

# Hyper authentic

networking creates

Rome, 28-29 November 2024



## ENTRY KIT 2024



## THE LIVE COMMUNICATION WEEK

Next November (26-29), the fourth Live Communication Week organised by ADC Group, will gather around 2,000 event and marketing professionals in Rome, Italy, to create new business opportunities and facilitate the meeting of supply and demand, enhance the event as a strategic marketing tool, offer training and updating opportunities, and celebrate the creative excellence and the best projects of the Italian and global event industry.

Indeed, within the Live Communication Week we also honour BEA - Best Event Awards (21st edition), dedicated to the best Italian events and, at international level, the Best Event Awards - World (19th edition).

## THE BEA WORLD FESTIVAL

The Bea World Festival is the essential meeting place and networking event for the international event community. Two inspiring days full of creativity, networking opportunities, knowledge transfer, and destination experiences culminate in the ceremonies celebrating the winners of the Best Event Awards. Created in 2006 to recognise and promote excellence in events and live communication, the Best Event Awards have helped participating agencies from more than 40 countries around the world in finding inspiration and new ideas for their events, and are now acknowledged as the leading international industry recognition. As in previous years, shortlisted agencies will have the opportunity to present their projects live to the Bea World Festival Jury and delegates. The Bea World Festival 2024 will take place in Rome, Italy, from 28 to 29 November.

## FESTIVAL FORMAT

A business platform, as well as the celebration of the best live communication case histories, Bea World is the most prestigious international award dedicated to events. For the last 19 years, the distinguishing features and strengths of the award have been:

- the JURY comprising around 40 event managers and marketing and communication directors, of top spenders in live communication in all product sectors;
- the Live Presentations, during which the shortlisted agencies present their projects directly to the jurors gathered in the plenary;
- the Networking opportunities, and the in-depth studies and professional training sessions;
- the Awards Ceremony, a showcase of all the major case histories.

### DAY 1 - 28 NOVEMBER 2024

#### SHOWCASE YOUR EVENT

The first day will focus on the Best Event Awards, with **live presentations of shortlisted events**. Nominees will have the chance to convince a highly qualified international Jury to be worthy of the award. All delegates are welcome to attend the live presentations and discover the best creative solutions devised by top event and communication agencies in the world

### DAY 2 - 29 NOVEMBER 2024

#### LEARN, NETWORK, AND CELEBRATE

On the second day of the Festival, a rich and varied **content** and **networking programme** will offer delegates inspiring keynote presentations able to provide a global and comprehensive view of the world of events and live communication, technical workshops to acquire new practical skills, individual meetings with experts, and genuine networking opportunities to find inspiration and expand their business. In the evening, the Awards Ceremony of the Best Event Awards will acknowledge the best events of the year.





## THE BEST EVENT AWARDS

In defining the competition categories, each year BEA aims to organically and coherently adapt to the market scenario.

In an increasingly fast-paced, over-stimulated, innovative and technological world, we want to enhance the driving force behind the transformation of abstract concepts within a Live Communication experience. From such a concept, we have conceived the claim for the new edition of BEA 2024: HYPER AUTHENTIC.

### KEY DATES 2024

<b>ELIGIBILITY PERIOD</b>	<b>1 September 2023 – 30 September 2024 *</b>
<b>ENTRY PERIOD – EARLY BIRD FEE</b>	<b>until 31 July 2024</b>
<b>ENTRY PERIOD – STANDARD FEE</b>	<b>1 August – 30 September 2024</b>
<b>ONLINE JURY SESSION</b>	<b>23 October - 3 November 2024</b>
<b>SHORTLIST ANNOUNCEMENT</b>	<b>5 November 2024</b>
<b>LIVE PRESENTATIONS</b>	<b>28 November 2024</b>
<b>CONTENT PROGRAMME AND AWARDS CEREMONY</b>	<b>29 November 2024</b>

\* It is possible to apply as an exception for events that have taken place no more than 15 days before the eligibility period, provided that they were not registered for the 2023 edition. Please contact the organiser for more details.

### GENERAL RULES & REGULATIONS

**EVENT DEFINITION:** An event is a live experience, planned in advance, taking place over a fixed period of time, with the objective of affecting the perception or behaviour of the audience, duly included in the marketing mix.

