

SA RUM JURY 2020

MAKING THE MOST OF YOUR AWARD PROMOTIONAL TIPS AND IDEAS PREPARED BY SA RUM JURY



CONGRATULATIONS!

Your Medal from the SA Rum Jury indicates that your product is among the finest the Rum Industry has to offer in Southern Africa.

Winning a Medal from The SA Rum Jury is indeed an impressive achievement for any Rum having undergone evaluation by our highly discerning Judges, but what does each Medal mean?

Emphasising integrity and impartiality, our competition takes great pride in ensuring that all entries are treated with care and consideration by our panel of carefully selected Judges.

ABOUT THE SA RUM JURY COMPETITION

Since The first SA Rum Jury in 2017 the Jury has become a respected competition in the Rum Category in Southern Africa. That means that your Award is one of the most reliable indications of Rum excellence. The SA Rum Jury Competition has set the standard for professional RUM judging. Now in its 3rd year, the SA Rum Jury is Southern Africa's only Rum Specific Competition.

THINK THAT'S WORTH BRAGGING ABOUT?

We definitely do as well! We've put together this marketing kit to help you make the most of your achievement. On the following pages, you'll find a wealth of tips, ideas, and suggestions to successfully promote your win, which can:

- establish your brand as one of the World's top Spirits producers
- build brand recognition
- boost Customer acquisition and retention
- garner publicity and trade attention
- help you out in a crowded marketplace

GOLD MEDAL

Products awarded a Gold Medal are exceptional. They are near the pinnacle of achievement in their particular Category. They are products that set the standard for all others of their type.



SILVER MEDAL

Products awarded a Silver Medal are outstanding in their Category. They show refinement, finesse and complexity. They are among the best examples of their particular Category.



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CREATE THE HYPE!

INFORM YOUR SUPPLIERS

TALK TO YOUR CUSTOMERS

Since a SA Rum Jury Medal helps validate and reinforce your sales message, begin by notifying your distributors, restaurants, retailers— everyone involved in the process of selling your products. Encourage them to announce your SA Rum Jury Medal win on everything from their websites to social media channels to help spread the news. Consumer marketing looks different for every brand, so choose the methods that make sense for your audience and promotional budget. Depending on your size, you may work with outside marketing, communications, and PR teams, or perhaps you handle all your marketing decisions in-house. Whether working on your own or with agency help, some or all of the following suggestions provide important opportunities for reaching your customers.

WEBSITE PROMOTIONS & UPDATES

Your website is the first and perhaps easiest starting point to make exciting announcements. Create a web banner, update your homepage, or upload a blog post—complete with images of your award and bottle shots—to ensure the news of your award is one of the first things your consumers see when they visit your site.

E-BLASTS

Perhaps one of the most popular forms of e-mail marketing, an e-blast can help news of your win reach your entire list of contacts. Be sure to include a catchy subject line and compelling e-mail content to entice people to open your e-mail, keep readers engaged, and encourage visits to your website. If you've been looking for a reason to jumpstart your under-used website or homepage, or create one for the first time, your SA Rum Jury win provides the perfect excuse!

E-MAIL SIGNATURES

Ideal for evergreen promotion, an e-mail signature that includes medallion artwork is an effortless way to continuously publicise your win.

PRESS RELEASE

Increase your exposure by issuing a press release to industry tastemakers, publications, local news outlets, and other key press. Include important talking points, but don't include all the details. You want to hook your readers into contacting you for a more in- depth story and interview. In addition to information about your Rum product, include facts about the Competition to help emphasise the significance of your win:

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GENERAL FACTS

- A Medal from SA Rum Jury is a recognised affirmation of high quality and one of the most reliable indications of RUM excellence.
- Medal winners represent some of the finest Rums from around the world.

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SOCIAL MEDIA

Ranging from Facebook to Twitter to Instagram, social media platforms provide an accessible way to reach a wide network of consumers, media, and trade. While creating and executing a social media strategy can be intimidating, we have a few tips to help keep your plan simple, straightforward, and effective.

BOOST YOUR POSTS

For a nominal fee, you can maximize exposure and help your content appear on more newsfeeds by boosting your Facebook posts and Tweets or by creating Instagram ads. You can also reach an entirely new audience with filters like age, gender, location, and interests.

DON'T FORGET PHOTOS

When you post on Facebook and Twitter, use the camera icon to add vibrant imagery to your post. Whether it's a picture of one of your products or an ode to the season, photos help catch eyes—and Likes.

SCHEDULE AHEAD

Scheduling posts not only saves time but also helps you build and organise cohesive messaging across all your channels. Facebook, Twitter, and Instagram all allow you to schedule posts on their individual platforms. On Twitter, schedule multiple posts to run throughout the day or several times a day to reach a larger percentage of your audience.

FOLLOW TRENDS

Keep an eye on trending hashtags and update your content accordingly to stay relevant and join the social conversation. Include relevant hashtags in your messages to connect your posts to related news and like-minded followers. Include the Competition's tags #SA Rum Jury, other beverage-industry and lifestyle hashtags to broaden your audience and keep the news moving.

CONTENT IDEAS

To tie your win into your brand's own unique voice and personality, consider incorporating the following content into your social media posts. (Including these in your blog, newsletter, or website doesn't hurt, either.)

