



Partner To Win 2025 Awards

Submission Guide

This guide is designed to help you navigate the submission process for the PTW 2025 Awards. By following these guidelines, you will be able to showcase your achievements and be acknowledged for your dedication to our shared goals.

Award categories and descriptions

1. **Power Brand Excellence Award**

This award celebrates partners who excel in delivering unmissable superiority for our top 30 Power Brands.

2. **Pioneering Innovation Award**

This award honours partners who are delivering pioneering innovation through multi-year projects and digital tools.

3. **Operational Excellence Award**

This award honours partners who have boosted Unilever's performance and presence in the market through superior agility and resilience. They excel in productivity and efficiency, using advanced tools to streamline processes and achieve top results. They continuously improve and achieve operational excellence at Unilever.

4. **Sustainability Impact Award**

This award honours partners who excel in meeting our sustainability goals in Climate, Nature, Plastics, and Livelihoods.

5. **Value Chain Transformation Award**

This award celebrates partners with a transformational mindset that have unlocked a step-change in efficiencies across the value chain enabling mutual growth.

Submission Instructions

- Awards are open to those Partners who are compliant with our [Responsible Partner Policy \(RPP\)](#)
- You can submit a maximum of two entries across the five award categories. Each entry must be unique (identical entries for different categories will be disregarded).
- Entries should be for new projects. Any content from previous years (i.e. 2023) will not be accepted and must have landed in market.
- Entries from creative agencies should be submitted by their respective holding company, where applicable. The maximum number of submissions from a holding company remains as two.
- Please ensure your award entry is in the file formats and within the word limits specified. No amendments or edits can be made after submission.

Dates

- **Submission deadline:** Friday, 14th February 2025.
- **Event date:** Wednesday, 2nd April 2025.

Submission Checklist

- ☐ Entry form contact details
Check through all your contact details in the entry form, make sure that all the fields are completed.
- ☐ Context & Scope
 - Have you selected the correct award category for your entry?
 - Have you provided a clear and concise overview of the issue or business opportunity your innovation or project addresses?
- ☐ How did this project create mutual value?
 - Have you provided a convincing business case based on quantitative data to demonstrate how mutual value has been successfully delivered?

A few quick tips

- A clear and concise entry that avoids repetition will be the most impactful.
 - Imagine that you have 60 seconds to communicate the impact of the project or initiative to your board of directors. What would you say?
- The best entries are those that demonstrate both your purposeful passion and the powerful results you have achieved.
 - What was the aim of your project?
 - What actions did you take to ensure the success of your project?
- This is a great opportunity to also showcase the impact of your project or innovation on the wider business.
- You also have an option to showcase your entry in a video form.

There is real power in our collective commitment to Win.

We want to showcase the very best of our Partners' winning projects and innovations.

Be prepared – once you start the submission process, you will be able to save your progress, however you need to save the link when prompted to enable you to continue where you left off.

Please check the list of information that we require during submission – this is also available [on the platform for you to download](#):

- Partner Name
- Partner email
- Name of Unilever Relationship Manager
- Short company description
- Select the Award Category you are submitting your entry
- Context / Scope (max. 75 words)
Description on background, issue or business opportunity
- What makes this nomination special? (max. 250 words)

Make sure your descriptions are a clear and convincing case of success

- How did it add value to Unilever? (max. 150 words)

Enter quantitative data to support your entry

- How did it add value to You, Our Partner? (max. 150 words)

Enter quantitative data to support your entry

- Non-Confidential Summary - Information that can be used in external communications (max. 750 words)
- Any materials to support your nomination:
 - The supporting document must be no more than 3 pages, in either .ppt, .pptx or .pdf format, and less than 3MB.
 - You can also directly upload a separate video, file size limit 100MB in MP4 format or include a link to a video. Video to be a maximum of 3-minutes in length.
 - You can include high resolution images, in a JPEG or PNG format.

By submitting photos, images or videos, the Participant grants Unilever a non-exclusive, royalty-free, worldwide license to use, reproduce, distribute, and display the submitted photographs for Unilever's corporate communications and marketing purposes, including but not limited to online and offline media, social media, presentations, and promotional materials.

Contact

If you have any questions, please contact: Awards@partnertowin.co.uk