



Promotional Kit 2019



A message from the President

The Royal Agricultural Society of WA (RASWA) is proud of the role it plays in celebrating the best in Western Australia.



Though the early Perth Royal Shows focussed solely on competitions in support of agriculture, this quickly expanded to include a whole host of WA products and goods, starting with wine in 1834.

From those formative years, more and more competitions evolved to become an integral part of RASWA's yearly activities, until the programme of events we now know as the **Perth Royal Food Awards** – encompassing 16 distinct categories – came into being.

With 185 years of tradition, the Perth Royal Food Awards has changed its focus over time. Once simply an exercise for producers to benchmark their products against the competition, it is now driven by the desire to identify outstanding produce, celebrate the people behind our burgeoning food and drink scene and engage with the general public who are increasingly seeking quality, artisanal goods on their doorstep.

With support and guidance of our nationally and internationally renowned judges, the dedication of our committee members, volunteers and the support of our skilled and passionate entrants, the Perth Royal Food Awards continues to be a driving force behind consumer confidence in the world-beating quality of WA food and drink.

On behalf of RASWA and the Perth Royal Food Awards team, I would like to extend my congratulations for your success in the 2019 awards.

A handwritten signature in blue ink, appearing to read "Paul Carter".

Paul Carter
President



Contents

Congratulations	4
Awards Promotion	5
• Accessing the Artwork	5
• Awards Use	5
Marketing and Media	6
• Writing a Media Release	6
• Targeting the Media	7
• Newspaper	7
• Television	7
• Radio	8
• Sending the Release	8
• Images and Product Samples	8
• Social Media	9
Style Guide	10
Terms and Conditions	11



Congratulations

CONGRATULATIONS

Congratulations on winning a Perth Royal Food Award exclusive. Award winning producers have rights to their 'award winning' artwork to aid in promoting their exceptional products. To stand out and make your mark, you can utilise the attached artwork for package labelling, add to your website, email signature, store activations, media releases, signage and much more.

The Royal Agricultural Society of WA (RASWA) is working hard to consistently increase consumer awareness and we want to help winners promote their own success. In 2019, RASWA has provided artwork for the following categories; **Gold, Silver, Bronze, Trophy and Champion.**

To give you the competitive edge within your market, simply display the Perth Royal Food Awards logo on award winning products to highlight the quality of your product and your significant achievement. Please ensure you review the **Style Guide** and **Terms & Conditions** – these can be found on page 10 and 11.





Awards Promotion

AWARD USE

The award artwork is available for winning producers to distinguish your product/s in the marketplace and ultimately increase sales. The award artwork can be used for printed and digital platforms.

Please ensure you review the **Style Guide** and **Terms & Conditions** – these can be found on page 10 and 11.

*As the Perth Royal Food Awards continues to expand every year, it was decided from 2019 onwards, all food related competitions in the Perth Royal Food Awards will use the same medal artwork to ensure consistent brand awareness for all.

Below are some recommended places for your Award artwork to be displayed:

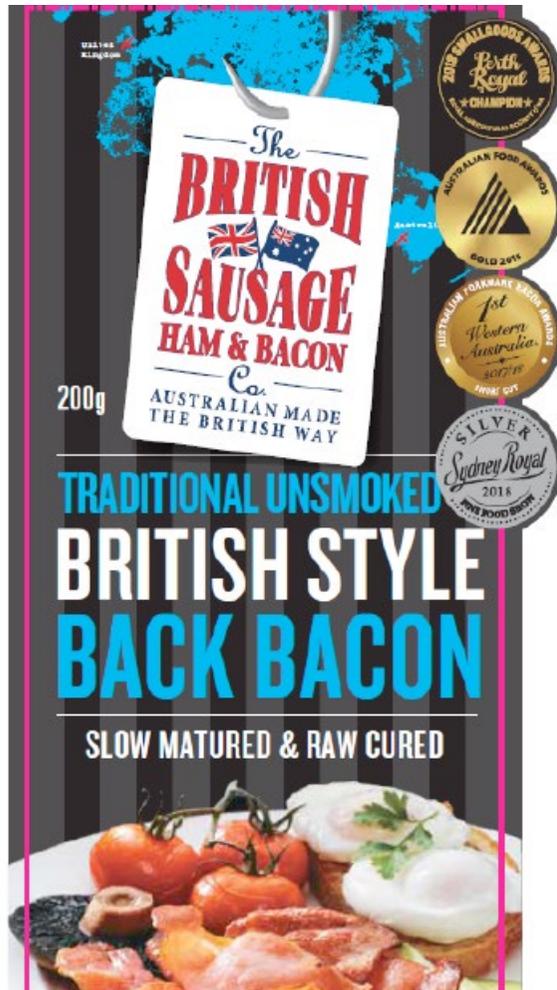
- Product labels
- Website
- Social media
- Email signatures
- Promotional material including ads, flyers, banners
- Pin badges for staff uniform
- Indoor and outdoor signage

