


BeautyMatter

2024 AWARDS

NDM

SUBMISSION GUIDELINES





BeautyMatter CREATED THE NEXT
AWARDS TO RECOGNIZE THE THINKERS,
MAKERS, AND DOERS IN OUR
COMMUNITY WHOSE WORK RAISES THE
BAR AND DEFINES THE FUTURE.

WHY ENTER?

EXCLUSIVITY

BECOME A MEMBER
OF A COMMUNITY OF
BOLD THINKERS

EXPOSURE

BE SEEN AND
EVALUATED BY
INDUSTRY LEADERS

PUBLICITY

BE FEATURED
EDITORIALLY ON
BEAUTYMATTER

RECOGNITION

GAIN THE
BEAUTYMATTER SEAL
OF APPROVAL

HOW WE'RE DIFFERENT

There are no "pay to play" NEXT Award winners

A level playing field for recognition

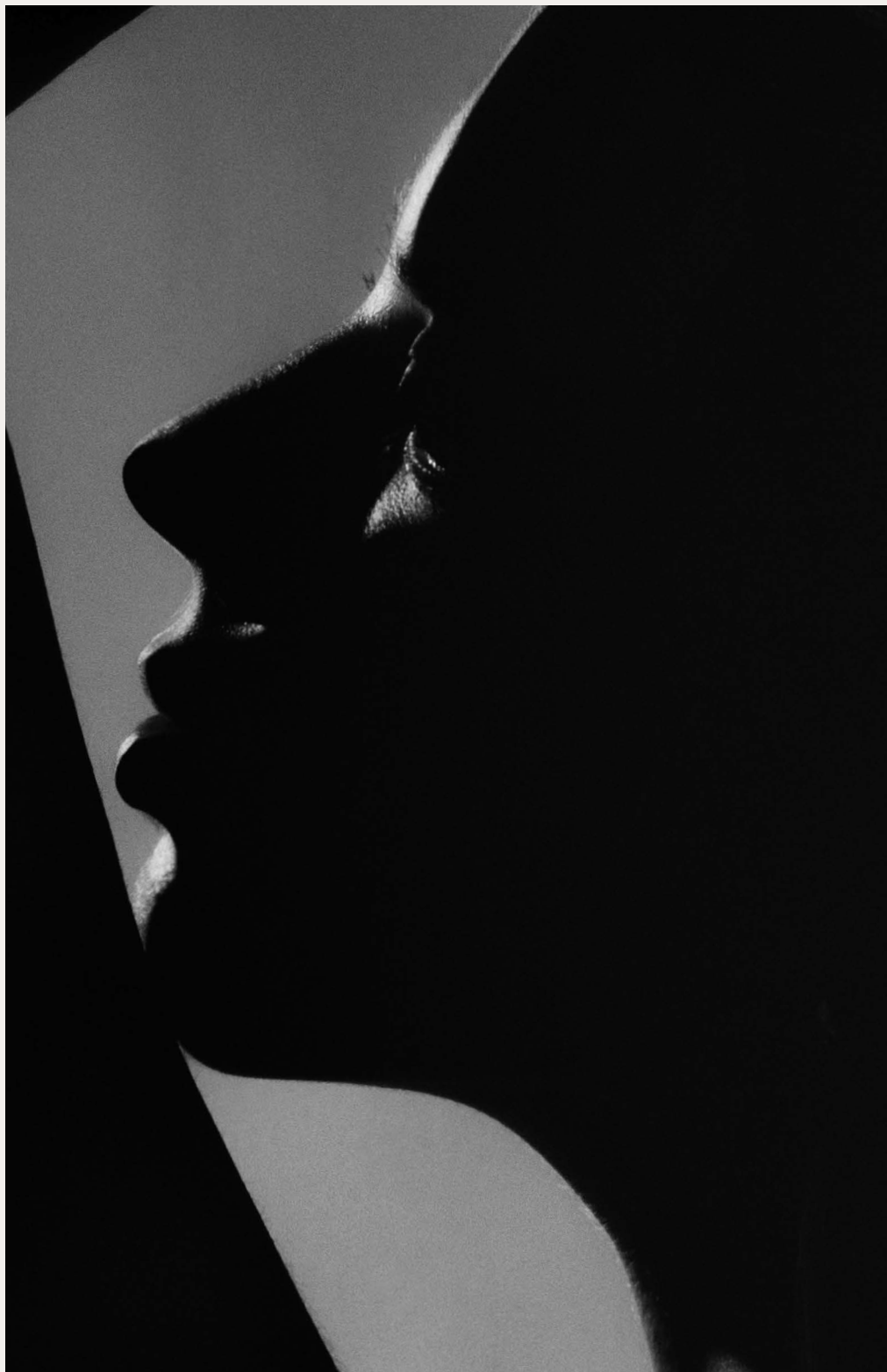
From brands to suppliers, there's an award for everyone

