



# MERCHANDISING & DISPLAY AWARD

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On-Line Application Sponsor:



This Award recognizes the best overall Merchandising & Display. On your entry form, note your category of entry, whether your company is an electrical manufacturer, distributor or manufacturers' representative, and with sales of either less than or greater than \$50 million.

**Submissions must be from Electro-Federation (EFC) Canada members**, and the submission may publicize a company's product, service and/or technology through innovative merchandising, exhibit or packaging display, or sales or contest display. Evaluation of the submissions will be based on whether the entry met its objectives and whether the best practices demonstrated the following criteria.

For 2016 examples, visit [www.electrofed.com/announcing-2016-efc-award-winners](http://www.electrofed.com/announcing-2016-efc-award-winners)

## The following must be included with your submission (please submit in Word format):

Program Description, details, and evaluation criteria

- Describe the **program and its design elements** and provide materials or photos where appropriate (e.g. any media used – print, video, mobile merchandising, interactive display, live web link to manufacturer feed, etc.) **Evaluation criteria:** *Practicality, ease-of-use, versatility, space-maximization*
- Describe the program **concept and messaging** and provide materials or photos where appropriate (e.g. Concept: creative displays, planograms, product packaging, product demonstration, product application, sales kits/presentation displays, mobile displays/trucks; Messaging: theme, tag line, key imagery, use of colour/imagery, innovation/imagination). **Evaluation criteria:** *Creativity*
- Describe what was **new or unique** about the program - special features, special considerations (e.g. sustainability, energy conservation). **Evaluation criteria:** *Innovation*
- What was the program's **objective/purpose?** (e.g. education/product knowledge, promotion/contest, brand awareness/visibility, sustainability). **Evaluation criteria:** *Focus*
- Describe the **key metric objectives** of this program (change in sales, customer involvement, website response, visibility, social media activity, market penetration, sign-ups/registrations)
- Describe the **timeframe** for use of your program
- Describe the **target audience** (e.g. distributors, developers, contractors, consultants, end-users, etc.) **Evaluation criteria:** *Fit, Suitability, Adaptability (i.e. for small, medium or large locations)*
- Describe the **results** of this program (change in sales, customer involvement, website response, visibility, social media activity, market penetration, sign-ups/registrations). **Evaluation criteria:** *Effectiveness (i.e. met or surpassed objective)*

## Please submit via application site at [marketingawards.electrofed.com](http://marketingawards.electrofed.com)

- Completed Submission Form
- Program Overview (Objective, Strategy, Results, Addresses Category Criteria). Maximum 500 words.
- High & Low Resolution Campaign Creative Materials (EPS or JPEG)

## Deadline: June 30th, 2017

**Judging & Awards:** The EFC Marketing Awards submissions will be judged by a panel of electrical & electronics industry and non-industry experts. Award recipients will be announced in October 2017. **EFC staff and members are not judges.**

**Eligibility:** These awards are applicable for **2016 and 2015** marketing programs developed and executed in Canada (it can also have started prior to these dates and/or be ongoing).

**Submission Checklist:** Note: Please ensure your submission is complete and includes supporting material to meet category criteria (i.e. web links, PDF attachments, strategy documents etc.).

- The application must be in a written paragraph format; bullet points will not be accepted.
- Please select the category and complete the required information.
- There is no limit to the number of entries; only one entry per submission form, please.

\$100 per submission. For further information, contact [info@electrofed.com](mailto:info@electrofed.com)

Enter submission at [marketingawards.electrofed.com](http://marketingawards.electrofed.com)



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