

National Excellence Awards for Industry

Process and Criteria

Dummy Answers

National Excellence Awards for Industry

Lebanon Opportunities and the Euro-Lebanese Centre for Industrial Modernization (ELCIM) are establishing the National Excellence Awards to recognize and honor achievements in Lebanese industry.

Additional information is posted on www.opportunities.com.lb/awards

I. OBJECTIVES

To establish an excellence awards process for Lebanese industry in various categories critical to enhancing the private sector's competitiveness. This process will encourage and promote a culture of quality in production and effective corporate governance in enterprise management and business development. The awards will recognize performance excellence complemented by responsible leadership in the community.

Throughout the awards cycle process, many indirect benefits will:

- Highlight the industrial sector's role in the national economy
- Showcase the employment and value added contributions of local industry to overall national stability and growth
- Assist applicants in introducing new criteria-based evaluation techniques to the overall performance of the industrial process

II. ELIGIBILITY GUIDELINES

The eligibility guidelines reflect the basic excellence values that all awards' categories seek in submitted portfolios.

The entrants must represent Lebanese products as categorized by the definition of the "Certificate of Origin" based on local value added of more than 40% of the total product value.

The entrant must not have won in the same category during the past three years.

III. INCENTIVES

The recipients of the Awards will receive and enjoy the following benefits:

- 1) A trophy and a certificate of appreciation
- 2) Eligibility to use the award for publicity purposes for the next three years
- 3) Media publicity of winners by organizers
- 4) Improved business process through utilization of the criteria guidelines based on measurable and objective indicators

IV. CATEGORIES

The National Excellence Awards recognize achievements in various categories every year. The areas include: innovation in products, performance of the product and process, corporate governance, and marketing.

The cycle of the awards process can select which categories are announced based on the organizers' constraints and wishes.

In addition, not all announced categories have to be necessarily bestowed. That depends on the quality of received applications based on the Judging Panel's decision.

A- Products category

1. Best Product of the Year
2. Best Adaptation of Lebanese or Arabic Specialty
3. Local Invention of the Year

B- Performance category

1. Industrial Exporter of the Year
2. Technology Deployment for Productivity
3. Energy Efficiency

C- Qualitative category

1. Social Responsibility Program of the Year
2. HR Development Program of the Year
3. Environmental Initiative of the Year

D- Design and image category

1. Product Package Design of the Year
2. Best Industrial Brand
3. Industrial Advertisement of the Year

V. CRITERIA

Category-based criteria must demonstrate significant achievements in product design, enterprise operation, production process, or marketing strategy providing improved competitiveness:

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A. PRODUCTS CATEGORY

1. BEST PRODUCT OF THE YEAR

Description

This award will be given to a product that is performing well in the export and local markets, and that symbolizes innovation in design, production, and/or marketing. The product has to be the outcome of an efficient process that is environmentally conscious. This category will be assessed through information provided by the applicant, in addition to a survey that will be conducted by the award organizers. Attached is the survey questionnaire to be filled in by the Award organizers.

Please select and propose the product that will take part in this category:

Car running on water: WC (water car)

a. Product's Market Share (Sales volume in 2009)	Response
<i>Local Market</i>	<i>20%</i>
<i>Regional Market</i>	<i>5%</i>
<i>International Market</i>	<i>1%</i>

b. Sales growth for the past 3 years	Response	
	Value	Percentage growth
<i>Sales year 2006 to 2007</i>	<i>USD 1 million</i>	<i>20%</i>
<i>Sales year 2007 to 2008</i>	<i>USD 1.2 million</i>	<i>15%</i>
<i>Sales year 2008 to 2009</i>	<i>USD 2.1 million</i>	<i>30%</i>

c. Brand Identification in Market(s)

Methodology

a. Criteria c1, c2, and c3

The industry will pre-select one of its brands as a potential contender. This sub-category will be assessed through information provided by the applicant, in addition to a survey that will be conducted by the award organizers. The survey will identify the brand / slogan with the highest level of recall across its category. The survey will also assess the product's performance vis-à-vis the competition. The survey will be carried out through Computer Assisted Telephone Interviews (CATI). Results will be studied and approved by the Jury.

b. Criteria d2 and d3

The industry will pre-select one of its concepts or packages. This sub-category will be assessed through a survey conducted by the award organizers. The survey will be based on interviews conducted with focus groups by the Award organizers to identify the packaging that most meets consumers expectations. Results will be studied and approved by the Jury.

