



CHECKOUT  
**National**  
FMCG Awards 2015  
Awarding Excellence in FMCG Marketing

# Sponsorship Opportunities

The **2015 Checkout National FMCG Awards** take place at the **InterContinental Hotel, Dublin** (formerly the Four Seasons Hotel), on **Friday 9th October**. Now in its sixth year, the awards recognise excellence in sales and marketing in the Irish grocery retail sector.

For information on sponsorship costs and opportunities, please contact the Checkout Sales Team at **01 230 0322** or email [sales@checkout.ie](mailto:sales@checkout.ie)

Further information is also available on the Checkout website, [www.checkout.ie](http://www.checkout.ie)



CHECKOUT

**National**

**FMCG Awards 2015**

# Awarding Excellence in FMCG Marketing

## About The Awards

The Checkout National FMCG Awards, now in their sixth year, are designed to recognise best practice in sales, marketing, sponsorship and advertising in the FMCG sector.

The Awards will acknowledge excellence in the areas of new product development (NPD), best-in-class merchandising and sales support, innovation in advertising and marketing, and successful sponsorships and brand associations. Awards will be presented in a total of 25 categories this year.

## How The Awards Work

Businesses wishing to enter the awards can do so by filling out an application form at [www.checkout.ie](http://www.checkout.ie). There is no charge for entry. The closing date for applications is 14th August 2015.

In addition, Checkout magazine will also be liaising with marketing, PR and advertising agencies to establish which brands/products have stepped up to the plate and delivered true FMCG excellence this year. These brands/products will also be added to the nominations list.

Following this process, a panel of industry experts will be called upon to grade nominees accordingly, ranking applicants in areas such as retailer support, merchandising and the quality and success of promotional activity in driving sales.

## The Event

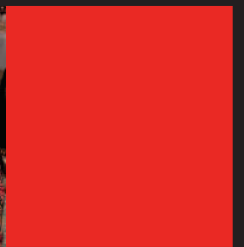
A gala lunch will be held in the InterContinental Hotel, Dublin (formerly the Four Seasons Hotel), on Friday 9th October, where the finalists and winners of the 2015 Checkout National FMCG Awards will be honoured.

## Post Event Coverage

The event, along with photography of winners, finalists and sponsors, will be featured in a special section of the subsequent issue of Checkout Magazine, Ireland's leading magazine for the FMCG sector.

## Unique Sponsorship Opportunities

Checkout is offering a limited number of opportunities to sponsor awards categories at this high-profile event. For a full list of categories, see page three.



## Awards Categories

Awards will be presented in the following categories at the 2015 Checkout National FMCG Awards. In addition, the event will also see the return of the Checkout 'Brand Legacy' Award, honouring a brand that celebrates a notable milestone in 2015.

### 1. Best Sales Team / Field Sales Support

This award recognises suppliers that get out there and burn shoe leather in order to support retailers first-hand.

### 2. Most Eco-Friendly Supplier

This award acknowledges suppliers that have displayed strong eco credentials, not just in terms of product formulation, but also in areas like packaging reduction, transport optimisation and strategic environmental thinking.

### 3. Best Product Relaunch

This award recognises the successful relaunch of a product, either following a packaging revamp, product reformulation, or simply to capitalise on the current hunger for nostalgia. Brands that have successfully been reintroduced to the market are recognised here.

### 4. Best Sponsorship / Brand Association (by an FMCG Brand)

This category showcases examples of 'a good fit' between a particular brand and an event / occasion / broadcast being sponsored. Brands that have successfully enhanced their core message, delivered additional sales, and ultimately increased recognition among consumers will be acknowledged here.

### 5. Best Sponsorship By A Retailer / Symbol Group

Open to retailers only, this category acknowledges retailer associations with particular events/occasions/programmes.

### 6. Branded Supplier of the Year (Food and Beverage)

The 'Branded Supplier Of The Year' categories acknowledge the high level of new product development and merchandising support across the grocery industry. This award recognises food and beverage (excluding alcohol) manufacturers that have really upped their level of support, offered advice on how to drive category sales, and delivered effective promotions for the retailer.

### 7. Branded Supplier of the Year (Non-Food)

As with Category 6, this award acknowledges the hard work being undertaken by suppliers to drive brand growth and deliver effective in-store promotion in the non-food area.

### 8. Branded Supplier of the Year (Alcohol)

Again, as with Category 6 and 7, this acknowledges forward-thinking, successful brands in the alcohol category.

### 9. Best Charitable Initiative By A Supplier Or Retailer

This category focuses on the most successful initiatives being developed by brands to assist charity campaigns, while also looking

at the effectiveness of the campaign in terms of creating interest among the general public.

### 10. Best New Product Launch (Food)

The 'Best New Product Launch' categories recognise innovation across the entire FMCG spectrum. This award recognises food products that have brought innovation to its respective category and delivered incremental sales.

