

AIBA

AUSTRALIAN INTERNATIONAL BEER AWARDS



Marketing & Promotional Tool Kit

Congratulations!

The Royal Agricultural Society of Victoria (RASV) congratulates you on your success at this year's Australian International Beer Awards (AIBA).

Make sure your award-winning brews get the recognition they deserve with the help of this branded marketing and promotional kit.

The following guidelines will ensure consistent presentation of both your prestigious award and the AIBA branding within the marketplace.

Contents

Spread the Word!

4

Medal Styleguide

6

Digital Marketing Tools

10

Printed Marketing Tools

13

Champion Trophy & Consistency of Excellence Winners

16

Media Release

18

Contacts

21

Spread the Word!

You've won over the judges, now it's time to win over the rest of the world.

You can boost your brand by sharing your award-winning title and grow recognition within both the industry and by beer-lovers alike.

Taste the benefits of your award-winning brews by using the following ideas to generate sales and create genuine commercial outcomes.

Top tips to help boost your brand

- 1** Firstly, ensure you have all the correct details in terms of the trophy name, medal, class etc.
- 2** Communicate the win to your distributors and key trade customers via email
- 3** Request digital marketing tools available for you to use from RASV which include branded assets to update your website, social media and email signature to promote your medal wins to your followers and stakeholders. To access these please contact marketing@rasv.com.au
- 4** Apply medal and trophy artwork to your award-winning products - on packaging, shelving or advertising by requesting printed marketing tools as outlined. To access these please contact marketing@rasv.com.au
- 5** Send a media release to your local media using the supplied template and entering your company details (RASV sends results to national industry media as soon as they're announced, but regional media are often interested in speaking directly with local producers)
- 6** Share your good news with a blackboard or sign at your shopfront or production facility and display your certificate from the awards. Apply this same promotional technique for websites and online stores, by using the available medal artwork
- 7** Create a special offer for your mailing list, in celebration of your win
- 8** Create a listing incentive for your distributor – offer an incentive for the sales rep who gains the largest number of new distributions in target outlets
- 9** Help us promote your product and brand! Fill out the [online exhibitor profile form](#) for the chance to have your story featured on the RASV website, in the RASV Member newsletter (13,000k distribution) or via our social media accounts (Facebook, Instagram and LinkedIn)

Medal Styleguide

AIBA medal artwork is one of the easiest and most effective ways of communicating your prestigious win to the world.

The medal artwork is available in a variety of file formats and colour types to allow you the flexibility to integrate the presentation of your win as best suited to your product and marketing requirements.

When applying AIBA medals to your packaging and marketing, there are some important guidelines to consider. These guidelines are there to ensure that the public can quickly identify your product as an official AIBA winner, so that your product may be clearly identified as a product of superior quality.

When adding AIBA medals to your artwork or promotions, don't forget the most important step: checking with the RASV team to get your artwork approved before you go to print!

2021 Medal Guidelines

AIBA medals are a symbol of excellence and can be used by winning exhibitors on packaging, point of sale and other marketing collateral.

Exhibitors must:

- Follow the Medal Guidelines.
- Not manipulate the medal in any way except for the proportional scaling of the graphic as a whole element and the inclusion of the trophy name for the winning trophy.
- Not use the medals in a misleading way.

Terms and Conditions

The AIBA medals must always be used in accordance with these guidelines. Winners of the AIBA are solely liable in relation to the compliance of their usage of the medals with underlying statutory requirements. Third party use of the medals requires prior authorisation. Winners will be emailed medals following the announcement of awards.

Design, colour and size of medals

The AIBA medals are not to be re-drawn, scanned, modified or manipulated in any way. However, they can be proportionally scaled to meet requirements.

All medals are to appear in the specified PMS colours or black and white and can be used on any colour background.

The medals must not be reproduced any smaller than 20mm wide and 20mm high without written authorisation from RASV.