There are no hidden charges for winners

Finalists and winners receive a full suite of marketing tools

Applications are judged by an independent group of industry leaders

BeautyMatter's commercial interests play no part in the selection process



CRAFTING A WINNING ENTRY

CHOOSE THE RIGHT CATEGORY

Take the time to carefully review the categories available for the awards and select the one that best aligns with your work or product. Make sure to understand the criteria for each category to ensure your entry fits appropriately.

PROOFREAD AND REVIEW

Before submitting your entry, carefully proofread all written content and review any visuals or supporting materials. Consider asking a colleague or mentor to review your entry as well to provide feedback and ensure everything is polished and professional.

KEEP COPY INTENTIONAL AND CONCISE

Ensure each answer is providing new information for judges to review. Consider using bullets to make copy easier to read.

UTILIZE VISUAL SUPPORT

Support your entry with high-quality photos, videos, and examples of campaigns or marketing materials. Visuals can help to enhance your submission and provide judges with a better understanding of your work.

HIGHLIGHT IMPACT AND RESULTS

Include data or metrics that demonstrate the impact or success of your work or product. This could include sales figures, engagement metrics, customer feedback, or any other relevant measures of success. Quantifiable results can strengthen your entry and provide evidence of its effectiveness.

PROVIDE TESTIMONIALS OR SOCIAL PROOF

Third party recognition from customers, influencers, or industry experts can provide additional validation and credibility to your entry.

PHYSICAL SAMPLES

Providing product and packaging samples where appropriate allows the judge to fully evaluate your submission.

THE SUBMISSION MATTERS

All entries are judged solely on the quality of the information and assets provided.

DEADLINES & FEES

2/26 – 3/24:	Early entries (\$499)
3/25 – 5/10:	Regular entries (\$599)
5/11 – 5/24:	Last call entries (\$699)
6/7:	Product submissions deadline
7/15:	Announce finalists
10/24:	NEXT Awards + Summit

PAY NOW, FINISH LATER

Entries can be edited until 5/24, even after you submit. Pay now to secure the best pricing possible.

MULTIPLE CATEGORY DISCOUNT

10% off offered on all entries beyond the first.

BEAUTYMATTER MEMBER DISCOUNT

BeautyMatter Premium and Professional Members are entitled to a 10% discount on applications.

REFUND POLICY

All sales are final and non-refundable once an application is submitted.



PACKAGES

FINALISTS' PACKAGE INCLUDES:

The NEXT Awards finalist seal to be used in marketing materials, on your website, on product packaging, etc. Unlike other awards programs, there are no additional fees to use the seal.

Social graphics for use in highlighting your achievement.

25% discount on tickets to the BeautyMatter NEXT Summit in Los Angeles, CA on Oct 24, 2024

WINNERS' AWARD PACKAGE INCLUDES:

The NEXT Awards winners seal to be used in marketing materials, on your website, on product packaging, etc. Unlike other awards programs, there are no additional fees to use the seal.

Social graphics for use in highlighting your achievement.

Exposure in email marketing and on the BeautyMatter website in editorial.

Social media amplification on BeautyMatter's Instagram and/or LinkedIn account.

Winners will be announced to the public at the BeautyMatter NEXT Summit in Los Angeles, CA.





THE CATEGORIES

AGENCY DESIGN IMPACT
INNOVATION MARKETING RETAIL
SOLUTION PROVIDERS VISIONARIES

AGENCY

AWARD NAME	DESCRIPTION	WHO SHOULD APPLY?	REQUIREMENTS
Best Design + Branding Agency	Recognizes agencies responsible for crafting brand strategies and execution of design services.	Design and branding agencies of any size	
Best Digital Agency	Recognizes agencies that provide best in class strategic direction, creative design, and technical development for screen-based products and services.	Digital agencies of any size	
Best Public Relations Agency	Recognizes agencies for developing and executing best in class communication strategies across media and content platforms.	Public relations or communication agencies of any size	
Best Social Media + Influencer Agency	Recognizes agencies responsible for the development of social media strategies, campaign execution, content creation and connecting influencers with brands.	Social media and influencer agencies of any size	