Winners must clearly display the full Award artwork so they clearly present the following:

- Award year
- Medal or trophy type
- Specific Food Award competition*



Marketing and Media



MEDIA

Use the media to sell your success! Newspapers, TV and Radio can all help share the story of your Perth Royal Food Awards win with consumers and promote your award winning produce. Journalists are always looking for interesting stories and are generally looking for items that will be relevant to their audience, timely, unique local or unusual. Consider these factors when selling your success to the media:

- Your win might be considered a good story by your local newspaper or radio station because you are based in their audience's geographical area
- The fact that your award was announced recently might appeal to metropolitan journalists' ongoing search for timely news
- Reporters may also be interested in a unique story behind your success. Are you a first-time entrant who has scooped the pool or did your win break a record?

WRITING A MEDIA RELEASE

To effectively communicate your story, you may draft a media release focused on your best media angle.

The golden rule to writing a media release is remembering to include the following elements: who, what, where, when, how, wow! and why. It's also important to remember that your headline and first paragraph will often determine whether your release is followed up by a journalist. The essential element is getting straight to the point and keeping it short and sweet.

Remember images, this is 'the hook'.



Marketing and Media



TARGETING THE MEDIA

When preparing a media release, draft a list of journalists who would be interested, don't send to someone covering finance or sport! It might be of assistance to make a list of the key radio, TV and newspaper media outlets in your local area and find out the appropriate contact at each. This is usually the News Editor, unless there is a specialist journalist from your industry for that publication/network. Be conscious of deadlines and print days for your target media and keep in mind the peak times for news preparations. For example, if your material arrives just before deadline, the newspaper or program may be full.

NEWSPAPER

Daily newspapers will put their news together between midday until the evening, with most of the news gathering completed by about 5pm. While it can never be guaranteed, it's best to send your media release early that morning. Check out the deadlines for weekly, bi-weekly and other publications which all have varying deadlines. Try to ensure they receive your media release with plenty of time to follow up with you if they want more information or wish to organise photographs of you and your award-winning product.



TELEVISION

Generally morning-to-early afternoon is the best time for TV interviews. Media releases should therefore be sent the evening before speak to 'planning' or early that morning.



Marketing and Media



RADIO

Radio news bulletins occur on the hour (usually from 6.00am until 6.00pm), so timeliness is less critical. However keep in mind special news reports that may go to air at certain times, e.g. local news at regional radio stations

SENDING THE RELEASE

Email is usually the method of communication for each media outlet. In some cases the front office receptionist may be able to provide you with these details or speak to someone in the news department. If you are going to phone the media, remember they are often very busy and keep call short and ensure you don't call them during their peak times, e.g. five minutes before the hour for a radio journalist or on deadline for a newspaper.

IMAGES AND PRODUCT SAMPLES

Sending clear, eye catching, high-resolution electronic images or transparencies to newspapers alongside your release may help achieve stronger coverage. You might like to include images featuring the award on the product. When sending product samples, ensure the package is clearly marked to the intended recipient and try presenting it in an interesting and unique way for example, by including tasting notes or recipes. Ensure the product is appropriately packaged so it is not spoiled or broken on arrival.



Marketing and Media



SOCIAL MEDIA

Social Media is a useful tool available for your business to create brand awareness and strengthen your relationship with your current and future consumers. If you are not already on a social media platform, this is highly recommended. Facebook, Instagram and Twitter are key platforms to push your messaging out there in a cost-effective way. However, prior to creation of these, ensure your business is able to regularly maintain one or more social media accounts, as a channel with no content isn't worth following.

As you have won an award in the Perth Royal Food Awards, we encourage you to use our hashtag **#perthroyalfoodawards** when referencing your win or any connection to the award on social media.

