



Why is the Election Toy of the Year organised?

The offer of toys is big, and that's understandable. Toys are for all ages, and not everyone likes the same things. The application of all kinds of technical innovations is often used directly in toys, so that there are a lot of new products every year, and this doesn't make it easier to choose.

That is an important reason to hold the Election Toy of the Year. You have to think of a lot when you go to buy toys: is it suitable for the age? Does it suit the interests of the person you're buying it for? Won't it break quickly? Will it still be fun after playing with it once? How about the price/quality ratio? Points that a professional jury will also look at.

The professional jury

Every year, a professional jury chooses articles in multiple age categories. The professional jury consists of a representation from different disciplines: journalists, buyers and toy and game experts. They work with the criteria that have already been mentioned and can be found in the "Jury Regulations 2018":

To begin with, the entries are divided into the next seven age categories:

category	age	number of nominations
A	aged 0 – 3	3
B	aged 4 and 5	5
C	aged 6 and 7	5
D	aged 8 and 9	5
E	aged 10 and 11	5
F	aged 12 - 17	4
G	18 plus	4

All the articles that are chosen by the professional jury all must get the logo "Nominee Election Toy of the Year 2018" from 1 September 2018.

Products can be judged if they

A toy:

- Were released onto the market after 1 July 2017.
- Are innovative; articles that are a variation on a product that was released onto the market before cannot get votes (for example a memory card game with another picture cannot be chosen, theme toys must be new). The professional jury will decide whether a product is nominated or not.

B party games:

- The games must have been newly released onto the market after 1 January 2013 but no later than 1 September 2018.



In the end the customer decides.

All the products chosen by the professional jury can be viewed from mid-August on the website: www.speelgoedvanhetjaar.nl. From 6 September to 4 November, everyone in the Netherlands can vote for the toy of his or her choice. Vote & Win Toys is the motto, so whoever votes for his or her favourite article and answers the question correctly, could also win beautiful prizes.

Play Day Sunday 16 September 2018

The Election Toy of the Year is present at the Play Day in Hoorn every year. In a big tent, everyone can get an explanation of all the nominated products and play with them; this is always a big success. During this event, hundreds of children and adults cast their votes.

Winners

The article with the most votes will be the winner. This will work as follows:

- the votes casted on www.speelgoedvanhetjaar.nl determine 80% of the result
- the votes casted at the Play Day in Hoorn (see www.speeldag.nl) determine 20% of the result

Announcement of the winners

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The winners will be announced in Amsterdam on 7 November.

For suppliers

From mid-May, all information about the election can be found on the website. In June, the toys can be offered for judging. The nominated articles can be found on the website from August, complete with an article description, jury report, pedagogical commentary, photos and a video. In September, the press will be notified through a press release and a press brochure. During the Play Day in Hoorn every nominated product will have a demonstration, and it's possible to play with the articles there. The announcement of the winners will take place in Amsterdam on 7 November.

Why do so many suppliers want a nomination, what are the perks?

For the Election Toy of the Year, retail and toy suppliers work closely together because they have the same interest: bringing toys and (party) games to the attention of press and customer in a positive way.

The press wants to write about toys and pays attention to various aspects of the subject. What is the educational value, is it not too expensive, why are there toys for boys and girls, but what people are most curious about: what's new in the world of toys.

Furthermore, in the Netherlands there is a lot of interest for lists/competitions and for the outcomes of research.

www.speelgoedvanhetjaar.nl

An election is an ideal tool to give attention to various aspects of and surrounding toys. The strong points of the articles nominated by the professional jury are described, and all this information can be read on www.speelgoedvanhetjaar.nl. The website of the election is viewed by over 150,000 people every year.

Toy brochures/Toy shops/Web shops/Blogs

Toy organisations spread a lot of brochures, especially during the fall. The logo "nominated" can be seen often then. In toy shops, attention is drawn to the nominated toys with shelf tags and posters. Toy organisations also send a lot of newsletters with news about the election, and a lot of web shops also pay attention to the election.

Furthermore, a lot of sites that are centred on the development of children also share articles about the election.

Colouring pictures

Just like every year, there will be a competition for colouring pictures. The colouring pictures can be downloaded from the website. Of course, the colouring picture will say: vote and win toys, www.speelgoedvanhetjaar.nl.

Everyone who sends in a colouring picture, can win the nominated toys.

Press attention

Of course, the jury report with all the information about the nominated articles will also be sent to the press. Furthermore, press releases will be sent out at a various moment, to keep drawing the attention of the press.

Facebook and Instagram

Messages will be posted on Facebook and Instagram frequently. Competitions to win nominated toys have also widened the reach.

Costs

Entering articles does not come with costs, but if an entry is nominated by the jury, an amount of € 4,500.00 excl. VAT will be charged for every nominated article. Some cost, like for stickers, press releases, making available of articles, etc., are not included in the mentioned amount.