



AWARD CRITERIA

To be considered for a 2018 Retail Jeweller India Award, your marketing promotion or campaign must have launched between 1st January, 2017 and 31st December 2017. For the jewellery category, if your product is still under development or has not launched, please feel free to register yourself now and submit the entries once you have finished the production.

2017 Retail Jeweller India Calendar

- Open Call for Entries: **5th March 2018**
- Entry Deadline: **5th May 2018**

- Jury meet: **8th June 2018**
- Nominees Announced for Jewellery categories: **20th June 2018**
- Annual Retail Jeweller India Awards Gala / Announcement of Winners: **11th August 2018**

Evaluation Criteria

Over the last 12 years, Retail Jeweller India Award's increasing industry acceptance, validated by the growing number of participants each year, has encouraged us to continuously evolve the evaluation criteria to give equal opportunity to all participants regardless of the scale and size of their business.

We continue to make enhancements adding to the participant's experience, promotional opportunities and recognition within and outside the industry. The awards, as most believe, give equal opportunity to small businesses with a handful of employees and large size businesses that have national presence. The inclusiveness and level playing field offered to participants can be attributed to the fact that entries are judged primarily on innovativeness and ingenuity of concepts setting new benchmarks in the industry.

Basic Judging Criteria

Jewellery Category:

Concept: We would like to understand the inspiration and genesis of the design, the theme that defines the approach and builds the story of the creation.

Value: Uniqueness/Originality/Desire



The design concept should be innovative and have the potential to create a new trend in the market. We look for innovative game changing concepts that creates new opportunities for the industry. The design should be distinct, unique and original and be able to engage the customer over other alternatives.

Commerciality: The design should have a strong commercial appeal. The design will also be evaluated for its economic desirability and ultimate value to the customer measured on the basis of actual price v/s perceived price.

Marketing category:

Objectives: The need for initiating the campaign drives its strategy. Therefore the objectives have to be defined in clear terms to give a strong foundation to the campaign.

Strategy: Defining the target audience and conceptualizing a way to reach them.

Delivery: We would like to understand how well the message was communicated to the target audience. It is important to demonstrate how the campaign engaged the consumer and generated response.

Impact: Evaluating the effectiveness of the campaign in meeting the defined objectives.

THE JUDGING PROCESS

Over the last 12 years the evaluation process has evolved to make the judging more robust, transparent and objective. It's our constant endeavor to make the process more objective and fair. In association with IMRB, the judging process validator for the Retail Jeweller India Awards, we have been able to establish a detailed and comprehensive process that ensures that the most deserving contestants win the award.

The two step judging process:

1. **Online Judging*:** All the members of the jury panel evaluate the jewellery designs and marketing campaigns online. IMRB tabulates the scores and declares the online finalists.
2. **Grand Jury Meet:** The jury members convene to close in on the final nominations in Mumbai. The online finalist designs are presented to the jurors for physical evaluation. Under the supervision of IMRB, the jury members give the final ratings to the pieces and decide on the winners.

* Marketing categories are judged only online.