



## Category: The TR Go for GOLD award standard for TR Product Innovation

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### Introduction

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Welcome to the TR GO for GOLD Standard TR Product Innovation. 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 has been working on the development of this Standard with TR & product category professionals & brands. This Standard requires a product to have been **on sale within Travel Retail since at least 2021. There is only one level for this Standard, as the emphasis is on design and development and its TR relevance.** 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 90 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 Product Innovation proposed Standard:** 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.

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### Product Design & Development - Unit one

is worth up to 90 points

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Innovation is about successfully implementing a new product, or significantly upgrading an existing product to create value for the travelling customer and other stakeholders. It plays a key role in introducing new benefits to existing product lines, leading to increased market share, revenue, and customer satisfaction. Brands can innovate by creating new products, improve existing ones and ultimately move the TR industry forward.

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### Product & packing innovative design & development - Module One

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#### Standard criteria:

Innovative TR products and or their packaging, will have distinctive design and development qualities which: 1. is new to TR or has undergone significant upgrades to the original product and or packaging 2. differentiates it from its competitors 3. meets the needs

of the TR consumer

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Type of evidence required: Text/ images /screenshots

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To score up to 30 points, please define the distinctive qualities of this product and or its packaging

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To score up to 30 points, please describe what sets this product apart from its competitors

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To score up to 30 points, please describe how this product and or packaging meets the needs/demands of the TR consumer

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## Marketing - Unit two

is worth up to 75 points

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

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## Instore POS and Inflight Retail advertisements - Module One

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### Standard criteria

A successful innovative/regenerated TR product will have evidence of instore POS images and or Inflight retail advertisements which demonstrate its innovative or significantly upgraded qualities. Established TR product will have many examples of instore POS images 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 which demonstrates this product's innovation/regeneration, labelled with date, location & name of retailer To score up to 10 points, please provide images of TWO instore POS or Inflight retail advertisements, which demonstrate this product's innovation/regeneration, labelled with date, location & name of retailer from THREE different regions. To score up to 15 points, please provide images of THREE instore POS or Inflight retail advertisements, which demonstrate this product's innovation/regeneration, labelled with date, location & name of retailer.

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Type of evidence required: Images/screenshots.

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## Instore activation / Inflight special offer - Module Two

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**Standard criteria** Effective instore activations and/or Inflight retail special offers of an innovative or significantly upgraded TR product, will serve to increase TR consumer awareness of the product's innovation qualities and drive sales. To score up to 5 points please provide an image/video of ONE instore activation/animation or Inflight Retail special offer labelled with date, location & name of TR retailer. To score up to 10 points please provide an image/video of TWO instore activations/animations or Inflight Retail special offers labelled with date, location & name of TR retailers. To score up to 15 points please provide images/videos of THREE instore activations/animation or Inflight Retail special offers labelled with date, location & name of TR retailers.

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Type of evidence required: Images/video

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## E-commerce - Module Three

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**Standard criteria:**

The success of an Innovative or significantly improved TR product, should be available from its own 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 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 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 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

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Type of evidence required: Screenshots

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Screenshots upload

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## Social Media - Module Four

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**Standard criteria:** Social media is an ever-increasing important part of any new or significantly improved TR product's marketing strategy. Limited participation in social media, could limit its success. To score up to 5 points please include a screenshot of TWO of the following: Instagram LinkedIn Facebook Wechat To score up to 10 points as well as above, please include a screenshot of the following: Tik Tok To score up to 15 points, as well as above, please provide details of your social media Influencing community, for example, how many, where are they located and how many followers do they have?

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Type of evidence required: Screenshots of social media accounts

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Screenshots upload

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## After Sales and Customer Care - Module Five

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An after sales service is especially important for innovative/regenerated TR products in order to give extra assurance to TR clients/consumers that if there any issues, there is a process in place to turn to. 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 / customer service and your returns policy/ies

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Type of evidence required: Links and/or screenshots

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## Doing the Right Thing - Unit three

is worth up to 40 points

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Whether a product and its packaging is innovative, or has been significantly upgraded sustainability is equally as important. 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**

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## 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 Sustainability and the organisation's over-arching approach to Human Sustainability.

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Type of evidence required: Images/screenshots/text

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Evidence which demonstrates the impact that this Innovative or significantly upgraded product has on Human Sustainability and the organisation's over-arching approach to Human Sustainability.

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## Social Sustainability - Module Two

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**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. 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.

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Type of evidence required: Images/screenshots/text

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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.

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## Economic Sustainability - Module Three

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**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. 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

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Type of evidence required: Images/screenshots/text

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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

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## Environmental Sustainability - Module Four

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**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. 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

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Type of evidence required: Images/screenshots/text

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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

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## Measuring Success - Unit Four

is worth up to 60 points

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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, retailer rankings. **Four modules**

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## Retailer Reviews - Module One

**Standard criteria:** Retailer 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 highlights the product's innovation and or its regeneration upgrade and is labelled with date and name of the TR retailer and their location. To score up to 10 points, please provide copies /screenshots of TWO retailer reviews which highlights the product's innovation and or regeneration and is labelled with date and name of the clients and their location. To score up to 15 points, please provide copies /screenshots of THREE retailer reviews which highlights the product's innovation and or regeneration and is labelled with date and name of client and their location.

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Type of evidence required: Images/screenshots

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## Other Awards - Module Two

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**Standard criteria:** TR industry and non-TR industry awards can create significant marketing advantages, especially when it is new to market, or it has undergone a significant upgrade. 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 innovation and or regeneration and which is labelled with date and awarding body. To score up to 10 points please provide an image of ONE TR award and ONE image of a non – TR award which recognises the product's innovation and or regeneration, and which are labelled with date and awarding body. To score up to 15 points please provide images of ONE TR award and image of TWO non – TR award which recognises the product's innovation and or regeneration, and which are labelled with date and awarding body.

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Type of evidence required: Images/ screenshots

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## TR Industry Rankings - Module Three

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**Standard criteria:** Industry rankings are a great way of benchmarking how well a product an innovative product or a product which has undergone regeneration is performing in comparison to its competitors. To score 5 points this product ranking should be in its category top 20. Please provide a copy/screenshot of the latest industry ranking (Generation and or Beauty Research). To score 10 points this product ranking should be in its category top 10. Please provide a copy/screenshot the latest industry ranking (Generation/Beauty Research). To score 15 points this product ranking should be in its category top 5. Please provide a copy/screenshot of the latest industry ranking (Generation/Beauty Research).

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Type of evidence required: Screenshots/ Images

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## Customer Reviews - Module Four

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**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 highlights this product's innovation, or regeneration. Please include when and where this review was posted. To score up to 10 points, please provide a copy/screenshot of TWO customer reviews which highlights the product's innovation, or regeneration. Please include when and where this review was posted. To score up to 15 points, please provide a copy/screenshot of THREE customer reviews which highlights this product's innovation, or regeneration. Please include when and where this review was posted.

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Type of evidence required Screenshots/scans

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