

PRODUCT OF THE YEAR 2022

Ones to Watch

FAQS



WHAT ARE THE ONES TO WATCH PRODUCT OF THE YEAR AWARDS?

Product of the year is the worlds largest consumer voted award for product innovation, established over 30 years ago and operating in over 40 countries. In 2020 Australia launched the Ones to Watch (OTW) award to offer start-up and new small business the opportunity to participate and experience the benefits of winning the award.

WHO IS ELIGIBLE TO ENTER?

Your Company must have a minimum of 5 and a maximum of 10 employees with a maximum turnover of 10M

Your company must have been operational for minimum 18 months to 5 years.

You must have a new innovation in market between 1st December 2019 and 31st May 2021.

WHAT HAPPENS AFTER I ENTER?

All products are vetted by our POY jury panel of industry experts to determine the entry criteria are met. Entries are then grouped into categories and submitted for judging through NIELSEN.

The OTW awards are voted for by 1,000+ consumers.

The Winner is the product with the highest index score, as long as it is equal to, or higher than the past 3 years average winner score in the same category. A full report will be provided to all participants.

TOO BUSY TO ENTER?

Entry is on-line. Once you have a product description of approximately 75 words and a high-resolution image, it will take you less than 10 minutes. Please ask for sample descriptions from past winners.

WHEN WILL I FIND OUT THE RESULTS?

Winners are notified in early September. This information is under embargo until the awards ceremony in November. This gives winners plenty of time to organise their communications announcing their win (on-line, DM, TV, Press, POS etc)

PRODUCT OF THE YEAR PR CAMPAIGN

All winners are included in our national PR campaign which runs for 12 months from the winner announcement. Our PR agency AGENT99 is available to help winning companies throughout the year to bolster their marketing. So far they generated over 80+ pieces of content through mainstream media channels and social platforms for the 2021 winners in a range of top-tier outlets including News.com.au, Daily Telegraph, Daily Mail, The Australian, National news with Channel 7 across the nation, as well as garnering an extensive segment on Sunrise Breakfast Show.

ONES TO WATCH COSTS

The cost to participate is **\$3,500 plus GST** which includes the research fee, logo for 12 months for the winner and inclusion in the 12 month PR support program.

OPEN FOR ENTRIES 8 MARCH 2021

ENTRIES CLOSE 31 MAY 2021

Enter at www.productoftheyear.com.au

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