DESIGN

AWARD NAME	DESCRIPTION	WHO SHOULD APPLY?	REQUIREMENTS
Best Ad Campaign: Digital Design	Recognizes unique concept, design, and execution of an ad campaign incorporating email, SMS, display native, video or social media.	Digital agencies, brands or retailers	This award is for projects launched after Jan 1, 2023
Best Ad Campaign: Traditional Design	Recognizes unique concept, design, and execution of an ad campaign incorporating print, TV, radio, out-of-home or direct mail.	Digital agencies, brands or retailers	This award is for projects launched after Jan 1, 2023
Best Brand Identity	Recognizes design, content, strategy, and execution tied to brand identity, website, packaging design, etc. Can be a business at any stage.	Digital agencies, brands or retailers	
Best Collaboration	Recognizes unique partnerships or collaborations between any two or more brands, businesses, individuals or organizations.	Digital agencies, brands or retailers	This award is for projects launched after Jan 1, 2023
Best Spatial Design	Recognizes unique concept, design, and execution of a physical space, such as a retail store, salon or spa.	Design agencies, architects, spas, salons or retailers	This award is for projects launched after Jan 1, 2023
Best Product Packaging Design (Brands)	Recognizes unique concept and execution tied to packaging design including concept, componentry, material selection, and decoration for a finished product; can be a new-to-market brand or relaunch.	Digital agencies, brands or retailers	This award is for projects launched after Jan 1, 2023
Best Sustainable Packaging Design (Brands)	Recognizes unique concept and execution tied to packaging design that address the full life cycle of the product, carbon footprint and material selection/reduction; can be a new-to-market brand or relaunch.	Digital agencies, brands or retailers	This award is for projects launched after Jan 1, 2023

IMPACT

AWARD NAME	DESCRIPTION	WHO SHOULD APPLY?	REQUIREMENTS
Best Impact Initiative	Companies who are involved in the creation, marketing, and selling of beauty and wellness products or services that implement initiatives that provide measurable impact on DEI or ESG.	Brands, retailers, spas or salons	
Best Impact Facilitator	Technology provider (app, platform, SAAS) that provides tools to manage programs, enable transparency, quantify impact, or validate claims related to DEI or ESG initiatives.	Apps, platforms, SAAS	
Best Supply Side Impact Initiative	Suppliers that provide goods or services to brands or retailers in the beauty and wellness sector that have rolled out initiatives that provide measurable impact on DEI or ESG.	Manufacturers, suppliers, agencies, technology solutions	
Best Sustainable Sourcing Breakthrough	Recognizes agencies responsible for the development of social media strategies, campaign execution, content creation and connecting influencers with brands.	Manufacturers, suppliers, agencies, technology solutions.	

INNOVATION ^{1/2}

AWARD NAME	DESCRIPTION	WHO SHOULD APPLY?	REQUIREMENTS
Best Breakthrough Beauty Brand	Recognizes innovation by a beauty brand stemming from the creation of a product/service, consumer engagement, marketing or design; can be a new brand initiative from an existing brand or a new-to-market brand launch.	Creative agencies, brands, spas or salons	This award is for projects launched after Jan 1, 2023
Best Breakthrough Wellness Brand	Recognizes innovation by a wellness brand stemming from the creation of a product/service, consumer engagement, marketing or design; can be a new brand initiative from an existing brand or a new-to-market brand launch.	Creative agencies, brands, spas or salons	This award is for projects launched after Jan 1, 2023
Best Breakthrough Product (Skincare)	Recognizes innovation in a finished skincare product launched to market related to either formulation, delivery system, new format type, use of technology or sustainability.	Brands	This award is for projects launched after Jan 1, 2023
Best Breakthrough Product (Hybrid)	Recognizes innovation in a finished hybrid product (a product that is multifunctional or combines efficacies from multiple product categories) related to either formulation, delivery system, new format type, use of technology, or claims.	Brands	This award is for projects launched after Jan 1, 2023
Best Breakthrough Product (Haircare)	Recognizes innovation in a finished haircare product launched to market related to either formulation, delivery system, new format type, use of technology or sustainability.	Brands	This award is for projects launched after Jan 1, 2023
Best Breakthrough Product (Color Cosmetics)	Recognizes innovation in a finished color cosmetics product launched to market related to either formulation, delivery system, new format type, use of technology or sustainability.	Brands	This award is for projects launched after Jan 1, 2023
Best Breakthrough Product (Devices)	Recognizes innovation in a finished beauty device product related to either formulation, delivery system, new format type, use of technology or sustainability.	Brands	This award is for projects launched after Jan 1, 2023
Best Breakthrough Product (Home Fragrance)	Recognizes innovation in a finished home fragrance product launched to market related to either formulation, delivery system, new format type, use of technology or sustainability.	Brands	This award is for projects launched after Jan 1, 2023
Best Breakthrough Product (Personal Care)	Recognizes innovation in a finished personal care product launched to market related to either formulation, delivery system, new format type, use of technology or sustainability.	Brands	This award is for projects launched after Jan 1, 2023
Best Breakthrough Product (Bodycare)	Recognizes innovation in a finished bodycare product launched to market related to either formulation, delivery system, new format type, use of technology or sustainability.	Brands	This award is for projects launched after Jan 1, 2023
Best Breakthrough Product (Men's)	Recognizes innovation in a finished men's product launched to market related to either formulation, delivery system, new format type, use of technology or sustainability.	Brands	This award is for projects launched after Jan 1, 2023
Best Breakthrough Product (Suncare)	Recognizes innovation in a finished suncare product related to either formulation, delivery system, new format type, use of technology, or sustainability.	Brands	This award is for projects launched after Jan 1, 2023