Attached are the survey questionnaires to be filled out by the Award organizers.

c1. Local Consumers' Naming - Top of mind awareness (Top 5%)

Through Market Research

c2. Benchmark to competitors:

Through Market Research

c3. Advertisement Slogan ID:

Through Market Research

d. Innovative concept and/or packaging (if applicable)

d1. Unique features: Please explain the unique feature used in your innovative package or concept that does not exist in similar products.

Fuel Free

d2. Meets consumers' expectations:

Through Market Research

d3. Packaging aesthetics:

Through Market Research

e. Productivity improvement by deploying technologies: Product / Process (if applicable)

e1. Product's new technology: Explain the new technology deployed in your product

Water used as energy source to produce Hydrogen is separated from oxygen using an electrolysis process

e2. Production new technology: Explain the new technology deployed in your production process

Water based process and electrical excitation

e3. Productivity Impact: Please explain the impact of the new technology deployed in your product or production process on your company's productivity (such as savings, improved features, etc.)

Fifty percent improvement on waste reduction, and 30% savings in rework of defected products.

f. Creative scheme for preserving the environment (if applicable)

f1. New component / material: Please specify the new component/material that you have utilized in order to preserve the environment (if applicable)

Combustion H2O

f2. New process step: Please describe the new process that you have utilized in order to preserve the environment (if applicable)

Energy from Hydrogen

f3. Avoiding pollution (product/process): Please describe how your production process avoided pollution (if applicable)

Car/Process Exhaust

2. BEST ADAPTATION OF LEBANESE OR ARABIC SPECIALTY

Description

The local culture is rich with inherited practices and habits that have helped our people survive for centuries with useful products and tested tools. This award honors the competitive industrialization of successful products with a Lebanese and/or Arab origin. Applicants have to describe the origin of the proposed product and its cultural foundation.

Please select and propose the product that will take part in this category:

Saj Bread Roll

a. Lebanese/Arabic Attribute Uniqueness

a1. Cultural Roots: Please describe the origin of your proposed product and how it relates to Lebanese culture

Lebanese Tradition in Mountains

a2. Unique Features: Please describe the unique features of your proposed product

Paper thin healthy bread

a3. Naming Roots: Please describe the Lebanese origin of the name of the proposed product.

Lebanese rural areas grill of bread

b. Production Capacity: Identify your production capacity for the local, regional, and international markets.	Response
<i>Local market production capacity</i>	<i>50%</i>
<i>Regional market production capacity</i>	<i>20%</i>
<i>International market production capacity</i>	<i>20%</i>

c. Distribution Market(s): Your market share estimates as a % and as a USD value	Response	
	Region	Value
<i>Local region and sales value in 2009</i>	<i>45%</i>	<i>USD 1 million</i>
<i>Regional region and sales value in 2009</i>	<i>15%</i>	<i>USD 2 million</i>
<i>International region and sales value in 2009</i>	<i>15%</i>	<i>USD 2 million</i>

<p>d. Modernization of Steps of Production (if applicable)</p> <p>d1. Introduced Processing Steps: Please describe the new steps that your company has undertaken in modernizing its production (if applicable)</p> <p><i>Automated sequence of rolls for spreading dough. Last electrically Heated roll for baking sheets hence the process is integrating popular technologies (rollers) into a new sequence in order to make the dough thinner and spread into continuous rolls of sheets and electrically heating the last roller to effectively bake the sheet of bread.</i></p>

d2. New Marketing Schemes: Please describe the new marketing scheme utilized in promoting the modernized production (if applicable)

Internet deployment for marketing and sales strategy was designed and deployed in order to reach Lebanese and Arab diasporas in the World, the internet is exploited for on line sales and ordering.

d3. Introduced Packaging Items: Please describe the new packaging items used in the modernized production (if applicable)

Roll of continuous sheets of saj

3. LOCAL INVENTION OF THE YEAR

Description
Transforming ideas, prototypes, and inventions of manufactured products is a challenging innovation task that brings value to individuals and societies. This award recognizes the best in this category through evaluating the local industrialization of innovative products.

