has on Social Stainability and the organisation's over-arching approach to Social Sustainability.

Image upload

(you can upload multiple files)

Document upload

Economic Sustainability - Module Three

Standard criteria: Products, brands, and corporations wanting to maintain its presence and success in TR will need strong Economic Sustainability credentials, as consumers in 2024 want to know they are making a responsible purchase.

Type of evidence required: Images/screenshots/text

To score up to 10 points, please provide evidence which demonstrates the impact that this Established product has on Economic Stainability and the organisation's over-arching approach to Economic Sustainability.

Image upload

(you can upload multiple files)

Document upload

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Environmental Sustainability - Module Four

Standard criteria: Products, brands, and corporations wanting to maintain its presence and success in TR will need strong Economic Environmental credentials, as consumers in 2024 want to know they are making a responsible purchase.

Type of evidence required: Images/screenshots/text

To score up to 10 points, please provide evidence which demonstrates the impact that this Established product has on Environmental Stainability and the organisation's over-arching approach to Environmental Sustainability.

Image upload

(you can upload multiple files)

Document upload

(optional)

Measuring Success - Unit Four

is worth up to 60 points

This is the fourth and final section of your GO for GOLD submission. This Standard evaluates success in terms of retailer and customer reviews, awards received and retailer rankings. *Please do not include any commercially sensitive information. **Four modules**

Retailer Reviews - Module One

Standard criteria: Retailer reviews and testimonials are invaluable tool for ongoing product development and team motivation on a global basis. To score up to 5 points, please provide a copy /screenshot of ONE retailer review which includes any 3 of the following: 1. Product continues to be popular with the travelling consumer, 2. Maintains TR industry rankings (Generation and if a beauty product, Beauty Research), 3. Reflects store image, 4. Shop floor staff feedback. 5. Cooperation /professionalism of brand team. This review should be labelled with date name of retailer and location. To score up to 10 points, please provide copies/screenshots of TWO retailer reviews which include any 3 of the following: 1. Product continues to be popular, 2. Maintains TR industry rankings (Generation and if a beauty product, Beauty Research) with the travelling consumer, 3. Reflect store image, 4. Shop floor staff feedback. 5. Cooperation /professionalism of brand team. which is labelled with date, name of retailer and location. These reviews should be labelled with date, name of retailer and location. To score up to 15 points, please provide copies/screenshots of THREE retailer reviews which include any 3 of the following: 1. Product continues to be popular with the travelling consumer, 2. Maintains TR industry rankings (Generation and if a beauty product, Beauty Research), 3. Reflects store image, 4. Shop floor staff feedback. 5. Cooperation /professionalism of brand team. These reviews should be labelled with date name of retailer and location.

Type of evidence required: Images/screenshots client reviews/testimonials

Text here

(optional)

Image upload

(you can upload multiple files)

Document upload

(optional)

Other Awards - Module Two

Standard criteria: TR industry and non-TR industry awards can create significant marketing advantages. Also, a customer's decision to buy can be influenced when they see a product with an award logo, rather than a product which doesn't. To score up to 5 points please provide an image /screenshot of ONE award received which is labelled with date and name of awarding body. To score up to 10 points please provide images /screenshots of TWO awards received which is labelled with date and awarding body. To score up to 15 points please provide images /screenshots of THREE awards received which is labelled with date and awarding body.

Type of evidence required: Images/ screenshots

Text here

(optional)

Image upload

(you can upload multiple files)

Document upload

(optional)

Industry Rankings - Module Three

Standard criteria: Industry rankings are a great way of benchmarking how well a product is performing in comparison to its competitors. To score 5 points the Established product ranking should be in its category top 20. Provide a copy/screenshot of the latest industry ranking (Generation or if a beauty product Beauty Research) To score 10 points the Established product ranking should be in its category top 10. Provide a copy/screenshot of the latest industry ranking (Generation or if a beauty product Beauty Research) To score 15 points the Established product ranking should be in its category top 5. Provide a copy/screenshot of the latest industry ranking (Generation or if a beauty product Beauty Research)

Type of evidence required: Screenshots/Scans

Text here

(optional)

Image upload

(you can upload multiple files)

Document upload

(optional)

Customer Reviews - Module Four

Standard criteria: Customer reviews are a great marketing tool especially when it is acknowledged and responded to. To score up to 5 points, please provide a copy/screenshot of ONE customer review, from ONE region. Please include when and where these reviews were posted. To score up to 10 points please provide a copy/screenshot of ONE customer review, from TWO regions. Please include when and where these reviews were posted. To score up to 15 points please provide a copy/screenshot of ONE customer review, from THREE regions. Please include when and where these reviews were posted.

Type of evidence required Screenshots/Scans

Text here

(optional)

Image upload

(you can upload multiple files)

Document upload

(optional)