INNOVATION 2/2

AWARD NAME	DESCRIPTION	WHO SHOULD APPLY?	REQUIREMENTS
Best Breakthrough Product (Kids)	Recognizes innovation in a finished product created for specifically for use by children.	Brands	This award is for projects launched after Jan 1, 2023
Best Breakthrough Product (Tween)	Recognizes innovation in a finished product created for tweens defined as children between 8-12 years old.	Brands	This award is for projects launched after Jan 1, 2023
Best Breakthrough Product (Wellness)	Recognizes innovation in a finished wellness launched to market related to either formulation, delivery system, new format type, use of technology, or sustainability.	Brands	This award is for projects launched after Jan 1, 2023
Best Breakthrough Product (Fragrance)	Recognizes innovation in a finished fragrance product launched to market related to either formulation, delivery system, new format type, use of technology or sustainability.	Brands	This award is for projects launched after Jan 1, 2023
Best Breakthrough Supplier	Recognizes innovation by businesses that support brands or retailers and creates a meaningful impact in the beauty ecosystem.	Suppliers, manufactures, agencies/consultants or technology solutions	This award is for projects launched after Jan 1, 2023
Best Breakthrough Technology (Supply Side)	Recognizes the creation of a new technology or the innovative use of existing technology that created a material impact to a part of the beauty and wellness value chain.	Suppliers and manufacturers	This award is for projects launched after Jan 1, 2023
Best Breakthrough Technology (Ingredient)	Recognizes the creation of a new ingredient/technology or innovative use of an existing ingredient/technology associated with the formulation of cosmetic products.	Raw material, ingredient, fragrance or flavor suppliers	This award is for projects launched after Jan 1, 2023
Best Breakthrough Technology (Omnichannel)	Recognizes the creation of technology (app, platform, SAAS) to enable the execution of omnichannel consumer experiences.	Apps, platforms, SAAS	This award is for projects launched after Jan 1, 2023
Best Breakthrough Packaging (Suppliers)	Recognizes innovation by companies that create and manufacture packaging; may include componentry for primary and secondary packaging, GWPs, gift sets or sampling.	Packaging suppliers and manufacturers	This award is for projects launched after Jan 1, 2023
Best Use of Technology (Brands)	Recognizes the use of technology (app, platform, SAAS) by a brand or retailer to solve a pain point, create an experience or provide transparency.	Brands, retailers, spa or salons	This award is for projects launched after Jan 1, 2023