Please select and propose the product that will take part in this category:
<i>Wireless transmission of power to consumer electronics</i>

a. Please describe the innovative features of the submission
<i>Without using wires of any kind (copper or others) this transmission – receiver pair can deliver electrical energy to consumer electronics devices (TV, Computers, CD players, phones, etc) without cables</i>

b. Please explain the status of intellectual property protection - locally, regionally, and internationally
<i>Already registered in the Lebanese Ministry of Economy and Trade and in the regional office of the Gulf (KSA)</i>

c. Please describe the industrialization steps that have been implemented or planned

A working prototype has been built to prove the concept and manufacturing plans are prepared awaiting proper investment

d. Please describe the commercialization steps that have been adopted

A company has been registered to produce the product. Main consumer electronics companies have been contacted with some agreements already signed for protocol adoption in their future products (Siemens, Sony, etc)

e. Please detail the secured or expected investments supporting the development of your innovation

We were able to secure a start up loan through Kafalat and Dady bank

f. Please describe the present marketing achievements and planned strategy (achieved market size)

Some main distribution chains have agreed to adopt the new product (XYZ, Bobby so far), a web site was developed and many inquiries were registered

B. PERFORMANCE

1. INDUSTRIAL EXPORTER OF THE YEAR

Description

Exporting is especially critical for Lebanese industry, with relatively small local markets and highly competitive imports in a free economy in the globalization era. This award recognizes performers in industrial exports.

Please select and propose the product that will take part in this category:

Ready-to-Wear Jewelry

a. Product's Export Value for 3 years in \$	Response
<i>Year 2007</i>	<i>USD 50 million</i>
<i>Year 2008</i>	<i>USD 75 million</i>
<i>Year 2009</i>	<i>USD 90 million</i>

b. Sustainability of Export Value: Growth for past 3 years (% growth)	Response
<i>Year 2006 to 2007</i>	<i>100%</i>
<i>Year 2007 to 2008</i>	<i>50%</i>
<i>Year 2008 to 2009</i>	<i>20%</i>

c. Market Coverage & Diversification: Specify the markets into which you have gained entry (ME, North Africa, Australia, Europe, etc.) in the past three years and the value of your exports	Response
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	Market Place	Value in \$
<i>Year 2007</i>	➤ <i>Gulf</i>	<i>USD 20 million</i>
	➤ <i>USA</i>	<i>USD 10 million</i>
	➤ <i>Europe</i>	<i>USD 15 million</i>
	➤ <i>Canada</i>	<i>USD 3 million</i>
	➤ <i>Australia</i>	<i>USD 2 million</i>
	➤	<i>USD</i>
	➤	<i>USD</i>

<i>Year 2008</i>	➤ <i>Gulf</i>	<i>USD 30 million</i>
	➤ <i>USA</i>	<i>USD 15 million</i>
	➤ <i>Europe</i>	<i>USD 20 million</i>
	➤ <i>Canada</i>	<i>USD 5 million</i>
	➤ <i>Australia</i>	<i>USD 5 million</i>
	➤	<i>USD</i>
	➤	<i>USD</i>

<i>Year 2009</i>	➤ <i>Gulf</i>	<i>USD 35 million</i>
	➤ <i>USA</i>	<i>USD 15 million</i>
	➤ <i>Europe</i>	<i>USD 20 million</i>
	➤ <i>Canada</i>	<i>USD 8 million</i>
	➤ <i>Australia</i>	<i>USD 7 million</i>
	➤ <i>Russia</i>	<i>USD 5 million</i>
	➤	<i>USD</i>

