



BORN DIGITAL WINE AWARDS with VINVENTIONS

These are the official guidelines for submissions to the *Born Digital Wine Awards with Vinventions*. For further information or queries, please contact us (details included below). Information on how the awards are run and are judged can be found in The Fine Print at the end of this document

In a Nutshell :

- Authors can submit a maximum of 3 entries across the 5 categories
- Authors may also apply to the innovation award by Vinventions outlining their work and detailing what makes it so innovative
- All material needs to have been published online between 1st June 2017 and 30th November 2018
- Entries can only be submitted to one category - please use the guidelines below to decide which category is the best fit and that the original online material respects the word count limit
- Uploaded files must be a maximum 5MB
- Material can be submitted in English, French, German, Italian, Portuguese and Spanish
- If you have an English translation of your work, please submit this with your entry, it will be used in the judging process
- If your video is in any other language than English, please submit a transcript in the original language - as well as English if you have it
- Podcasts are accepted provided they are accompanied by a full transcription and, where necessary, translation in English.
- We have 5 categories and 2 awards. The sustainability award will be assigned across the categories as per the guidelines below. The Innovation award is assigned by Vinventions in agreement with the panel of judges
- Entries are judged by a panel of amazing - and expert judges
- Winners will receive money and fame

Entries are assessed on the following “quality criteria” as well as category-specific criteria:

- Clarity of Communications / Message - Do readers / viewers easily understand why you wrote / produced this content and what the aim was?
- Relevance to the Category and to Wine: does it put wine into context? And is it relevant to the category you entered it in?



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- Good example of Digital Communications practice .i.e. Is the article all on one page? Is it attractive in its online version? Are you using hyperlinks? Can it be easily shared on social media channels?

AWARDS CATEGORIES

Best Editorial Wine Writing:

This category covers outstanding examples of wine writing, giving prime consideration to literary quality and originality

Format: text

- 2000 words or fewer
- Exploring any aspect of the wine industry from a personal point of view
- May include personal opinions
- Value will be given to the BDWA “Quality Criteria” with an emphasis on Clarity of Message and Originality

Summary:

You have a distinct opinion and point of view, and we like that. For the Editorial category, we want you to express your subjective voice.

The goal of this category is to highlight the Original—entertaining, thought-provoking, and uniquely interesting writing—while avoiding the common (see: travelogues and typical source reporting). We want original content or commentary that demonstrates a clear grasp of the subject matter to a wine consumer audience (whether they have a commercial relationship to the wine business or not).

In general, this content should share insight and inform consumers about the wide world of wine, but let’s not forget that most importantly—like wine—it should entertain and encourage readers to engage in new ways.



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Best Tourism Content with a Focus on Wine - Text or Video:

Broadly encouraging consumers to learn about, visit and explore specific geographical locations, with content relating to the region's link to wine—covering travel, history, local music, art and other cultural contexts.

Format: Written text or video

- Maximum of 1500 words for text, 10 minutes for video
- Exploring any aspect of tourism linked to wine
- May include personal opinions
- Value will be given to the BDWA “Quality Criteria” with an emphasis on the Quality of Presentation

Summary:

It's one of the biggest advantages of wine tourism: the universality of wine that enables you to travel to new regions, uncover history and explore different cultures across the globe.

The entries in this category will not be judged so much on the format, but on the ability to communicate in a unique, appealing and entertaining way about a specific location and its relationship with wine, promoting the region and motivating the audience to visit. It's about the quality of the message and bringing the location to life through presentation and creative use of multi-media possibilities (photos, video, etc.)—make your audience want to love the same things you love about that place.

Build a broader culture and tell us your stories about travel, history and geography as it relates to a wine theme—wine regions are about more than just the wine, after all.

Best Wine and Food content - Text or Video : NEW CATEGORY

A broad category for content exploring the relationship between wine and food.

Format: Written text or video

- Maximum of 1500 words for text, 10 minutes for video
- Exploring any aspect of the relationship between food and wine (i.e. pairings, historical development of one and the other)
- May include personal opinions
- Value will be given to the BDWA “Quality Criteria” with an emphasis on the Quality of Presentation



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Website summary:

As Julia Child said, “Wine is meant to be with food, that’s the point of it.” Sure, you agree, but we want you to show us why.

The entries in this category aren’t judged so much on the format, but on the ability to communicate in a uniquely entertaining and engaging way about the symbiotic relationship between food and wine. We’re looking for something enticing: make your audience want to buy that wine and eat that food (together, of course—that’s the whole point). Give your audience a better understanding of how that wine or food has been influenced by the other.

Judges will consider the quality of the message, the presentation of materials and the use of the digital multi-media possibilities (photo, video, etc.).

