



**MELBOURNE  
ROYAL**

AUSTRALIAN INTERNATIONAL  
BEER AWARDS



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**Marketing & Promotional  
Tool Kit**

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# **Congratulations!**

Melbourne Royal® congratulates you on your success at this year's Australian International Beer Awards.

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 Australian International Beer Awards branding within the marketplace.

# Contents

## **Spread the word!**

*4*

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## **Medal Styleguide**

*6*

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## **Digital Marketing Tools**

*10*

---

## **Champion Trophy & Consistency of Excellence Winners**

*13*

---

## **Media Release**

*15*

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## **Contact Us**

*18*

## **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

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- 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 the digital marketing tools available to update your website, social media accounts, email signature and any other digital channels to promote your win to your followers and stakeholders
- 4 Apply medal and trophy artwork or stickers to your award-winning products - on packaging, shelving and advertising
- 5 Send a media release to your local media using the supplied template and entering your company details (Melbourne Royal 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 supplied 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 Melbourne Royal website, in our member newsletter (13,000 distribution) or via our social media accounts (Facebook, Instagram and LinkedIn)

# Medal *Styleguide*

Australian International Beer Awards 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 to allow you the flexibility to integrate the presentation of your win as best suited to your product and marketing requirements.

When applying 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 winner and one of superior quality.

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

## 2022 Medal Guidelines

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**Australian International Beer Awards 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 medals must always be used in accordance with these guidelines. Winners 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 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 colours or black and white and can be used on any colour background.

The medals must not be reproduced any smaller than 25mm in diameter without written authorisation from Melbourne Royal.

### Medal usage

Exhibitors awarded a medal or championship trophy 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 Melbourne Royal, [marketing@melbourneroyal.com.au](mailto:marketing@melbourneroyal.com.au) for approval (approval turnaround approximately 48 hours).



Medal placement example

## 2022 Australian International Beer Awards Medals

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Medal artwork is supplied in EPS format, which 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.

### GOLD

### SILVER

### BRONZE

#### Marketing Version

CMYK and RGB



#### PMS version

Gold: PMS 871

Silver: PMS 877

Bronze: PMS 875



#### Minimum Medal Size

— 25mm

For on package promotion



#### Note:

All medals can be supplied as mono versions if required.



## 2022 Australian International Beer Awards Medals

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**Medal artwork is supplied in EPS format, which 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.**

### TROPHY

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#### Marketing Version

CMYK and RGB



#### PMS version

PMS 8625



#### Minimum Medal Size

— 25mm

For on package promotion



#### Tailored Trophy Medals:

Melbourne Royal is pleased to offer trophy medals in a tailored format (eg. Best IPA) for use in promoting your success from the 2022 Australian International Beer Awards. Please note that these requests will come with a lead time of 5 business days and will be at the cost of the requesting exhibitor. Contact [marketing@melbourneroyal.com.au](mailto:marketing@melbourneroyal.com.au) or 03 9281 7444 or more information.

## **Digital *Marketing* Tools**

Share the great news about your Australian International Beer Awards success with the nation 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 on your post using #AIBABeer, so we can share your win with even more industry and consumer audiences.

If you have an idea for 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@melbourneroyal.com.au](mailto:marketing@melbourneroyal.com.au)

### Australian International Beer Awards email signature accreditation

To assist you in promoting your success, 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 2022**

<<Category>>



**Silver Medal Winner 2022**

<<Category>>



**Bronze Medal Winner 2022**

<<Category>>

Kind regards,

Matt.



**Gold Medal Winner 2022**

<<Category>>

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To access this artwork please contact [marketing@melbourneroyal.com.au](mailto:marketing@melbourneroyal.com.au)

### Facebook & Instagram

A prepared graphic is provided as an image to assist 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 are provided as RGB JPGs, which have been sized at 1080 x 1080 pixels.



