



ECR Shopper Awards 2021 Entry Form



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ECR Awards 2021

THE ECR IRELAND SHOPPER AWARDS ARE UNIQUE.

The Awards are designed to showcase excellence in the grocery retail, pharmacy and consumer goods sector in Ireland for 2021.

Winning the ECR Award is a very prestigious accolade for demand side executives as voting is conducted by industry peers!

Awards Categories

Category Management Award

Cases with an emphasis on overall category improvement

Shopper Marketing Award

Cases focussed on shopper marketing.

Digital Shopper Engagement Award

Any activity along the digital path to purchase which successfully influences the consumer / shopper

NEW – Pharmacy Award

Pharmacy specific CatMan, Shopper Mktg or Digital P2P activity.

Why Enter?

- Win a prestigious industry award.
- Generate profile, exposure & develop trading opportunities.
- Establish you & your company as experts in the field.
- Illustrate your company's credentials for collaboration.
- Develop & disseminate new "Best Practices".

How to Enter?

- Complete the attached Entry Form.
- Entries are confidential & will not be reproduced.
- Submit Entry Form by August 27 to declancarolan@ecireland.ie
- A shortlist of Finalists will be chosen from the entries to go forward to present at the ECR Shopper Conference & Awards.
- Entry fee is €400 for ECR members - €650 for non-members.
- There is no fee for entries not chosen for the shortlist of finalists.



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Presentations from Finalists

- Finalists will make a 10 minute presentation at the online ECR Shopper Conference & Awards on Oct 6th.
- A "Top Tip" will be included as a result of the initiative.
- A short Q&A will follow the presentation.
- Attending delegates will vote for the Award recipient.
- This year, a Maximum of 6 votes per company is allowed.

Why support ECR Shopper Conference & Awards 2021?

- **The ECR Shopper Conference & Awards are always an important & informative day for the sector.**
- Every year, the event tracks the major global developments in demand side processes & illustrates current domestic practices.
- This year, the entire event will be online. However this year, there is greater reason to recognise achievement and illustrate the key role that Category Management, Shopper Marketing & Digital Engagement plays in consumer goods retailing & marketing.
- **Please support by entering Awards or attending the Conference.**

ECR Awards Roll of Honour

2010 – Danone Baby Nutrition	2011 – Cuisine de France
2012 – P&G & Tesco	2013 – Green Isle & Tesco
2014 – Mars Ireland / Topaz	2015 – Coca Cola & Tesco / Talysis
2016 – Unilever	2017 – Kerry Foods
2018 – Heineken	2019 – Unilever / Heineken
2020 – Valeo Foods / Kerry Foods / McCabes Pharmacy	



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**Name, Title &
Company**

**Select Award
Category**

1. Category Management Award
2. Shopper Marketing Award
3. Digital Shopper Engagement Award
4. Pharmacy Award

Title of Entry

**Background:
Category, Brand,
Retailer,
Pharmacy, Service
Providers, etc**

Objective

Killer Insight

**Methodology /
implementation**



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Results

What makes this entry stand out?
E.G. Innovations, operational excellence, results, difficulty, collaboration, etc

Any additional information