

# JOHN BARLEYCORN AWARDS

## 2021 SPIRITS MARKETING CATEGORIES

Entries will be evaluated for quality, creativity and resourcefulness. Judges will also take into consideration the apparent size of the operation. There could be multiple winners or no winners in a category.

For purposes of this competition, craft distillery is defined as a producer of small quantities distilled in single batches, as opposed to a larger distillers' continuous process. Non-continuous small batch operations located within mega distilleries are not considered craft distilleries.

### MARKETING/PROMOTION CAMPAIGN

- 1300. Branding (\$175)
- 1301. Corporate Social Responsibility/Charitable Program (\$175)
- 1302. Digital Media Campaign (\$175)
- 1303. Integrated Marketing (\$175)
- 1304. Marketing Stunt (\$175)
- 1305. Craft Distillery Campaign (\$175)
- 1306. Product Launch (\$175)
- 1307. Special Event (\$175)
- 1308. Other \_\_\_\_\_ (\$175)

### PUBLIC RELATIONS

- 1309. Brand Ambassador (\$175)
- 1310. Distillery Tour (\$175)
- 1311. Craft Distillery Tour (\$175)
- 1312. Partnership (\$175)
- 1313. Influencer Event (\$175)
- 1314. Special Events (\$175)
- 1315. Sponsorship (\$175)
- 1316. Visitor Attraction (\$175)
- 1317. Other \_\_\_\_\_ (\$175)

### ADVERTISING

- 1318. Advertising Campaign (\$175)
- 1319. Web Advertising Campaign (\$175)
- 1320. Banner/Sign
- 1321. Billboard
- 1322. Business/Trade Publication
- 1323. Magazine
- 1324. Newspaper
- 1325. Point of Purchase
- 1326. Poster
- 1327. Webmercial
- 1328. Web Display Ad (Pop-Ups, Banners etc.)
- 1329. Other \_\_\_\_\_

### MEDIA RELATIONS/PUBLICITY

- 1330. Publicity Campaign (\$175)
- 1331. Magazine Placement
- 1332. Newspaper Placement
- 1333. Online Placement
- 1334. Radio Placement
- 1335. Television Placement
- 1336. Other \_\_\_\_\_

### MARKETING/PROMOTION MATERIALS DESIGN

- 1337. Branded Products (Restaurant, Barbeque Sauce, etc.)
- 1338. Holiday Card
- 1339. Invitation
- 1340. Logo
- 1341. Poster
- 1342. Specialty Item (T-Shirt, Metal Sign, Shot Glasses)
- 1343. Other \_\_\_\_\_

### BOTTLE DESIGN

- 1344. Creative/Unusual Appearance
- 1345. Historic/Traditional Appearance
- 1346. Modern Appearance
- 1347. Shape and Overall Appearance
- 1348. Other \_\_\_\_\_

If you don't see a satisfactory category, you can choose an appropriate "Other" category. You will then be prompted to create your own category.

For Marketing and Public Relations categories, after checkout, upload an explanation of the effort and/or any materials such as photos, videos, web addresses etc. For all other categories submit relevant files. If you want to send in a hard copy or bottle, please let us know via email. Entries are \$125 unless otherwise noted.

### LABEL DESIGN

- 1349. Creative/Unusual
- 1350. Historic/Traditional
- 1351. Product Story and Description
- 1352. Special Product
- 1353. Other \_\_\_\_\_

### PACKAGING DESIGN

- 1354. Bottle Canister
- 1355. Bottle Special Packaging
- 1356. Display or Presentation box
- 1357. Folding Cartons
- 1358. Holiday/Gift Packaging
- 1359. Rigid Boxes
- 1360. Other \_\_\_\_\_

### POINT OF SALE/DISPLAY DESIGN

- 1361. Bottle Sticker
- 1362. Bottle Collar
- 1363. Bottle Hangar
- 1364. Shelf Talker
- 1365. Signage
- 1366. Other \_\_\_\_\_

### WEBSITE

- 1367. Distillery
- 1368. Craft Distillery
- 1369. Event
- 1370. Product
- 1371. Other \_\_\_\_\_

### SOCIAL MEDIA

- 1372. Social Media Campaign (Multiple Platforms) (\$175)
- 1373. Facebook Site
- 1374. Facebook Engagement
- 1375. Instagram Site
- 1376. Snapchat Filter
- 1377. Social Site Other \_\_\_\_\_
- 1378. Social Video
- 1379. Twitter Site
- 1380. Blog (Overall)
- 1381. Viral Marketing
- 1382. Other \_\_\_\_\_

### VIDEO

- 1383. Corporate Image
- 1384. Educational
- 1385. Event
- 1386. Historical
- 1387. Marketing
- 1388. Promotional
- 1389. YouTube Video
- 1390. Podcast
- 1391. Other \_\_\_\_\_

### NEW CATEGORY

- My project doesn't fit any of the categories.  
1392. Other \_\_\_\_\_ (\$175)