- The registered events must take place/have taken place, in whole or in part, between September 1, 2023, and September 30, 2024. However, events that have started before this time frame and end within it, and events that start within such dates and end after, will also be accepted. In the case of a roadshow, it is sufficient that a single stop has taken place within the eligibility period.
- Each project can be entered only once for the Best Event Awards. Projects entered for a second year will be automatically rejected.
- Entries can be commercial or non-commercial events organised by event industry bodies based all over the world, including event agencies, public relations, communications, promotions, advertising, and web agencies, corporate companies, public bodies, associations, non-governmental and non-profit organisations, locations, etc.



- Each event can be registered in one or more Macro Categories and/or Categories and/or Special Categories, but cannot win more than two medals of the same type in total between said categories (i.e., no more than two golds, no more than two silvers, no more than two bronzes). The BEA Grand Prix, the Special Prizes, and the Special Mentions are excluded from the calculation of the awards.
- The client's contact details must be provided in the entry form. The Organiser reserves the right to contact the client, if necessary.
- Entries will not be considered finalised until the entry form has been completed online in all its parts, the compulsory material has been uploaded, and full payment has been made online at [www.beaworldfestival.com](http://www.beaworldfestival.com), in accordance with entry deadlines.
- Entries cannot be cancelled or removed from the competition.
- No replacement or additional media will be accepted after an entry has been finalised and received by the Festival's Organiser. It is not possible to amend submitted materials after the deadline. Projects with incomplete or unpaid materials will not compete in the Awards. All required contact details of the enrolling organisation must be provided within the registration form..
- English is the official language of the Festival, therefore all material provided that is not in English must be translated and/or subtitled.
- All material, documentation, and payments must be received by 18:00 CET on 30 September, 2024
- The applicant is responsible for payment of all entry fees, and will be considered the entry's sole contact. Multiple companies can be credited for their contribution to the entered project. Please ensure that all contributing companies are credited on your entry form before finalising your submission.
- Entries that due to reasons not attributable to ADC Group will not be reimbursed.
- It is the responsibility of the registering applicant to ensure that the client/company agrees with the project being submitted.
- The events/services are assessed and awarded in their entirety in terms of conception, execution, and planning, regardless of the role played by the agency that submits them. During the ceremony, the award will be delivered only to the submitting/paying candidate, regardless of the number of organising agencies listed in the project registration form.

## JURY AND EVALUATION PROCESS

Once all submitted material has been verified, approved events will be assessed by the award Jury. Bea World Jury members are selected among marketing/communications/sponsorship professionals, with local or international responsibilities, from well-known multinational corporations representing a range of sectors and countries, large investors in live communication, plus members of event agencies' associations who are partners of Bea World Festival. A Jury president, with the task of guiding and chairing the work, and one or more vice presidents are nominated each year.

Judging consists of two rounds involving viewing, voting, discussion, and awarding of prizes. The Jury Panel will have the right to move entries to a different category if the event does not meet the criteria for the entered category.

The Jury also reserves the right to merge, change, or add new categories. The Jury may decide not to award prizes in one or more categories if the entries are not judged to be deserving, or to jointly assign the prize to more candidates.

