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Selection Regulations of Red-Top Awards for China Household Appliances (2014 Edition)

I The background and significance of Red-Top Awards

With the high speed development of China household electrical appliances industry over 30 years, large and small domestic appliances, such as refrigerators, washing machines, televisions, air conditioners, range hoods, water heaters and electric cookers, have entered innumerable families and improved their living standards. As the penetration rate of household appliances has been rapidly elevated, the development of China household appliance industry is facing new challenges—the market demand is switching from popularizing oriented to renewal and upgrading oriented, and the development of the market is transforming from external expansion to internal structural growth. Meanwhile, consumers' demand for household appliances is converting from affordable to quality reliable, from mass-produced to individually designed.

Due to the above industrial megatrends, Red-Top Awards came into its being. By means of consumers' votes combined with experts' evaluation, Red-Top Awards aims to select the annual high-end products with leading technologies, excellent designs and particular market impacts, thereby to accelerate the industrial structure transformation, and guide the consumption to upgrade in order.

II Definition of Red-Top Awards

Red-Top means favorite and top-level works all over China. *Red* (*hong* in Chinese pronunciation, standing for prevalent), calls for the product applying for the awards should be on the market of China, acquires consumers' fondness and obtains respectable market performance in the very year. While, *Top* demands that the item should be outstanding from the competitive products with the characteristics of high-end, graceful and internal connotation, in addition to the elementary conditions such as energy saving, environmentally friendly, and technology-leading.

III Awards setting.

- 1、Every category has three Red-Top Shortlisted Awards.

2、 Every category has one but exclusive Red-Top Award.

3、 The categories cover the majority of the household appliances on the market, but the organizing committee can make appropriate adjustments according to the practical situations.

IV Selecting Procedures.

1、 Offline consumer survey--the organizing committee authorizes professional market research company to survey among the target consumers about their recognition and preference towards high-end household appliances.

2、 Internet survey--to hold extensive online voting and let consumers choose the shortlisted products preliminary from the all the items applying for the awards.

3、 Experts jury select—there is an experts jury made up of specialists from technology, design, market, industry, consumer and other related domains. The jury members evaluate the shortlisted products and give their scores separately.

V Application approaches.

1、 To apply by the enterprises.

2、 To recommend by other organizations and media.

VI The time for application.

August 15—October 30 every year.

VII Requirements for award application.

1、 The product that applies for Red-Top Awards must be on the market of China Mainland in the selecting year.

2、 Previous award-winning products can not apply again.

3、 Products applying for Red-Top Awards must be in conformity with the relevant standards of China.

4、 Products applying for Red-Top Awards can have neither intellectual property rights disputes nor infringement suspicion, else the eligible will be cancelled.

5、 Each brand can apply merely one product for one category; There is no duplicate application.

If there is any discrepancy to the requirements above, the organizing committee has the right to cancel the products' eligible.

VIII Award ceremony.

1、 Time—in order to honor those enterprises that gain the glory and publish the list of award-winning products, there will be a splendid award ceremony held in the middle of January every year.

2、 Place—undetermined.

3、 Guests—figures and experts from extensive domains, mainstream media, senior staff and representatives from award-winning enterprises.

4、 Details for award ceremony.

1)To release the development trend of high-end household appliance.

2)To publish the list of Red-Top Awards-winning products, and the experts' jury will give their remarks to some of the award-winning products.

3)The splendid award ceremony.

4)The forum for high-end household appliances.

IX Other matters.

The Organizing Committee of Red-Top Awards
for China Household Appliances
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