We also suggest you follow our RASWA social media accounts to keep in touch with us and we can follow your journey:

 <https://www.facebook.com/royalagwa>

 <https://www.instagram.com/royalagwa>

 <https://twitter.com/royalagwa>

#perthroyalfoodawards

Style Guide



BLACK

CMYK 0 / 0 / 0 / 100

RGB 0 / 0 / 0

HEX #FFFFFF

with

WHITE

CMYK 0 / 0 / 0 / 0

RGB 255 / 255 / 255

HEX #000000



GOLD

PMS 871 C

CMYK 26 / 31 / 74 / 11

RGB 176 / 152 / 87

HEX #b09857

with

BLACK

CMYK 0 / 0 / 0 / 100

RGB 0 / 0 / 0

HEX #FFFFFF



SILVER

PMS 877 C

CMYK 0 / 0 / 0 / 40

RGB 167 / 169 / 172

HEX #a7a9ac

with

BLACK

CMYK 0 / 0 / 0 / 100

RGB 0 / 0 / 0

HEX #FFFFFF



BRONZE

PMS 876 C

CMYK 0 / 45 / 73 / 24

RGB 196 / 126 / 69

HEX #c47e45

with

BLACK

CMYK 0 / 0 / 0 / 100

RGB 0 / 0 / 0

HEX #FFFFFF



BLACK

CMYK 0 / 0 / 0 / 100

RGB 0 / 0 / 0

HEX #FFFFFF

with

GOLD

PMS 871 C

CMYK 26 / 31 / 74 / 11

RGB 176 / 152 / 87

HEX #b09857



BLACK

CMYK 0 / 0 / 0 / 100

RGB 0 / 0 / 0

HEX #FFFFFF

with

GOLD

PMS 871 C

CMYK 26 / 31 / 74 / 11

RGB 176 / 152 / 87

HEX #b09857



Terms and Conditions

1. Award artwork may only be used by Exhibitors to promote a product in which they have received an award for.
2. An Exhibitor shall not use medal artwork on products unless such artwork:
 - i. Conforms to that stipulated by RASWA for the Perth Royal Food Awards;
 - ii. Is placed on products that truly represent the winning product;
 - iii. Complies with specific stipulations as supplied by RASWA for that product.
3. You must not change the layout, colour or text on the award artwork.
4. No exhibitor shall advertise or allow to be advertised by any means whatsoever, whether by broadcasting, pictorially, or in writing, the fact that any exhibit has won any prize unless such advertisement shows clearly:
 - a. Correct Perth Royal Category in which the award was received
 - b. Correct Year in which the award was received
5. The use of award artwork to promote anniversaries, events, sponsorship and the like, must not be used. Stickers and symbols or other devices should be sufficiently differentiated from award artwork in terms of shape and/or colour to ensure no confusion.
6. Any use of the award artwork within paid advertising or promotional purposes must be firstly approved by the RASWA Marketing Department by emailing marketing@raswa.org.au
7. Any exhibitor making improper use of the award artwork for advertising purposes may be disqualified from any future Perth Royal Food Award competitions.
8. If you have any further questions pertaining to the use of Award artwork, please contact marketing@raswa.org.au

COMPETITION	SPECIFIC STIPULATIONS: ARTWORK TO BE USED ONLY ON PRODUCTS THAT HAVE:
Beer	The same standard, brewing method, commercial label and ingredients as the winning beer
Wine	The same vintage and commercial label as the winning wine
Distilled Spirit Awards	The same standard, method of production, commercial label and ingredients as the winning spirits
Alternative Milk Products	The same standard, commercial label, ingredients and recipe as the winning alternative milk products
Branded Beef	The same standard and commercial label as the winning beef and are of a similar primal cut, as defined in Australia, and do not include any trimmings, added flavours or other that changes the integrity of the winning beef
Branded Poultry	The same standard and commercial label as the winning poultry and are of a similar primal cut, as defined in Australia, and do not include any trimmings, added flavours or other that changes the integrity of the winning poultry
Branded Lamb	The same standard and commercial label as the winning lamb and are of a similar primal cut, as defined in Australia, and do not include any trimmings, added flavours or other that changes the integrity of the winning lamb
Branded Pork	The same standard and commercial label as the winning pork and are of a similar primal cut, as defined in Australia, and do not include any trimmings, added flavours or other that changes the integrity of the winning pork
Bread and Pastry	The same standard, commercial label, ingredients and recipe as the winning bread or pastry
Chocolate	The same standard, commercial label, ingredients and recipe as the winning chocolate
Cider	The same standard, commercial label and ingredients as the winning cider
Dairy	The same standard, commercial label, ingredients and recipe as the winning dairy product
Pantry Goods (excluding Pure Honey)	The same standard, commercial label, ingredients and recipe as the winning pantry good (excluding pure honey)
Pure Honey	The same standard, method of collection and commercial label, as the winning pure honey
Sausages and Burger Patties	The same standard, commercial label, ingredients and recipe as the winning sausage or burger pattie
Smallgoods	The same standard, commercial label, ingredients and recipe as the winning smallgood

Claremont Showground
1 Graylands Road
Claremont WA 6010
T: (08) 6263 3100
perthroyalfoodawards.raswa.org.au

