

# CONSIDERING CREATING AN AWARD PROGRAMME?

Over the years many country organisations have developed and hosted successful award programmes as part of both their World Egg Day celebrations and their wider communication campaigns. We've created this handy guide which outlines a few areas for consideration if you would like to develop an award programme to support your World Egg Day celebrations.

## 1. DECIDE ON THE OBJECTIVE OF THE AWARD

Before launching an award programme you need to decide on the objectives of the award. The main objective of World Egg Day is to promote the egg and increase egg consumption, therefore a few examples of award objectives could include:

- Egg Marketing Campaign of the Year award to recognise the best marketing communication campaign which supports the growth of egg consumption in your country
- Egg Dish of the Year award to recognise the best food service egg dishes which showcase the versatility of the egg
- Food Blogger of the Year award to recognise the food blogger doing the most to highlight the nutritional value and versatility of the egg

## 2. DEVELOP THE AWARD CRITERIA

The award criteria outlines the standards or guidelines used to prepare and assess nominations and entries, to ensure the process is fair and transparent. These should be readily accessible to entrants.

An example of criteria for a marketing communications award includes:

*'The award recognises an egg producer, packer, processor or retailer, who has created an outstanding egg marketing communications campaign which has contributed to the growth of egg consumption.'*

The nominees must:

- Demonstrate a clear marketing communications strategy which identifies the marketing challenge, demographics/ market research, strategic considerations, and objectives of the campaign



- Provide evidence of the execution of the campaign, including information on how the campaign was implemented and what channels were utilised
- Showcase creativity and originality, demonstrating what makes the campaign stand out from the rest
- Demonstrate how the campaign has been effective, highlighting how the campaign has achieved its objectives and supported a growth in egg consumption

### 3. AWARD APPLICATION PROCESS

The award application process should be as simple as possible for entrants, while also providing any information needed in the judging process. Examples could include:

- An application form with standardised questions for applicants to answer
- A PowerPoint presentation showcasing a marketing campaign

Consideration should also be given to the length of time entrants have to submit their entry. Depending on the type of award, and the work associated for entrants, this could be anything from a month to six months if organisations will be required to put together a detailed application.

### 4. JUDGES

Compiling an independent judging panel is important to ensure the awards are transparent and credible. Depending on the type of award, this could include senior figures within the industry, marketing professionals, or celebrities/ influencers in the food industry. When picking judges, it is also important to consider the target entrants, and ensure that at least one of the judges is well known and respected by your entrants.

### 5. RECOGNITION AND PRIZES

In order to attract entries and nominations, it is important to identify and communicate how the winner will be recognised/ rewarded. Examples of recognition and prizes have been identified below:

- If you are running a business related award such as Egg Marketing Campaign of the Year, then the recognition and prestige of winning the award is likely to be the motivator for entrants. You can support this by highlighting the media exposure benefits the winning company will receive within your application process



- If you are aiming to attract food bloggers, you could consider a title as well as a physical prize, such as a cash prize, an opportunity to meet a celebrity chef, or a years supply of egg products
- If your award is focused on food service you could consider supporting the recognition and prestige with a cash prize to purchase new equipment

However you chose to reward your winner, wider recognition and media exposure should be a key part of your strategy. From an award ceremony, to a promotional press release or branded materials for the winner to utilise, promotion of the award helps to raise the profile of your current winner and also encourage future entrants.

## LOOKING FOR SOME MORE INSPIRATION?

Countries around the world have successfully incorporated award programmes into both their World Egg Day celebrations and their wider long-term marketing communication campaigns, to support the promotion of eggs and egg consumption. Below are a few examples:

- [Australian Eggsellence Award](#) - recognising the best egg dish in Australia
- [Spanish Egg Studies Institute](#) - recognising scientific research on egg matters
- [South African Galliova Food and Health Writers Awards](#) - recognising the best food and drink writers in South Africa

Don't forget to keep us informed of your World Egg Day plans so we can share the celebrations globally. Email us at [info@internationalegg.com](mailto:info@internationalegg.com) to be featured on the IEC website, and use the hashtag #WorldEggDay to join in the global digital celebrations.

