

make a splash



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Message from IDF President:

This is the third year of these prestigious Awards, and I'm delighted that they have been growing in importance each year. The announcement of the winners was a highlight of the Gala Dinner at the World Dairy Summit in Dublin last year, and I'm sure all of us will be looking forward to the announcement of this year's winners in Mexico.

I would encourage dairy companies from all member countries to submit entries for this year's Awards. Those who are shortlisted, and who go on to win a Category will have the opportunity to raise the profile of their brand and their company. Those who have won a Category in previous years have used their success in this way to their advantage.

We all know that the pace of change is unrelenting, and all dairy companies are striving for revenue growth. The advantages I see of these Marketing Awards are that they offer an opportunity for companies to benchmark their branded marketing activities against those of dairy companies from other countries. They also provide an opportunity to assess marketing campaigns as part of the process of developing each entry, since the marking schedule is designed to assess the effectiveness of planning and implementing campaigns.

So, I commend these Marketing Awards to you, and encourage you to submit entries, especially since the number of Categories has been extended this year.

Jim Begg
President





The purpose of the IDF Marketing Awards is to give dairy companies around the world the opportunity to show-case their marketing activities and achievements.

The 2008 IDF Marketing Awards will have 4 categories:

- Innovation
- Nutri-marketing
- Marketing Communications
- Environment

Any dairy company can submit either 1 or 2 entries in one or more of the categories.

Where appropriate, the same campaign can be entered in more than one category.

Entries of a generic nature will not be eligible.

Entries will be welcome from farm based processing enterprises.

A panel of 3 judges, who will be independent of the dairy industry, will assess entries in each category against set criteria, and select a shortlist of 3, one of which will be the winner.

The winner of each category will be announced at the World Dairy Summit in Mexico City, Mexico. Each winner will receive a Trophy and Certificate.

The closing date for entries is 19 September 2008.

Entries and requests for further information should be sent to:

Dr. Mike Johnston
Dairy Council for Northern Ireland
Shaftesbury House
Edgewater Office Park,
Edgewater Road
Belfast
Northern Ireland
BT3 9JQ

Email: mike.johnston@dairycouncil.co.uk



Rules

Entries must be for dairy products, as defined by Codex Standard 206/1999. (http://www.codexalimentarius.net/web/standard_list.do?lang=en)

The closing date for entries is 19 September 2008.

The structure of each entry should be based on the judging criteria below.

Each entry should be submitted in powerpoint format, and can be accompanied by photographs, illustrations, advertising, etc., on CD/DVD, if necessary.

Eligibility for entry

The criteria for eligibility of entries for each category are:

INNOVATION

- Products in consumer, b2b, ingredient, or service sectors.
- New products that have been launched, or
- Existing products that have been launched in new markets, or
- Existing products that have been re-launched with revamped packaging.
- Entries must have adequate sales data to demonstrate success.

NUTRI-MARKETING

- Campaigns in consumer, b2b, ingredient, or service sectors.
- Campaigns targeting consumers, media, or health professionals.
- Campaigns must be based on the nutrition of dairy products.
- Entries must have adequate sales data and/or other data to demonstrate success.

MARKETING COMMUNICATION

- Campaigns in consumer, b2b, ingredient, or service sectors.
- Campaigns targeting consumers, stakeholders, or trade buyers.
- Campaigns based on any combination of the communications mix, including advertising, PR, sponsorship, web, promotions, leaflets etc.
- Entries must have adequate sales data and/or other data to demonstrate success.

ENVIRONMENT

- The use of environmental issues in support of a brand positioning, or promotional activity.
- The use of environment in corporate social responsibility activities
- The use of environmental issues in packaging development
- The use of environmental issues as part of corporate or brand communications.
- Entries must have adequate sales data, and/or other data to demonstrate success.

The judging criteria, and marks for each category are:

Judging criteria & marks

Market analysis (20 marks) –

judges will look for evidence of identification of market opportunity.

Objective(s) and strategies (20 marks) –

each entry should provide justification for objective(s) based on market analysis, together with strategies to achieve the objective(s). This section of the entry should contain information on the target audience(s) selected.

Implementation (25 marks) –

entries should provide a description of activities undertaken to deliver the strategies, relating these to the target audiences. If possible (depending on confidentiality), the cost of the campaign should be included.

Results (35 marks) –

each entry should provide adequate sales data, together with any other evaluation data considered appropriate. Judges will assess the effectiveness of the results achieved against the objective(s). Judges will also look for evidence of financial return on marketing investment, therefore sales data should include volume and value information (depending on confidentiality).