



**Entry form for The Fragrance Foundation Jasmine Awards 2019**

(Articles must have been published between 1<sup>st</sup> January and 31<sup>st</sup> December 2018)

The winner of each category will receive a cheque for £1,000 and a Lalique crystal award

*Please submit your PDF entry and headshot by email to [sarah@fragrancefoundation.co.uk](mailto:sarah@fragrancefoundation.co.uk)*

*Each journalist can enter no more than 2 articles per category*

Journalist/Creative	
Title of article	
Name of publication/website	
Email Address	
Postal Address (Winners will receive prizes in the post)	
Date of publication	
Social Media Handles	@

*Please submit up to 200 words to explain to the judges what the intention/brief behind the piece was to engage with the consumer.*

- *To enter the **Social Media Engagement Category**, your brief should include strategy, target audience, key objectives and quantitative data to support claims of success.*
- *To enter the **Innovation Category**, your brief must include an explanation of why you believe your entry satisfies the criteria for the category.*

Category - please tick box (articles may only be entered in **one** category **and/or** Creative Visual):

	<b>Literary Piece</b> For the best written article over 800 words on any platform
	<b>Short Piece</b> For the best written article between 300-800 words on any platform
	<b>Practical Guide</b> A how to article of any length on any platform
	<b>Creative Visual</b> For the most innovative visual work in print or digital
	<b>Video Engagement</b> For the most innovative & engaging piece of video content. Each submission must include quantitative data to support claims of success. Submissions should be no longer than 15 minutes.
	<b>Social Engagement</b> For the best use of social media to engage with consumers based on a portfolio of work across all social platforms (up to 10 examples).
	<b>Rising Star</b> Open to anyone who is new to fragrance journalism and has been in this field for under 2 years. The piece must have been published either online or in print.
	<b>Innovation Award</b> Most innovative and outstanding approach to a fragrance piece, communicating to and engaging with the fragrance consumer in a creative and novel way across all platforms. This can be a one-piece submission or a cross media submission and can be an individual or team submission.

**For more information:** Tel: 01491 845435 or email [sarah@fragrancefoundation.co.uk](mailto:sarah@fragrancefoundation.co.uk)

Closing date for entries is Friday 7<sup>th</sup> December 2018  
Winners to be announced during National Fragrance Week 2019.

**The Fragrance Foundation would like to thank its sponsors:  
Dior, Guerlain, KGA, Lalique, Penhaligon's, Moyses Stevens**

I agree that TFF can contact me with up to date information. (Please tick to agree)  
The Fragrance Foundation will not pass any company data on to any third parties and will only use the contacts provided to send TFF related correspondence.