Gold, silver and bronze medals

Exhibitors awarded a championship trophy or medal certificate are entitled to use the awarded medal only on the winning product.

Approval process

Prior to printing please send artwork in a PDF format to RASV, marketing@rasv.com.au for approval (approval turnaround approximately 48 hours).



Medal placement example

2021 AIBA Medals

	GOLD	SILVER	BRONZE
<p>Marketing Version – 30mm+</p> <p>An EPS allows you to enlarge the medal artwork to any size without loss of quality, so you can use it for print promotions, advertising banners or even wall graphics.</p>			
<p>Standard Medal Size – 25mm</p> <p>CMYK versions for on package promotion</p>			
<p>PMS versions for on package promotion</p> <p>Gold: PMS 871 Silver: PMS 877 Bronze: PMS 875</p>			
<p>Minimum Medal Size – 20mm</p> <p>CMYK versions For on package promotion</p>			
<p>PMS versions for on package promotion</p> <p>Gold: PMS 871 Silver: PMS 877 Bronze: PMS 875</p>			

Note:
All medals can be supplied as mono versions if required.

2021 Champion Trophy Winners

TROPHY WINNERS

Marketing Version

– 30mm+

An EPS allows you to enlarge the medal artwork to any size without loss of quality, so you can use it for print promotions, advertising banners or even wall graphics.



Standard Medal Size

– 25mm CMYK

CMYK versions
for on package promotion



Minimum Medal Size

– 25mm PMS

PMS versions
for on package promotion

Trophy: PMS 871 + Black



Minimum Medal Size

– 20mm CMYK

For on package promotion



Minimum Medal Size

– 20mm PMS

PMS versions
for on package promotion

Trophy: PMS 871 + Black



Digital Marketing Tools

Share the great news about your AIBA success with the world using these digital marketing tools!

We have specific category gold, silver and bronze artwork available for your posting across Facebook, Instagram, Twitter, Snapchat...and the list goes on!

Don't forget to tag us in your post too, so we can share your win with even more industry and consumer audiences. @RASofVIC #AIBABeer

If you have an idea on promoting your products online, but don't quite have the tools to do it, let us know – we welcome the opportunity to help you promote your win.

To access any of the following digital assets, please contact marketing@rasv.com.au

Digital marketing tools

AIBA email signature accreditation

To assist you in promoting your success at the 2021 AIBA, email signature accreditation PNGs are provided to signify:

- Type of medal won
- Category competed in

The email signature accreditation is provided as a PNG with a transparent background.

It measures 340 pixels wide x 84 pixels deep.



GOLD MEDAL WINNER 2021
<<CATEGORY>>



SILVER MEDAL WINNER 2021
<<CATEGORY>>



BRONZE MEDAL WINNER 2021
<<CATEGORY>>

Kind regards,

Matt.



GOLD MEDAL WINNER 2021
<<CATEGORY>>

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

To access this artwork please contact marketing@rasv.com.au

Digital marketing tools

Facebook & Instagram

A prepared graphic can be provided as an image to assist AIBA winners in promoting their success across social media channels such as Facebook and Instagram.

The images present the medal type won and the category competed in. These images will be provided as RGB JPGs, which have been sized at 1000 x 1000 pixels.



Facebook Post



Instagram Post

To access this artwork please contact marketing@rasv.com.au

Printed Marketing Tools

Whether in your own venue or that of your retailers, you'll find our printed AIBA tools a fantastic way to communicate wins with customers at the point of sale. Purpose designed to be versatile, these tools allow you to incorporate your own artwork alongside the AIBA medal.

To access any of the following printed assets, please contact
marketing@rasv.com.au

Printed marketing tools

A5 Table Talkers

2021 AIBA winners can access the following templates, enabling them to promote their win via an A5 (portrait) sized table talker.

Two template variations are available:

VERSION 1: FULL PAGE TABLE TALKER

The front presents the AIBA graphic as a full bleed front size for maximum visibility. This graphic announces the medal won, and the category competed in.