2. TECHNOLOGY DEPLOYMENT FOR PRODUCTIVITY

Description
Technology encompasses the tools and methods deployed to enhance the performance of products and processes. Technology is abundantly available; however the <u>selective deployment</u> of the right technologies is a survival skill. This award recognizes the <u>introduction</u> of production technology items yielding special productivity enhancement (efficiency, quality, cost, others)

Please specify whether the below are applied in your production process:

a. Marketing Technology	Response	
Internet marketing	<u>Yes</u>	<u>No</u>
E-Business	<u>Yes</u>	<u>No</u>
Other: please specify		

b. Warehousing Technology	Response	
Just in time (principal work in progress)	<u>Yes</u>	<u>No</u>
Logistics information and Automation	<u>Yes</u>	No
Other: please specify		

c. Procurement Technology	Response	
E-procurement	<u>Yes</u>	No
Other: please specify		

d. Management Technologies	Response	
MIS (Management Information System)	<u>Yes</u>	No
ERP (Enterprise Resource Planning)	<u>Yes</u>	<u>No</u>
Other: please specify	<u>Accounting</u>	

e. Production Quality Assurance	Response	
Tracking Tech (e.g., bar coding)	<u>Yes</u>	<u>No</u>
Computer Vision	<u>Yes</u>	<u>No</u>
Other: please specify		

f. Production Automation	Response	
PLC (Programmable Logic Controller)	<u>Yes</u>	<u>No</u>
Computer Numerical Control	<u>Yes</u>	<u>No</u>
Robotics	<u>Yes</u>	<u>No</u>
Other: please specify		

g. Production Measurements	Response	
Sensors	<u>Yes</u>	<u>No</u>
Data acquisition	<u>Yes</u>	<u>No</u>
Other: please specify		

h. Design Technologies	Response	
CAD (Computer Aided Design)	<u>Yes</u>	<u>No</u>
Other: please specify		

3. ENERGY EFFICIENCY

Description

Energy consumption is an essential cost in most industrial processes. In addition to high cost and the depletable nature of resources, energy consumption contributes directly and indirectly to pollution. Therefore, efficiency in consumption of energy and harnessing the renewable energy sources in industries are highly beneficial to the future of the sector. This award recognizes the initiatives in this area through evaluating the following factors, knowing that some initiatives can cover one or many areas:

Please select and propose the energy efficiency program:

Energy Hybrid System

a. Introduction of Energy Consumption Monitoring:

It is true that we cannot care for things that we do not measure. Hence, measuring and monitoring energy consumption parameters in the various processing steps are basic steps towards using data for energy efficient steps. Please specify any steps (procedure, technology, equipment, etc.) that your business has undertaken in order to track and monitor energy consumption.

Metering was installed on diesel consumption, electricity inlet, large machines (heaters, coolers, others) and all logged to a central monitoring room for auditing and cross-checking as well as proper scheduling

b. Reduction of Energy Consumption:

Reducing waste in energy consumption through creative scheduling, efficient processing steps, efficient material and components, or other means can yield significant results towards more efficient utilization of energy sources. Please describe how your business was able to reduce its energy consumption.

Using monitored data, proper ventilation was used for reducing AC consumption, gravity was utilized for conveying materials, scheduling of events were optimized for efficient running of the injection molding machine

c. Recycling Energy Types:

In industrial production, the reverse cycle has been introduced to recycle wasted outcomes of the process in a feedback loop for improving efficiency of energy consumption. Please describe the entire recycling process undertaken by your company - type and utility (if applicable)

Exhaust was recycled for heating water needed in the process, recycled material utilization saved great energy over using new raw material, etc.

d. Harnessing Renewable Energy Sources:

Industrial processes can benefit in a complementary fashion from renewable energy sources (wind, sun, water, etc.) in order to contribute positively towards more efficient energy consumption. Please describe the harnessing process undertaken by your company (if applicable)

Integrating solar panels into the energy production management was successful especially on sunny days and in the case of lower production needs. Being close to the sea, wave surface energy was harnessed for lighting the factory at night

C. QUALITATIVE

1. CORPORATE SOCIAL RESPONSIBILITY PROGRAM OF THE YEAR

Description

The Corporate Social Responsibility Program is a concept whereby companies integrate social and environmental concerns into their business operations and into their interaction with their stakeholders on a voluntary basis.

