

2022 Marketer of the Year Award

Introduction

The International Fresh Produce Association and Produce Plus Magazine “Marketer of the Year” Award is open to any individual or team who, through a marketing campaign, has shown excellence in the marketing of fresh fruit, vegetables or flowers in Australia or New Zealand in the past year.

Nominees can come from any part of the value chain including seed companies, growers, packers, processors, shippers, importers and exporters, wholesalers and retailers, foodservice, government agencies, associated suppliers to the industry and many more – any stakeholder from seed to shelf is eligible.

Judging

Nominations are judged against the below criteria by a panel consisting of representatives from the International Fresh Produce Association and Produce Plus, with the options to invite other non-aligned experts to help with the judging. The panel judges against the below criteria:

- The ability to develop and execute a highly visible, effective marketing campaign.
- How the mix of marketing tools were used to position the campaign to the target audience.
- The ability to utilise unique features to stand out from other campaigns.
- Validated evidence highlighting the campaign’s success.
- How the campaign could be used to promote importance of marketing to industry.

Nomination Form

The nomination form for the International Fresh Produce Associations & Produce Plus Magazine ‘Marketer of the Year’ Award is split into three parts:

- Part A: The Nomination
- Part B: Marketing Campaign Details
- Part C: Supporting Material

Please ensure you have completed all three parts addressing all criteria before submitting your form. Your entry is judged not only on your responses to the following questions, but also on the quality of the supporting material submitted.

Part A. The nomination

Details of the person or team being nominated

Name	
Company	
Email Address	
Phone Number	
Postal Address	
Country	
Your details (if nominating someone else)	

Note: If you are nominating a team, please provide details for the team leader/key contact above.

Please include a maximum 100-word company profile below and include the company logo and headshot of the nominee with your submission

In 250 words or less, provide a brief summary of the product or marketing campaign being nominated.

Note: The nomination can be for yourself, a fellow industry member or a team.



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Part B. Marketing Campaign Details

Note: Try to keep your responses as clear and concise as possible

Please outline the campaign's key success metrics detailing evidence of the campaign's success in direct relation to each of the key success metrics.

Who was the target audience/s for the campaign?

Outline the marketing tools used in the campaign and detail why they were selected for the specific target market and how they have been applied.



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Are there any features of this campaign that are unique?

Please describe how you would promote the Marketer of the Year Award to help your business grow and develop over the next year.

Part C. Supporting Material

Please include supporting material as part of your entry. This can include images, marketing collateral, spreadsheets, videos and social media links that best showcase the marketing campaign, its unique features and provide evidence of the campaign's success.

Submission

Please submit your completed entry form along with any supporting material to j.calwell@pma-anz.com

Please ensure you have completed all three parts and addressed all criteria before submitting your form.

For assistance or further enquiries please contact:

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