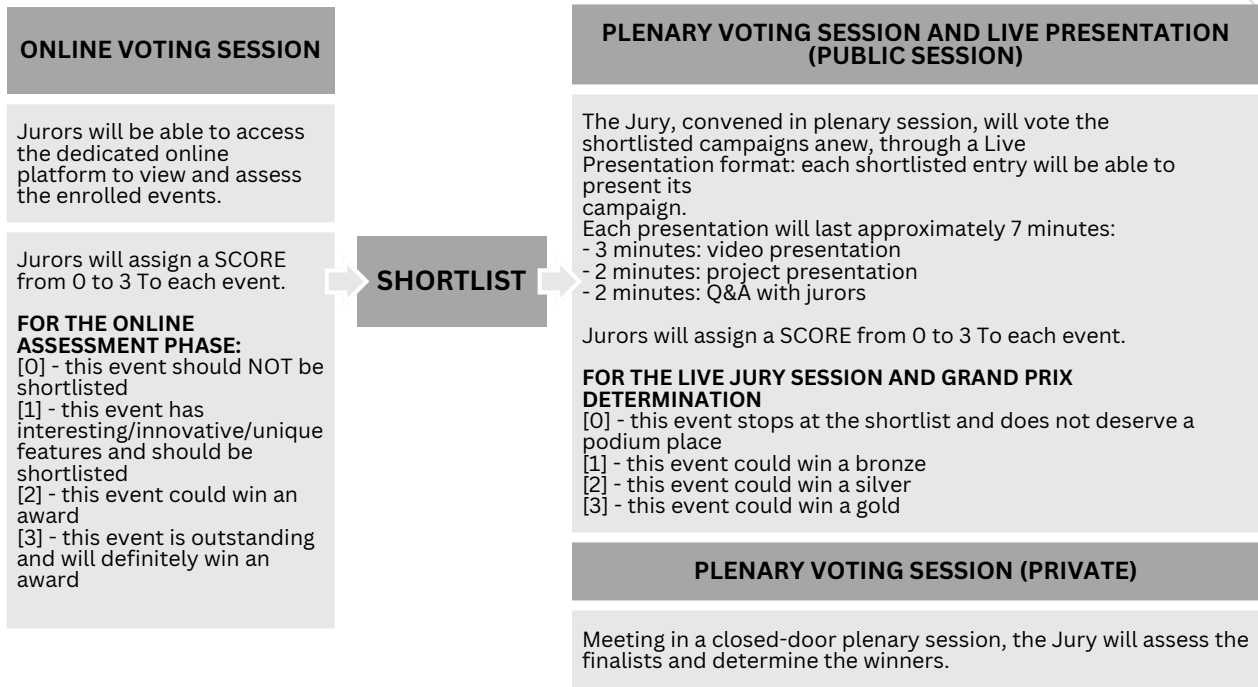
The Jury's decision in all matters relating to the awarding of prizes, will be final and binding.

The Best Event Awards assessment takes place in two phases:

- **PHASE 1 (23 October - 3 November 2024) – ONLINE JURY SESSION:** Jurors, divided into groups, cast a vote on the basis of the material uploaded by the submitting agencies, and subsequently draw up their shortlist.
- **PHASE 2 (28 November) – LIVE JURY SESSION:** The Jury, in plenary, views, assesses, and votes the presentations of shortlisted projects, consequently choosing the winners.



## THE ASSESSMENT PROCESS



## LIVE PRESENTATIONS

All shortlisted events will be appraised ex novo during the open voting sessions. Jury members will be divided into different rooms and the participants will have the chance to present their projects live. Each Jury panel will assess a certain number of entries grouped by category and will determine the winners of each viewed category. The format provides a time window of approximately 8 minutes for each candidate project, including:

- Video projection (3 minutes max.);
- 2-minute speech;
- 2-minute Q&A.

Please note that, even during the plenary session, the candidate projects are assessed on the basis of the material uploaded to the platform at the time of registration (file and video). Modifying/replacing the video of the event/service is not allowed.

## JURY'S CODE OF ETHICS

Jury members will be committed to a Code of Ethics based on the following principles:

- They must assess projects honestly and without bias, respecting the selection and judging criteria identified by the Award.
- In the event of conflicts of interest that may influence the vote, jurors must inform the organisation and the president (or vice-president) and abstain from judging.
- They may not accept solicitations from candidates that may influence their vote. In the event of such incidents, they must inform the organisation and the president (or vice-president).
- They may not vote on projects commissioned by the company they work for.
- They may not vote for projects produced by their own agency if they are on the jury as representatives of associations and simultaneously employed by event/communication agencies



## AWARDS & CATEGORIES

The Best Events Awards World features three levels of prizes:

- the Bea World Grand Prix (and, if deemed appropriate, the Iconic Event Award);
- the Macro Category Awards;
- the Event Categories and Feature Categories Awards.

Consistent with the number of competitors and with the decisions of the Jury, a podium place will be awarded for each Macro Category, Category, and Feature Category (i.e., Gold, Silver, and Bronze). If a number of at least three (3) participants for each category is not reached, the organiser can choose to merge said categories or possibly add new ones.

In addition, Special Prizes are awarded (resulting from the scores obtained by the candidate events in the assessing phases described above). At its discretion, the Jury may also decide to award Special Mentions to projects that have notably stood out for particular characteristics.

