



International Egg Commission

Golden Egg Award

The Golden Egg Award is presented to the Country Association or Company that is judged to have delivered the best marketing and promotional campaign. The winning campaign may incorporate any or all parts of the marketing spectrum, including advertising, public relations, new media and point of sale.

IEC Country members, Producer Packer, and Egg Processing Companies are invited to submit their entries for this award. Entries will be judged on a composite set of criteria set out below and must comply with the conditions of entry.

Application Form

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| Applicant details <u>Name:</u> <u>Email:</u> <u>Telephone:</u> |
| <u>Company/ Association:</u> <u>Position:</u> |
| <u>Country:</u> |
| <u>Website:</u> |
| <u>Name and position of person presenting entry at IEC Rotterdam:</u> |

Application process

Competing countries MUST deliver a 10-minute audio visual presentation at the *Vision 365 Marketing and Innovation Showcase* on Tuesday of the IEC Global Leadership Conference, featuring the company's/country's best marketing programme and reviewing its egg marketing strategy.

Entrance forms and presentations must be received by the IEC office by the **19 August 2022**. Entries will be accepted by email with completed applications returned to Lisa Cooper by email lisa@internationalegg.com



Award Rules and Criteria

Judging Criteria

Entries will be judged based on the below criteria:

Presentations will be judged on the following criteria, scoring between 0 (minimum) and 10 (maximum) points per category:

- a) Results / return on investment – including impact on egg consumption
- b) Strategy
- c) Product (assortment, availability, quality)
- d) Promotion of Product / Business
- e) Creativity / Innovation
- f) Degree of difficulty
 - Any obstacles needed to overcome
 - A new product launch over a product extension
 - The degree of risk

Timing

Presentations will only be judged on the first 10 minutes. Any information presented after the allocated time will not be taken into consideration by the judges. Presentations which continue beyond the allocated time may be stopped by the Chairman.

Eligibility

All competition entrants must be fully paid-up members of the International Egg Commission for that competition year.

Nominations and selection

Nominations will be accepted from companies wishing to put themselves forward.

Judging Panel

The awards will be judged by a panel nominated by the IEC Chair, and will consist of 5 judges which may include:

- Honorary President of the IEC
- Chairman of the IEC
- Members of the IEC Office Holders or Executive
- Young Egg Leaders

Members of the judging panel may not take part in the award competition.

The decision of the Judges is final.

Announcement and presentation of the award

The results of the Award will be announced at the IEC Global Leadership Conference held in September.