



11th ECR Shopper Awards

19 NOV 2020



The ECR Shopper Awards 2020

THE ECR IRELAND SHOPPER AWARDS ARE UNIQUE.

The Awards are designed to showcase excellence in the grocery retail and consumer goods sector in Ireland for 2020.

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

Award Categories

1. Category Management
2. Shopper Marketing
3. Digital Shopper Engagement

Why enter?

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

How to enter

- Submit an entry by Oct 31st to declancarolan@ecireland.ie
- State the Award Category
- Outline the project - companies involved, project objectives, methodology, implementation & results.
- Include a "Top Tip" as a result of the initiative.
- A shortlist of Finalists will be chosen from the entrants.
- Entries are confidential & will not be reproduced.
- Entry fee is €200 this year (reduced from €600)
- All members of ECR can enter

Presentation from Finalists

- Finalists will make a 10 minute presentation at the online ECR Shopper Conference on Nov 19th.
- A short Q&A will follow the presentation.
- Attending delegates will vote for the Award recipient.



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**Why support
ECR Shopper
Conference &
Awards 2020**

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 and 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 |

**Heineken win
ECR Category
Management
Award 2019**



**Unilever win
ECR Shopper
Marketing
Award 2019**