Best Interview - Text, Video or Podcast: NEW CATEGORY

Conducting a good, honest and, above all, interesting interview takes serious skill, one that the Born Digital Wine Awards look to reward.

Format: Written text, video or podcast

- No maximum limit or length, although quality is paramount
- Exploring any aspect of the wine business
- Value will be given to the BDWA “Quality Criteria” with an emphasis on the Quality of Presentation

Summary:

You are a true storyteller, and this is where you shine. The works in this category should feature figures in the wine industry, uncovering an interesting angle on their contribution to the wine industry—it’s not just about producers, or about the wine they make, though; we want to hear about stories from anyone related to the business, no matter how tangential. We want to hear about untold stories, the ones that are shared only when digging deep about people who are normally not in the frontlines. The wine world is made up of much more than just what’s in the glass, and we want to encourage people to look at the industry holistically. Most importantly, we are looking for interesting stories that inspire, offer new voices and drive the conversation to change the way we think about what *is* in the glass.

Best Visual Storytelling - Photo, Video or Image: NEW CATEGORY



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Visual storytelling surrounds us every day with social media, but what makes a good visual story? We ask you to challenge the status quo to create a visual narrative that is new and engaging in how it tells a wine story.

Format: Video, photos, art, infographics

- Photos must be submitted in .JPG format no larger than 2000px on the longest side.
- Video needs to be uploaded publicly or privately to YouTube with access given to contact@borndigitalwineawards.com
- Art or infographics should be no more than 100dpi and submitted in .PDF or .JPG format
- Entries can include up to a maximum of 5 images, each no more than 5MB

Website summary:

“Visuals are processed 60,000 times faster than text by the human brain and 90% of information transmitted to the brain is visual” -3M.

There is always more than one way to tell a story, and different mediums convey stories differently. This is a celebration of the visual story, through imagery and pictures. Show us your story and let your narrative speak through your chosen visual medium. Tell us a story about the expansive world of wine: the people, the places, the art, culture, history.

Entries should convey a comprehensive story, not just random images, and help to explain an idea or relate a complete tale of people, places, or things. Let your audience see the beauty of wine through your eyes.

Sustainability Award: NEW AWARD

Acknowledging environmentally-progressive and sustainable achievements by organizations or individuals in the wine industry, across all categories.

Format: Written text, video or podcast

- Exploring sustainability trailblazers and best practices in the wine business
- All entries in the above categories will be assessed according to their focus on sustainability with the top scoring entry being assigned the Sustainability award.

Summary:

What does sustainability mean for the wine industry? It's been a hot topic in recent years, but even more in 2018 as general consumers and regulators alike push for it—and whatever environmental,



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social or economic changes that entails—stronger than ever before. While the wine industry still has a long road ahead to reach better sustainability goals, many companies and individuals are already working for change and making great strides in building a sustainable future in wine.

This content should recognize these sustainability leaders in their achievements to encourage others to follow in their steps, telling their stories and displaying their impact on the wine industry and how we think about wine. Help us celebrate these pioneers and expand their good work!

This special award spans all categories and media formats. Entries will be allocated a score for innovation in addition to the regular judging parameters.

Innovation Award by Vinventions: NEW AWARD

A special award selected by Vinventions highlighting innovation in the wine industry or work which is innovative in its presentation of content.

Format: Written text, recorded or visual mediums

- No maximum limit or length, although quality, innovation and creativity are key
- Exploring any aspect of the wine business
- Entries will be assessed by Vinventions

Website summary:

Maybe you think about things differently, maybe you have a different way of telling a story or digging up the truth. Maybe you believe the status quo is there to be challenged. Maybe you would like to change what's old, and maybe you also believe that looking backwards won't bring our industry forward.

At Vinventions, this is what we believe in. Innovation is in everything we do to push the wine closures industry forward, and it's also something that is valued above all by Vinventions and the Born Digital Wine Awards. Together, we're changing the way we talk about, think about and communicate about wine in the industry.

This special category presented by Vinventions spans all categories and media formats. Applications for this are additional to the 3 entry limit for other categories.

Show us what you've got! We look forward to embracing your innovative ways.



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BORN DIGITAL WINE AWARDS ORGANIZERS

The organisers of the BDWA are listed below. These organisers will not be submitting content for the awards and will not be influencing decisions on winners beyond participating in the assessment of eligibility in Stage 1, and to mediate potential issues with the awards processes.

