



# ECR Ireland Shopper Awards 2024

**Entry Guide**

10 Oct 2024 – O'Reilly Hall, UCD

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## Best Award to Win



### 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 2024.

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

## Award Categories

- ▶ **Category Management**
- ▶ **Shopper Marketing**
- ▶ **Digital Path to Purchase**
- ▶ **Sustainability (New!)**

Each category will be evaluated based on the project's overall impact, innovation, collaboration, and results. Entrants are encouraged to provide detailed information and supporting evidence for each criterion to strengthen their submission.

## 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".

**[Click here to enter](#)**

## How to enter?



- Complete the online entry form [here](#).
- **Submit your entries by Monday, 02 September**
- 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.
- Entry fee is €500 for ECR members – €1000 for non-members (excl. VAT)
- An ECR Panel will assist with preparing the Awards presentations and final rehearsal.
- View [here](#) the previous entries and winners.
- **The finalists will be announced on Friday, 06 September**

## Presentations from Finalists

- Finalists will make a 10 minute presentation at the ECR Shopper Conference & Awards on Oct 10th @ O'Reilly Hall.
- A short Q&A, hosted by the Awards sponsors will follow.
- Attending delegates will vote for the Award recipient.

## Why Support Shopper Awards?

**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.

Tickets to attend the Awards ceremony are now available at [www.ecrireland.ie](http://www.ecrireland.ie)

**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
- ▶ 2021 Ballygowan / dunnhumby & Heineken
- ▶ 2022 Green Isle Foods / Manor Farm / Tesco & Heineken
- ▶ 2023 Molson Coors / Tesco & Unilever / Heineken

## Awards Definitions

### 1. Category Management Award

#### Award Sponsor – Shopper Intelligence

This award recognises excellence in the effective management of a product category to deliver superior consumer value and achieve optimal performance.

- Strategic Planning: How well the project demonstrated strategic planning in managing the product category.
- Consumer Insight: Utilization of insights to drive category growth.
- Innovation: New innovative practices/products that enhanced the category.
- Collaboration: Effective collaboration between suppliers and retailers to achieve common goals.
- Results: Measurable outcomes, e.g. increased sales, market share, or customer satisfaction.

## **2. Shopper Marketing Award**

### **Award Sponsor – Goosebump**

This award honours outstanding initiatives aimed at influencing shopper behaviour along the path to purchase, ultimately enhancing the shopping experience and driving sales.

- **Understanding Shopper Behaviour:** Depth of understanding of shopper needs, motivations, and behaviours.
- **Creative Execution:** Creativity and innovation in marketing tactics and execution.
- **Integrated Campaigns:** Effective integration of various marketing channels and touchpoints.
- **Engagement and Impact:** Level of shopper engagement and the impact on sales and brand loyalty.
- **Measurement:** Use of metrics to evaluate the success of the shopper marketing initiative.

## **3. Digital Path to Purchase Award**

### **Award Sponsor – V360**

This award rewards exceptional digital strategies and technologies used to engage consumers and facilitate their journey from awareness to purchase in the digital realm.

- **Digital Strategy:** Strength and clarity of the digital strategy employed.
- **Technological Innovation:** Use of cutting-edge technology to enhance the digital shopping experience.
- **User Experience:** Quality of the user experience across digital platforms.
- **Data Utilization:** Effective use of data analytics to drive decisions and personalize the shopping experience.
- **Performance Metrics:** Demonstrated success through metrics such as conversion rates, online sales growth, and customer retention.



## **4. Sustainability Award – New for 2024!**

### **Award Sponsor – Kantar**

This award recognises shopper facing initiatives that demonstrate a commitment to reducing environmental impact or promoting more sustainable behaviour.

- Sustainability Goals: Clarity and ambition of the sustainability goals of the initiative.
- Innovation: Innovative approaches to promoting sustainable products or practices.
- Consumer Education: Educating consumers on benefits of sustainable behaviour.
- Environmental Impact: Measurable reduction in environmental impact as a result of the campaign.
- Market Performance: Impact on sales and market share of the sustainable products featured in the campaign.
- Shopper Engagement: Degree to which the campaign successfully engaged and motivated shoppers to choose sustainable products.

### **Terms & Conditions**

- Full payment is required before the entry deadline.
- Entry fees are non-refundable.
- By entering, the participant confirms they own all rights or have the necessary permissions to enter the competition.
- The participant agrees to indemnify ECR Ireland against any consequences resulting from their entry.
- The participant agrees that presentations from Finalists will be posted in the “members area” of the ECR Ireland website, with any sensitive information modified as needed.
- Entries may be moved to a different category if ECR Ireland deems it more appropriate.
- ECR Ireland reserves the right to remove, combine, divide, change, or create new categories if necessary.
- Client permission must be obtained if applicable.