

Call for entries
2017

FOOD & DRINK AWARDS



Bord Bia
Irish Food Board



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

BORD BIA FOOD & DRINK AWARDS

Designed to celebrate success, Bord Bia's Food & Drink Awards showcases excellence in our industry.

The Awards provide an opportunity for Irish Food and Drink businesses to showcase their achievements and win a coveted award.

Closing date for entries is 5pm
8th September 2017.

How to enter

Go online to

www.bordbia.ie/awards

where you will find the seven award categories.

Search for the relevant award category, complete your application form and submit online.

The category winners will be announced at the Bord Bia Food & Drink Awards Gala Luncheon the afternoon of **Wednesday November 29th** at the RDS Concert Hall, Dublin 4.

Overall Eligibility

Companies must be in business for a minimum of two fiscal years, with a minimum turnover of €100,000.

- The Awards are open to companies that produce and market products and to those who operate directly from the Republic of Ireland. Products that have been imported or rebranded and repackaged are not eligible to enter the Bord Bia Awards.
- Entrants must be either verified members of Origin Green or have submitted a plan to become a member of Origin Green.
- Where a Bord Bia Quality Assurance Scheme exists (Bacon, Beef, Chicken, Duck, Eggs, Fruit, Lamb, Pork, Turkey and Vegetables) for the core product, it must be Quality Assured.
- Companies may enter multiple categories, but each entry must be tailored to meet the criteria for the specific category. Bord Bia reserves the right to re-assign an entry to another category if deemed more appropriate.
- Applications containing inadequate financial details will not be accepted.

Judging Process

- There will be four entries per category shortlisted.
- All information is treated as highly confidential. Applications will only be viewed by the judging committee and Bord Bia Awards team.
- Shortlisted companies will be given the opportunity to review information in their profile before it is issued to media.
- The judges' decisions are final. The judging panel or Bord Bia will not enter into correspondence about why an entry has not been shortlisted or selected as a winner.



THE JUDGES



1 John Fanning

John Fanning is Chairman of Bord Bia's Brand Forum and lectures in Branding and Marketing Communications at the Smurfit Business School. He was previously Managing Director and Chairman of McConnell's Advertising and is a regular commentator on marketing communications and branding in the national and trade press.



2 Orlaith Blaney

Orlaith Blaney is the Chief Communications and Marketing Officer and was appointed to Executive team at Ervia in 2016. Prior to this, Orlaith was CEO of McCannBlue. She has worked on many Irish brands including Tayto, Hunky Dorys and Butlers Chocolates. Orlaith was also President of the Institute of Advertising Practitioners in Ireland (IAPI), Honorary Secretary of the International Women's Forum and is currently on the Failte Ireland Grow Dublin Tourism Alliance (GDTA).



3 Cera Ward

Cera Ward is the Country Director for Large Customer Sales, Ireland in Google. She leads the sales team who are focused on helping Irish based businesses to maximise their use of Google products to achieve their business goals. Cera has a dual role; in addition to her Irish role she also manages the UK Travel and Financial Services account management teams. These Dublin based account management teams oversee the advertising strategies of online giants such as Amazon, Expedia & Hilton Hotels.



4 Matt Dempsey

Matt Dempsey was editor of the Irish Farmers Journal for 25 years. Matt is Chairman of the National Newspapers of Ireland, the Irish National Stud and IdentiGEN. He is on the General Committee of the Farmers Club. He has been awarded an Honorary Degree of Doctor of Science from University College Dublin and was conferred with an Honorary Doctorate (DLitt) from Harper Adams University. Matt is a graduate in Agricultural Science from UCD.



5 Heather Ann McSharry

Heather Ann McSharry is a non-executive director on the Boards of Greencore plc., CRH plc., Jazz Pharmaceuticals plc. and a Council member of the Institute of Directors. Previously she was Managing Director Ireland of Reckitt Benckiser, a leading global branded healthcare and consumer products company. She has a B.Comm and MBS from University College Dublin.



