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|  | **Application Form**  **Manufacturer and Food Service  Best Marketing Award 2021**  Every two years, the **Best Marketing Award** celebrates leading manufacturing and food service companies that have delivered a successful, creative and far-reaching consumer marketing campaign, communicating the importance of farm animal welfare and promoting products from higher welfare systems. The award also covers marketing initiatives that communicate the need to reduce meat, eggs and dairy consumption. |

**Applications are accepted following engagement and discussion with one of our**

**Food Business Managers.   
We advise early engagement and submission of your application form in advance of the   
Application Deadline: 16 April 2021**

**APPLICANT DETAILS**

Company/Brand: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sector: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Countries this award applies to: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­­­­

Contact name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Position: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Telephone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**ELIGIBILITY & GENERAL CRITERIA**

The Manufacturer and Food Service **Best Marketing Award** is awarded to companies based on evidence provided for marketing initiatives such as advertisements and in-store communications, the number of people reached, the farm animal welfare subject addressed, and the detail of the information provided to the public.

**PLEASE COMPLETE THE FOLLOWING QUESTIONS**

Please submit any supporting documentation, marketing materials and images along with this application form by email.

**A) INTRODUCTION**

**Please provide a short introduction to your company:**

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**Please provide a brief overview of the company’s general approach to marketing farm animal welfare/higher welfare products and/or communicating the need to reduce meat, eggs and dairy consumption.**

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**B) MARKETING INITIATIVE TO BE CONSIDERED FOR THIS AWARD**

**Please describe the marketing initiative you would like to be considered for this award:**

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**What was the aim of this marketing activity?**

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**Please explain the key elements of your marketing activity and how it is innovative or distinctive:**

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**What was the timeframe of the marketing project?**

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**Please tick/highlight the relevant elements of the marketing activity:**

|  |  |  |
| --- | --- | --- |
| □ On-pack | □ Point-of-Sale, e.g. shelf barkers | □ In-store/Online Posters, Leaflets, Till Receipts, Banners |
| □ In-store/Online Promotions e.g. promotional pricing, positioning, sampling | □ In-store/Online Magazine | □ Customer direct mailing, Email mailing |
| □ Print Media e.g. articles, adverts | □ Digital and Social Media | □ Television, Radio |
| □ Customer-facing website | □ Staff communications | □ Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Please provide documentation/images to show the key elements of the marketing activity:**

*Where possible, please provide examples of the different elements listed above (e.g. images of the adverts, point-of-sale materials or packaging, press releases and media coverage, etc.). Either attach additional documents when submitting this form or copy weblinks to relevant examples here:*

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**What was the impact of the marketing activity?**

*Including estimated consumer reach, if available.*

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**Has the marketing activity created any change in consumer behaviour?**

*For example, uptake in sales of a particular product.*

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**Have there been any additional benefits to the company as a result of this marketing activity?**

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**FURTHER INFORMATION**

**Please add any additional information that you would like to share with us, especially the reasons why you want to apply for this award.**

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**SUBMISSION**

**Signature:**

**NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ TITLE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**PLEASE RETURN APPLICATION FORM TO**

Joanna Cooper

Email: [jo.cooper@ciwf.org](mailto:jo.cooper@ciwf.org)