This award honors the most effective CSR program of the industrial sector. As the CSR scope is wide, the application program might have some non-applicable entries below:

Please select and propose the program that will take part in this category:

Internet Literacy

a. Project description

a1. Please describe the objectives undertaken by your organization in setting up the project

Teaching IT basics for internet literacy

a2. Please indicate the number / groups of beneficiaries directly influenced by the project

The project was carried out in the Tripoli Bab Ramel district. Five hundred individuals attended the courses provided and directly benefited from the program.

a3. Please describe the impact achieved by the project

Past 3 years, graduated 500 who use internet daily for info surfing assisting this community to connect to the rest of the world and benefit from the abundance of useful information on the web for socio-economic development

b. Sustainability of the program**b1. Please explain the funding source(s) of your program (If applicable)**

Company training facilities including required computer hardware and software network with all needed running overhead as in kind support and indirect funding

b2. Please explain the future funding plan (If applicable)

Same with collaboration of tech suppliers

b3. Please describe the future ownership of the specific program

Neighborhood Youth club inside Municipality building

c. Corporate involvement**c1. List owner(s) of the Initiative / Idea:**

Proposed by local workers

c2. How many volunteers do you have taking part in the program? (if any)

10 IT users on rotational basis through the year depending on availability and work

c3. What financial or in-kind support have you received for your program? (if any)

Company Tech vendors supplied up to date software and hardware

2. HR DEVELOPMENT PROGRAM OF THE YEAR

Description

Human Resources are the asset and pride of successful organizations. The retaining of quality professionals and the commitment of workers are essential to the sustainability and growth of the industrial sector, especially in the knowledge-based economy. This award honors the best program adopted for achieving the highest HR satisfaction level.

It is true that this award is focusing on one HR-related program. However it is important to describe how such a step fits into the overall HR scope of attention and care areas.

a. Please describe your performance and the type of training with which you are providing your employees (if applicable)

Employees' performance is continuously monitored against the expectations of management. This unofficial evaluation provides an early indication of skills that require improvement. Early steps are adopted to improve the situation through training or task re-definition, or others. The company usually provides its employees with training courses that enhance their communication skills, time management skills, languages, and specific computer programs related to the company's line of work.

b. Please explain how the performance evaluation of employees is conducted and its frequency.

Yearly performance evaluation often surprised employees with unexpected judgment. This interim rehearsal is meant to give early warning of directions and guidelines how to improve performance by the time of the official evaluation. Employees by large were satisfied with such a process and the yearly burst proceeding typical evaluation disappeared as outcomes were more in line with expectations

c. Please describe the recruitment plan that you are utilizing.

Online applications, hiring and coordinating with recruitment agencies, establishing work shops.

d. Please describe the effect of the performance evaluation on promotions

The process became clearer and more in line with expectations of employees.

e. Please describe the benefits that you offer your employees

We provide our employees with the following:

- *Insurance (Class A and B)*
- *Yearly bonuses*
- *Continuing education facilities*

3. ENVIRONMENTAL INITIATIVE OF THE YEAR

Description
In Lebanon, the SME nature of most industrial companies allows owners to adopt best practices in protecting the environment, efficient and cleaner processes, and the latest programs and technologies to avoid or minimize pollution. In addition to the process, the end of life cycle of the products is a concern for all consumers worldwide. This award recognizes the effective integration of sustainable environmental protection measures adopted and/or innovated by industrialists through evaluating the criteria below.