6 Frank Fenn

Frank has extensive experience in business in Ireland and International Markets. He was Managing Director of DCC Food & Beverage Ltd and a member of the senior management of FTSE 100 Company DCC plc. He was CEO of R&A Bailey & Co (Baileys Irish Cream), Global Marketing Director Baileys, Regional Director Baileys and Export Market Manager Baileys. After leaving college Frank had various sales and marketing roles in Gilbeys of Ireland, Grants of Ireland and Showerings Ireland. Frank holds a Bachelor of Commerce from UCD and a diploma in Marketing from the Marketing Institute of Ireland.



7 Martin Chilcott

Martin Chilcott is Founder and CEO of 2degrees. 2degrees are the world's leading digital collaboration platform provider for sustainable business. Its platforms help companies cut costs, risks and impacts, particularly in the areas of energy, water, waste and carbon reduction. A fast growth technology business, 2degrees works with the world's largest companies and their supply chains including: Asda-Walmart, the European Commission, GSK, Mars, Johnson & Johnson, Co-op, Carillion, Tesco, Heathrow Airport, Kingfisher, and RBS.

Branding Award



Excellence in brand creation and transformation

"A product is something made in a factory; a brand is something bought by a consumer. A product can be copied by a competitor; a brand is unique. A product can be quickly outdated; a brand is timeless".

Stephen King, Developing New Products.

Award Criteria

The Branding Award is for a company who has developed brand marketing strategies and has differentiated itself from competitors by using creative marketing communications, through a single channel or combination of channels.

In particular, judges will look for companies that have used consumer insight and understanding to develop brand strategies, that have delivered strong emotional connections with the target audience. This award is for a business that has engaged in the process of building a strong brand, that will ensure long term success.

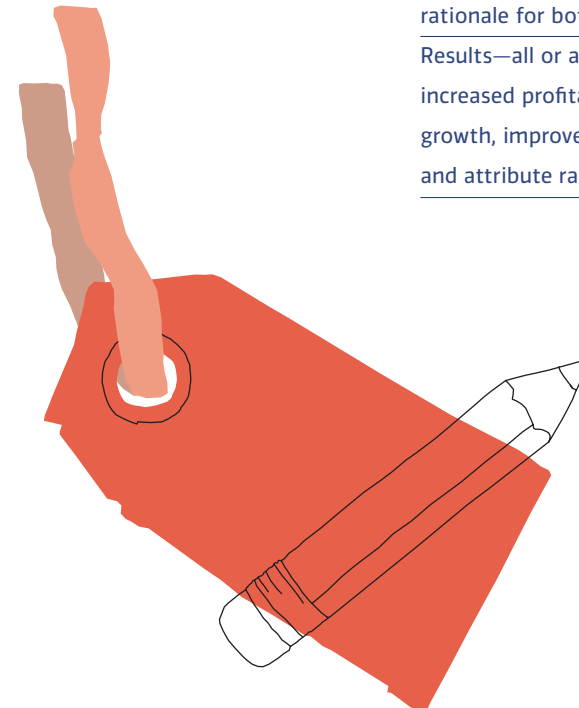
The application should:

Outline the market background prior to the campaign; main competitor brand shares, your brand share, strengths/weaknesses of main competitive brands, main strengths/weaknesses of your brand.

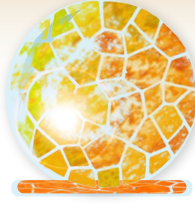
Summary of marketing strategy designed to strengthen your brand including any insights from enhanced consumer understanding.

Summary of marketing communications strategy including creative material and media options and the rationale for both.

Results—all or a combination of the following—increased profitability, sales increase, brand share growth, improved brand awareness and attribute ratings.



Consumer Insight Award



Championing Consumer Centred Marketing

"We don't give lip service to consumer understanding. We dig deep. We immerse ourselves in people's day-to-day lives. We work hard to find the tensions that we can help resolve. From these tensions come insights that lead to big ideas".

A.G. Lafley, CEO P&G & Roger Martin, Playing to Win.

An insight has been described as a penetrating discovery about consumers' underlying needs; their behaviours, attitudes, usage and / or motivations, which creates opportunities for business growth. Consumers should be at the heart of the business. True consumer insights are reached by asking 5W's about consumers (who, what, where, when and why).