- Interviews with your distiller, owner, and/or brand manager to hear what the results mean to them
- Details of the distillation process for your winning product
- Tasting notes for your winning product
- Cocktail recipes and/or tasting suggestions
- A definition of the medal you won and the specific ways your product embodies each quality

STEP UP YOUR POINT-OF-SALE GAME

From a consumer standpoint, point-of-sale (POS) materials will help set your product apart in a crowded marketplace and are oftentimes the final push customers need to make their purchase decisions. An added bonus: Retailers routinely give priority placement to spirits that visibly boast their awards.

BOTTLE STICKERS BOTTLE NECKERS SHELF TALKERS

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Bottle stickers that tout your medal catch consumers' eyes on store shelves and provide an instantly recognisable, reliable seal of approval. Delivering your spirit or wine to retailers with pre-applied stickers on the bottles is one of the simplest and most-effective POS strategies you can employ. Also known as neck tags or hangers, these versatile marketing tools are valuable both at point of sale and once the consumer brings your award winning product home. Besides boasting your medal and tasting score, you can include food-pairing ideas, coupons, QR codes to drive consumers to your website for special offers, or even cross-sell other offerings from your product line. Designed to grab shoppers' attention, shelf talkers help your product stand out from the crowd. The wide range of formats includes adhesive shelf stickers, snap-in price-rail sleeves, and flag-like flyers that stick out from the shelf. Since you have a limited amount of space and just a moment to make your sale, you'll want to focus on smart design and a compelling message, such as promotional pricing or your award, to convince shoppers to choose your spirit or wine.

ADVERTISING

FACEBOOK ADVERTISING

Create and run campaigns using simple self-service tools, and track their performance with easy-to-read reports. To choose the right ad objective, answer the question "what's the most important outcome I want from this ad?" It could be sales on your website, downloads of your app or increased brand awareness. Using what you know about the people you want to reach – such as age, location and other details – choose the demographics, interests and behaviours that best represent your audience.

GOOGLE ADS

Grow your business with Google Ads. Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business. Google is where people search for what to do, where to go, and what to buy. Your ad can appear on Google at the very moment someone is looking for products or services like yours. Whether they're on desktop or mobile, a well-timed ad can turn people into valuable customers.

ONLINE DISPLAY

A form of online advertising, display ads are one of the easiest and most prolific ways to target a wide, diverse audience. As unique and customisable as you'd like to make them, these ads can include imagery, audio, or video, and can range from web banners to rich media ads on third-party sites.

PRINT

Magazines and newspapers are a time-tested way to promote your award winning product. Choose one that aligns with your long-term business goals. Try regional publications to build a local support base, drive traffic to your tasting room, or accommodate a smaller marketing budget. You can also focus on specific interest- or hobby-based options to target a specific demographic, such as age group, gender, or socioeconomic class.

OUTDOOR

Ideal for reaching a specific geographic area, outdoor advertising can influence commuters and urbanites alike with billboards and interior and exterior transit advertising. Particularly useful

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throughout distillery areas, billboards or road signage can help you get on visitors' radar while helping them navigate the way to your tasting room.

PRINT PROMOTIONS

Whether you're at an outside event or in your own tasting room, print materials like brochures and cocktail recipes are also effective tools to promote your accomplishments.

VISITOR DISPLAYS

When you receive your physical medal and printed certificate, be sure to frame and display these awards in your reception area, tasting room, or other prominent place for all your visitors to see.

TRADE TASTINGS

Regional and national trade tastings offer many opportunities to put your products on the radar of beverage buyers, distributors, bar managers, sommeliers, and other influential tastemakers in the industry. Arrive prepared with informative sales materials, plenty of product, and a fun, engaging attitude—all promoting your competition win, of course!

CONSUMER EVENTS

Curated tastings, informational tours, master classes, pairing events, and “meet the distiller/producer” nights are all fun, strategic opportunities to engage the public, get your promotional message out there, and collect contacts to add to your company's mailing list.

WE CAN HELP!

Whether you opt for just a couple of the strategies we've described on these pages or launch a full publicity campaign, you now have some of the tools you need to make your medal work for you.

ADVERTISING OPPORTUNITIES

If you're interested in print advertising, but are unsure of where to start, our media sponsor can help. To learn more about advertising opportunities, contact TERRY: terry@tntdigicomms.com

TASTING EVENTS

Throughout the year, the SA Rum Jury will host a variety of special tastings and events around the country that feature medal-winning spirits. Stay tuned for more information about this year's event opportunities as they develop.

MEDALLION ARTWORK

SA RUM JURY has created a suite of high-quality digital medallion images for use in your online and in-print promotions. A small one-time licensing fee allows unlimited use of Competition medallion artwork by you or anyone you choose to promote your award-winning spirits. Once purchased, the license allows you not only to use the imagery in your own advertising and collateral, but also in ads and promos by those who sell and distribute your products on your behalf. For more information and to download a usage licensing order form, visit www.rumjury.co.za/medallionartwork

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BOTTLE STICKERS

For your convenience, pre-printed bottle stickers are available directly from Digital Colour Bar. For more information and to download an order form, go to: www.digitalcolourbar.co.za

POINT OF SALE PRINTED MATERIALS

The SA Rum Jury has teamed up with the speciality printer Digital Colour Bar to provide discounted pricing on bottle neckers, shelf talkers, and other printed POS materials for all Competition winners. You can provide your own designs, use Digital Colour Bar's design services to develop unique POS items, or choose pre- designed Competition products that are ready to print with your product's name and information about your award. View Digital Colour Bar's extensive product line for design ideas and additional marketing inspiration.

Visit: www.digitalcolourbar.co.za to take advantage of your winner discount.