Please select and propose the program that will take part in this category:
<i>Solid Stone</i>

a. Program effectiveness in reducing pollution from Process/Product
a1. Please describe the effectiveness of the program applied for reducing pollution by comparing pollution emissions before and after the program.
<i>Pollution was dirty processing water from cutting stones in sea (1000L daily). After: zero polluted water is out.</i>

a2. Please describe the overall impact of the program in protecting and preserving the environment.
<i>100% elimination</i>

a3. Please describe your future steps.
<i>Improve efficiency of the centrifugal to save energy</i>

b. Introduced Process AND / OR Product Technologies**b1. Please describe the process or technology used prior to the program**

Collection from various cutting saw machines and drills in a tank and pump it at night in sea

b2. Please describe the process or technology used after the program

Centrifugal storage tank with gravity effect used daily once

b3. Please explain what your future changes will be

Use more gravitational effects and less electricity for machine

c. Indirect business impact of program

c1. Please describe the impact of the program on product savings

Processing area cleaner, professional

c2. Please describe the impact of the program on process savings

Water was recycled and hence saved

c3. Please describe the impact of the program on marketing your products or improving employees' morale

New product was sold in dry powder form which was introduced in plastering

D. DESIGN AND IMAGE

1. PRODUCT PACKAGE DESIGN OF THE YEAR

Description

The packaging innovative design must be functional, safe, and aesthetic. This award recognizes the critical factors that make a winning package. This category will be assessed through information provided by the applicant, in addition to a survey that will be conducted by the award organizers. Attached is the survey questionnaire to be filled out by the Award organizers.

Please select and propose the product that will take part in this category

Fresh Juices packaged in recyclable containers

Participating industries have to provide the Award organizers with their selected product packaging.

Methodology

The study will be based on six focus group sessions. The group participants will be divided into three age groups. Two focus groups will be carried out for each age group.

- FG 1 - 18 to 29
- FG 2 - 30 to 44
- FG 3 - 45 and above

The group participants will be individually evaluated and screened in order to confirm that they are all of the appropriate profile. Each focus group session will include ten participants; each group will be moderated separately. The presentation sequence of the package designs will be rotated in each focus group in order to avoid any biases generated from starting with the same package. Each package will be presented once without the brand name label and another time with the brand name label. This procedure will be carried out in order to isolate and help measure the branding impact on the design of each package. Each focus group session will be conducted in three consecutive identical stages: The participants will be asked to examine one package, after which they will be asked a series of questions, and then move to the following package.

The moderator will use several different interview techniques in order to acquire the participants' feedback in the most neutral and unbiased atmosphere.

a. Package design aesthetics

This section will be answered by a market survey and rated by the jury

a1. Creative features**a2. Appearance effect****a3. Perception effect****b. Package functionality****b1. Please describe the key features of your package**

Preserves Fresh juice, easy to open and reusable for product or other home use

b2. Please describe how your package meets the objectives

Functionality 100% and Promote products with schools and homes

b3. Time variable: Please identify the duration of feature preservation (i.e., if packaging features remain the same) on the shelf.

Reusable for home and product

b4. Shipping robustness: Please describe whether the package is designed for shipping.

Extremely stackable for transport and non breakable

c. Package innovation

c1- Please describe the new features used in the new package innovation

Reusable container and cover

c2- Please describe the new materials used in the new package innovation

Plastic based but not degradable

d. Safety and environmental concerns

d1. Please describe how aspects are improved in terms of safety and environment

Reusable package

d2. Please explain side effects of the package design

Less raw material, longer lifetime

d3. Please describe the objectives of the package design

Less waste and multi purpose package

2. BEST INDUSTRIAL BRAND

Description

Branding innovation and identification are essential to helping to project Lebanon's image as a supplier of quality products. This award honors the brand based on the creativity in capturing the intended market(s). This category will be assessed through information provided by the applicant, in addition to a survey that will be conducted by the award organizers. Attached is the survey questionnaire to be filled out by the Award organizers.

