

# Regulations of the survey

## Pearls of the FMCG Market 2020



### I. ORGANISER, PURPOSE OF THE SURVEY AND JURY

1. The survey **Pearls of the FMCG Market 2020**, hereinafter referred to as the “Survey” is organised by Wydawnictwo Gospodarcze Sp. z o.o. with its registered office in Warsaw, address ul. Wołoska 7, hereinafter referred to as the “Organiser”.

2. **The purpose of the Survey is to:**

- indicate new and significantly changed FMCG products with the biggest sale potential;
- promote the quality and high standards in the activity of FMCG producers;
- support the image of good brands and businesses operating in the FMCG sector

**and as a result:**

- to select the best among new and significantly changed FMCG products and awarding them with the mark and title of **the Pearl of the FMCG Market 2020**;
- to select the most innovative new FMCG products and awarding them with the mark and title of **the Pearl of the FMCG Market 2020**.

3. The Pearls of the FMCG Market 2020 is the Survey in which the representatives of retail chains and petrol station chains, hereinafter referred to as the “Jurors”, vote.

4. The Honorary Patron of the survey is Business Centre Club.

### II. COURSE AND DURATION OF THE SURVEY

1. The Pearls of the FMCG Market 2020 Survey assesses the products/product lines introduced to the Polish market from 01.03.2019 to 01.03.2020.

2. The Pearls of the FMCG Market 2019 Survey is conducted once a year and consists of the following stages:

**Stage I – Accepting submissions (from 20.01.2020 to 28.02.2020):**

The Organiser accepts from producers, distributors, importers, hereinafter referred to as “Participants”, the submissions of products/product lines to take part in the Survey on the basis of the following set of documents sent back to the office of the Organiser:

- a correctly completed Submission Form constituting Appendix 1 to these Regulations;
- photos of submitted products (in tiff or jpg format, white background, high resolution, collective photo in the case of product lines);
- signed Statement on having got acquainted with the Regulations and acceptance of the costs of promotion campaign in the case of winning the title “The Pearl of the FMCG Market 2020 Gold/Silver/Bronze” or “The Pearl of the FMCG Market Innovation of the Year 2020 Gold/Silver/Bronze”, referred to in item VI of these Regulations.

Submissions completed incorrectly or incompletely will not be qualified for the Survey.

The submitted photos will be used in the promotional materials of the Survey, to which the Submitter agrees. Each use of the photos will be free of charge.

**Stage II – Verification of submissions (from 28.02.2020 to 12.03.2020):**

The Organiser shall verify the correctness and compliance of the submissions with the conditions set out in these Regulations.

The products/product lines qualified for each category will take part in the Survey. The Participant shall make a decision on qualifying a product/product line for a specified category. The selection may be corrected by the Organiser, of which the Participant will be informed.

**Stage III – Providing Jurors' addresses to the Participants and sending products:**

The Participants whose products/product lines have been qualified for taking part in the Survey are obliged to deliver (at own cost) – to each Juror separately – one product taking part in the Survey – and to provide the Organiser by e-mail the confirmation of sending the products.

- a. Products not requiring refrigeration should be delivered between **12 March and 20 March 2020**,
- b. Products requiring refrigeration should be delivered specifically on 20 March 2020.

**Stage IV – Voting (from 23.03.2020 to 08.04.2020):**

The Jurors select the Survey Winners out of products/product lines qualified for the Survey, by completing and sending back the questionnaires to a dedicated e-mail address of the Organiser. Products/product lines will be assessed according to the following criteria:

- a. rotation and margin,

- b. technical specification of the product and packaging,
- c. marketing support.

**Stage V – Verification of questionnaires and counting of votes (from 08.04.2020 to 17.04.2020).**

**Stage VI – Informing the Survey Winners of the results (1st, 2nd, 3rd place).**

3. The announcement of the list of winners of the first, second and third places of the “Pearls of the FMCG Market 2020” Survey will be published in the catalogue “Zamów rynkowe Perty” (“Order Market Pearls”) (circulation: 80,000 copies) which will be distributed with the June edition of “Wiadomości Handlowe” magazine.