Award Criteria

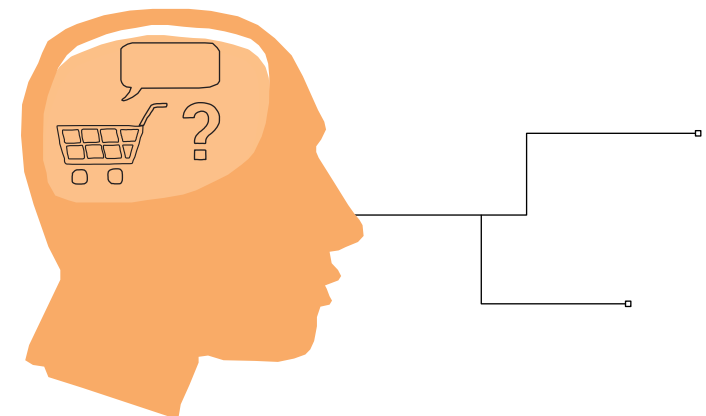
This award is for companies that can demonstrate how research and the identification of consumer insight has led to an improved or new understanding of the consumer in a particular market or markets, leading to commercial growth. The judges will look for companies that have developed and actioned consumer insights that have informed their innovation and brand plans brought to market.

The application should:

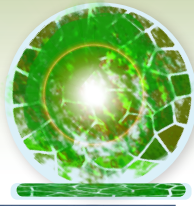
Identify the business opportunity and / or issue.

Outline the research process and methodology. Explain the new consumer understanding and its relevance to your business.

Highlight the impact on business based on the consumer insight, such as new markets and / or new channels, product and / or packaging reformulation, new marketing communications strategies and campaigns, including brand performance.



Digital Marketing Award



Best in class online marketing

"Marketing must adapt to the changing nature of consumer paths in the digital economy—which will lead to a digital convergence between traditional marketing and digital marketing".

Kotler, P – Marketing 4.0 2017 Edition

Digital media platforms have now become fully integrated into successful brand's overall marketing communications campaigns.

Award Criteria

The judges for this award will be looking for imaginative use of digital platforms either on their own or in conjunction with traditional media to strengthen brand performance.

Note: Entries should provide live URL's to the elements of the campaign. Where this is no longer live the submission should include online video and / or screen shots. If the campaign was delivered through a microsite or mobile app, the judges must be provided with access codes. Supporting creative material can be emailed to Awards@BordBia.ie Please clearly label the subject line with your Company Name and category Submission e.g Bord Bia - Digital Marketing Submission

The application should:

Outline the market background prior to the campaign; main competitor brand shares, your brand share, strengths/weaknesses of competitive brands, main strengths/weaknesses of your brand.

Summary of marketing strategy designed to strengthen your brand including any insights from enhanced consumer understanding.

Summary of marketing communications strategy including creative material and rationale.

Media strategy—where digital platforms are used with traditional media outline rationale for choice and relative weighting between the two—where digital only used outline rationale.

Results—all or a combination of the following; increased profitability, sales increase, market share growth, improved brand awareness & attribute ratings.



Entrepreneurial Award



The drive, ambition, vision and tenacity to succeed

"If you can dream it, you can do it." –
Walt Disney

Entrepreneurs require commitment and vision, whilst being risk takers to ensure business growth. Entrepreneurship and innovation are key drivers of business success and the lifeblood of ensuring a vibrant future economy for Ireland. To ensure long term success, the food and drink industry needs entrepreneurs to develop innovative products of the future. Unlike other categories, this award recognises the individual or company who shows true entrepreneurial flair. It rewards commitment, leadership and self-belief, either to create a new and successful business, or to radically improve, or turn around, the performance of an existing one.

Award Criteria

The award is open to companies with an annual turnover in excess of €100,000, who are in operation for a minimum of two years but less than ten years. Although this is a company award, submissions should show how the individual first recognised an opportunity to meet a consumer need and / or demand in the marketplace.

The application should:

Detail how they successfully created, launched and implemented a marketing plan for future growth.

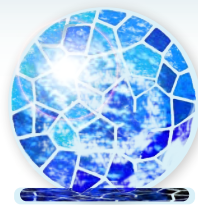
Highlight key skills such as resourcefulness.

Detail levels of employment provided and community leadership.

Include a vision for the future and any potential plans for business expansion.