Please select and propose the brand that will take part in this category

Suits for men custom tailoring

Participating industries have to provide the Award organizers with their selected brand logo. Logo should be provided in A4 format.

Methodology

The strongest industrial brand will be assessed through face-to-face household interviews. The awards organizers will show the logos provided by the industries participating in this category. The logos will be shown in digital format. The interviewees will be asked several questions to assess logo and brand awareness. The study will cover the Greater Beirut area. The survey will consist of a sample of 500 door-to-door household interviews. The sample size will be representative of the population distribution, in addition to age and gender.

A team of specially trained interviewers will conduct the interviews. Training sessions will be scheduled, during which the questionnaire will be reviewed. Thirty interviewees will be contacted and interviewed for the purpose of pilot testing the questionnaire. Needed modifications will be made with respect to language, sequence and appropriate / applicable questions in coordination with the client. Problematic questionnaires will either be resubmitted to the interviewers or canceled, depending on the problem. Seventy-five percent of each fieldworker's questionnaires will be back checked by telephone to ensure the setting and content of the questionnaires. Refer to Appendix D for the specific criteria to be assessed.

a. Sample survey logo

Through Market Research

b. Sample survey of brand identification

Through Market Research

c. Branding sustainability

c1. Please explain the strategy for branding sustainability

Association with men's sports activities

c2. Please explain the plans in place for branding sustainability

Sponsorship and relations with university students

c3. Please explain the management commitment to branding sustainability

5 year plans

3. INDUSTRIAL ADVERTISEMENT OF THE YEAR

Description
<p>The ultimate success of the industrial company is based on the acceptance by the market(s) of the product(s). Today's globalized economies and markets, coupled with the information technology spread widely across continents and cultures, present Lebanese industrialists with a double-edged sword. Local and traditional markets are no longer exclusive for Lebanese products and services as boundaries are open and consumers can access sophisticated and competitive products with the click of a computer mouse. On the other hand, the same circumstances offer an opportunity for Lebanese producers to take advantage of open borders in front of their products in the world and harness the Internet to their advantage in opening and networking new markets. This award recognizes the most effective advertisement of an industrial product deploying multiple media, both traditional and modern, across many markets and regions to maximize market share. This category will be assessed through information provided by the applicant, in addition to a survey that will be conducted by the award organizers. Attached is the survey questionnaire to be filled out by the Award organizers.</p>

a. Advertisement media channels
<p>a1. Printed media Describe the frequency with which you place advertisements in printed media (newspapers, magazines, etc.)</p>
<p><i>3 local papers: Fridays and Sundays</i></p>

<p>a2. TV and cable: Describe the frequency with which you place advertisements in audio-visual media (TV shows, radio, etc.)</p>
<p><i>Local TV stations x2 Morning Shows</i></p>

<p>a3. Internet: Describe the frequency with which you place advertisements on the Internet (banner, e-mailer, etc.)</p>
<p><i>None</i></p>

<p>a4- Outdoor: Describe the frequency with which you place advertisements outdoors (billboard, flyers, etc.)</p>
<p><i>Triangular panels next to supermarkets</i></p>

b. Creativity and originality

b1- Describe the creativity and simplicity of the advertisement.

Triangular colored single paper that causes public curiosity as pita bread is typically one color and in round circular shapes. However, in many restaurants they spend preparation time to cut the baked round pita bread into triangles before serving customers on table

b2- Why do you think your advertisement is unique?

Out of scale pita bread colored triangles that is unusual for the round shape: Geometry

Please select and propose one advertisement campaign introduced in the past 6 months. (Printed ads, audio or visual ads, billboards, slogan, etc.)

Bread for life

Participating industries have to provide the Award organizers with their selected advertising campaign's printed, audio or visual ads, or billboards. Printed and billboards advertisements should be provided in A4 format.