Born Digital Wine Awards

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The Fine Print.... A.k.a. Competition Regulations

This process will be carried out by the organisers, selected assessors for various languages and by the judges, as follows:

JUDGING

The closing date for entries is 31st December 2018, after which no entries will be considered unless the deadline is extended by the organisers. In any case, no entries will be accepted once the official deadline has closed;

The rules may be varied by the organisers at any time without reference to any party;

No verbal or written correspondence pertaining to the Awards is permitted between Judges and entrants;

The winners will be chosen by the Judging Committee, based on their joint judgement;

The Judging Committee's decision is final;

The Chair of Judges - Mr Richard Siddle - shall lead the Judging Committee;

Judges may be varied for any reason at any time without reference to anyone, and the Chair of Judges will be entitled to exclude a Judge, or any or all of their assessments, at any stage;

Judges cannot enter their own work in the BDWA

Conflicts of interest will be dealt with under the BDWA terms listed below;

The Judging Committee reserves the right *not to award winners in a category* if there are insufficient entries, or those entries are judged not to merit it;

Vinventions will award the Innovations prize at their own discretion which may include a project outside of the entries received in the competition.

A shortlist will be published prior to the final presentations and the winners will be announced by end March 2019.

SUBMITTING CONTENT

Submissions will open on 1st December 2018 and close on 31st December 2018 and no submissions received outside these dates will be considered.

All content (text, video, photo) must have been published, and be currently available, in digital form, and have been published on or between June 1st 2017 and 1st December 2018.

Authors are able to submit up to THREE entries in total. No further entries will be accepted unless to the Innovation by Vinventions category.

Any individual article, video or photo can only be submitted once, and to one category. If it qualifies for more than one category of the awards, the author must decide which to submit it to.

To submit content, the author of the work should decide which category is most appropriate for their entry and must complete the appropriate form on the site at:

<http://borndigitalwineawards.com/submit/>

Only submissions received via the awards' website will be considered. There is no alternative means of entering the awards.

All those considering entering the BDWA awards should read the section on **Awards Categories** below.

Only the author, or authors, of a work may submit content. If you are an editor or owner of a publication or website that publishes content by other authors, please notify your authors so that they may submit the content directly. All those submitting entries will be asked to confirm they are the owners of the work's copyright.

All entries that meet the criteria of the selected category, and have supplied all the relevant information, will be sent to Stage 2 for assessment.

If any of this information is missing or incorrect, the author will be notified and will have 1 more chance to resubmit the content before it is rejected.

ADDITIONAL PHOTO REQUIREMENTS

Size & Format

Please submit images that are no larger than 5MB. If the image is selected for the shortlist, these entrants will be asked to supply a higher resolution image for the display of winning images.

All photographs should accurately reflect the subject matter and the scene as it appeared. No watermarks. Photos that have been digitally altered beyond basic optimization (removal of dust or noise, cropping, reasonable adjustments to exposure, color and contrast, etc.) will be disqualified.

Entries may originate in any format so long as they are submitted electronically in a .JPEG .jpg, or .png form. Multiple exposures that have been combined to produce a single "High Dynamic Range" (HDR) image are acceptable so long as they are not further altered (see above).

Criteria

Photos will be judged on originality, technical excellence, composition, overall impact, artistic merit and relevance to the published category theme. Judging will be conducted by the Assessors and Judges of the BDWA as per the Judging Process.

Photos that contain sexually explicit, nude, obscene, violent or other objectionable or inappropriate content, or that do not



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conform to the Responsibility Guidelines as determined by BDWA in its sole discretion, are ineligible for all categories of this contest.

Rights

You retain your rights to your photograph; however, by entering your image, you grant BDWA, including the Awards Sponsor and the Sponsor of the category, the royalty-free, non-exclusive right to reproduce it for any purpose at any time in any media with attribution. For example, we may use your images for:

- Online articles on borndigitalwineawards.com
- Printed newsletters and articles in connection with the awards;
- Posts on social media platforms in association with the awards, including Twitter, Facebook, and Pinterest, where these may be also shared by others
- Use the photograph in the BDWA's external communications including but not limited to web sites and web publications, fact sheets, trade publications, advertising, presentations and annual reports

Any photograph reproduced will include a photographer credit wherever this is feasible. The BDWA Awards will not be required to pay any additional consideration or seek any additional approval in connection with such uses.

In addition, the winners consent to the use of their image, name and/or photograph in any publicity carried out by Catavino or Vinventions in association with the awards, without further compensation.

Model Release Forms

If your submission includes images of people or others' artistic creations, you are responsible for obtaining the necessary releases from the individuals depicted or copyright owners, and must be able to provide copies of those releases to BDWA upon request.