### 11. Best New Product Launch (Non-Food)

As with Category 10, this award acknowledges new product development, this time in the Non-Food segment.

### 12. Best New Product Launch (Beverage)

As with Category 10 and 11, this award recognises innovation in the beverage segment - including both alcoholic and non-alcoholic beverages, and brands that have delivered an uplift for their respective category.

### 13. Best Advertising Campaign (Print)

Acknowledging the variety of advertising mediums through which brands engage with consumers, the 'Best Advertising Campaign' award has been split into four this year. This award recognises the best print-based advertising campaign for a brand or retailer over the past 12 months.

### 14. Best Advertising Campaign (Broadcast/TV/Radio)

As with Cat. 13, this award is all about acknowledging successful media campaigns; in this case via broadcast media (TV or radio).

### 15. Best Advertising Campaign (Online/Digital)

Online and smartphone marketing is acknowledged with this award, as well as suppliers that have successfully developed forward-thinking social media campaigns, digital media campaigns, mobile campaigns and other digital platforms.

### 16. Best Advertising Campaign (Outdoor)

Outdoor remains a crucial medium for brands to get their message across, and this award recognises the brands that have not only achieved a strong outdoor message via traditional 6-sheet or 48-sheet mediums, but have also pioneered new ways of engaging with the consumer via the Outdoor channel.

### 17. Best Integrated Campaign

This award commemorates brands that have developed effective marketing strategies and creative campaigns using a combination of channels and/or platforms, designed to engage their specific target markets.



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**18. Best Shopper Marketing Campaign**

The Shopper Marketing industry is being seen as a turning point in how brands engage with consumers, delivering a consistent message right up to the point of purchase. This award acknowledges brands that have successfully delivered a strong shopper marketing proposition, and has been able to see significant sales uplift as a result.

**19. Checkout Brand Legacy Award**

A 'Lifetime Achievement' award for brands, this award recognises a brand that is celebrating a milestone in 2015.

**New: Checkout Top 100 Awards**

In addition, for the first time this year, Checkout will be presenting a number of awards acknowledging brand performance in the Checkout Top 100 Brands, in association with Nielsen. These categories will not be open for award entries, and will include:

**20. Most Improved Brand (Food & Beverage)**

This award acknowledges the food and beverage brand that has seen the biggest jump in value sales year-on-year, according to the 2015 Checkout Top 100 Brands report.

**21. Most Improved Brand (Non-Food)**

As with category 20, this award recognizes the non-food brand that has seen the biggest jump in value sales year-on-year.

**22. Category Champions**

This award recognizes the brand owner or parent with the most category-leading brands in its portfolio, according to the 2015 Checkout Top 100 Brands report, in association with Nielsen.

**23. Highest New Entry (Food & Beverage)****24. Highest New Entry (Non-Food)**

These categories award acknowledge the brands that have entered this year's Checkout Top 100 Brands, in the highest position, in both food and beverage and non-food categories.

**25. Most Brands In Top 100**

This award celebrates the FMCG powerhouses; the brand owners or parents with the most brands in this year's Checkout Top 100 Brands report, in association with Nielsen.



## Sponsorship Opportunities

Checkout is offering a limited number of opportunities to sponsor award categories at this high-profile event.

### Title Sponsorship €21,000 + VAT

- Awards to be referred to at all times as The Checkout National FMCG Awards 2015 in Association with [Brand Name] on all pre-event and post event coverage
- Table of 10 tickets for the awards lunch (value €1,200)
- Branding on promotional stage materials
- Brand representative to present awards at the event (number of awards TBC)
- Logo on all awards to be presented on the day
- Logo on event website
- Opportunity to supply product for 'goody bags' to be presented on the day
- Stand in breakout area at event

### Additional Advertising & Editorial Coverage

- Awards package to include 4 x Full Page Colour Adverts to be used at your discretion within 12 months of agreement, or the equivalent number of pages to be run as editorial copy (value €11,980)
- Banner ad on Retail Intelligence (Checkout's weekly ezine) in period leading up to awards (4 weeks; value €1,000)
- Opportunity for the brand to pen a quarterly column (300 words approx) on a subject relevant to it's relationship with the trade

### Category Sponsorship €6,000 + VAT

- Branding on Category/Award materials
- 2 x tickets to the Awards Lunch
- 1 x page of Advertising in Checkout (value €2,995)
- Brand representative to present award to category winner
- Logo on event website
- Opportunity to supply product for 'goody bags' to be presented on the day
- Stand in breakout area at event



**Checkout undertakes not to accept any category sponsor which would present a conflict of interest with the brand in question. For information on how to avail of these sponsorship opportunities, please contact the Checkout Sales Team at 01 2300322 or email [dani@checkout.ie](mailto:dani@checkout.ie)**