



THE FRAGRANCE FOUNDATION UK

AWARDS 2024

THE 'OSCARS' OF THE FRAGRANCE INDUSTRY

THURSDAY 9TH MAY 2024

For nominations please visit:

www.fragrancefoundationawards2024.org.uk

For tickets & sponsorship please email:

info@fragrancefoundation.org.uk Tel: 07376 289946

#TFFAwardsUK

SUBMISSION CRITERIA & GUIDELINES

Nominations are now open. Nominations close Friday 12th January 2024.

The Fragrance Foundation UK Awards are open to Fragrance Foundation UK members and non-members.

The fragrance must have been launched in the UK in 2023.
See individual categories for full details.

All nominations must be made online at www.fragrancefoundationawards2024.org.uk

You will be required to enter a description of the product (200 words max). A pack shot must also be uploaded.

PLEASE CHECK YOUR FILE SIZES BEFORE UPLOADING.

The largest individual files our server can accept are 20MB. If your files are larger than this, please decrease the file size in a program such as Photoshop, PicMonkey or Preview on a Mac (Export, Jpeg, Adjust File Size).

In addition, 3 full-sized products should be sent regardless of how many categories you enter.
(if entering the Interior Fragrance category 6 products should be sent)

Products MUST be received by Friday 19th January 2024 to the address below, non-receipt of products & and/or nominations by this date will mean your entry is null & void.

Address: The Fragrance Foundation UK, Cliff House, Warren Road, Torquay, Devon, TQ2 5TN

If entering the Media Campaign category, please do not upload your files to the website.
Instead, please send a PowerPoint document containing all relevant files via WeTransfer to:
[.production@fragrancefoundation.co.uk](mailto:production@fragrancefoundation.co.uk)

PLEASE NOTE THAT IT IS THE RESPONSIBILITY OF THE BRAND TO ENSURE THAT ALL PRODUCT DETAILS ARE ENTERED CORRECTLY ONLINE. THE FRAGRANCE FOUNDATION UK CANNOT BE RESPONSIBLE FOR ANY ERRORS. IF YOU DO NOT RECEIVE A CONFIRMATION EMAIL AFTER YOUR NOMINATION HAS BEEN SUBMITTED, PLEASE CONTACT THE FRAGRANCE FOUNDATION UK IMMEDIATELY.

VOTING

All voting will be checked and verified by an independent body.

THE FRAGRANCE FOUNDATION UK MEMBER COMPANIES WILL BE CONTACTED TO CAST THEIR VOTE IN THE FOLLOWING CATEGORIES:

Newcomer of the Year, Fragrance in Limited Distribution, Innovation, Online Retailer, Retailer, Best New Fragrance in National Distribution, Best New Fragrance & Ultimate Launch

N.B.: YOU CANNOT VOTE FOR YOUR OWN NOMINATION OR COMPANY.

COST TO ENTER

Members - Free of Charge in line with membership category.

Further nominations can be submitted above your allocation and will be charged £250 + VAT per fragrance.

Number of free nominations: JUNIOR=1, A=2, B=4, C=6, D=8, E=10, F=12, G=14, H=16, I=18, J=20

If you are unsure of your banding, please contact The Fragrance Foundation UK. Non-Members - £250 + VAT per fragrance.
N.B. ONCE YOU HAVE NOMINATED A FRAGRANCE IT CAN THEN BE NOMINATED INTO AS MANY RELEVANT CATEGORIES AT NO EXTRA CHARGE

Terms and conditions can be found on our website <https://www.fragrancefoundation.org.uk/>

AWARD CATEGORIES FOR 2024

MEDIA CAMPAIGN

A fragrance campaign that uses different forms of communication. Including but not limited to broadcast, print, influencer, experiential, social and digital campaigns. Judged by a panel of experts in film, styling and production who will consider the cohesiveness of the campaign across different channels, the interaction with audiences, and the visual translation of the scent.