The reverse side is a blank space for the winner to populate with their own graphics and copy.



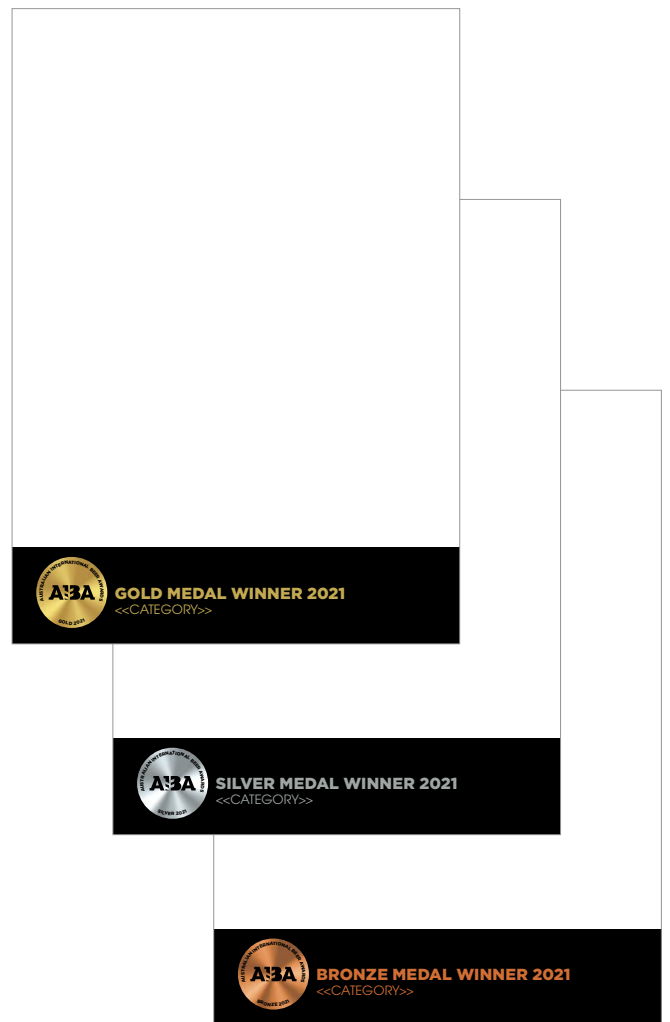
Version 1
A5 Full Page Table Talker

VERSION 2: FOOTER TABLE TALKER

The majority of the space on the front is left blank allowing for the winner to populate with their own graphics and copy.

The base of the table talker is pre-populated with an AIBA graphic announcing the medal won, and the category competed in.

Both templates are provided as PDFs with crop marks, and all elements outlined, allowing winners to supply this file to their preferred design and advertising partner or printer.



Version 2
A5 Footer Table Talker

To access this artwork please contact marketing@rasv.com.au

Printed marketing tools

Coasters

2021 AIBA winners can access the following templates, enabling them to promote their win via a standard sized coaster (95mm x 95mm).

Two template variations are available:

VERSION 1: FULL PAGE COASTER

The front presents the AIBA graphic as a full bleed front size for maximum visibility. This graphic announces the medal won, and the category competed in.

The reverse side is a blank space for the winner to populate with their own graphics and copy.

VERSION 2: FOOTER COASTER

The majority of the space on the front is left blank allowing the winner to populate with their own graphics and copy.

The base of the coaster is pre-populated with an AIBA graphic announcing the medal won, and the category competed in.

Both templates are provided as PDFs with crop marks, and all elements outlined, allowing winners to supply this file to their preferred design and advertising partner or printer.



Version 1
Full page coaster



Version 2
Footer coasters

To access this artwork please contact marketing@rasv.com.au

Champion Trophy & Consistency of Excellence Winners

RASV is pleased to offer these creative executions in a tailored format for all 2021 AIBA Champion Trophy and Consistency of Excellence winners.

Contact marketing@rasv.com.au for further information.

