

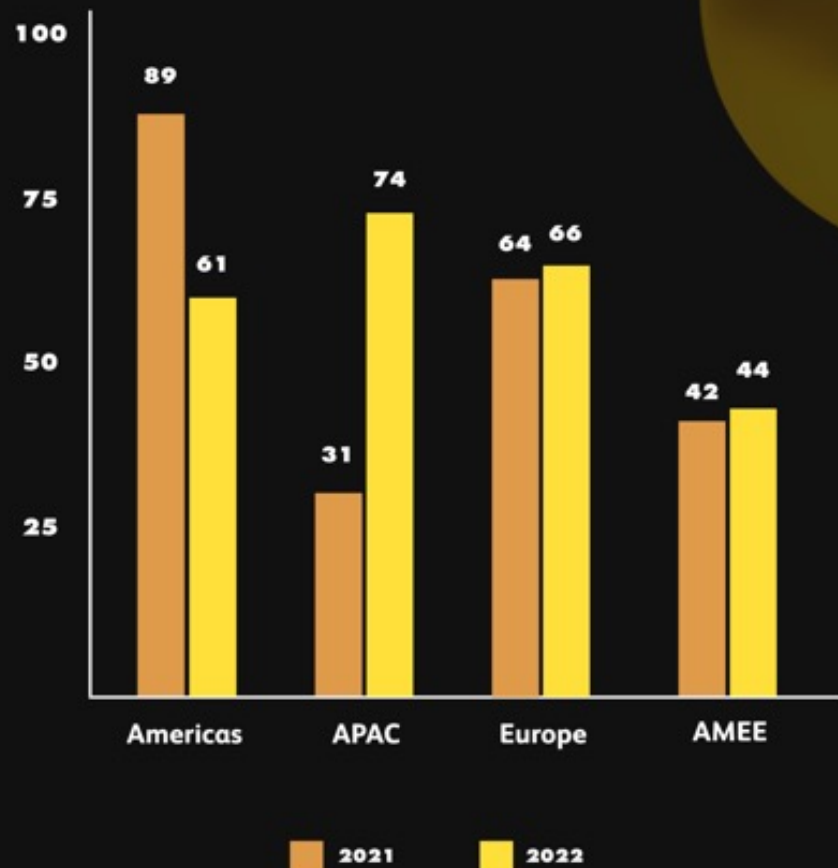


HEINEKEN
COMMERCE
AWARDS 2022

THANK YOU & CONGRATS!

MORE ENTRIES THAN IN 2021!

Entries per region
2022 vs 2021



MAIN

- **+139%** more entries in **APAC** than previous year, being the region with more submissions in total
- **+19** entries compared to previous year
- **-33%** less entries in **Americas** than previous year
- **Brand Insight and Impact** is the award category with **most entries** (also the category which has grown the most compared to previous year)
- **Europe & AMEE** keep submissions constant compared to previous year

- **Brazil** is the OpCo with most submissions (25 in total)
- For the **Learn, Share & Reapply Award, APAC** has shifted from 0 submissions in the previous year, to becoming the region with **most submissions in 2022** in this category
- **11** entries for the new award "**Success in progress**" shows that the Commerce Community is embracing the spirit of the award

TAKE-OUTS

WHAT DO WE NEED FROM YOU?

ENCOURAGE YOUR TEAMS TO VOTE & JOIN THE CEREMONY!

What has happened so far?	When
Announcement of Commerce Awards at Commerce Week Closing by James	8 Jul
OPCO Case preparation	8 Jul – 26 Aug
Regional Judges reviews Regional judges select maximum 3 best cases per award from their regions	29 Aug – 9 Sep
Global Commerce Awards Jury Global jury select maximum 3 best cases to vie for the award	12 Sep – 30 Sep

What is going to happen?	When
GCLT review	3 – 6 Oct
Shortlisted OPCOS are informed	7 Oct
OPCO award video & pitch production	7 Oct – 26 Oct
Pre-voting	27 Oct – 1 Nov
Commerce Awards Ceremony & live voting	2 & 3 Nov
Learn, Share & Reapply Nominated case to be featured in existing programs	



VOTE & JOIN !