### **III. CONDITIONS FOR PARTICIPATION IN THE SURVEY**

1. Submission of product/product line to the Survey is **free of charge**.
2. Companies that meet all of the following requirements may take part in the Survey:
  - they operate in the territory of Poland;
  - they are producers, distributors or importers of FMCG products available for mass sale;
  - they are directly related to the FMCG sector – they offer products available for mass sale;
  - the products/product lines submitted by them were introduced to sale or were significantly changed (in particular, the modification of the composition or packaging) in the period covered by the survey (from 1.03.2019 to 1.03.2020);
  - they will complete correctly all fields of the Submission Form and attach the photo of the product/product line of the required quality;
  - they will deliver the submission within in the time limit from 20.01.2020 to 28.02.2020
  - they will sign and return to the e-mail address of the Organiser the Statement on having got acquainted with the Regulations and acceptance of the costs of promotional campaign in the case of winning the title “The Pearl of the FMCG Market 2020 Gold/Silver/Bronze” or “The Pearl of the FMCG Market Innovation of the Year 2020 Gold/Silver/Bronze”, referred to in item VI of these Regulations;
  - they will deliver to each of the Jurors one product taking part in the Survey in the period from 16.03.2020 to 20.03.2020 (and in the case of products requiring refrigeration on 20.03.2020);
  - they will provide to the Organiser by e-mail the confirmation of sending the products.
3. The following products may not take part in the Survey:
  - products which are the private label of the retail chain;
  - products that participated in the previous edition of the Survey;
  - product lines consisting of products with different features than provided for the category to which they have been submitted;

- products present only in the HoReCa area;
  - limited editions.
4. Submission and participation in the Survey are tantamount to the acceptance of the Regulations and conditions of purchase of promotional package for the product/product line which has taken 1st, 2nd or 3rd place in the Survey (has been awarded the title of The Pearl of the FMCG Market 2020 Gold/Silver/Bronze or The Pearl of the FMCG Market Innovation of the Year 2020 Gold/Silver/Bronze).
  5. Each Participant in the survey has a right to submit any number of new or modified products subject to items 6 and 7 of this section.
  6. The Organiser in exceptional cases allows the possibility of having 2 products of the same brand in one category.
  7. In one category, there may be a maximum of two products or one product line of a given brand.
  8. If two products in a given category receive the same number of votes, they will be classified *ex aequo*.
  9. Submission for participation in the Survey may not take place in any form other than by completing, until 28 February 2020, the Submission Form available on the Survey website.
  10. The Organiser shall not be responsible for submissions that have not been qualified for participation in the Survey due to reasons beyond its control (e.g. when the submission is **incomplete** or has not been completed correctly).
  11. The Organiser shall not be responsible for providing false data or data of a third party by the Survey Participants. If false data is provided, the right to award shall be withdrawn.
  12. The Organiser shall not be responsible for the products which have not arrived to the Jurors or for damage to the shipments and products preventing the Jurors from assessment of the products.
  13. The Participant has a right to withdraw or change its submission only until 28.02.2020.
  14. The Organiser reserves the right to change the number of categories or their names and definitively assign a product/product line to particular categories in a situation where a given category cannot be created because not enough products/product lines have been submitted for it.
  15. The Organiser reserves the right to make a decision to reject the submission due to the inconsistency of the submission and the data contained therein with the Regulations of the Survey and without giving a reason.
  16. The Organiser allows the products/lines of products whose deadline for introduction to the Polish market exceeds up to one month the period adopted in item III.2 of these Regulations to take part in the Survey, provided that the product has not taken part in the previous edition of the Survey.

17. Submission for the Survey is tantamount to acceptance by the Participant of the conditions of these Regulations of the Survey. Each winner of the survey shall purchase the promotional package on the conditions described in section VI.
18. If the conditions of these Regulations are violated, the Organiser has a right to exclude the Participant from the Survey.
19. Submission of products/product lines for the Survey is tantamount to granting consent by the Participant for presenting them on the websites of the Organiser and Partners of the Survey, as well as in any information and promotional materials of the Survey.

#### **IV. CATEGORIES OF SUBMISSIONS TO TAKE PART IN THE SURVEY**

1. The Pearls of the FMCG Market 2020 Survey consists of 61 categories to which the companies may submit their new products.
2. The list of categories with the Form and Statement constitute an attachment to these Regulations.
3. The Survey Participant has a right to submit a product/product line simultaneously to the category to which the given product/product line qualifies and to the category "Food Innovation 2020" or "Chemical Innovation 2020", if the product/product line has innovative features.

