

Awards Rules

CASTEL AFRIQUE 2022



Participation Procedure

Each company can choose to apply for one or several awards. Each award application must include a synthetic presentation.

As for the designated winners, they will have to present their report in a video format of a maximum of 5 minutes.

Categories

AWARD FOR THE BEST MARKETING & SALES STRATEGY

- ⇒ New product launch
- ⇒ Initiatives & Leadership

AWARD FOR THE BEST DIGITAL COMMUNICATION

- Quality of digital media used (website, social networks, newsletters, mobile app, etc): originality, regularity and relevance.
- Digital performances
- Innovations & Proactivity

AWARD FOR THE BEST DISTRIBUTION

Distribution channels & logistics management (professionalization of your distributors, implementation of Mobility/presale system, product ranking, Daily logistics)

AWARD FOR THE BEST CSR PERFORMANCE

- ⇒ Governance and stakeholder dialogue
- ⇒ Commitment for and with Castel teams
- ⇒ Safety Promotion
- ⇒ Impacts of CSR projects
- ⇒ Protection of Environment
- ⇒ Communities' contribution

THE MANAGEMENT SPECIAL PRIZE

Implementation of Castel Afrique values and ambition

Deadline

To participate, each company is required to submit their application by **18th february 2023**

All applications must be submitted via email to

✉ manel.ben-salah@castel-corporate.com