DESIGN & PACKAGING

Judged by a Panel of Experts in Design

INTERIOR FRAGRANCE

Judged by an Independent Panel

INDEPENDENT FRAGRANCE

The brand must be independent, not distributed or owned by a larger company.

Voted for by previous winners of The Fragrance Foundation UK Jasmine Awards

PERFUME EXTRAORDINAIRE

Open to compound houses and independent perfumers and recognises an extraordinary olfactive creation launched in 2023. This award acknowledges craftsmanship and measures the aesthetic beauty of the fragrance. It also recognises perfumers, who as olfactive visionaries inspire us most when their creations move the market forward.

Entries: All entries are to be submitted in 12 x plain lab sample format, please contact The Fragrance Foundation UK for your code to add to the 12 x lab samples.

Samples **MUST** be received by Friday 19th January 2024.

Voted for by previous winners of The Fragrance Foundation UK Jasmine Awards

READERS' CHOICE

Voted for by readers of The Evening Standard

PEOPLE'S CHOICE

Voted for by users of the App 'Perfumist' the No.1 mobile app and the largest community of perfume enthusiasts in the world.

NEWCOMER

This category is open to anyone in the fragrance industry who has started a new business in the UK within 2023 (N.B. this category is not open to individual fragrance launches)

Voted for by Members of The Fragrance Foundation UK

BEST NEW FRAGRANCE IN LIMITED DISTRIBUTION

This category is open to any fragrance launched in 2023 that was sold in less than 10 doors including Pureplay and Bricks & Mortar in the UK (you will need to list these doors).

Voted for by Members of The Fragrance Foundation UK



INNOVATION

This is awarded to an innovative launch in the fragrance industry in 2023. This could be in the form of a fragrance, an in-store or online experience that revolutionised the industry in the UK.

Anyone can enter this category but must provide a brief when entering behind the Innovation (what was trying to be achieved).

Judged on creativity, uniqueness, delivery of the brief, originality, presentation, to what extent is the innovation new and responsible ground-breaking to the industry, and the clarity of the idea.

Voted for by Members of The Fragrance Foundation UK

ONLINE RETAILER OF THE YEAR

Judging process:

Mystery Shopping: This will include, navigation, ease of purchase, and user experience.

Members of The Fragrance Foundation UK: Members are voting for the client experience not the individual brand.

Consumer Experience: Each online retailer is to provide a portfolio of their activity which could include National Fragrance Week, social media and online to be judged by a panel of experts.

RETAILER OF THE YEAR

Please submit additional information via e-mail to info@fragrancefoundation.org.uk to support how you have promoted and embraced fragrance through an innovative campaign to reach new consumers, and actively supported The Fragrance Foundation UK, this can be in-store, through the media and online.

Judging process:

Mystery Shopping. Members of The Fragrance Foundation UK: Client Experience Consumer Experience: Each retailer is to provide a portfolio of their activity which could include National Fragrance Week, social media and online to be judged by a panel of experts.

BEST NEW FRAGRANCE IN NATIONAL DISTRIBUTION

Must be in more than 300 doors.

Voted for by Members of The Fragrance Foundation UK

BEST NEW FRAGRANCE

Voted for by Members of The Fragrance Foundation UK

BEST NEW FRAGRANCE COLLECTION

The whole collection must have been launched in 2023 and be a minimum of 3 SKUs.

Voted for by Members of The Fragrance Foundation UK

ULTIMATE LAUNCH

Awarded to the fragrance that has promoted & embraced itself through an innovative launch campaign in 2023. This should include in-store, social media and online. This Fragrance will have revolutionised the fragrance market or been creative in its formulation, packaging, marketing, and advertising campaign.

Voted for by Members of The Fragrance Foundation UK



THANK YOU TO OUR 2024 AWARDS SPONSORS

TITLE SPONSOR



GOLD STAR SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



**MENU'S AND
BROCHURE**

CHAMPAGNE

HOSTESSES

FLOWERS