It is possible to submit your project in one or more Macro Categories, Categories, and/or Feature Categories. Each entry requires a registration fee as per the price list found below.

All events compete for the BEA World Grand Prix award.

It is NOT possible to directly nominate your event for the BEA World Grand Prix, the Iconic Event Award, and the Special Awards.

Winners will receive the trophies and the official digital seal of the Awards. Award credits, and associated trophies and certificates, will be given to the submitting company. Other participating parties can purchase duplicate trophies after the Festival.

## BEA WORLD GRAND PRIX

Awards assigned to the events that, among all entries, were able to combine all the required features for an outstanding performance and achieve the three highest scores from the Jury's whole assessment. The BEA Grand Prix Gold Trophy is the best summary and expression of the Jury's evaluation criteria.

## ICONIC EVENT AWARD


Award to an "iconic" event that shines in its own light and value, not comparable to others, such as the opening of the Olympic Games, of a world championship or a global summit.

## MACRO CATEGORIES

1. **B2B EVENT:** Event aimed at a business target: trade, clients, agents (e.g.: conference, incentive, fair).
2. **B2C EVENT:** Event aimed at the final consumer (e.g.: product launch/service, roadshow, etc.).
3. **B2I EVENT:** Event aimed at an internal audience (e.g.: incentive, team building, training event, convention, etc.).



## CATEGORIES

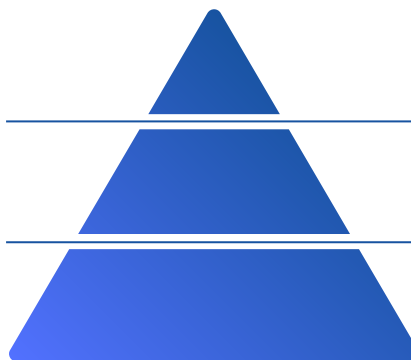
1. **BRAND ACTIVATION:** Experiential marketing initiative aimed at creating engagement between the target and the product (e.g., in-store events, consumer promotions, shopper marketing operations, sampling campaigns, etc.).
2. **CELEBRATION/FESTIVITY:** Events organised to commemorate a recurrence, an anniversary, another special occasion, or to celebrate the opening of new buildings, points of sales etc.
3. **CONGRESS AND CONFERENCE:** Meetings of representatives of a profession, trade body, or other interest group, to present and discuss a specific topic of common interest targeted to an audience external to the organiser.
4. **CONVENTION:** Events focused on internal and/or external target groups, featuring both institutional and entertainment elements, such as presentation of corporate goals, keynote speakers, awards, guest celebrities, etc.
5. **CREATIVE INSTALLATION:** Territorial activation event through artistic installations, 'stunts' for promotional/commercial purposes, etc.
6. **CULTURAL EVENT:** Event of an institutional or cultural nature that includes elements of show, entertainment, and public engagement (e.g., festivals, institutional ceremonies, public institution events, etc.).
7. **EDUCATIONAL/TRAINING EVENT:** Event with educational/training objectives aimed at all targets.
-  8. **FAIR:** an exhibition aimed at a specific industry to introduce and display new products and/or services.
-  9. **FESTIVAL:** an event featuring a set of coordinated activities (e.g., artistic/musical performances, games, happenings, festive and entertainment activities, etc.) that celebrates or is inspired by a specific theme.
10. **INCENTIVE/TEAM BUILDING:** Incentive travel and team building events to foster motivation, strengthen loyalty towards a company, and encourage the reach of business goals. They can be targeted both to an internal or external audience.
11. **MUSICAL EVENT:** Event of musical nature that includes elements of show, entertainment, and public engagement (e.g., festivals, concerts, etc.).
12. **NON-PROFIT/CSR EVENT:** Events committed to a social issue, and with non-profit objectives.
13. **PRESS & PR EVENT:** Events specifically (even if not exclusively) targeted to journalists, such as press conferences, press days, press presentations etc.
14. **PRODUCT/SERVICE LAUNCH:** Event specifically designed and organised for the launch of a new product or a new service.
15. **PUBLIC INSTITUTION EVENT:** Events promoted by public bodies (e.g., local governments, city councils, etc.), such as cultural events, festivals etc.
16. **ROADSHOW:** Event that takes place at different times in different stages and locations, but with the same concept and objective, aimed at a business and/or consumer target.
17. **SPORTING EVENT:** Events focused on sports, combined with show and entertainment in an original and engaging way.
18. **TRADE-RETAIL EVENT:** In-store events, street marketing, consumer promotions, shopper marketing activities, sampling campaigns, etc.

