



8th ECR Ireland Shopper Awards



Category Management – Shopper Marketing – Digital Shopper Engagement

The Shopper Awards

The ECR Ireland Shopper Awards promote excellence in the grocery retail and consumer goods sector in Ireland for 2016 - 17.

The awards recognise achievement and encourage awareness & adoption of better practices in the industry.

This is the 8th year of the Awards. The award is a prestigious accolade as voting is conducted by industry peers.

3 Awards

Entries may be for any of the 3 ECR Awards;

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

Entries

Entries should be successful initiatives illustrating excellence in the chosen award category and refer to the following:

- Innovation / creativity
- Implementation / execution excellence
- Difficulty / scale
- Outcome / results
- Level of collaboration



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How to enter

Submit an entry up to 2,000 words plus pics/videos outlining participating companies, project objectives, methodology, implementation & results to declancarolan@ecireland.ie

Include a **"Top Tip"** as a result of the initiative.

Entries are confidential & will not be displayed without approval.

All members of ECR can enter - Entry fee is €500, inc 2 presenters

Why enter?

Win a prestigious industry award.

Generate company exposure & develop trading opportunities.

Establish your company as experts in the field.

Illustrate your company's credentials for collaboration.

Develop & disseminate new "Best Practices".

Judging

Entrants will present to an ECR Judging Panel of ECR members.

The ECR Judging Panel will determine a shortlist of finalists.

Finalists present at the ECR Shopper Conference on November 9th and conduct an onstage Q&A with Sarah Love (Goosebump).

Delegates will vote for the Award recipient.

The winners will be announced at the Conference and presented with the ECR Ireland Award 2017.





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Key dates

29 September	Closing date for entries
04 October	Present to Judging Panel
09 November	Presentation at ECR Shopper Conference
09 November	Award recipient announced

Previous Winners

2010 – Danone Baby Nutrition	2011 – Cuisine de France
2012 – P&G and Tesco	2013 – Green Isle & Tesco
2014 – Mars Ireland (CatMan)	2014 – Topaz (Digital)
2015 – Talysis (CatMan)	2015 – Coca Cola Hellenic & Tesco
2016 - Unilever	

