



# CITY AWARDS 2014

COSMETIC INNOVATOR OF THE YEAR



Independent Cosmetic  
Manufacturers And Distributors

[www.icmad.org](http://www.icmad.org) | [info@icmad.org](mailto:info@icmad.org)

# The 2014 Cosmetic Innovator Of The Year Awards Entry Form



## ► **STEP 1 CHOOSE YOUR CATEGORY OR CHOOSE SEVERAL**

Only one product entry per category is allowed, multiple entries from the same brand in the same category will not be accepted.

### **PRODUCT INNOVATION**

- A. Color Cosmetic Product:** Face or Body
- B. Skincare Product:** Face
- C. Bath & Body**
- D. Fragrance:** Perfume/Home
- E. Haircare**
- F. Nails Color & Treatment**
- G. Accessories & Tools**

NOTE: Product must be distributed in either: Retail Distribution (Mass Chain Store, Department, Specialty, Discount, Drug Store) or Professional Distribution (Salon/Spa, Doctor's Office)

### **PACKAGE DESIGN INNOVATION**

- A. Color Cosmetic & Nails Package Design**
- B. Skincare Package Design:** Face
- C. Bath/Body/Haircare Package Design**
- D. Fragrance Package Design:** Perfume/Home
- E. Accessories & Tools Package Design**

NOTE: Product must be distributed in either: Professional (Spa/Salon, Doctor's Office) and Mass (Chain Store, Department, Specialty, Discount, Drug Store)

### **MARKETING/ADVERTISING INNOVATION**

- A. Print Advertisement:** Trade or Consumer
- B. Social Media Marketing Campaign**
- C. Grass Root/Innovative Marketing Campaign**

NOTE: Consumer product companies only can enter these categories. Entries are judged on creativity of message, outreach efforts and engagement results.

**Member's Choice Award**—Voted by ICMAD Board of Directors

► **STEP 2 DETERMINE ELIGIBILITY & REQUIREMENTS**

1. To be eligible for a CITY Award, the company must be in the beauty industry, but does not have to be a member of ICMAD.
2. The entry must be of a new product that has been launched and shipped to retail accounts between March 1, 2013 and February 28, 2014. Advertising programs initiated also must fall between these dates.

**ENTRY RULES:**

- Only materials submitted according to the specified criteria will be judged.
- All entries must be shipped prepaid, and provide ICMAD with tracking information.
- Payment: Fee must be paid by check, credit card or money order payable to: Independent Cosmetic Manufacturers and Distributors; drawn on a U.S. bank in U.S. dollars. To qualify for judging, all entries must include complete fees.
- Eight (8) full-size products, which cannot be returned are required.
- Marketing materials, high-resolution digital product photos (both product and brand logo), and a 50-word description of the product must accompany all entries.
- ICMAD has full rights to use the submitted materials / photos for CITY Award related promotional efforts.
- Deadline for all entries is April 14, late deadline is April 22, 2014.

► **STEP 3 SUBMIT ALL YOUR ENTRIES**

Completed Entry Includes:

1. Completed entry form.
2. ENTRY FEE: \$200 per entry for ICMAD members/\$400 per entry for non-ICMAD members. (A \$100 late fee will be assessed for all entries after April 14, 2014)
3. Eight (8) full-size products or seven (7) advertising boards + digital delivery of online materials. (If you are submitting the same product in Product Innovation & Package Innovation only 8 products total are needed. Duplicates are not necessary.)
4. Digital photos, brand logo, and 50 word description provided on CD or USB flash drive.
5. Any relevant support materials (7 sets).



► **CITY Awards 2014 TIMELINE:**

- March 3-14 Enrollment Period
- April 15- 22 Late Enrollment Period
- May 22 Judges meeting & Finalists Selection
- May 27 PR Release with final nominee announcement: 3 finalists per category
- June 11 CITY Award Ceremony (NYC)

**JUDGES**

Winners will be selected by five (5) industry influentials and will include a mix of retailers, distributors, online beauty editors, consumer magazine editors, and PR agencies. They will evaluate each entry and select three (3) final nominees for each category.

**JUDGING CRITERIA:**

Judges will base their decision on the following:

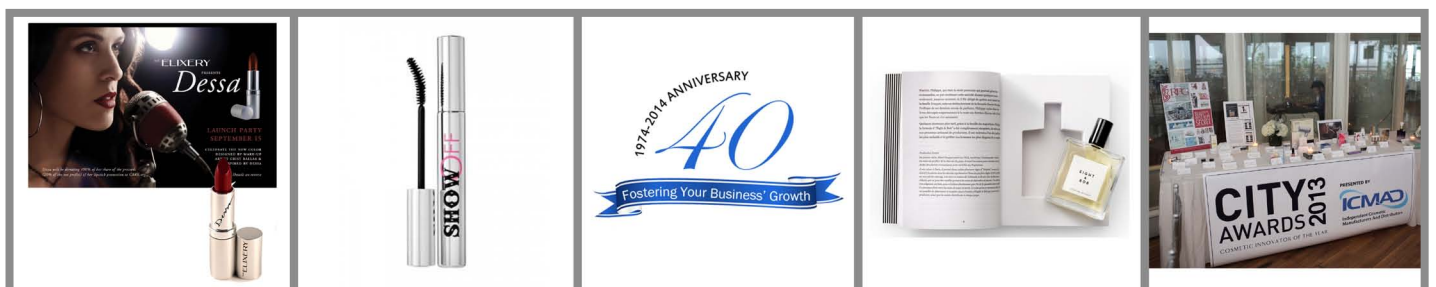
- Does the product or advertisement demonstrate originality?
- Does it influence or advance the category?
- Does it answer an unmet consumer or retailer need?
- Does it provide sales opportunity as well as creativity?
- Does it provide unique opportunities for every link in the cosmetic business chain?