Methodology

The impact of the advertisement campaigns of industries will be assessed through face-to-face household interviews. The Award organizers will show the advertisements provided by the industries participating in this category. The advertisements will be shown in digital format. The interviewees will be asked several questions to assess awareness, message conveyed, and the credibility of the advertisement in question. The study will cover the Greater Beirut area. The survey will consist of a sample of 500 door-to-door household interviews. The sample size will be representative of the population distribution, in addition to age and gender.

A team of specially trained interviewers will conduct the interviews. Training sessions will be scheduled, during which the questionnaire will be reviewed. Thirty interviewees will be contacted and interviewed for the purpose of pilot testing the questionnaire. Needed modifications will be made with respect to language, sequence, and appropriate / applicable questions in coordination with the client.

Problematic questionnaires will either be resubmitted to the interviewers or canceled, depending on the problem. Seventy-five percent of each fieldworker's questionnaires will be back checked by telephone to ensure the setting and content of the questionnaires. Refer to Appendix C for the specific criteria to be assessed.

c. Marketing Impact of Advertisement

Through Market Research

d. Advertisement Reach ability

This section will be answered by a market survey and rated by the jury

d1. Promotional Slogan

d2. Name recognition

d3. Consumers' diversity

VI. JUDGING PANEL(s)

Following a desk auditing appraisal by the organizing entities of all submitted files, short-listed applications are reviewed by Judges. Site visits might be requested in certain cases based on the recommendation of the jury board.

The proposed judging panel is composed of independent and credible professionals in the technical and business areas.

The Awards are given based solely on merit and the competitive performance of the eligible firms. The number of Awards presented each year varies with the quality of the applications as determined by the judging panels.

All eligible entrants will receive feedback highlighting the strengths and weaknesses of evaluated applications. This feedback provides improvement guidance for potential future re-submission of applications.

VII. Application Materials and Form

To make a valid entry for the awards, the Entrant agrees to submit a signed completed Application Form for one of the Award Categories. The Entrant must select the most appropriate Award Category. An Entrant may be entered into only one Award Category;

The Entrant will ensure that all materials submitted with an entry are guided by the requirements: general and category-specific as described by the criteria guidelines available on the Awards' web site. Sample filled out examples for all categories are also posted on the web site.

2010 Awards Application Form

Award Name: _____

Company: _____

Address: _____

Telephone: _____

E-mail: _____

Product / Program Brief Description:

Signature

Date:

Submit completed **package** to: InfoPro – Lebanon Opportunities
Emile Eddé Street, Salem Building

*** Nomination Package must include:**

- Supporting materials as required by each award's criteria guidelines
- **General materials as required by all submissions**
- **Language: English**

The Entrant agrees that during the judging process:

- (i) Lebanon Opportunities and ELCIM will retain possession of the materials submitted with an entry; and
- (ii) no additional material can be submitted
- (iii) all printed materials, discs, and DVDs submitted with an entry are the property of Lebanon Opportunities and ELCIM
- (iv) ELCIM will not be responsible for any loss and/or damage to printed materials or tapes or other materials submitted with an entry;
- (v) other submitted materials (including products samples and brochures) will be returned to the Entrant after the winners of the Award Categories are announced.

Guarantees by the Entrant

The Entrant guarantees:

- (i) The accuracy of any written or verbal declaration made to Lebanon Opportunities and ELCIM in connection with the Awards;
- (ii) That an Application Form will not be withdrawn from the Awards after the Closing Date.

The Entrant agrees to grant the rights to Lebanon Opportunities and ELCIM:

- (i) To investigate any application
- (ii) Host if requested a visiting team on the premises of the company

Auditing review

After the deadline for submission, Lebanon Opportunities and ELCIM will conduct an initial review:

- (i) To determine whether an entry is valid in accordance with the Award Eligibility Rules;
- (ii) To determine the appropriate Award Category for any Application and override if necessary the selection of the Award Category made by the Entrant;
- (iii) To select any material for presentation at the award ceremony event other than the material referred to by the Entrant in the Application Form;
- (iv) To transfer selected applications to the Jury Panel for determining the winner in every Award Category;

The decision of the jury panel will be final.