



TEST !

Category: The TR GO for GOLD award standard for Iconic TR products

Introduction

Welcome to the TR GO for GOLD award standard for TR products which have earned the status of being 'Iconic'. 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 at least or before 2013. **There is only one level for this Standard as an 'Iconic' TR product will undoubtedly have a global presence.** 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 - Stories of 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 Iconic 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 TWFA 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, your certificate will be posted 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

An iconic design is usually a design that is 'ground-breaking' and one that sets new standards in its field. It is a design that other designers and manufacturers follow, as it becomes a benchmark for other similar products. Furthermore, an iconic design is one that stands up to the test of time, remaining a good design, despite the passing of years, decades and even centuries. To enter for this award your product must have been **available** in the TR arena for at least **10 years i.e., launched no later than 2013** and have a **global TR** presence. Note: Unit Three 'Doing the right thing', covers sustainability so, this unit does not require information relating to recycling, refilling etc design capabilities. **There is only one module in this Unit.**

Product and /or Packing Ongoing Design & Development - Module One

Type of evidence required: Text/ images /screenshots

Define the product and/or packaging original and ongoing design and development

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 their products to the customer. To earn the status of being 'Iconic' this has to be ongoing and ever evolving. This includes before, during, and after the purchase, online/instore/inflight. **Five modules**

Instore POS and Inflight Retail Advertisements - Module One

Standard criteria

An Iconic TR product will have a library of instore POS images and or Inflight Retail Advertisements on a global basis from its launch to the present day. This should demonstrate the products regeneration and ongoing presence and success in TR. To score up to 5 points please provide an image of ONE instore POS or Inflight Retail Advertisement which demonstrates its longevity and regeneration, labelled with date, location & name of the TR retailer. To score up to 10 points, please provide images of TWO instore POS or Inflight Retail Advertisements which demonstrates its longevity/regeneration, labelled with date, location & name of the TR retailers. To score up to 15 points, please provide images of THREE instore POS or Inflight retail advertisements, which demonstrate its longevity/regeneration, labelled with date, location & name of the TR retailers.

Type of evidence required: Images/screenshots - Instore POS / Inflight advertisements

Text here

(optional)

Image upload

(you can upload multiple files)

Document upload

(optional)

Instore Activation / Inflight Special Offers - Module Two

Instore Activation / Inflight Special Offers

Standard criteria Instore activations/animations and or Inflight retail special offers will also contribute to a product earning the title of 'Iconic'. This should demonstrate the products regeneration and ongoing presence and success in TR. To score up to 5 points please provide an image/video of ONE instore activations/animations or Inflight Retail special offers, which demonstrates its longevity and regeneration, labelled with date, location & name of TR retailer. To score up to 10 points please provide images/videos of TWO instore activations/animations or Inflight Retail special offers which demonstrates its longevity and regeneration, labelled with date, location & name of TR retailer. To score up to 15 points please provide images/videos of THREE instore activations/animations or Inflight Retail special offers which demonstrates its longevity and regeneration, labelled with date, location & name of TR retailer.

Type of evidence required: Images/video - Instore activations / Inflight special offer advertisements

Text here

(optional)

Image upload

(you can upload multiple files)

Video upload

(optional)

Document upload

(optional)

E- Commerce - Module Three

Standard criteria:

An Iconic TR product should be available from its own/wider brand e-commerce site, listed on a non- TR online retailer e.g., Amazon, Etsy, and Alibaba and on TR e-commerce sites. To score up to 5 points the product should be available from its own/wider brand e-commerce site or listed on a non- TR online retailer e.g., Amazon, Etsy, and Alibaba. To score up to 10 points the product should be available from its own/wider brand e-commerce site and listed on a non- TR online retailer e.g., Amazon, Etsy, and Alibaba To score up to 15 points the product should be available from its own/wider brand e-commerce site and listed on a non- TR online retailer e.g., Amazon, Etsy, and Alibaba and listed on ONE TR e-commerce site

Type of evidence required: Screenshots - Screenshots of this Iconic product available on its own e-commerce site, listed on a non- TR online retailer e.g., Amazon, Etsy, and Alibaba and on TR e-commerce sites.

Text here

(optional)

Screenshots upload

(you can upload multiple files)

Document upload

(optional)

Social media - Module Four

Standard criteria:

Social media is an ever-increasing important part of any brands marketing. To ignore it could limit its success. To score up to 5 points please provide a screenshot of a minimum of 2 of the following: Instagram LinkedIn Facebook Wechat To score up to 10 points, as well as the above please provide the above and a screenshot of the following: Tik Tok To score up to 15 points please provide both of the above and details of the following: Influencer community Data – The size of your Influence Community, their followers and where are they located.

