

LICENSING INTERNATIONAL ASIAN AWARDS 2023

Criteria and Categories

The Licensing International Asian Awards recognizes the licensing industry's highest levels of achievements in the **Asian markets**. It celebrates excellence, innovation and creativity across all aspects of the licensing industry. All entries must be submitted in English.

Awards Criteria

The following are eligible for entry:

- Licensors
- Licensing Agents
- Manufacturers
- Retailers that sell licensed product
- Promotions that utilized licensed properties and/or licensed product
- Locations or events that utilized licensed properties

Brand or product must have had bona fide retail distribution in the **Asian markets** during 2022 (exact duration being 01 January 2022 to 31 December 2022), the qualifying period. Entry into multiple categories is permitted. The deadline for receipt of submissions is January 16, 2023. Entries received after this date will not be eligible for consideration.

In order to be considered:

1. You must use the online submission system. Hard copies, faxes and e-mail submissions will not be accepted.
2. You must write a short statement of up to 300 words explaining why you believe your entry is deserving of recognition. Awards criteria includes:
 - Creativity, Originality, and Innovation – What was special about the brand, product, or promotion?

- Marketplace Acceptance – How was the product, brand, or promotion received in the marketplace in terms of placement, sell-through or achievement of other goals?
 - Note: You should include only the most important and relevant information that will support your nomination. The inclusion of retail sales dollars and number of doors are very helpful to the panel of judges when considering your entry. This information will be kept confidential and will not be released.
- 3. Write a paragraph of 100 words or less describing the highlights and successes of your entry. *If your entry is selected, this statement will be included with the ballot to help the voters make their choices.*
- 4. Provide up to THREE (3) high-resolution (300 dpi) digital images of your brand or product in one of the following formats: PNG or JPEG. If your entry appears on the ballot, these images will be used on marketing materials for the Awards Program and Licensing International reserves the right to make this selection. Your submission WILL NOT be considered without at least one image.

All entries must be submitted by 11:59PM January 16, 2023.

Awards Categories

1. Asian Property of the Year

Open to any Asian based company or individual who has developed a licensed brand or property with respect to the property's primary origin, content, design and/or materials. The brand or property must also have at least one (1) active licensee, and have product(s) that is/are or has/have been sold or given away at retail, or available through any other consumer distribution channel anytime during the qualifying period, in two (2) or more Asian territories.

2. Art/Design/Museum Property of the Year

This award recognizes licensing excellence, creativity, and innovation for programs based on licensed heritage or institution brands (including

museum, gallery, heritage, charity or visitor attraction brands), works of art, or design-based properties. The property must have at least one (1) active licensee, and have product that is or has been sold or given away at retail, or available through any other consumer distribution channel anytime during the qualifying period, in one or more Asian territory(ies)

3. Corporate Brand/Lifestyle Property of the Year

This award recognizes licensing excellence, creativity, and innovation for programs based on brand names, corporate trademarks and logos, or any other non-entertainment related properties that are NOT originally intended for, or initially distributed as or associated with, theatrical motion picture, television program, cellular, webcasted material or a literary work. The property must have at least one (1) active licensee, and have product that is or has been sold or given away at retail, or available through any other consumer distribution channel anytime during the qualifying period, in one or more Asian territory(ies)

4. Entertainment/Character/Digital Property of the Year - ANIMATED

This award recognizes licensing excellence, creativity, and innovation for animated entertainment properties supported by a feature film, television show, scripted online shows and music or programs based on apps, video, mobile or console games. The property must have at least one (1) active licensee, and have product that is or has been sold or given away at retail, or available through any other consumer distribution channel anytime during the qualifying period, in one or more Asian territory(ies)

5. Entertainment/Character/Digital Property of the Year - LIVE ACTION

This award recognizes licensing excellence, creativity, and innovation for properties supported by a feature film or television show. This category includes YouTube channels, scripted online shows, and music. The property must have at least one (1) active licensee, and have product that is or has been sold or given away at retail, or available through any other consumer distribution channel anytime during the qualifying period, in one or more Asian territory(ies)

6. Licensed Promotion of the Year

The most outstanding use of a licensed property to promote a different product or service in Asia. (This does not refer to the promotion of a licensed property or licensed product itself.) This category is limited to one

submission per brand.

7. Location-Based or Experiential Initiative of the Year

The most innovative use of a licensed property at a live event or location in Asia.

8. Retailer of the Year

Retailers that have demonstrated the highest degree of creative merchandising for a licensed property, with outstanding sell-through to prove it.

9. Licensee of the Year - Apparel/Footwear/Accessories

Open to any licensees and retailers granted with a direct-to-retail license for an innovative licensed product or product line from the apparel, footwear & accessory category.

10. Licensee of the Year - FMCG

Open to any licensees and retailers granted with a direct-to-retail license for an innovative licensed product or product line from the fast-moving consumer goods (FMCG) category.

11. Licensee of the Year - Housewares/Novelties

Open to any licensees and retailers granted with a direct-to-retail license for an innovative licensed product or product line from the housewares & novelties category.

12. Licensee of the Year - Toys

Open to any licensees and retailers granted with a direct-to-retail license for an innovative licensed product or product line from the toy category.

13. The Newcomer Award

This award recognizes a company, property, product, service, platform or experience new to the licensing business that demonstrated success in its first year and shows promise for future growth. (May not be active in licensing for more than 36 months).