MARKETING

AWARD NAME	DESCRIPTION	WHO SHOULD APPLY?	REQUIREMENTS
Best Metaverse Activation	Recognizes unique concept or initiative and its execution creating new experiences, services and products in the Metaverse/Web3.	Agencies, brands, retailers or suppliers	This award is for projects launched after Jan 1, 2023
Best Community Engagement	Recognizes the building, nurturing and activating communities attached to brands or businesses.	Brands, retailers, agencies or suppliers	This award is for projects launched after Jan 1, 2023
Best Influencer Partnership	Recognizes unique relationships, effective partnerships or initiatives in the realm of the creator economy.	Agencies, brands, or retailers	This award is for projects launched after Jan 1, 2023
Best Product Launch Campaign	Recognizes design, content, strategy, and execution tied to a product launch; can be a new-to-market brand or relaunch.	Agencies, brands, or retailers	This award is for projects launched after Jan 1, 2023
Best Performance Marketing Campaign	Recognizes strategy initiative/activation and execution tied to a performance marketing campaign.	Agencies, brands, or retailers	This award is for projects launched after Jan 1, 2023
Best New Category Launch	Recognizes design, content, strategy, and execution tied to a new product category launch.	Agencies, brands, or retailers	This award is for projects launched after Jan 1, 2023
Best Use of Social Media	Recognizes strategy, initiative/activation, content creation and execution tied to the use of social media.	Agencies, brands, retailers or suppliers	This award is for projects launched after Jan 1, 2023
Best Content Activation	Recognizes unique concept and its execution tied to the creation of a new content initiative by a brand or business to engage or communicate with their audience.	Design agencies, brands, retailers or suppliers	This award is for projects launched after Jan 1, 2023
Best Digital Event	Recognizes the concept and execution of a digital event or event series as an extension of a brand or business.	Agencies, brands, retailers or suppliers	This award is for projects launched after Jan 1, 2023
Best Live Event	Recognizes the concept and execution of a live event as an extension of a brand or business.	Agencies, brands, retailers or suppliers	This award is for projects launched after Jan 1, 2023

RETAIL

AWARD NAME	DESCRIPTION	WHO SHOULD APPLY?	REQUIREMENTS
Best Pop-Up	Recognizes unique concepts from design through execution for a short-term beauty or wellness pop-up retail concept.	Creative agencies, brands or retailers	This award is for projects launched after Jan 1, 2023
Best Retail Activation	Recognizes unique training, visual merchandising, activations, events or activities carried out by brands to support brick and mortar retail partners.	Brands, creative or retail marketing agencies	This award is for projects launched after Jan 1, 2023
Best Service Provider	Recognizes a stand-alone or chain concept providing beauty and/or wellness services and/or treatments.	Spas, salons or wellness service providers	

SOLUTION PROVIDERS

AWARD NAME	DESCRIPTION	WHO SHOULD APPLY?	REQUIREMENTS
Best Logistics Solution	Recognizes companies that provide third-party logistics services as outsourced services related to distribution, warehousing and fulfillment.	3pls, warehouses, logistics or fulfillment suppliers	
Best Ingredient Supplier	Recognizes companies that provide raw material ingredients used in formulating beauty and wellness products; it may include active ingredient, fragrance, flavor or pigment suppliers.	Active ingredient, fragrance, flavor or pigment suppliers	
Best Packaging Supplier	Recognizes companies that create and manufacture packaging; may include componentry for primary and secondary packaging, GWPs, gift sets or sampling.	Primary/secondary packaging, GWP, gift sets or sampling suppliers	
Best Technology Solution Provider	Recognizes businesses that provide technology to help beauty and wellness companies run their operations more efficiently from sourcing through supplychain to managing and training retail support staff and everything in between.	Apps, platforms, SAAS	
Best Contract Manufacturing	Recognizes companies that provide services related to the production, formulation and filling of beauty and wellness products.	Production, formulation or filling manufacturers	

VISIONAIRES

AWARD NAME	DESCRIPTION	WHO SHOULD APPLY?	REQUIREMENTS
Changemaker of the Year	Person who has profoundly changed the business of beauty by bringing about positive change linked to equity, health, climate or sustainability.	Founders, executives or investors	
Entrepreneur of the Year	An entrepreneur who has built a business that matters through inspired innovations, demonstrated vision, leadership and success.	Founders	
Innovator of the Year	Person who has made meaningful contributions to the business of beauty by pursuing and executing novel thinking, challenging the status quo and/or using creative problem solving to move the industry forward.	Founders, executives or investors	
Person of the Year	Person who has made an outstanding contribution to the business of beauty and has been a catalyst for the overall advancement of the industry.*		

*Nominees and winners for this award will be chosen and selected by an internal committee.

THERE ARE A LOT OF BEAUTY
AWARDS OUT THERE—BUT THE
BeautyMatter NEXT AWARDS ARE
D I F F E R E N T .

Good luck!