► **WINNER PROMOTION**

Cosmetic Innovator Of The Year 2014 Award winners will be able to enjoy exposure to consumer and trade media, presence in new distribution retail outlets, and visibility to industry peers.

Other benefits include:

- Feature in the ICMAD *Digest* (July/August 2014 issue) and the website ([www.icmad.org](http://www.icmad.org))
- Display of Winners at ICMAD Booth at Trade Shows
- ICMAD media partners print edition
- Consumer and trade press promotion
- Meet & greet with top online beauty editors before the CITY Award Dinner
- Display of nominees products at CITY Award event in NYC on June 11, 2014



► **CITY Awards Enrollment Form**



**DEADLINE: APRIL 14, 2014**

**Late Deadline: April 22, 2014**

**1. OFFICIAL ENTRY FORM**

Each entry requires a completed form. Download additional forms at [www.icmad.org](http://www.icmad.org). Please provide eight (8) full-size products (if applicable), logo and support materials and a high-resolution digital image with each entry. (Please provide one form for each entry submitted.)

**CITY Product Innovation**

Select Category:

- Color Cosmetic
- Skincare Face
- Bath & Body
- Fragrance: Perfume
- Haircare
- Nails Color & Treatment
- Accessories & Tools

**CITY Package Design**

Select Category:

- Color Cosmetic & Nails
- Skincare Face
- Bath/Body/Haircare
- Fragrance: Perfume
- Accessories & Tools

**CITY For Marketing/Advertising**

Select Category:

- Print Advertisement
- Social Media Advertisement
- Grass Roots Marketing

Only one product entry per category is allowed, multiple entries from the same brand in the same category will not be accepted. If you have any questions about your submission call ICMAD: 800-334-2623.

**2. PLEASE TELL THE JUDGES ABOUT YOUR ENTRY**

(Fill out questions on following page.)

**3. Payment: All Categories \$200.00 (Members) per entry \$400.00 (Non-Members) per entry  
\$100 Late fee after April 14, 2014**

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

\_\_\_\_\_ CHECK ENCLOSED

\_\_\_\_\_ Charge my: \_\_\_\_\_ VISA \_\_\_\_\_ MASTERCARD \_\_\_\_\_ AMEX

Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

**Final Deadline for all entries is April 22, 2014. We will not be able to accept any entries after this date.  
(Late fee period is from April 15 through April 22, 2014.)**

Company entering any category represents to ICMAD that product/service complies with all applicable Federal and State cosmetic regulations and Company agrees to indemnify and hold ICMAD harmless in the event that its product/service does not comply. Acceptance of a submission or selection as the winner does not serve as any form of certification or confirmation that the products/service is in compliance with applicable laws or regulations. Additionally, by entering, Company authorizes ICMAD to utilize photos of its awards ceremony attendees for publicity purposes.

**Please send all entries, the entry forms, samples, support materials and fees to:  
CITY@ICMAD  
21925 Field Parkway, Suite 205, Deer Park, IL 60010**

Independent Cosmetic Manufacturers and Distributors, Inc.  
Tel: 800-334-2623 | Fax: 847-991-8161 | [www.icmad.org](http://www.icmad.org) | [info@icmad.org](mailto:info@icmad.org)

**DEADLINE: APRIL 14, 2014**  
**Late Deadline: April 22, 2014**

**PLEASE TELL THE JUDGES ABOUT YOUR ENTRY**

**Product Name** \_\_\_\_\_

**Category** \_\_\_\_\_

**Company Name** \_\_\_\_\_ **Also Entered In** \_\_\_\_\_

Describe the product/package or ad: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What makes this entry innovative? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Who is your target audience? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What buzz have you created? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date product/program launched (between 3/1/13 and 2/28/14): \_\_\_\_\_

Name of person submitting entry: \_\_\_\_\_

Name of Company submitting entry (If PR or Publicist Company Name): \_\_\_\_\_

Company contact: \_\_\_\_\_

Company name (Manufacturer/Distributor): \_\_\_\_\_

Year the company started: \_\_\_\_\_ Company address: \_\_\_\_\_

State: \_\_\_\_\_ Zipcode: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

Who will represent your Company at the Awards Night if you win a CITY Award? \_\_\_\_\_  
\_\_\_\_\_

I acknowledge the accuracy of the information provided in this entry.

Signature: \_\_\_\_\_