JUDGING PROCESS

Each submission will undergo 3 levels of judging:

Stage 1: The BDWA organisers will check for adherence to submission criteria

Dates: From 1.12.2018 to 14.01.2019

- All entrants will be notified within 1 week if their content has been accepted or rejected.
- All accepted content will pass to stage 2
- All rejected content will be given one chance to be resubmitted

Stage 2: Assessors will review all qualifying content then submit qualifying entries to the main Judging Committee

Dates: From 15.1.2019 to 31.1.2019

- The goal is to identify those entries that best demonstrate a high overall degree of quality and originality of communications without assessing the specific content
- The quality assessment criteria will include:
 - o Clarity of Communications / Message
 - o Relevance to the Category and to Wine
 - o Good example of Digital Communications practice
- For photos, the assessment criteria will include:
 - o Composition
 - o Technical ability
 - o Content
- Successful entries will be translated (if required), and all will be forwarded to the Judging Committee as Finalists for each category

Stage 3: The finalists in each category will be received by the Judges for each Category

Dates: From mid February 2019 to March 2019

Judges will rate entries according to different quality criteria for each category, with different weightings applied to specific criteria according to each category

- Judges' votes will be tallied and the top entries for each Category will be shortlisted for the Award in the Category
- Shortlisted candidates will be notified at this stage
- The Shortlist will be resubmitted to the Judging Committee so they can agree collectively on the top 3 and which will be awarded the prizes

LANGUAGE

- These awards will be judged in English, but the content can be submitted in any of the Awards' approved languages
- Approved languages in this edition of the BDWA will be: English, French, German, Italian, Portuguese and Spanish
- In the case of video with narration in a language other than English, a transcript must be made available for translation
- In the case of podcasts, a full transcription must be provided in English
- Stage 2 Assessments will be conducted in the language of original submission (where possible). Only those entries going forward to Stage 3 Judging will be translated
- Each person submitting a story or content in something other than English will be encouraged to submit a translation at the same time
- For those who are not able, cannot afford to, or choose not to, BDWA will pay for a professional translation of the submission if required for written articles. Podcasts will



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only be accepted provided they are accompanied by a full transcription and where necessary, translation in English.

- o The BDWA will contract translators for each language, with guidelines for effective translation
- o Authors will NOT be able to review, correct or approve the translated material
- o All content that qualifies for Stage 3 will have both English and the original language presented to the Judges

LIST OF JUDGES

Richard Siddle (Chair of Awards)
Jane Anson (winner Editorial 2017)
Felicity Carter
Greg Lambrecht
Jonathan Lipsmeyer (winner Tourism 2017)
Paul Mabray
Elin McCoy
Lauren Mowery (winner Responsibility 2017)
Helena Nicklin (winner Video 2017)
Joe Fattorini
Alvaro Fernandez Prieto (winner Photo 2017)
Elizabeth Smith (winner Tourism 2017)
José Vouillamoz
Damien Wilson
Others will be announced in due course; please refer to the Awards website for the latest news

PRIZES

Each category will be judged separately, and nominations will be vetted before judging to ensure they are relevant. The intention is to showcase the very best in wine content online, and rewarding those who invest their time to create this content.

Categories and awards may also have an individual sponsor who may also supply further prizes to the winners in that category.

General Prizes

1st Prize

- €500 cash prize
- additional prizes may be determined by the category sponsor

2nd Prize

- €250
- additional prizes may be determined by the category sponsor

3rd Prize

- €100
- additional prizes may be determined by the category sponsor

Prizes

All winners are responsible for paying any duties, taxes and any and all other costs and expenses not listed above. Any prize details not specified above will be determined by the Sponsor, in its sole discretion. A prize may not be transferred and must be accepted as awarded. A winner may not request cash or a substitute prize; however, the Sponsor reserves the right to substitute a prize with another prize of equal or greater value if the prize is not available for any reason, as determined by Sponsor, in its sole discretion.

CONFLICTS OF INTEREST

A conflict of interest is considered to be in existence where a judge has an ongoing personal or professional relationship with a person such that it throws into question their ability to fairly and independently judge their entry. It is not considered to include judging the work of entrants from their own media organization or with whom they have had some past professional relationship.

At the start of the judging process, all members of the judging panels should review the list of entrants they will be judging. The onus for declaring a conflict falls to individual judges. Others may report any perceived conflict of interest by contacting the organisers or the Chair of Judges via email.

When a possible conflict of interest is raised, the relevant judges will be contacted to discuss and address the potential conflict to decide whether this will have any influence over the judging of the entry, or entries, in question. Possible outcomes will be:

- That the person should not be part of the panel judging entries for a specific category
- That the person should be excluded from judging the entry concerned, in which case it will fall to the remaining judges to consider its merits
- That a further judge should be invited to join the panel to fill any gaps left by judges excluding themselves from judging any entries
- That entries already judged will be reviewed by nominated judges as appropriate

A unanimous decision by the organisers and the Chair of Judges will be required to deal with the issue. Where a unanimous decision is not, or cannot be, reached the matter will be referred to an independent arbiter appointed by the BDWA for final decision.

Should the matter relate to the Chair of Judges, the organisers will ask the Chair to step aside and will then appoint a new Chair of Judges to continue the process.