## FEATURE CATEGORIES AWARDS

1. **INTEGRATED EVENT:** A project in which the event is a key element of the planning strategy. However, the agency must have also followed all other activation stages, in addition to video production and streaming, creating an actual live communication platform, and adding the delivery social media content, media management, etc.
2. **LOW BUDGET EVENT:** Events carried out with a budget lower than €50,000, showing outstanding creativity to reach event objectives with a minimal cost per head.
3. **ORGANISATIONAL COMPLEXITY MANAGEMENT:** Event in which a complex organisational plan is managed wisely and effectively to achieve the objectives.
4. **PROPRIETARY FORMAT:** Event defined by an original format owned by the organiser, designed and produced by an agency or company.
5. **SUSTAINABLE EVENT:** most innovative, creative, and effective sustainable achievement, minimising the event’s environmental footprint and/or contributing to an economic or social development.
6. **UNEXPECTED USE OF A SPACE:** Event in which the unconventional use of a space is a determining factor for the success of the operation.
- NEW** 7. **USE OF ARTIFICIAL INTELLIGENCE:** an event created with the support of AI applied to one or more phases of the event (e.g., creative process support, chatbot use, automated scheduling, flow monitoring, event showmanship support, etc.).

## SPECIAL AWARDS

All competing events also run for the Special Awards, regardless of the category they are entered in. Each top-three placement guarantees a specific number of points (see graph). The sum of these individual points determines the winners of the Special Awards. If an event reaches the podium in more than one category, only its highest score is taken into consideration



### BEA GRAND PRIX & ICONIC EVENT AWARD

- GOLD: 10 POINTS
- SILVER: 5 POINTS
- BRONZE: 3 POINTS

### MACRO CATEGORIES

- GOLD: 5 POINTS
- SILVER: 3 POINTS
- BRONZE: 2 POINTS

### CATEGORIES & FEATURE CATEGORIES

- GOLD: 3 POINTS
- SILVER: 2 POINTS
- BRONZE: 1 POINT

It is NOT possible to register for the Special Awards, as they are assigned in line with the overall results obtained by the events entered in the competition’s Macro Categories, Categories, and Special Categories. Remember that each event cannot win more than two medals of the same type in total between said categories (i.e., no more than two golds, no more than two silvers, no more than two bronzes). The score is assigned only to the agency actually underwriting the registration fee.

1. **BEST BEA WORLD EVENT AGENCY** - Awarded to the agency whose events total the highest overall score from all entered categories.
2. **PRESS AWARD** - The Press Award is assigned by journalists from partnering trade media attending the Festival. The Press Jury will cast a first round of votes via an online ballot, based upon the shortlist of entries determined by the main Jury. A second round of votes will take place during the Festival, during which the Press Jury will evaluate a new “Press shortlist” and choose its winner.
3. **PEOPLE’S CHOICE AWARD** - Awarded by the public to one of the shortlisted events.





## JURY GUIDELINES

A number of criteria will be considered while judging all events:

- **CREATIVITY & INNOVATION:** A creative idea to support the objectives, and the technological innovations shaping the event experience.
- **EXECUTION:** How the agency achieved the good physical and emotional environment necessary for audience engagement, learning, and behavioural change. The participant’s journey, ambience, engagement techniques, and tools (art, entertainment, digital tools, furniture, technology, staging, AV, sustainable efforts).
- **EFFECTIVENESS:** Achievement of the stated objectives, such as survey results, financial results or other benefits (e.g., in the case of a non-profit organisation).
- **CHANNEL STRATEGY:** Communication channel strategy; the omni-channel strategy applied to the event, and its impact according to the objectives.
- **RELEVANCE:** Notably with the Company’s communication objective and brand values.
- **OVERALL QUALITY:** Especially in comparison to the budget and to the competitors in the same category.
- **ADAPTATION TO CHANGE:** Arising from the global health emergency, and the consequent disruption of traditional live communication formats.

