



2024 The Results!

Introduction:

The TR GO for GOLD awards very different to other industry awards. They follow the same requirements as that of a Standard set by an industry association or body. In order for a product to reach the highest TR GO for GOLD Standard, the evidence requested must provide proof of quality of design and its development process, images are required of POS and instore/inflight activations. Links to e-commerce presence outside of, and within TR, social media and aftersales service must all be included. It must show how it is working to limit its impact on the four pillars of sustainability and finally how it measures success.

The TR GO for GOLD awards stand apart from other industry awards by following specific standards set by industry associations. To achieve the prestigious TR GO for GOLD Standard, products must provide comprehensive evidence demonstrating the quality of their design and development processes. How they market their product i.e., images of point-of-sale displays and in-store or inflight activations, as well as links to e-commerce sites, social media presence, and aftersales service, both within and outside of TR.

Additionally, submissions must outline efforts to minimize their impact on the four pillars of sustainability and include metrics for measuring success.

Soon, TR consumers will notice a unique TR GO for GOLD QR code at the point of sale, which guarantees quality, sustainability, and strong sales performance.

Our heartiest congratulations go the below products:

TR Iconic Product Gold Standard (available in TR for a minimum of 10 years) goes to:

- Taliker Lipocils Expert Collector 10ml
- Boss Bottled
- Boss The Scent for Her
- Boss Scent for Him
- Calvin Klein Eternity for Men
- Calvin Klein Eternity for Women
- Calvin Klein Euphoria for Women
- Chloe EDP
- CK One
- Gucci Guilty Pour Homme



- ❖ Lancaster Golden Tan Maximiser
- ❖ Marc Jacobs Daisy

TR Iconic Product Bronze Standard (available in TR for a minimum of 10 years) goes to:

- ❖ Elizabeth Arden Eight Hour Lip Protectant Tin

TR Product Launch Gold Standard (strategy, implementation and measuring success)

- ❖ Lancaster Sun Perfect
- ❖ Marc Jacobs Daisy Wild
- ❖ Hair Force Booster

TR Established Products Gold Standard (available in TR since 2021)

- ❖ Burberry Her
- ❖ Burberry Hero
- ❖ Burberry Kisses Mat
- ❖ Gucci Bloom
- ❖ Gucci Flora Gorgeous Gardenia
- ❖ Kylie Jenner Matte Lip Kit
- ❖ Talika Lipocils Expert collector 10ml

TR Product Innovation Gold Standard

- ❖ Burberry Goddess
- ❖ Cosmic By Kylie Jenner

Notes:

You can begin your entry for the 2025 TR GO for GOLD awards as early as November 1, 2024. The goal is to complete one unit each quarter and receive feedback along the way. This approach helps eliminate the last-minute rush to gather and submit the necessary information.

For further information please contact Christine Martin by email
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