Facebook Post



Instagram Post

To access this artwork please contact [marketing@melbourneroyal.com.au](mailto:marketing@melbourneroyal.com.au)

**Champion Trophy**  
*& Consistency of Excellence*  
**Winners**

Melbourne Royal is pleased to offer these creative executions in a tailored format for all 2022 Australian International Beer Awards Champion Trophy and Consistency of Excellence winners.

Contact [marketing@melbourneroyal.com.au](mailto:marketing@melbourneroyal.com.au)  
for further information.

## Champion Trophy & Consistency of Excellence Winners

Melbourne Royal is pleased to offer all creative executions in a tailored format for all 2022 Australian International Beer Awards Champion Trophy and Consistency of Excellence Winners.

### Champion Trophy



**Trophy Winner 2022**  
<<Category>>

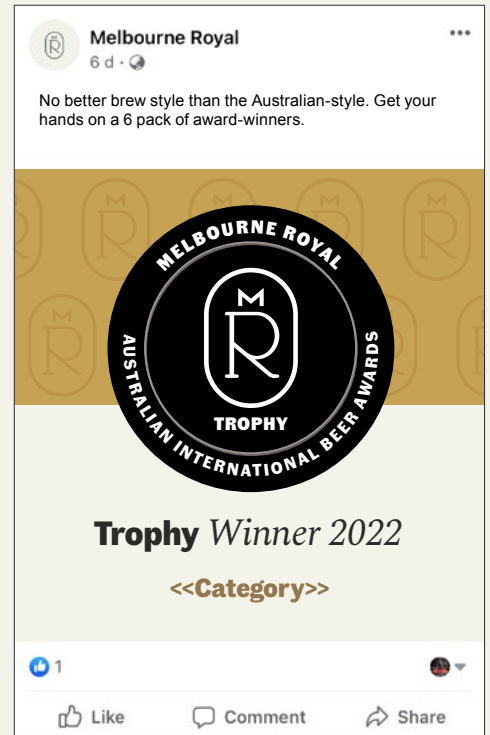
Kind regards,

Matt.



**Trophy Winner 2022**  
<<Category>>

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### Consistency of Excellence



**Consistency of Excellence**  
2019 | 2021 | 2022

Kind regards,

Matt.



**Consistency of Excellence**  
2019 | 2021 | 2022

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To access this artwork please contact [marketing@melbourneroval.com.au](mailto:marketing@melbourneroval.com.au)

## Media Release

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

However, opportunities to connect with local and niche media outlets, as well as with suppliers and stakeholders, are often under-utilised.

The template on the following page is a great way to easily communicate the specifics around your win to your most important 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.

## *Australian International Beer Awards* **Key Messages**

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- 1 The Australian International Beer Awards is the world's largest annual beer competition judging both packaged and draught beer.
- 2 The Australian International Beer Awards are conducted by Melbourne Royal 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 Australian International Beer Awards celebrate and recognise 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 receiving amazing participation in 2022, with over 2,600 entries received from more than 350 exhibitors in 19 countries.
- 5 The Australian International Beer Awards celebrate and promote 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 awards offer 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 were awarded at the 2022 Australian International Beer Awards Presentation Dinner held at Melbourne Showgrounds' Victoria Pavilion on Thursday 26 May.



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 2022 Australian International Beer Awards, 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 29 years, the Australian International Beer Awards are the world’s largest annual beer competition judging both packaged and draught beer. It is conducted by Melbourne Royal, who also conduct the Australian Distilled Spirits Awards and Melbourne Royal Wine Awards.

Around 60 industry experts assessed more than 2600 entries across five 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)

## Contact *Us*

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**MELBOURNE  
ROYAL**



For more than 170 years, Melbourne Royal has been inspiring excellence in agriculture and food production.

In this pursuit of excellence Melbourne Royal on behalf of the Australian food industry conducts a range of world-class food programs and events recognising premium products in food and beverage.

These awards include:


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

### **Contact Us**


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 [@melbourne.royal](https://www.instagram.com/melbourne.royal)

 [Melbourne Royal](https://www.linkedin.com/company/melbourne-royal)