## ENTRY PROCEDURES AND MATERIAL

To enter the Best Event Awards, register online and complete the form on [www.beaworldfestival.com](http://www.beaworldfestival.com), in the “Event Awards” section. No other submission methods will be accepted.

The information and the video uploaded on the platform will be used for the event’s data sheet on the Festival’s website ([www.beaworldfestival.com](http://www.beaworldfestival.com)), and by the Jury for the evaluation of the projects during both phases of online and plenary voting (Live Presentations).

The 20-second video, will be screened during the awards ceremony in the event of a first prize being won.

In case of an event participating in multiple categories, different materials can be provided for each category.

Each video must, as far as possible, detail the information relating to the single category in which the event is enrolled.

Entries MUST be received by 30 SEPTEMBER 2024, at 18:00 CET. No deadline extensions will be allowed.

## MANDATORY MATERIAL

<b>ONLINE FORM</b>	Duly completed in English, with all information regarding the event necessary for assessment by the Jury.
<b>LOGO OF THE ORGANISING COMPANY</b>	PNG, transparent background, high resolution 300 dpi, 1024x1024px min.
<b>LOGO OF THE CORPORATE CLIENT</b>	PNG, transparent background, high resolution 300 dpi, 1024x1024px min.
<b>PICTURES OF THE EVENT</b>	JPG, high resolution 300 dpi, 1024x768px min
<b>VIDEO SHOWCASING THE PROJECT (LONG VERSION)</b>	3 minutes max (MP4 file - L1920px H1080px; 150MB max.). If not originally in English, it is recommended that this video features a voiceover and/or subtitles in English. This version will be used by the online Jury and for the Live Presentations
<b>VIDEO SHOWCASING THE PROJECT (SHORT VERSION)</b>	20 seconds max. (MP4 file - L1920px; H1080px; 150MB max.). No voiceover/subtitles; however, music is allowed. This version will be shown during the ceremony if winning any of the Festival’s awards.

\* N.B.: The online voting platform utilises a white background. Please, do not upload logos purposely created for dark backgrounds.



## TREATMENT AND PUBLICATION OF ENTRIES

The participant declares and confirms:

- that the information provided is truthful and accurate;
- that the material submitted is its exclusive property, it complies with legal provisions, there are no outstanding third-party rights (intellectual property rights, moral rights, or rights to protect personal data of third parties), which in any case oppose the transmission and publication of such material and the full and free use and disposal of the same for purposes strictly connected to the competition;
- to have previously obtained consent and release in compliance to current legal provisions regarding the use and publication of all material, and therefore neither the material nor the related publication by ADC Group will result in the violation of any third-party rights;
- to be aware that by submitting the material and by accepting these conditions and terms of participation, it grants ADC Group the right to use and publish said material (copy, videos, images, etc.) for purposes strictly related to the competition;
- that responsibility for the publication of such material, albeit accepted and moderated for publication by ADC Group, is and remains its sole responsibility.

## AWARDS ENTRY FEE

Entering each event in the competition entails the payment of an entry fee, as described below. The entry fee includes the publication of the entrant's material on the Bea World Festival website.

	<b>EARLY BIRD FEE (until 31 Jul @ 18:00 CEST)</b>	<b>Standard Fee (until 30 Sept @ 18:00 CET)</b>
<b>One/First Category</b>	€600.00	€750.00
<b>Each Additional Category</b>	€400.00	€550.00

N.B.: kindly note that entrants who fail to submit all due material by the specified deadline dates will be required to pay the difference in fee (only payable via bank transfer) to meet the fee correspondent to the new deadline window (e.g., from Early Bird fee to Standard fee). Entrants that do not complete full payment and/or fail to upload all material by 30 September, 2024 will not be evaluated by the Jury, losing the chance to compete for the Awards.

**EARLY BIRD FEE** applies until 31 July 2024, at 18:00 CET.

**STANDARD FEE** applies from 31 July 2024, at 18:01 CET, to 30 September 2024, at 18:00 CET.

### EXAMPLES BASED ON THE STANDARD ENTRY FEE:

**Example A:** 1 event entered in 1 category = €750.00 (first category)

**Example B:** 1 event entered in 2 categories = €750.00 (first category) + €550.00 (additional category)

**Example C:** 2 events entered in 1 category each = €750.00 (first category) + €750.00 (first category)



## DELEGATE PASS FEES

Bea World Delegate Passes can be purchased at [www.beaworldfestival.com](http://www.beaworldfestival.com).

