



# ENTER

## 9<sup>th</sup> ECR Shopper Awards

Category Management – Shopper Marketing –  
Digital Shopper Engagement



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### The Shopper Awards

The ECR Ireland Shopper Awards promote excellence in the grocery retail and consumer goods sector in Ireland for 2018.

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

This is the 9<sup>th</sup> 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
- Subject to sufficient number of entries

### 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](mailto: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 €600, 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 Panel.

The ECR Panel will determine a shortlist of finalists if required.

Finalists present at the ECR Shopper Conference on November 8<sup>th</sup> 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 2018.





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## Key dates

19 October	Closing date for entries
24 October	Present to ECR Panel
08 November	Presentation at ECR Shopper Conference
08 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	2017 – Kerry Foods



Daniel Corsten, IE Business School, Tom Golden, Clavis Insight & Derek Hughes, One Eighty Degrees presenting at the ECR Shopper Conference 2017