Export Award



Irish Success Abroad

"Foodwise 2025 identifies ambitious and challenging growth projections for the industry including 85% increase in exports to €19 billion. To achieve this sustainable growth, it will require a concerted and coordinated approach by primary producers, industry, Departments and State agencies".

Food Wise 2025, Local Roots Global Reach.

It is estimated that the value of Irish food and drink exports increased 2% to reach €11.15bn in 2016. This marks growth of over 41% or €3.3 billion since 2010.

The Export Award recognises the outstanding achievement of Irish food and drink companies who continue to grow their business based on strategic planning in overseas markets. This category is open to companies who have launched a product in a new market and / or, who have increased exports in an existing overseas market since 2015.

Award Criteria

The judges will be looking for companies with a strong track record in the export arena, comprehensive export marketing planning, an understanding of consumers in overseas markets and the effective use of resources in growing their business abroad.

The company's export sales must be at least 25% of total turnover.

The application should:

Provide a comprehensive marketing strategy dedicated to growing exports in the period 2015/2016. This should also include a breakdown and rationale for resources dedicated to growing exports.

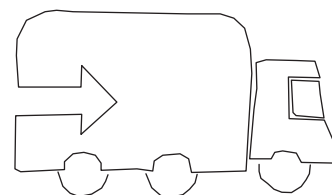
Demonstrate a comprehensive understanding of the unique market conditions in the relevant territories by proving an awareness of in-market category and product analysis.

Detail how the marketing strategy was developed to reflect local and / or regional market factors, including channels, sales, distribution, (IT epos), trade relations, language barriers and marketing communications; to include reference to cultural barriers and an overall understanding of target customers / consumers.

Outline the rate of export sales and how the rate has progressed over the past few years. Forecast export growth in 2017 and 2018.

Share future plans for international markets in 2017 and beyond.

Demonstrate the company commitment to international business by detailing long-term strategic growth plan for exporting to the market, including details on where growth opportunities will come from in the short, medium and long term.



Innovation Award



Celebrating Creativity and Breakthrough Innovation

"Innovation is not an option in a world of fleeting advantages. Innovation is not a sideline, innovation is not a senior executive hobby or a passing fad. Innovation is a competency that needs to be professionally built and managed".

**Rita Gunther McGrath,
The End of Competitive Advantage.**

Continuous innovation is not only required to keep up with the competition but is now necessary to keep ahead of an increasingly dynamic and international marketplace.

The Innovation Award is relevant to new food and drink brands in the retail or foodservice markets. It is for a company that is thinking ahead, is more outward looking and proactively managing the changing consumer landscape. The award is for a company that has focused on the consumer in original ways and deliver solutions that meet their evolving needs.

Award Criteria

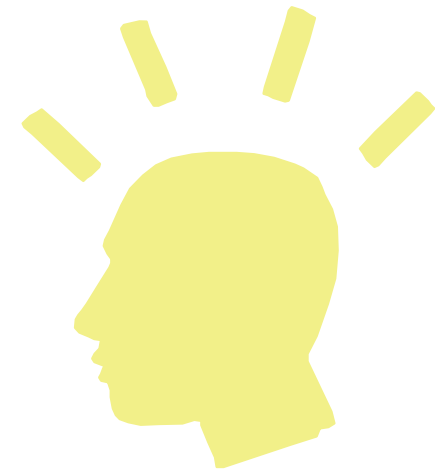
This award is open to companies that have delivered new food and drink products in 2015/2016. The judges will be looking for evidence that the introduction of new food and drink brands clearly contributed to increased sales and margins. Case studies may refer to Bord Bia's Consumer Lifestyle Trends.

The application should:

Outline the development process including market research.

Provide a comprehensive marketing strategy.

Demonstrate how the new product(s) meet consumer and or customer needs.



Sustainability Award



Recognising Innovation and impact in Corporate Sustainability

"Having a deeper purpose to what we do as people makes our lives more complete, which is a tremendous force and motivator".

Paul Polman, CEO Unilever.

Sustainability is a key factor in driving the reputation of Ireland's food, drink and horticulture industry and delivering a market preference for our products. Origin Green is a national sustainability development programme developed by Bord Bia to internationally demonstrate the commitment of Irish food and drink producers to operating sustainably.

