

AWARD FOR INNOVATION

Rewarding the creation of an original initiative, product or service, benefitting hair professionals and/or the industry at large.

Category sponsor



CREATIVEHEADMAG.COM

Open to all hair professionals, whether employed, self-employed or freelance.

It is not possible to enter if you are working in-house for a product manufacturer (which is not exclusively your company), even if you are also operating as a hairdresser.

To enter, you must submit the following:

Part 1: Innovation overview – EITHER a PDF (up to 8 pages) OR a video (up to 5 minutes)

Have you launched something new – a product, a service, a new concept – that has benefitted hair pros and/or the industry in general? Whatever you've masterminded, let's hear about it! Introduce your innovation: what it's called, the inspiration behind it, how it came about, who it benefits and why you consider it to be truly pioneering. Include imagery to illustrate, as relevant.

Part 2: Endorsements – PDF (up to 4 pages)

Prove your innovation is making a positive impact. Include here testimonials, statistics and any press coverage or other information to demonstrate its success.

Plus, supporting imagery:

- An image of you
- At least three images illustrating your innovation

Your PDF must be A4, in either portrait or landscape format. Please combine all parts into one single file, making sure you do not exceed the page numbers stipulated. Feel free to add a front cover page to introduce your entry. Maximum file size 100MB. *Please do not include any embedded video or hyperlinks.*

If you are providing a video, it must be an MP4 file, in either portrait or landscape format. Smartphone footage is fine. Please do not exceed the maximum duration stipulated. Maximum file size 200MB.

If you finalise, the imagery you provide may be used to promote you within any print, website and social media activity, and at the Grand Final. Please supply good quality, high resolution JPEG or PNG files. Usage rights must be secured ahead of entry.