



6 December • Shanghai

**LABEL INDUSTRY**  
**CHINA AWARDS**

**2022-2023年度新媒体影响力奖申请表**  
**Registration form of the Media Impact Award of the Year**

申请人信息 Basic Information			
姓名： Name:		性别： Gender:	照片（请单独 发送高清职业 照）
新媒体号： Account name:		目前粉丝量： Follower number:	
运营单位： Company:			
Email:		电话： Mobile:	

新媒体账号介绍 – 不超过80个字

Please introduce the new media account within 120 words.

年度新媒体影响力奖将根据以下标准进行评判：

The award will be judged based on the following criteria:

- 该新媒体平台在2022年度展示出的对标签与包装行业的影响。  
A media which demonstrates significant influence to the global label and package industry.
- 个人或企业新媒体平台均可申请该奖项。  
The award is open to individual or corporate new media platform.

以下案例介绍是评审团最重要的参考资料，请您仔细填写。

Entry introduction below is the most important reference for the judge, and please fill in following details carefully and completely.

请概述该平台用户的参与度和影响力（包括粉丝数量、点赞和分享的数量、评论和互动程度等）  
不超过200字

Please outline the user engagement and user influence of the account (including but not limited to follower number and growth, the number of likes, shares and comments, DAU, MAU etc.) No more than 300words.

该新媒体平台与其他同类平台有什么不同？创新点或突出点在哪里？不超过200字

Please explain the degree of innovation compared to existing platforms. No more than 300 words.

该新媒体平台在标签行业的影响力及对行业的贡献。不超过200字

Please explain the influence this platform has brought to the label and package printing industry. No more than 300words.

## 粉丝推荐 Testimonial

为更好给您的参赛新媒体平台做背书，我们需要您提交两份使用过该平台的两位粉丝撰写的推荐信(每份不超过50字)。

To better back up your entry, we require you to submit TWO testimonials (no more than 50 words each) by followers who would like to recommend this platform to more users.

### 粉丝推荐 1

粉丝简介:

粉丝反馈:

#### Testimonial 1

Follower:

Feedback:

### 粉丝推荐 2

粉丝简介:

粉丝反馈:

#### Testimonial 2

Follower:

Feedback:

## 补充材料 Supporting Materials

除以上提供的核心资料外，欢迎您提交补充资料。您可随意添加图片、统计图表、视频、获奖荣誉或者其他材料来支持您的申请。

In addition to the core information supplied above, you are welcome to submit supporting information including but not limited to images, graphic, videos, honor certificates to support your application. All documents here require high resolution and proper size.

### 重要信息 Notes

- 请于2023年10月20日前将参赛申请表和补充材料统一发至大奖赛专委会邮箱：[ywang@tarsus.co.uk](mailto:ywang@tarsus.co.uk)，不接受产品销售手册作为部分或全部参加资料；
- 线上评审2023年11月1日启动，线上评审将角逐出入围名单；
- 专家评审团于2023年12月6日前评选出获奖者；
- 最终解释权归“标签行业中国大奖赛”主办方所有。
- Entry is free and submissions must be received by Friday 20 October 2023. Please submit your registration form and supplementary documents to [ywang@tarsus.co.uk](mailto:ywang@tarsus.co.uk). Product catalog or company brochure is not accepted as part/ all of your entry.
- All entries will first go through online voting from 1<sup>st</sup> November to 24<sup>th</sup> November, 2023 and finalists of each category will be judged by an expert panel.
- Winners will be announced at a gala dinner at Labelexpo Asia 2023 on 6 December, 2023.
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