- All delegates pass fees are subject to Italian VAT (value added tax) at 22%.
- Delegates Passes are personal to the holder. Name changes are possible, but a processing fee of €100.00 + VAT 22% is applied for each Pass. Changes will be made only upon receipt of payment (via bank transfer only).

	<b>SUPER EARLY BIRD (until 31 July)</b>	<b>EARLY BIRD (until 15 September)</b>	<b>STANDARD FEE (after 15 September)</b>
<b>DELEGATE PASS (28-29 NOV)</b>	€500.00 + VAT 22%	€650.00 + VAT 22%	€800.00 + VAT 22%
<b>LCW COMBO PASS (26-29 NOV)</b>	€ 700.00 + VAT 22%	€700.00 + VAT 22%	€900.00 + VAT 22%

## SPECIAL PROMOTIONS ON DELEGATE PASSES

- **Special offer for Entrant agencies' Corporate Clients.** €400.00 + VAT 22%. The Corporate Client's Delegate Pass is personal to the holder and not transferable. It will only be available, upon review, for corporate clients of agencies that have entered the competition. If interested, please write to [barbara.rosselli@adcgroup.it](mailto:barbara.rosselli@adcgroup.it) specifying name, company, and job title of the corporate delegate.
- **Buy two & get 50% off the third.** Price will vary according to date of purchase. The first two passes must be exclusively used by members of the same company, while the third can be used by anyone. A special code to redeem the discounted pass will be sent after purchasing the first two passes.

## REPLICA TROPHY

Winners who wish to receive an extra copy of the trophy/trophies, should send an email with their request to [ilaria.scapolo@adcgroup.it](mailto:ilaria.scapolo@adcgroup.it). The following fees apply:

<b>GOLD PRIZE (METAL TROPHY)</b>		<b>SILVER AND BRONZE (PLEXI TROPHY)</b>	
<b>1 trophy</b>	€600.00	<b>1 trophy</b>	€300.00
<b>2 trophies</b>	€1,000.00	<b>2 trophies</b>	€500.00
<b>3 trophies</b>	€1,300.00	<b>3 trophies</b>	€600.00
<b>≥ 4 trophies</b>	€400.00 each	<b>≥ 4 trophies</b>	€150.00 EACH

## PAYMENT TERMS FOR AWARDS ENTRIES

All fees must be paid by credit card or via bank transfer by the entry deadline of each fee window (i.e., 31 July for Early Bird fee; 30 September - final deadline).

After registering your user ID and password on the Bea World website, you will be able to select your preferred payment method.

### CREDIT CARD

Directly on the Bea World website

### BANK TRANSFER

Account: ADC Group Srl  
 Bank: Banca Intesa Sanpaolo  
 IBAN: IT59P0306909457100000005772  
 BIC (Swift): BCITITMM  
 Object: Bea World 2024 + [number of entries] + [name of the organisation]



## APPENDIX - BUSINESS INDUSTRIES

**Banks and Insurance Companies** - Banks; construction companies; credit cards; current and savings accounts; mortgages and loans; investment companies; personal insurance plans; car insurance; pensions and pension plans; real estate investments; real estate developments; financial dealerships and leasing.

**Bathroom/House Cleaning** - Clothing detergents; fabric softeners; dishwasher detergents; cleaning products; air-fresheners; toothpastes; toothbrushes; mouthwashes; toilet paper; sanitary napkins and tampons; tissues; diapers.

**Beauty** - Shaving products and razors; hair brushes; combs; wigs; hair removal products; make-up products; skin care; nail products; perfumes; eau de toilette and aftershave; deodorants and body sprays; shampoos and conditioners; hair spray; gel products; mousses; hair dyes; shower soap and shower gel; sun creams and tanning products; hair dryers; hair straighteners; curlers.

**Beverages** (Alcoholic/Non-Alcoholic) - Beer (incl. nonalcoholic beer); cider; alcopops; wine; champagne; liqueur wines; spirits; liqueurs; coffee; tea; chocolate and malt beverages; flavoured milk; carbonated drinks; vegetable and fruit juices; mineral waters.