It enables Ireland's farmers and producers to set and achieve measureable sustainability targets—reducing environmental impact, serving local communities more effectively and protecting the rich natural resources that our country enjoys.

The Sustainability Award recognises companies that have planned and executed significant sustainability commitments in relation to sourcing, resource efficiency, health & nutrition and their contributions to their local community.

The judges are looking for companies that have shown leadership in implementing the principles of sustainable production and differentiate their product offering through sound environmental, economic and social criteria.

Award Criteria

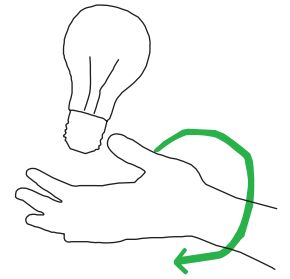
This award is open to companies that are verified members of Origin Green. This means:

- The company's sustainability plan has been approved by SGS.
- The sustainability plan should be valid for a minimum of three years.
- The company has committed to submitting an Annual Progress Report to verify advancement towards their sustainability targets.
- Relevant membership fees are paid.

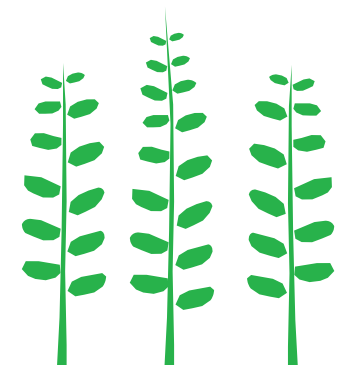
The application should:

Provide a case study to highlight the company's commitments and approach to delivering sustainable practices in their business.

Demonstrate business results achieved to date based on commitment to Origin Green.



Working with nature



What previous winners have to say...



"Glanbia Ireland was truly honoured to be recognised by the 2015 Bord Bia Food and Drink Awards for our commitment to Sustainability. The award is testament to Glanbia Ireland's Employees and Suppliers achievements and commitment to date to a Sustainable Irish Food and Drink Industry. As a founding member of Origin Green, Glanbia Ireland is fully committed to improving our green credentials to maximise sustainable value in global markets for all our stakeholders. We will continue to do this by pushing the boundaries even further to ensure that Ireland becomes the global partner of choice both now and into the future."

Audrey O'Shea, Sustainability Manager, Glanbia Ingredients Ireland, Winner of the Sustainability Award 2015.



"#TheBestBits campaign was created to tap into themes of Irishness, nostalgia and colloquial humour and we were delighted to be honoured in the 2015 Bord Bia Food and Drink Awards for Digital Marketing. The Judges recognised the success of the campaign which we backed up by numbers, we reached over 5.3 million influencers through online and PR mentions, while over 350,000 consumers viewed the video content on Facebook and YouTube. Not only was the campaign hugely successful online, but it also had a big impact on business, with a 10% increase in Club Orange sales vs. the previous year."

Stephen Cramp, Marketing Controller Carbonates & Adults, Britvic PLC Winner of the Digital Award 2015.

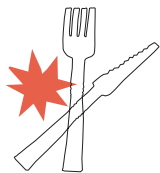


"We were immensely proud to win the Bord Bia award for innovation in 2015. We developed our dairy free ice cream from our home kitchen, and to be recognised amongst such renowned and established Irish food and drink businesses is something we will certainly never forget. Bord Bia deserve a huge credit for also recognising smaller businesses in the awards. It continues to give us huge confidence, motivating us daily to drive our business forward both at home, and on a global scale!"

Brian and Rachel Nolan, Co-Founders, Nobó Winner of the Innovation Award 2015



Bord Bia Food and Drink Award Gala Event at the Mansion House, 2015.



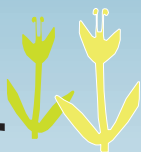

THE AWARDS CEREMONY

The overall/category winners will be announced at the Bord Bia Food & Drink Awards Gala Luncheon, on the afternoon of **Wednesday, November 29th, 2017 at 12:00 PM**, at the RDS Concert Hall and adjacent Library.



@BordBia #BordBiaAwards

For further information: awards@bordbia.ie



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