#### **V. RULES OF VOTING**

1. The Organiser selects and invites the representatives of the retail chains operating in Poland to take part in the Pearls of the FMCG Market 2020 Survey as Jurors.
2. Only representatives of retail chains who have confirmed to the Organiser their participation in the Survey as a Juror participate in the voting for products qualified for the Survey.
3. The full list of Jurors can be viewed at the office of the Organiser:

Wydawnictwo Gospodarcze Sp. z o.o.  
ul. Wołoska 7 bud. MARS  
02-675 Warsaw

and on the Survey website at:

<http://wh.perlyrynku.pl/jury/>

4. The Jurors make their selections on the basis of the criteria adopted for the survey, based on the products received from the Survey participants qualified for the Survey, and indicate their selections in the questionnaire provided by the Organiser.
5. The Jurors send back the completed questionnaires by email to the address:  
[perly@wiadomoscihandlowe.pl](mailto:perly@wiadomoscihandlowe.pl)

#### **VI. THE RIGHT TO USE THE MARK AND TITLE The Pearl of the FMCG Market 2020 / The Pearl of the FMCG Market Innovation of the Year 2020**

1. The Organiser will provide (under the license) the perpetual right to use the following mark and title in marketing activities: The Pearl of the FMCG Market 2020 (Gold/Silver/Bronze) and/or The Pearl of the FMCG Market – Innovation of the Year 2020 (Gold/Silver/Bronze) only to the Winners of the Pearls of the FMCG Market 2020 Survey whose products were awarded the 1st, 2nd or 3rd place in the individual categories:
  - **The winners of the first place of the Survey** will be awarded the title and mark **The Pearl of the FMCG Market 2020 Golden** or **The Pearl of the FMCG Market Innovation of the Year 2020 Golden**.
  - **The winners of the second place of the Survey** will be awarded the title and mark **The Pearl of the FMCG Market 2020 Silver** or **The Pearl of the FMCG Market Innovation of the Year 2020 Silver**.
  - **The winners of the third place of the Survey** will be awarded the title and mark **The Pearl of the FMCG Market 2020 Bronze** or **The Pearl of the FMCG Market Innovation of the Year 2020 Bronze**.
2. **The condition of transferring by the Organiser the right to use in marketing activities the mark and title is paying for the promotional package, referred to in item 3 section 6 of these Regulations:**
3. **The rules of using the mark and title The Pearl of the FMCG Market 2020/The Pearl of the FMCG Market Innovation of the Year 2020:**

The winner of the Survey obtains the right to use the logo and title The Pearl of the FMCG Market 2020 (Gold/Silver/Bronze version) and/or The Pearl of the FMCG Market – Innovation of the Year 2020 (Gold/Silver/Bronze version) according to the place taken, after paying for the promotional package:

- a) **1st place** mark and title The Pearl of the FMCG Market 2020 **Gold** or The Pearl of the FMCG Market – Innovation of the Year 2020 **Gold**. Price of the package: PLN 14,500 + VAT

The licensing package includes:

- **Perpetual right to use the mark and title** The Pearl of the FMCG Market 2020 Gold or The Pearl of the FMCG Market Innovation of the Year 2020 Gold;
- **advertising in the format – CENTRE SPREAD – 2X Full Page** for the communication related to the awarded product/product line in the SPECIAL EDITION OF THE EXCLUSIVE CATALOGUE “**ORDER MARKET PEARLS**”, which will be distributed with the June edition of “Wiadomości Handlowe” (circulation 80,000 copies);
- **promotion on the website** [www.wiadomoscihandlowe.pl](http://www.wiadomoscihandlowe.pl) (**600,000 views on average per month**).

- b) **2nd place** – mark and title The Pearl of the FMCG Market 2020 **Silver** or The Pearl of the FMCG Market – Innovation of the Year 2020 **Silver**. Price of the package: PLN 12,500 + VAT

The licensing package includes:

- **Perpetual right to use the mark and title** The Pearl of the FMCG Market 2020 Silver or The Pearl of the FMCG Market – Innovation of the Year 2020 Silver;
  - **advertising in the format – CENTRE SPREAD – 2XFull Page** for the communication related to the awarded product/product line in the SPECIAL EDITION OF THE EXCLUSIVE CATALOGUE “**ORDER MARKET PEARLS**”, which will be distributed with the June edition of “Wiadomości Handlowe” (circulation 80,000 copies);
  - **promotion on the website [www.wiadomoscihandlowe.pl](http://www.wiadomoscihandlowe.pl)** (600,000 views per month).
- c) **3rd place** – mark and title The Pearl of the FMCG Market 2020 **Bronze** or The Pearl of the FMCG Market Innovation of the Year 2020 **Bronze**. Price of the package: PLN 10,500 + VAT

The licensing package includes:

- **perpetual right to use the mark and title** The Pearl of the FMCG Market 2020 Bronze or The Pearl of the FMCG Market – Innovation of the Year 2020 Bronze;
  - **advertising in the format – CENTRE SPREAD – 2XFull Page** for the communication related to the awarded product/product line in the SPECIAL EDITION OF THE EXCLUSIVE CATALOGUE “**ORDER MARKET PEARLS**”, which will be distributed with the June edition of “Wiadomości Handlowe” (circulation 80,000 copies);
  - **promotion on the website [www.wiadomoscihandlowe.pl](http://www.wiadomoscihandlowe.pl)** (600,000 views per month).
4. **In the case of taking 1st, 2nd or 3rd place in several categories, the Winner has a right to choose for which awarded product they will purchase the licensing package.**
  5. In the case of taking 1st, 2nd or 3rd place in several categories, the Winner has a right to purchase the promotional package for all awarded products.
  6. The winners undertake to use the trademarks registered in the Patent Office: The Pearl of the FMCG Market 2020 (Gold/Silver/Bronze) and/or The Pearl of the FMCG Market – Innovation of the Year 2020 (Gold/Silver/Bronze) only in accordance with the form, size and graphic design provided by the Organiser.
  7. The right to use the mark and title: The Pearl of the FMCG Market 2020 (Gold/Silver/Bronze) and/or The Pearl of the FMCG Market – Innovation of the Year 2020 (Gold/Silver/Bronze) may not be transferred to any third parties.
  8. The right to use the mark and title: The Pearl of the FMCG Market 2020 (Gold/Silver/Bronze) and/or The Pearl of the FMCG Market – Innovation of the Year 2020 (Gold/Silver/Bronze) may not be transferred to any products not taking part in the Survey.

9. Transferring the right to use the mark and title shall be made by signing the LICENCE document, only after the Winner has paid the licence fee to the account indicated by the Organiser.
10. The purchase of the promotional package entitles the Winners of three first places of the Survey to a perpetual right to use the mark and title to which the licensing package relates.
11. Detailed information on the rights and restrictions to use the mark and title: The Pearl of the FMCG Market 2020 (Gold/Silver/Bronze) and The Pearl of the FMCG Market – Innovation of the Year 2020 (Gold/Silver/Bronze) is included in the separate regulations.
12. The Survey participants, as well as the Survey Winners will not obtain the right to use the general mark of the survey, its name and title the Pearl of the FMCG Market and will not receive the right to use the mark and title the Pearl of the FMCG Market 2020/Pearl of the FMCG Market – Innovation of the Year 2020.
13. Any graphic use of the Survey logo, name or granted title without the purchase of the promotional package shall result in the obligation to pay to the Organiser the cash penalty of PLN 25,000 (for each case of breach) and indefinite exclusion of the Participant (and any other entities acting against these Regulations) from the Pearl of the FMCG Market Survey.
14. Resignation of the Participant from participation in the Survey after sending a positive verification of the application results in the obligation to pay to the Organiser a fine of PLN 25,000.

## **VII. PARTICIPATION OF OTHER ENTITIES, SPECIAL AWARD**

1. As part of the Survey “Pearls of the FMCG Market 2020”, special awards “Pearls of the FMCG Market – New Products” will also be granted.
2. Only producers/distributors of the products which are not present in distribution on the Polish market may apply for the title and mark “Pearls of the FMCG Market – New Products”.
3. The aim of selecting the winners of the “Pearls of the FMCG Market – New Products” survey is to provide to both the producers and retail chains information about the products with the high sales potential on the Polish market.
4. Other rules of participation in the „Pearls of the FMCG Market – New Products” survey, including: course and duration of the survey, conditions for participation in the survey, rules of voting, the right to use the mark and the title (Gold/Silver/Bronze) are identical to those specified for the “Pearls of the FMCG Market” survey in sections II-VI of these Regulations.

## **VIII. FINAL PROVISIONS**

1. The Regulations of the Survey can be viewed at the office of the Organiser:

Wydawnictwo Gospodarcze Sp. z o.o.



Ul. Wołoska 7  
02-675 Warsaw

and on the Survey website at:

<http://wh.perlyrynku.pl/o-badaniu/>

2. In the matters of interpretation of provisions and requirements of the Regulations, the decisions shall be made by the Organiser.

3. Any questions and remarks can be directed to the official e-mail address of the Survey:

[perly@wiadomoscihandlowe.pl](mailto:perly@wiadomoscihandlowe.pl)

4. If the Participant violates the Regulations of the Survey, they will be excluded from participation in the Survey.

5. Any disputes relating to the course of the Survey and other issues associated therewith, including in particular the use of each version of the logotype The Pearl of the FMCG Market 2020 and The Pearl of the FMCG Market – Innovation of the Year 2020 will be resolved by the court competent for the registered office of the Organiser.

6. Submission by the Participant of the product to take part in the Survey is tantamount to their consent for the conditions specified in these Regulations.

7. The Organiser reserves the right to change the schedule of the Survey, of which it will inform the Participants by e-mail to the address indicated in the submission.

Warsaw, 28.01.2020