Type of evidence required: Screenshots of brand social media accounts

Text here

(optional)

Screenshots upload

(you can upload multiple files)

Document upload

(optional)

After Sales & Customer Care - Module Five

Standard criteria:

Iconic 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. Please provide a link to your after sales department and /or screenshot of your returns policy.

Type of evidence required: Link and/or screenshot - Links to after sales department/online service and /or screenshot returns policy.

Link upload

Link upload - 2

(optional)

Link upload - 3

(optional)

Screenshots upload

(you can upload multiple files)

Document upload

(optional)

Doing the Right Thing - Unit Three

is worth up 40 points

An Iconic TR product sustainability strategy will also will have evolved over the years. This Unit aims to demonstrate that evolvement. 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: Innovative and significantly upgraded 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. To score up to 10 points, please provide evidence which demonstrates the impact that this Innovative or significantly upgraded product has on Human Stainability and the organisation's over-arching approach to Human Sustainability.

Type of evidence required: Images/screenshots/text

Evidence of the impact this 'Iconic' product has on each of the four sustainability pillars as described above and the over-arching corporate's sustainability credentials.

Image upload

(you can upload multiple files)

Document upload

(optional)

Social Sustainability - Module Two

Standard criteria: Innovative and significantly upgraded 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 Innovative or significantly upgraded product has on Social Sustainability and the organisation's over-arching approach to Social Sustainability.

Image upload

(you can upload multiple files)

Document upload

(optional)

Economic Sustainability - Module Three

Standard criteria: Innovative and significantly upgraded 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 Innovative or significantly upgraded product has on Economic Sustainability and the organisation's over-arching approach to Economic Sustainability

Image upload

(you can upload multiple files)

Document upload

(optional)

Environmental Sustainability - Module Four

Standard criteria: Innovative and significantly upgraded products, brands, and corporations wanting to maintain its presence and success in TR will need strong Environmental 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 Innovative or significantly upgraded product has on Environmental Sustainability 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. Please do not include any commercially sensitive information. This unit aims to gather evidence of success in terms of client and customer reviews, awards, TR industry rankings. **Four modules**

Retailer Reviews - Module One

Standard criteria: Client reviews and testimonials are invaluable tool for ongoing product development and team motivation To score up to 5 points, please provide a copy/screenshot of one retailer review which includes any 3 of the following: 1. Product ongoing development to continue being relevant and desirable, 2. Maintained retailer ranking. 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 includes any 3 of the following: 1. Product ongoing development to continue being relevant and desirable, 2. Maintained retailer ranking. 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. To score up to 15 points, please provide copies/screenshots of three retailer reviews which includes any 3 of the following: 1. Product ongoing development to continue being relevant and desirable, 2. Maintained retailer ranking. 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

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 draw attention to 'Iconic' products regeneration/upgrades. 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 of ONE TR award received which recognises the product's relevance and longevity. The image should be labelled with date and name of awarding body. To score up to 10 points please provide images /screenshots of ONE TR award and ONE non – TR award which recognises the product's relevance and longevity. These images should be labelled with date and name of awarding body. To score up to 15 points please provide images of TWO TR awards and TWO non – TR awards which recognises the product's relevance and longevity. The image should be labelled with date and name of awarding body.

Type of evidence required: Images/screenshots

Text here

(optional)

Image upload

(you can upload multiple files)

Document upload

(optional)

TR Industry Rankings - Module Three

Standard criteria: TR industry rankings (Generation and if it is a beauty product, Beauty Research) are a great way of benchmarking how well a product an Iconic Product continues to perform in comparison to its competitors. To score 5 points the Iconic Product ranking should be in its category top 20. Provide one copy/screenshot of the latest Generation/ Beauty Research ranking. To score 10 points the Iconic Product Generation /Beauty Research ranking should be in its category top 10. Provide one copy/screenshot of the latest Generation/Beauty Research ranking. To score 15 points Iconic Product Generation/Beauty Research ranking should be in its category top 5. Provide one copy/screenshot of the latest Generation/Beauty Research ranking.

Type of evidence required: Screenshots/ Images

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 which mentions why they remain loyal to this product. Please include when and where this review was posted. To score up to 10 points, please provide copies of TWO customer reviews which mentions why they remain loyal to this product. Please include when and where this review was posted. To score up to 15 points, please provide copies of THREE customer reviews which mentions why they remain loyal to this product. Please include when and where this review was posted.

Type of evidence required Screenshots/scans

Text here

(optional)

Image upload

(you can upload multiple files)

Document upload

(optional)
