

LICENSING INTERNATIONAL ASIAN AWARDS 2025

Criteria and Categories

The Licensing International Asian Awards recognizes the licensing industry's highest levels of achievements in the Asian markets since 2013. Each year, we gather in Hong Kong to celebrate excellence, innovation and creativity across all aspects of the licensing industry.

The winners are selected by a judging panel of industry experts from around the world. The selection process involves strict scoring and input from the industry ballot. Last year, we received more than 340 submissions, mainly came from China, Japan, Korea, Singapore, Thailand and European countries. This year, Winners will be announced on April 28, 2025 at the Hong Kong International Licensing Show.

How to Enter

Submit one online entry form for each category you wish to enter. You **MUST** use this online submission portal. All entries must be submitted in English.

The following are eligible for entry:

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

The Brand, product or collaboration must have had bona fide retail distribution in the **Asian markets** during 2024 (exact duration being **January 1, 2024 to December 31, 2024**) the qualifying period.

In order to be considered:

1. You must fill out the online entry form for each category you wish to enter.

2. You must write a short statement to describe what was special about your product/brand in terms of **creativity, originality and innovation** and discuss how it was received in **the marketplace** (things like placement, sell-through, etc.)
 - **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. Provide up to **THREE (3)** high-resolution (300 dpi) landscape images of your brand or product in one of the following formats: **PNG/JPG/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.

The deadline for submission is **11:59PM (Hong Kong time) on January 15, 2025**. Entries received after this date will not be eligible for consideration.

For any questions or issues, please reach out to awards@licensing.org.cn.

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 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

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

5. The Newcomer Award

This award recognizes a company, property, product, service, platform or experience new to the licensing business that demonstrated success within 36 months after its first debut in Asia and shows promise for future growth. (The property must be debuted in Asia after 1 January 2022).

6. Licensed Promotion of the Year

The most outstanding use of a licensed property to promote a third-party 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 property (IP).

7. Location-Based or Experiential Initiative of the Year

The most innovative use of a licensed property at a live event or location-based entertainment event in Asia. (This does not refer to the promotion of a property organized by the property owner.)

8. 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.

9. Licensee of the Year – Food & Beverage

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

10. Licensee of the Year – Health & Personal Care

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