**Australian House and Garden Innovation Award 2017**,

in partnership with **Canstar Blue**

**Submitter's Contact Details**

|  |
| --- |
| Company |
|  |  |
| Contact Name *(person/s we should contact if we have further questions or if you win)* |
|  |  |
| Job Title *(you may state 'acting as representative of brand' if submitting on its behalf)* |
|  |  |
| Address |
|  |  |
| Phone Number |
|  |  |
| Email |
|  |  |

**Product / Feature Information**

|  |
| --- |
| Product / Service / Feature Name |
|  |  |
| Brand Name *(if different)* |
|  |  |
| Launch Date *(must be on or after 1 June 2016)* |
|  |  |
| What is the list price / RRP range? |
|  |  |

**Key Submission Details**

**Describe the product, service or feature offering**. *(Max 400 words)*

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**How different / unique is the product, service or feature offering?** *(Max 200 words)*

*Is it the first in the country or the world? Is it radically different to current products? Does it open a new market? How different are the features to those already available? Is there any product with a similar key feature?*

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**How disruptive is the product, service or feature offering?** *(Max 200 words)*

*Does the innovation strongly impact existing competitors, reshaping the industry and consumer behaviour (e.g. the iPhone's impact on mobile handset manufacturers)?*

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**Does it have the 'wow factor'?** *(Max 200 words)*

*Do people get excited by it (e.g. the first 3D TV)? Is it the talk at BBQs? Do people stand and admire it? Does it inspire ‘fandom’?*

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**Breadth of consumer impact** *(Max 200 words)*

*How many people are affected by the innovation (e.g. everyone, or select few)? Is it easy to understand and adapt? Is it affordable?*

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**Depth of consumer impact** *(Max 200 words)*

*How significantly does it ‘change people’s lives’ (e.g. Will it save people time or Money)? Will it change people’s routines or behaviour? Will it lower people’s environmental impact?)*

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**Please add any other information about this product, service or feature** *(if any).*

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**Brand Submissions Application**

In lodging a submission you will be taken to have read and accepted the [Terms and Conditions](http://www.canstarblue.com.au/terms-and-conditions/#innovation-terms-and-conditions).