



# Awards submission service

## Putting your brand on the travel retail red carpet

JES Travel Retail Consultancy is a privately registered company under Timothy Mark Jobber  
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**J|E|S**

Travel Retail Consultancy

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Award winning global travel retail  
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# Why JES Travel Retail ...

1. The most successful travel retail awards agency in 2021/2022, clients include the 2022 „Best food & confectionery product“ and „Best wine product“ globally.
2. Promoting brands into duty free for the past 30 years.
3. JES Travel Retail owner is a 2 time travel retail awards judge on the prestigious Frontier Buyers Forum multi category awards.
4. Submissions are not set to any pre-determined timescale.
5. Discounts available for multiple submissions within 1 product.
6. Consultation with regards to award marketing.

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# JES AWARDS 2021 / 2022



2 x Global winners in the confectionery,  
food and wine category

1 x regional winner The Americas in  
the wine & spirit category

9 x global finalists

19 x regional finalists

JES Travel Retail Consultancy founder & owner Tim Jobber collecting the 2022 Frontier award "Confectionery & fine food" on behalf of client Love Cocoa by James Cadbury



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# TEXT GHOST WRITING

Text ghost written for your submission.

Award submissions require both statements and answers to set questions.

Text lengths vary from 500 – 1.000 words

Style and content adapted to the specific award's judging panels, e.g. Frontier awards for sector experts, TRB awards for consumers.

JES Travel Retail have the experience to highlight all of the areas that the judges are looking for in your submission

The rear side of the packaging, in addition having a personal statement by owner James Cadbury highlights, in logo form that ideally suits the travel retail international customer demographic the following aspects :

- Slave free
- No palm oil
- Single origin
- Eco packaging

Travel retail research organisation MIndSet recently reported that 43% of travel retail purchases are connected to gifting and therefore the personalised message section on the rear of the packaging ideally matches this purchasing trend, especially for a product that is connected to love.

## Highlight impactful campaigns and meaningful promotions for travellers in the current climate

The South Cause range of wines both stimulates and educates the customers experience with additional pro active engagement via the non profit Fundación Glaciares Chilenos – every sale benefits the organisation's work. It is of vital importance that the consumer understands that the wine is not only informative in it's message but also that the purchase makes a real difference to a subject of not just of regional importance but to the wider global picture.

## Impactful and relevant promotions

Travel retail campaigns are planned to be impactful through a sense of experience and adventure. In line with the 2016 ANPTUR white paper of the historical positioning of Cuba for the tourist market (Auténtica Cuba: análisis de la publicidad turística de 2002-2016) travel retail campaigns will center of the 3 core concepts of cultural attractions (history, customs and nightlife), social incentives (adventure and friendliness) and natural resources (landscape, nature and culture). The campaigns. In addition the use of the Cuban national day (20<sup>th</sup> October) and International Rum day (16<sup>th</sup> August) can either be used as individual promotion days in travel retail or used as a bridging (65 days) promotional period.

Note 1965 was the year that Cuba leader Fidel Castro took over the leadership of the country as part of the communist party and this “65” connection could be used.

Cross category promotional activities are naturally of interest and are in many travel retail surveys highlighted as retail areas that SPH (spend per head) can be increased, with rum and its synergy with the cigar category the opportunities are numerous (International cigar day being 16<sup>th</sup> February).

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# PRESENTATIONS

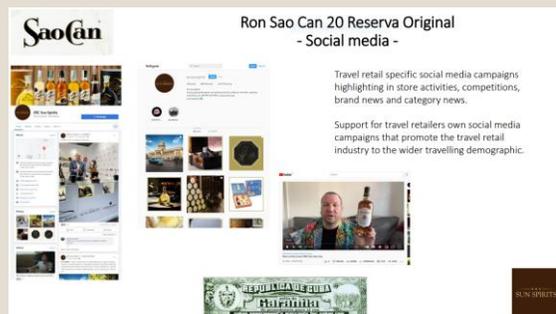
Produced in PDF format.

Presentations from 3 – 10 slides depending on the submission criteria.

Highlighting all of the “hidden” submission angles including social media, e-Commerce through to your brands story and sustainability.

Use of category data (domestic and GTR) to create an impactful submission.

Presentation adapted to the specific award's judging panels, e.g. Frontier awards for sector experts, TRB awards for consumers.



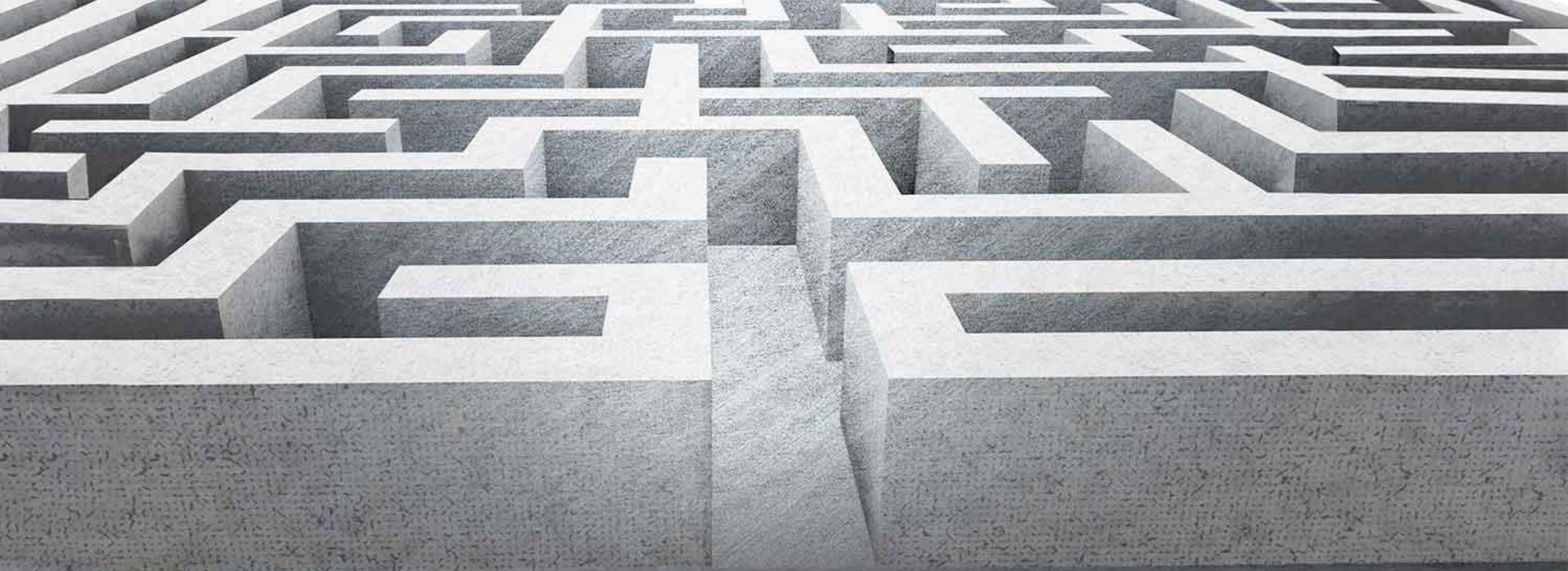
Social media



Story telling



Data



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