Champion Trophy & Consistency of Excellence Winners

AIBA Champion Trophy and Consistency of Excellence Winners

RASV is pleased to offer all creative executions in a tailored format for all 2021 AIBA Champion Trophy and Consistency of Excellence Winners.

Trophy Winners



Consistency of Excellence



To access this artwork please contact marketing@rasv.com.au

Media Release

RASV distributes a media release featuring all major winners to mainstream media and trade press in the days and weeks after the awards night.

The template on the following page is a great way for you to easily communicate the specifics around your win to local and niche media outlets, suppliers and stakeholders.

Perhaps it's five years in a row winning gold. Or maybe it's a brand new product you have just released. There's always a great story to tell about award-winning products - you've just got to find the unique parts of your story to tell.

AIBA Key Messages

- 1** The Australian International Beer Awards (AIBA) is the world's largest annual beer competition judging both packaged and draught beer.
- 2** The AIBA is conducted by The Royal Agricultural Society of Victoria (RASV) and judged by a panel of high calibre experts with extensive experience across the Australian and international beer industry.
- 3** Founded in 1992, each year the AIBA celebrates and recognises the world's best beers.
- 4** From attracting 124 entries in the first year of the international format the awards have grown and expanded significantly to now receiving over 2,600 entries from more than 400 breweries in 36 countries.
- 5** The AIBA celebrates and promotes beer and brewing excellence in Australia and around the world.
- 6** The awards offer entrants the opportunity to benchmark against set criteria; receive invaluable independent feedback from industry experts to improve quality; and be rewarded for excellence; leading to potential domestic and international sales growth.
- 7** Reflecting the diverse and varied production around the world, the AIBA offers a total of 24 category trophies across different styles, as well as 11 major trophies, including the coveted Champion Australian Beer and Champion International Beer trophies.
- 8** Trophies are awarded at the 2021 AIBA Presentation Dinner in Melbourne on Thursday 20 May, as part of Good Beer Week.

Media Release Template

The template visual shown here is an example only.

Prestigious beer award presented to local brewer

The best beers in the world have been tasted and judged at the prestigious 2021 Australian International Beer Awards (AIBA), with local brewer (Insert name) celebrating after winning (insert number and colour of medals) for their (insert product name or product category).

(Insert paragraph about business, such as “This is the third time the family-owned business has entered the prestigious competition, with this year being its most successful yet.)

(Insert quote from business owner such as “We are thrilled to be a gold medallist, as it really confirms that all the hard work is paying off and our products really are of a high standard,” said Jo Bloggs, business owner)

This year celebrating 28 years, the AIBA is the world’s largest annual beer competition judging both packaged and draught beer. It is conducted by The Royal Agricultural Society of Victoria (RASV), who also conduct the Australian Distilled Spirits Awards and Royal Melbourne Wine Awards.

Around 50 industry experts assessed approximately 2600 entries across four days in May, with beers received from Australia and around the world.

The awards offer entrants the opportunity to benchmark against set criteria; receive invaluable independent feedback from industry experts; and be rewarded for excellence.

Customers looking to purchase the award-winning products are encouraged to visit (insert retailer) or (insert website or e-store) for more information.

For all enquiries including photo or interview requests please contact:
(Add details of business owner or representative)

Contacts

Marketing Campaign Manager

Robyn Stammers

P +61 3 9281 7456

E marketing@rasv.com.au

Growth and Development Manager,

Food and Beverage Awards

Damian Nieuwesteeg

P +61 3 9281 7510

E beer@rasv.com.au

For more than 160 years, The Royal Agricultural Society of Victoria (RASV) has been inspiring excellence in Victorian agriculture and food production.

In this pursuit for excellence, RASV conducts a range of world-class awards programs and events recognising premium products in food and beverage.

These awards include:

- Australian International Coffee Awards
 - Royal Melbourne Wine Awards
 - Australian Food Awards
- Australian International Beer Awards
- Australian Distilled Spirits Awards

