



2010 FiFi® AWARDS

TO: BEAUTY EDITORIAL STAFF – MAGAZINES & BLOGS

FROM: MARY ELLEN LAPSANSKY
THE FRAGRANCE FOUNDATION

RE: “FiFi®” Awards for *Editorial Excellence in Fragrance Coverage*

DATE: January 11, 2010

The Fragrance Foundation invites you to submit your 2009 fragrance articles for consideration in the *Editorial Excellence* FiFi® category.

The FiFi® award for *Editorial Excellence in Fragrance Coverage (Women’s) – “Scent Feature”* will recognize the best editorial article in excess of 500 words; the FiFi® award for *Editorial Excellence in Fragrance Coverage (Women’s) – “Scent Bite”* will recognize the best short article from 250–500 words; and, the FiFi® award for *Editorial Excellence in Fragrance Coverage – “Blog”* will recognize editorials in excess of 500 words.

There is also one award in the men’s category – *Editorial Excellence in Fragrance Coverage (Men’s)*. The men’s article should be 250 words or more. The men’s fragrance feature can be submitted by either a women’s or men’s magazine.

Each magazine member is invited to submit one article in each category, or just one category, that appeared in a 2009 issue(s). All blog entries must have appeared on a blog in 2009.

Non-member magazines who wish to submit an entry are required to pay an entry fee or become a member of the Foundation. Please contact me at 212-725-2755 x106 to discuss.

All entries will become the property of The Fragrance Foundation.

The judging criteria for entries in all categories will be based on how well the editorial content and supporting visuals helped to bring fragrance awareness, as well as meaningful information about fragrance, to the consumer. In addition to the overall quality of the article, other points that will be considered include originality, creativity, accuracy and depth of information presented.

We will not accept an article that is strictly a promotional piece or one that is a “Q&A” interview.

The *Editorial Excellence in Fragrance Coverage* FiFi® judging will take place in late March. The entries will be judged by a panel of judges made up of fragrance evaluators, perfumers, consultants, etc.

The top five finalists **as well as the winner** in each category will be announced and honored at the FiFi® Finalists breakfast on Friday, April 23rd at the Mandarin Oriental Hotel. The winners will also be highlighted on stage at the FiFi® Awards, which will take place on Thursday, June 10th at the Downtown Armory in NYC.

Please fill out the attached **entry form and send it along with your magazine’s/blog’s entry** to the Foundation by **Friday, February 19th, 2010**. No submissions will be accepted after this date.



2010 FiFi® AWARDS

EDITORIAL EXCELLENCE IN FRAGRANCE COVERAGE

Fact Sheet

What:

The Fragrance Foundation will present four FiFi® Awards in recognition of editorial excellence in fragrance coverage in the following categories.

- ★ *Editorial Excellence (Women's) – "Scent Feature"* – will recognize the best magazine editorial article in excess of 500 words.
- ★ *Editorial Excellence (Women's) – "Scent Bite"* – will recognize the best magazine short article from 250–500 words.
- ★ *Editorial Excellence (Men's)* – will recognize the best magazine article, 250 words or more. (Article can appear in either a women's or men's magazine)
- ★ *Editorial Excellence (Blog)* – will recognize the best article that appeared on a blog, in excess of 500 words. (Only U.S. blogs will be considered)

Criteria:

Articles in all categories will be judged on how well the editorial content and supporting visuals helped to bring fragrance awareness, as well as meaningful information about fragrance, to the consumer. Along with the quality of the overall feature, other points to be considered will include originality, creativity, accuracy and depth of information presented. **Article(s) must have appeared in a magazine issue or on a blog in 2009.**

We will not accept an article that is strictly a promotional piece or one that is a "Q&A" interview.

When:

- ★ The judging will take place in late March 2010. The entries will be judged by a panel made up of fragrance evaluators, perfumers, consultants, etc.
- ★ The top five finalists, as well as the winners in each category, will be announced at the FiFi® Finalists Breakfast on Friday, April 23rd at the

Mandarin Oriental Hotel

- ★ Winners will also be highlighted at the FiFi® Awards Ceremony on Thursday, June 10th, 2010 at the Downtown Armory in NYC

Submission

Deadline: Friday, February 19th, 2010



2010 FiFi® AWARDS

2010 EDITORIAL EXCELLENCE IN FRAGRANCE COVERAGE

Entry Form

Yes, we will participate in the “2010 Editorial Excellence in Fragrance Coverage” as follows (please check appropriate category or categories):

Editorial Excellence in Fragrance Coverage (Women’s) –
“Scent Feature”
(editorial article in excess of 500 words)

Editorial Excellence in Fragrance Coverage (Women’s) –
“Scent Bite”
(short article from 250–500 words)

Editorial Excellence in Fragrance Coverage (Men’s)
(article 250 words or more)

Editorial Excellence in Fragrance Coverage (Blog)
(editorial article in excess of 500 words)

No, we will not be participating in the “Editorial Excellence in Fragrance Coverage” category.

Magazine: _____

Issue: _____
(Month)

Blog: _____

Timeframe: _____

Title of Article: _____

Name: _____

(Contact submitting entry)

Title: _____

Telephone: _____

Fax: _____

Email: _____

Please submit 25 copies of each article entered – to be sent to the judges. Magazine entries should include the cover of the issue in which the article appeared. Blogs should include the home page of the blog.

DO NOT SEND THE ARTICLES MOUNTED ON BOARDS.

An Entry Form must be submitted with each entry **by Friday, February 19th, 2010**
(no submissions will be accepted after this date) to:

The Fragrance Foundation
545 Fifth Avenue, Suite 900
New York, NY 10017
ATT: Mary Ellen Lapsansky
Editorial Excellence Entry

If you have any questions, or need more forms, please call me at 212-725-2755 x106 or download the forms from the Foundation's website-www.fragrance.org.