**Cars and Other Vehicles** - Cars; jeeps and four-wheel drives; pick-ups; lorries; vans; motorbikes; tires; spare parts; GPS and other navigation systems; service companies; workshops; car dealerships.

**Clothing and Accessories** - Day wear; evening and nightwear; underwear; tights and stockings; footwear; sportswear; children's clothing; fabrics for clothing and sewing materials; jewellery; watches; bags and suitcases; belts; sunglasses and spectacle frames.

**CSR/Purpose/Sustainability** - Sustainability; purpose; diversity & inclusion.

**Distribution and Catering** - Department stores and specialised shops; clothing and footwear stores; store cards; supermarkets; DIY stores; pharmacies; opticians; hairdressers; beauty salons; tattoo parlours; laundry services; real estate agencies; photo processors; online stores; online auctions; restaurants and bars; fast food chains; cafes; grocery stores.

**Electronic and Audio/Video Appliances** - Televisions; Hi-Fi equipment; CD and mini-disk players; MP3 players; computers; laptops; tablets; DVD and Blu-ray players; video players; cameras; camcorders; binoculars; personal telephone equipment including smartphones (please note that mobile phone providers must register in the "Telecommunications" category); washing machines; dryers; dishwashers; fridges; freezers; ovens; microwave ovens; cooking appliances; kitchen appliances.

**Entertainment and Leisure** - Clubs; amusement parks and theme parks; gyms; health and diet; sporting events; music festivals; orchestras and instruments; exhibitions and shows; discos; bars; museums; art galleries; cinemas and theatres; sports and outdoor sporting facilities; bicycles; boats and caravans; toys; board games; computer games and consoles (e.g., PlayStation; Xbox; Wii; etc.); lotteries; gambling; toys; dating services; social media networks (e.g., Facebook).

**Food/Confectionery and Snacks** - Meat; fish; seafood; soups; gastronomic specialties; cured meats; fruit and vegetables; rice; pasta; pizza; sauces; mayonnaise; vinegar; oil; spices; herbs; pre-cooked and ready meals; baby food and powdered milk; eggs; milk; cheese; cream; butter; margarine and spreads; chocolate; sweets; chewing gum; crisps; snacks; dry fruit and peanuts; sweet and savoury bars; cakes; biscuits; crackers; sugar; jam and marmalade; honey; peanut butter; syrup; bread; rusks; flour; baking ingredients; breakfast cereals; yoghurt and drinking yoghurt; desserts; ice cream.

**Health & Pharma** - OTC drugs and tablets; medicines; vitamins and herbal products; food supplements; insect repellent products; plasters; skin remedies; anti hair loss lotions; condoms; pregnancy tests; other pharmaceutical products; contact lenses; hearing aids.

**Home (Furnishings/Accessories)** - Home and garden furniture; glasses; cutlery and crockery; bed and table linen; bathrooms; showers and sanitary facilities; home decoration; wall and floor coverings; doors and windows; radiators; air conditioners; lamps; torches; watches; home security products; smoke detectors; tools; garden tools.

**Non-Profit/Social** - Anti-smoking; anti-drugs; anti-drink driving; road safety; health; hygiene; AIDS awareness; gambling addiction; political and religious messages; trade unions; associations; environmental awareness; recruitment of government forces; public, racial and ethnic education; disability and gender equality awareness; charity; funds; blood and organ donation.

**Public Interest Services** - Yellow Pages; directories; postal services; electricity, gas, and water companies; alternative energy companies; gas stations; public & private healthcare & clinics; public & private schools and universities; correspondence courses; private practices (e.g., legal, architectural, landscape services); informatics; ICT.

**Publishing and Media** - Newspapers; magazines; books; vinyl records; CDs; DVDs; Blue-ray discs; radio and TV stations; networks and programmes; cable providers; satellite TV; VOD.

**Telecommunication** - Telecommunications services; telephone service providers; Internet service provider.

**Travel, Transport, and Tourism** - Airlines; trains and buses; ferries and cruise ships; travel agencies and tour operators; hotels; resorts; car rental; travel passes, tourist boards; city and country promotion.

**Various** - Pet food and pet care products; gifts and greeting cards; pens and personal stationery products; tobacco & associated products; B2B products/services (including recruitment agencies, advertising, production companies); conference and events services; any other category not mentioned.