



## 2010 FIFI® AWARDS: **PACKAGING AND MEDIA CAMPAIGN of the YEAR AWARDS**

The 2010 FiFi® Awards for Packaging and Media Campaign of the Year will be presented at the 2010 FiFi® Awards Ceremony on June 10, 2010 at the Downtown Armory in New York City.

● ALL 2010 FiFi® Fragrance of the Year nominees are eligible to be judged in the following categories:

- Best Packaging of the Year
- Media Campaign of the Year

Following is information on the Packaging and Media Campaign categories as well as entry forms.

### **PACKAGING JUDGING**

Four FiFi® Awards for Best Packaging will be given - for “Best Packaging of the Year - Women’s Prestige,” Best Packaging of the Year - Men’s Prestige,” “Best Packaging of the Year - Women’s Mass” and “Best Packaging of the Year - Men’s Mass.”

Attached is the 2010 FiFi® Awards Entry Form for “Best Packaging of the Year” which we must receive with your product submission by **Friday, February 5, 2010** if you wish to be among the entries judged. **NO SUBMISSIONS WILL BE ACCEPTED AFTER THIS DATE. We will not follow-up with the nominees.** All eligible entries become the property of The Fragrance Foundation.

**The Packaging judging will take place on March 3, 2010.**

### **MEDIA CAMPAIGN OF THE YEAR JUDGING**

The FiFi® Award for “Media Campaign of the Year” will be given in both men’s and women’s fragrance categories. **The campaign submission can be for a new launch campaign OR for a new campaign created for an existing fragrance, either women’s or men’s, and it can consist of a combination of print, television advertising or Internet/other advertising.**

Attached is the 2010 FiFi® Awards Entry Form for “Media Campaign of the Year.” We must receive with your submission by **Wednesday, February 10, 2010** if you wish to be among the entries judged. **NO SUBMISSIONS WILL BE ACCEPTED AFTER THIS DATE. We will not follow-up with the nominees.** All eligible entries become the property of The Fragrance Foundation.

**The Media Campaign of the Year judging will take place on March 11, 2010.**

2010 FiFi® AWARDS:

**BEST PACKAGING OF THE YEAR**

**PRODUCT ENTRY FORM**

FRAGRANCE NAME: (please also specify Men's or Women's or Unisex\*):

\_\_\_\_\_

\*If Unisex, do you want the package entered in both the Men's and Women's categories?  Yes  No If no, please check either:  Men's or  Women's

Bottle Designer: \_\_\_\_\_

Bottle Producer: \_\_\_\_\_

Package Designer: \_\_\_\_\_

Cap Supplier: \_\_\_\_\_

Pump/Activator Supplier: \_\_\_\_\_

Bottles & boxes representing no more than **TWO** different sizes and/or forms (e.g. 3.4 ounce EDT, .25 ounce parfum, 1.7 ounce aftershave, etc.) of the fragrance are to be submitted. Please do not submit body lotions or deodorants.

**WE WOULD APPRECIATE YOUR SENDING TWO SETS (for photography and judging purposes)**

Name: \_\_\_\_\_

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**Return this product entry form with packaging materials no later than Friday, FEBRUARY 5, 2010 to:**

**The Fragrance Foundation  
2010 FiFi® Awards  
Best Packaging Category  
545 Fifth Avenue, Suite 900  
New York, NY 10017  
Attention: Amy Rubin**

If you have any questions, please contact Amy Rubin at 212.725.2755 x 103 or [arubin@fragrance.org](mailto:arubin@fragrance.org)

**2010 FiFi® AWARDS**

***MEDIA CAMPAIGN OF THE YEAR***

***ENTRY FORM***

For the 2009 advertising campaign of a new fragrance launch or an existing fragrance

FRAGRANCE: \_\_\_\_\_

Men's       Women's       Unisex\*

If Unisex, do you want the campaign entered in both the Men's and Women's categories?  Yes     No    If no, please check either:  Men's or  Women's

Campaign title: \_\_\_\_\_

Campaign components (e.g. print ad, television spots, other materials): \_\_\_\_\_

Name of Ad Agency: \_\_\_\_\_

###

Name: \_\_\_\_\_

Title: \_\_\_\_\_

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

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

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

**SUBMISSION REQUIREMENTS**

ALL *print* ad materials and other visuals (i.e. screen captures of Internet advertising) should be mounted for display on foam-core type (or similar) material. Please use tearsheet-size artwork; excessively large entries may not be accepted for participation.

For *television* ad materials, spots should be submitted in a digital format and should include 10 and/or 30 second spots.

Return this form with materials no later than **Wednesday, FEBRUARY 10, 2010** to:

The Fragrance Foundation  
2010 FiFi® Awards  
Media Campaign of the Year  
545 Fifth Avenue, Suite 900  
New York, NY 10017  
**Attention: Mary Ellen Lapsansky**

If you have any questions, please contact Mary Ellen Lapsansky at 212.725.2755 x106 or [mlapsansky@fragrance.org](mailto:mlapsansky@fragrance.org).